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TOURISM MALAYSIA FORGES STRATEGIC ALLIANCE WITH MONGOLIA'S GREEN EMPIRE HOLDING TO DRIVE 'WELCOME MALAYSIA' INITIATIVE

PUTRAJAYA — Tourism Malaysia today formalised a strategic partnership with Green Empire Holding LLC, through the signing of a Memorandum of Collaboration (MoC). This partnership aims to position Malaysia as a preferred travel destination for Mongolian tourists while directly driving momentum towards Visit Malaysia 2026 (VM2026).

Effective January 2026, the partnership will introduce the targeted 'Welcome Malaysia' initiative, designed to increase tourist arrivals from Mongolia through a modern, digitally driven promotional campaign. The initiative will showcase Malaysia's diverse tourism offerings, including urban attractions, ecotourism, cultural heritage, and luxury travel experiences.

The Director General of Tourism Malaysia, **Mr Mohd Amirul Rizal Bin Abdul Rahim**, highlighted the strategic significance of the collaboration, stating: 'Our alliance with Green Empire Holding is a proactive step to diversify Malaysia's international visitor markets by tapping into a high-potential segment. This partnership reflects our commitment to innovative tourism marketing and strong public-private collaborations as we boost the movement of Visit Malaysia 2026 and elevate Malaysia's global brand presence.'

Mr Byambasuren Ayushjav, Chief Executive Officer of **Green Empire Holding LLC**, echoed the sentiment, stating: 'This partnership transcends conventional tourism promotion. We are committed to crafting authentic stories that inspire Mongolian travellers to discover Malaysia's unique tapestry. Our goal is to build lasting bridges that connect our peoples through meaningful cultural and travel experiences.'

Through the VM2026 campaign, Malaysia aims to attract 43 million international visitors in 2026, aligning with ongoing efforts to strengthen the tourism sector as a key driver of the nation's economic growth. The sector's robust momentum is reflected in international visitor arrivals from January to November 2025, which reached 38.3 million. Guided by its theme song, *Surreal Experiences*, the VM2026 campaign promises a vibrant year-long programme of festivals, cultural showcases, exhibitions, community

celebrations and uniquely Malaysian experiences designed to captivate travellers from around the world.

Leveraging Malaysia's immense potential as a world-class tourist destination, VM2026 is expected to drive a surge in visitor arrivals while generating employment, enhancing the nation's global image, and delivering tangible economic benefits to local communities. The campaign will also deepen cultural appreciation and stimulate growth across various sectors beyond tourism, including hospitality, transportation, retail and the gastronomy industry.

Under the MoC, both parties will collaborate on destination promotion in Mongolia, joint marketing campaigns, and the exchange of tourism data. Furthermore, the agreement encompasses business facilitation between industry players and mutual support for tourism-related events. These coordinated efforts are intended to strengthen cultural ties and firmly position Malaysia as a 'top-of-mind' destination for Mongolian travellers.

This strategic alliance focuses on key areas including destination promotion in Mongolia, joint marketing campaigns, the exchange of tourism data, business facilitation between industries, mutual support for events, and other cooperative ventures. The partnership aims to build lasting cultural connections and position Malaysia as the preferred destination for Mongolian travelers through authentic storytelling and innovative promotional strategies.

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About Tourism Malaysia

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts and Culture Malaysia (MOTAC). It focuses on promoting Malaysia as a preferred tourism destination and has, since its establishment, played a significant role in strengthening the country's presence and competitiveness in the global tourism landscape.

Visit Malaysia 2026 (VM2026) underscores Malaysia's commitment to sustainable tourism development, in line with the United Nations Sustainable Development Goals (UNSDGs). The campaign aims to showcase the nation's diverse natural attractions, rich cultural heritage, and vibrant tourism offerings, while driving inclusive growth and long-term value for local communities and industry stakeholders.

For more information, visit Tourism Malaysia's website www.tourism.gov.my and social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

About Green Empire Holding LLC

Green Empire Holding LLC is a healthcare and tourism conglomerate based in Mongolia. In 2025, Green Empire initiated the first dedicated tourism route from Mongolia to

Malaysia, successfully facilitating the arrivals of more than 300 Mongolian travellers through curated long-stay tourism programmes. For the 2026 season, Green Empire intends to further develop this initiative through additional charter flight operations, subject to market conditions and mutual cooperation with relevant stakeholders.

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