



**PRESS RELEASE**

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## **A RESHUFFLE IN TOURISM MALAYSIA TOP MANAGEMENT**

**PUTRAJAYA, 24 APRIL 2014** –Tourism Malaysia is pleased to announce a change in the top management involving the positions of Deputy Director General (Planning) and Deputy Director General (Promotion) that took effect on 1 April.

Dato' Haji Azizan Noordin, who has served as Tourism Malaysia's Deputy Director General (Planning) for the past six years now heads the divisions under the 'Promotion' portfolio consisting of Advertising; South East Asia; North and East Asia; America/ Europe/ Oceania; South Asia/West Africa/Africa; and Communication and Publicity.

Meanwhile, Madam Chong Yoke Har who was previously the Deputy Director General (Promotion) since 2012 now handles the 'Planning' portfolio whose purview include Domestic Promotions, Research, Information Technology, Finance, Industry Development, and Promotion Support divisions.

Both Dato' Haji Azizan Noordin and Madam Chong Yoke Har are no strangers to the tourism industry as they joined the Tourist Development Corporation Malaysia (TDC) in 1978 and 1983 respectively.

Before being appointed as the Deputy Director General (Planning) of Tourism Malaysia in October 2008, Dato' Haji Azizan Noordin served in various positions. He was the Director for Advertising and Publicity Division from 2006 to 2007 and South Asia/West Africa/Africa and Oceania Division in 2008.

While attached to Tourism Malaysia's International Marketing Division from 1996 to 2003, Dato' Haji Azizan Noordin successfully completed two overseas assignments. He headed Tourism Malaysia's office in Seoul from 1991 to 1996 and the office in Jeddah from 2001 to 2003.

Madam Chong Yoke Har was the Director of Research Division from 2006 to 2008 and Director of International Marketing (North and East Asia) from 2008 to 2011 before serving as the Deputy Director General (Promotion) of Tourism Malaysia since April 2012.

With their vast experiences in the tourism industry, they are now in the best positions to steer the tourism industry effectively and efficiently towards the realisation of the Malaysia Tourism Transformation Plan's goals.



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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 10<sup>th</sup> 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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