



MEDIA RELEASE

MALAYSIA PROMOTES EDUCATION TOURISM IN VIETNAM

Tourism Malaysia is participating in the 7th International Education and Career Expo (IECE 2009) from 26 to 28 February 2009 at the Saigon Exhibition & Convention Centre, Ho Chi Minh City, Vietnam.

The Malaysian delegation is headed by Mr. Zulkifly Md. Said, Director of Research & Industry Development, Tourism Malaysia. Joining the delegation to IECE 2009 are the officials from the Ministry of Education of Malaysia, the President of Malaysia Homestay Association, Haji Shariman Hamdan and the representatives from the Malaysian public and private universities.

The participating public universities are National University of Malaysia, Technology Malaysia University, Tun Hussein Onn Malaysia University and Darul Iman University of Malaysia. The private universities comprise of Berjaya University College of Hospitality, Nilai University College, Taylor's University College, University of Kuala Lumpur, Petronas University of Technology and Metro Prima College.

An evening cocktail reception hosted by Tourism Malaysia will be held on 25 February 2009 at The Majestic Hotel where members of the Vietnamese education agencies, media as well as the local education tourism industry players will be briefed on the latest development of education tourism and opportunities in Malaysia.

IECE 2009 provides an excellent platform for Tourism Malaysia to promote and highlight Malaysia as a top-notch destination for higher education. The event

enables Malaysian education providers to tap into the Vietnamese student market by providing them with the first-hand information on courses and programmes available in Malaysia.

Based on the statistics from the Ministry of Higher Education, Malaysia received a total of 70,259 foreign students in 2008, a significant increase of 46.6%, compared to 47,928 students in 2007. A total of 756 students were from Vietnam compared to 631 students in 2007.

Members of the education industry and media are invited to visit the Malaysia Pavilion.

To know more about Malaysia, please log on Tourism Malaysia's website www.tourismmalaysia.gov.my or contact the Director of Research & Industry Development Division, Tourism Malaysia via email: eng-research@tourism.gov.my.

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