

PRESS RELEASE

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MINISTER OF TOURISM & CULTURE MEETS FRENCH TRAVEL TRADE & MEDIAS

PARIS, 5 June 2014: The Minister of Tourism & Culture Malaysia, YB Dato' Seri Mohamed Nazri Tan Sri Abdul Aziz hosted a travel trade luncheon at the prestigious Le Pre-Catelan Lenotre Restaurant, Paris, recently to meet French tourism professionals and travel trade medias in the city.

The meeting was arranged as an appreciation to the French travel trade for promoting Malaysia in France as well as to update them on the latest tourism products and marketing efforts by Malaysia for the Visit Malaysia Year 2014 campaign. It was also a platform to discuss issues and opportunities for future collaborations.

Among the key French players present were Mr Jean Paul Chantraine, the President Director General ASIA, Madame Olivia Even Devillechaise, General Manager Rev Vacances; Mr Laurent Bordet of Carlson Wagonlit, Mr David Khamsing of CFA; Mr Eric Didier, Area Manager of Qatar Airways in France; Mr Robert Chad, Area Manager of Etihad, Andrew Yip, Area Manager of Singapore Airlines and Mr Sarjanisham Idrus, Area Manager of Malaysia Airlines.

French arrivals to Malaysia last year was 145,108 a 6.6% increase from 136,172 in 2012.

Photos show:

- YB Dato Seri Mohamed Nazri Tan Sri Aziz, Minister of Tourism & Culture with French tourism professionals at Le Pre-Catelan in Paris.
- French medias and YB Minister during the one-to-one interview session.
- Mr Eric Didier of Qatar Airways and HE Tan Sri Ismail Omar, Ambassador of Malaysia to France

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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 is celebrating its fourth **VISIT MALAYSIA YEAR (VMY)** in 2014 with the theme "Celebrating 1Malaysia Truly Asia". The VMY 2014 promotional campaign has started in 2013 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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