



## **MEDIA RELEASE**

# **MALAYSIA FOOD & CULTURAL PROMOTION IN DUBAI**

The Honorable Dato' Sri Dr. Ng Yen Yen, Minister of Tourism, Malaysia, will launch the Malaysia Food & Cultural Promotion in Dubai, United Arab Emirates, on 3 May 2011.

The event will be held until 9 May 2011 at Shangri-La Hotel, Dubai. This is a joint cooperation between Tourism Malaysia, Shangri-La Hotel, Dubai and Malaysia Airlines, in efforts to promote Malaysia as a top-choice tourist destination.

Visitors to the Malaysia Food & Cultural Promotion will enjoy cultural performances by the Istana Budaya cultural troupe, teh tarik performance (teh tarik is a Malaysian tea beverage prepared in a unique way) and savour delicious cuisine by Malaysian chefs specially flown in by Malaysia Airlines.

During the event, those who dine at the Shangri-La Hotel, Dubai, are eligible to enter a lucky draw contest with a grand prize of a return air ticket to Kuala Lumpur courtesy of Malaysia Airlines and a 3Days/2Nights stay at the Shangri-La Hotel in Malaysia.

The Malaysia Food & Cultural Promotion is an effort by Tourism Malaysia to promote the country's delicious cuisine and interesting culture, as well as to increase awareness of Malaysia as an ideal holiday destination.

In Malaysia, food is a living testament of the country's unique fusion of cultures, reflected in the cuisine that has become uniquely Malaysian, a delicious blend of influences from the Malay, Chinese, Indian, Eurasian, Nyonya and indigenous communities in Malaysia.

As such, through this promotion Tourism Malaysia is delighted to showcase Malaysia through our food, art and culture. Malaysia Airlines and Shangri-La Hotel have flown in some of Malaysia's best to give visitors a taste of Malaysia.

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