

**TOURISM MALAYSIA VIETNAM ORGANISES ROADSHOW
TO PROMOTE VMY 2014**



President of Malaysian Association of Tour and Travel Agents (MATTA) Dato' Mohd. Khalid Harun (middle), flanked by the Consul General of Malaysia to Vietnam Shazryll Zahiran (4th from left), Tourism Malaysia Acting Director of International Marketing (Southeast Asia) Syed Yahya Syed Othman (3rd from right) and the Director of Tourism Malaysia Vietnam Mohd. Akbal Setia (2nd from right), as well as Malaysian delegates and special guests from Vietnam at Malaysia Gala Dinner in Ho Chi Minh City

HANOI, VIETNAM, 4 July 2013: Tourism Malaysia office in Vietnam has successfully completed a roadshow in June at major cities in the country to raise awareness on the celebration of Visit Malaysia Year (VMY) 2014.

The roadshow started in Hanoi on the 18th at Sheraton Hanoi Hotel, followed by Ho Chi Minh City on the 20th at New World Saigon Hotel and finally in Hoi An on the 22nd at Hoi An Hotel, which was also in conjunction with the 5th Quang Nam Heritage Festival 2013.



The Director of Tourism Malaysia Vietnam Mohd Akbal Setia said that the roadshow combined various activities such as business matching and networking between Malaysian sellers (tour operators, hoteliers, theme parks, and corporate entities) and leading travel agents and airlines in Vietnam.

“There were product presentations that provided useful information about new tourist attractions and destinations in Malaysia, as well as the incentives provided by the Malaysian government to our partners in Vietnam. We also introduced them to the business opportunities, trade fairs and exhibitions available in Malaysia,” explained Mohd Akbal.

Visitors to the roadshow also had the opportunity to grab special VMY promotional tour packages to Malaysia at discounted prices such as the 4-day/3-night packages from Hanoi at only \$399 and from Ho Chi Minh City at \$328.

They also had a glimpse of Malaysian culture such as the country’s traditional cultural dances, *teh tarik* (pulled tea) and hand-drawn henna, besides getting a snap shot with Malaysians in their traditional costumes.

The year 2013 also marks the 40th anniversary of diplomatic relations between Vietnam and Malaysia. Hence, the roadshow also strengthened diplomatic ties and bilateral cooperation between the two nations in the fields of economics and culture, besides tourism.

The roadshow was organised together with the Malaysian Embassy in Vietnam, Malaysia External Trade Development Corporation (MATRADE), Malaysia Business Chamber, Vietnam’s Association of Foreign Invested Enterprises and Malaysia Airlines (MAS) and Vietnam Airlines.

Media partners were Travellive Magazine (Hoa & Le Communications), Nam Huong Corporation, and Golf & Life Magazine, while sponsors for the programme were two famous photo labs namely Thanh Thanh Digital in Hanoi and Minh Tam Pro Lab in Ho Chi Minh City.

For further inquiries, kindly contact:

Ms. Nguyen Bach Lien – Marketing Manager, Tourism Malaysia Hanoi

Cell phone: 0919 268 383

Ms. Vu Thi Thu Ha – Marketing Executive, Tourism Malaysia Hanoi

Cell phone: 0986 408 527

Unit 401, HCO Building, 44B Ly Thuong Kiet Street, Hanoi

Tel: +844 3734 3837/ 3938 8464 Fax: +844 3734 4679

Email: mtpb.hanoi@tourism.gov.my

Facebook Fan Page: www.facebook.com/tourismmalaysiavietnam



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





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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.

Press contact:

Media Relations Unit:

Mr. Razaidi Abd Rahim, Senior Asst. Director, Communications & Publicity Division

Email: razaidi@tourism.gov.my

Editorial Unit:

Ms. Anis Rozalina Ramli, Senior Editor, Communications & Publicity Division

Email: anisramli@tourism.gov.my



MALAYSIA TOURISM PROMOTION BOARD
(MINISTRY OF TOURISM & CULTURE, MALAYSIA)
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia
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