

TOURISM MALAYSIA WON BEST PARTNER AWARD



Chairman of Tourism Malaysia Tan Sri Dato' Sri Dr. Ng Yen Yen (centre) at the Outbound Tourism Development Conference and Workshop on Cooperation and Brand Promotion 2015. She is flanked by the Director of Tourism Malaysia Shanghai Mr. Effendy Mat Yaman (2nd from right), General Manager of Junjie Tour & Travel (M) Sdn Bhd (Sabah) Mr. Wei Gang (1st from left), General Manager of Junjie Tour & Travel (M) Sdn Bhd (Shen Zhen) (2nd from left) Ms. Maggie and Marketing Manager of Tourism Malaysia Shanghai Office Ms. Elaine Zhan Yu (1st from right)

PUTRAJAYA, 24 November 2014: Tourism Malaysia won the Best Partner Award at the Outbound Tourism Development Conference and Workshop on Cooperation and Brand Promotion 2015 on 13 November at the Novotel Atlantis Hotel in Shanghai, China.

More than 40 representatives comprising travel agencies in China, as well as international tourism professionals from Hong Kong, Malaysia, Thailand and Taiwan participated in this event.

The award was presented to the Chairman of Tourism Malaysia Tan Sri Dato' Sri Dr. Ng Yen Yen by the Shen Zhen Junjie International Travel Group to acknowledge Tourism Malaysia's long standing support to the travel agencies in China.



Tourism Malaysia has long viewed China as a significant tourist source market for Malaysia and has maintained close relations and cooperation with Chinese outbound tourism agencies.

For the upcoming Malaysia Year of Festivals (MyFEST) 2015, Tourism Malaysia will be working closely with tourism industry players in China, in order to create and offer quality and creative tourism products.

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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 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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