

TOURISM MALAYSIA PROMOTES MYFEST AT SHANGHAI WORLD TRAVEL FAIR



The Ambassador of Malaysia to the People's Republic of China Dato' Zainuddin Yahya (3rd from left) officiating the Malaysia Pavilion at the Shanghai World Travel Fair, accompanied by (from left to right) Tourism Malaysia's Deputy Director of International Promotion (North/East Asia) Abdul Haris Hadi, Malaysia's Consul General to Shanghai Tan Yang Thai, and the Director of Tourism Malaysia Shanghai Effendy Mat Yaman.

PUTRAJAYA, 11 May 2015: Tourism Malaysia participated in the four-day 12th Shanghai World Travel Fair on 7 May, in line with its continuous efforts to attract more Chinese tourists to Malaysia. Together with 11 of the country's industry players, they promoted the Malaysia Year of Festivals 2015, and various travel packages and tourist destinations in the country.

The Malaysia Pavilion was officiated by the Ambassador of Malaysia to the People's Republic of China Dato' Zainuddin Yahya, accompanied by Malaysia's Consul General to Shanghai Tan Yang Thai, the Director of Tourism Malaysia Shanghai Effendy Mat Yaman, and Tourism Malaysia's Deputy Director of International Promotion (North/East Asia) Abdul Haris Hadi.



Tourism Malaysia has always shown strong support to the prestigious Shanghai World Travel Fair, which is the leading travel expo in China. It is a testimony to its commitment in attracting more tourists from China to its shores.

The Malaysian delegation include Perfect Vacation, Majestic Express Holidays, Mizume Tours & Travel, Rainbow Leisure, Genting Malaysia, Arena Star Luxury Hotel, The Orchard Wellness & Health Resort, Vosta Hrd MM2H, Exodus MM2H, the Sarawak Tourism Board and Hello Kitty (Themed Attractions).

After the travel fair, they are also joining Tourism Malaysia to promote the country's tourism in Shanghai and Hefei from 11 to 12 May.

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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 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

Malaysia celebrated its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The promotion of the country continues with the **MALAYSIA YEAR OF FESTIVALS (MyFEST)** campaign in 2015 with the theme "Endless Celebrations" emphasising the various festivals celebrated by its multicultural society. Both campaigns are key drivers towards achieving the country's target of 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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