



PRESS RELEASE

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## FOREIGN MEDIA AND TOUR AGENTS ATTEND SHELL ADVANCE MALAYSIAN MOTORCYCLE GRAND PRIX 2014

**PUTRAJAYA, 23 October 2014:** A total of 128 international media and travel agents from 17 countries arrived in Malaysia today to witness the Shell Advance Malaysian Motorcycle Grand Prix 2014 from 25 to 26 October at Sepang International Circuit (SIC). The group is specially invited by Tourism Malaysia, under its Mega Familiarisation Programme.

The Mega Fam participants, who come from Australia, Canada, France, Georgia, Indonesia, Italy, Japan, Laos, Mexico, Myanmar, New Zealand, the Philippines, Russia, Spain, Thailand, the United States of America (USA), and Vietnam are here to report and publicise the event, and in the case of travel agents, to help promote Malaysia holiday packages to their clients.

Prior to the race, the participants will enjoy a tour around Kuala Lumpur on the morning of 24 October. Later, they will attend a Destination Seminar where they will be briefed by the Deputy Director General of Tourism Malaysia Dato' Haji Azizan Noordin on Malaysia's latest tourism developments and offerings, followed by the video presentation of Malaysia Truly Asia.

In addition, the *Fédération Internationale de l'Automobile* (FIA) will also deliver a presentation to promote the Round 2 of 2014 FIA Formula E Championship, the Putrajaya ePrix which will be held at Persiaran Perdana, Putrajaya on 22 November.

After the seminar, the participants will enjoy a dinner hosted by the Director General of Tourism Malaysia Dato' Mirza Mohammad Taiyab, where they will be presented with a certificate for their participation in the Mega Fam Programme.

The Mega Fam participants will be transferred to Sepang International Circuit to witness the Moto GP race on 26 October. They will have a photograph session with the Drive M7 Aspar team and Red Bull KTM Ajo team at Tourism Malaysia's Paddock Suite and booth on the same day.

The following day, the participants will proceed to their post tours to selected tourist destinations around Malaysia, which include Port Dickson, Melaka, Pulau Sibul, Pulau Besar, i-City, Pulau Langkawi, Pulau Redang, Pulau Lang Tengah, Cameron Highlands, Royal Belum Forest, and Mount Kinabalu.

END



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**MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA** is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

Malaysia is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government's target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the **Tourism NKEA (National Key Economic Area)**.

Through the Tourism NKEA, collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination. The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.

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