

PRESS RELEASE

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MALAYSIA WINS TOP AWARD AT ITB BERLIN WAYANG KULIT AD SHINES SPOTLIGHT ON MALAYSIA



Caption: The award-winning Wayang Kulit advertisement invites tourists to “catch a movie a thousand years old...to discover a treasure trove of heritage and culture in one of the most diverse, multi-ethnic societies in the world” in Malaysia.

BERLIN, GERMANY, 6 MARCH 2015: Malaysia took top honors at the The Golden City Gate Awards at the ITB Travel Trade Show here in Berlin which recognizes the best film, print and multimedia promotions in the tourism industry.

The winning entry was Tourism Malaysia’s advertisement that featured the country’s age-old *wayang kulit* theatre tradition (pictured left). It took first prize in the print category of the award.

Receiving the award was Dato’ Mirza Mohammad Taiyab, Director General of Tourism Malaysia who said, “We’re very happy to receive this award. It’s a wonderful recognition for the promotional work we are doing here, for the Malaysia Year of Festivals 2015 campaign, and for Malaysia. It will open up the eyes of the world to the rich culture and heritage we have in Malaysia.”

The award-winning advertisement is part of Tourism Malaysia’s advertising campaign to promote the Malaysia Year of Festivals (MyFest) 2015 which emphasizes the many cultural aspects celebrated by Malaysia’s diverse population. Aptly themed “Endless

Celebrations”, the MyFest 2015 campaign has identified more than 200 exciting celebrations in its calendar of events for tourists to experience in Malaysia.

ITB Berlin, being held 4-8 March 2015, is the world's leading travel trade show connecting tourism buyers with destinations from around the globe. This year's show brings together 100,000 visitors and involves over 10,000 exhibitors from 190 countries showcasing their travel experiences, reflecting how intensely competitive the global travel industry is today.



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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 2013, Malaysia registered 25.7 million tourist arrivals and RM65.4 billion in receipts, making tourism its second largest foreign exchange earner and the sixth highest contributor to its Gross National Income (GNI).

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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