



PRESS RELEASE

FOR IMMEDIATE RELEASE

PROMOTING MALAYSIA THROUGH STUDENT EXCHANGE PROJECT

PUTRAJAYA, 18 August 2014 – Fifteen Japanese students arrived in Malaysia yesterday for a weeklong exchange project until 23 August. The Japan Malaysia Kouryu Project is organised by Tourism Malaysia, in collaboration with the Nara National Soni Youth Outdoor Learning Centre as a platform to promote Malaysia among Japanese school students.

The students, along with their teachers, nurse, and translator, will be visiting schools and enjoying sightseeing tours of Putrajaya and Melaka. Besides that, they will also be visiting Tourism Malaysia headquarters in Putrajaya and also the Ministry of Education Malaysia, as well as the Forest Research Institute of Malaysia (FRIM) to enjoy some outdoor and nature activities.

During the tours, they will have interactive sessions with students from two local secondary schools, namely Sekolah Seri Puteri Cyberjaya and Maktab Rendah Sains Mara (MRSM) Alor Gajah.

Under the same project, Malaysia will also be sending 12 students and two teachers from Sekolah Menengah Sains Hulu Selangor to visit Nara Prefecture in Japan from 6 to 18 November.

Background information:

Kouryu means exchange in Japanese. Japan Malaysia Kouryu Project 2014 was established in May and it is a project under the Ministry of Education, Culture, Sports, Science and Technology Japan (MEXT). MEXT has been focusing on exchange programmes and has started to invite Malaysian students since 2011 by allocating budgets to national learning centres in Japan.

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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*



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
Tel: +603 8891 8000; <http://www.tourismmalaysia.gov.my>
www.facebook.com/friendofmalaysia; twitter.com/tourismmalaysia; blog.tourism.gov.my





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 Malaysia Tourism Transformation Plan (MTTP) 2020.

Press contact:

Media Relations Unit:

Hazrina Azman (Ms), Asst. Director, Communications & Publicity Division

Tel: +603-8891 8755

Email: hazrina@tourism.gov.my

Editorial Unit:

Anis Rozalina Ramli (Ms), Senior Editor, Communications & Publicity Division

Tel: +603-8891 8759

Email: anisramli@tourism.gov.my



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No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
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