

SOROPTIMIST INTERNATIONAL'S GOODWILL AMBASSADORS VISIT MALAYSIA



The Director General of Tourism Malaysia Y.Bhg. Dato' Mirza Mohammad Taiyab (centre) with the goodwill ambassadors from Soroptimist International of the South West Pacific, along with the Director of Communications & Publicity Division of Tourism Malaysia Mohmed Razip Hasan (far left).

PUTRAJAYA, 4 Oct 2013: As part of their exchange programme called SWP Educate, Exchange Connection from 3 to 13 October 2013, 22 goodwill ambassadors from Soroptimist International of the South West Pacific (SISWP) visited several tourist destinations in Putrajaya and Kuala Lumpur today.

Before the start of their tour, members of the delegation, led by its President Y.Bhg. Puan Sri Siew Yong Gnanalingam, visited Tourism Malaysia at its headquarter in Putrajaya and were given a warm welcome by its Director General Y.Bhg. Dato' Mirza Mohammad Taiyab.

Tourism Malaysia also took the opportunity to promote Malaysia and the upcoming Visit Malaysia Year 2014 to the delegates, who came from Australia, New Zealand, Mongolia, Fiji, Thailand, Cambodia, Papua New Guinea, Indonesia, Singapore, and Malaysia.

Besides sponsoring their tour around Putrajaya and Kuala Lumpur, Tourism Malaysia also hosted a dinner for the delegates at Saloma Bistro and Theatre Restaurant.



The delegates are only spending about 3 to 4 days in Kuala Lumpur before continuing their exchange programme in other countries. Through their visit, the international delegates are expected to share their experiences upon returning to their home countries, promoting Malaysia as a value-for-money and top-of-mind tourist destination.

Their experiences will not only be publicised in the South West Pacific and ASEAN countries, but will also reach Soroptimist International's social media networks, which has 85,000 members in 127 countries.

Indeed, hosting the visit of these goodwill ambassadors is in line with Tourism Malaysia's efforts to promote Visit Malaysia Year 2014, a milestone event for the country's tourism industry, which is expected to bring in 28 million tourists with RM76 billion in receipts.

BACKGROUND OF SOROPTIMIST INTERNATIONAL OF THE SOUTH WEST PACIFIC (SISWP):

SISWP is one of the 4 Federations (besides SI Great Britain and Ireland, SI Europe, and SI America) in Soroptimist International, which is a worldwide organisation for women in management and the professions with the mission to transform the lives of women and girls through educating, empowering and enabling opportunities.

The SWP Educate, Exchange Connection programme was initiated by its President, Y.Bhg. Puan Sri Siew Yong Gnanalingam, as an exchange programme between countries of the SISWP to build goodwill, understanding and friendship.

The goodwill ambassadors will be hosted by the respective clubs in the host country for a week of cultural immersion and to visit the projects of service of the host clubs.

Next year, from 2 to 4 May, SISWP will be organising the SWP Conference of Clubs (COC) 2014 in Kuching, Sarawak.

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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 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10th most popular tourism destination in the world.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started this year 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 Malaysia Tourism Transformation Plan (MTTP) 2020.

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