

## “FROM HERITAGE TO HOSPITALITY: MALAYSIA CAPTIVATES VISITORS AT ITE HCMC”



Ribbon cutting ceremony by Mr Firdauz Othman, Consul General of Malaysia in Ho Chi Minh City

**HO CHI MINH CITY, 4th September 2025** – Tourism Malaysia is participating in the **International Travel Expo Ho Chi Minh City (ITE HCMC) 2025**, taking place from **4 to 6 September 2025**. The event underscores Malaysia’s strong commitment to promoting its diverse destinations, strengthening bilateral tourism cooperation, and marking an important milestone in preparation for the upcoming **Visit Malaysia 2026** campaign. The expo serves as a strategic platform to showcase Malaysia’s diverse offerings to international buyers, industry players, and travellers, while highlighting the country’s readiness to welcome more visitors in the coming year.

With the theme "*Sustainable Tourism, Vibrant Experiences*", ITE HCMC 2025 puts the spotlight on eco-friendly travel, cultural preservation, and deeper visitor engagement. This aligns seamlessly with Malaysia's tourism vision, which emphasizes **nature-based adventures, community-driven tourism, and eco-cultural initiatives** that benefit both travellers and local communities.

In addition to its natural and cultural attractions, **Tourism Malaysia will spotlight the country's strengths as a leading Meetings, Incentives, Conferences, and Exhibitions (MICE) destination**. International groups of 50 to 499 delegates are entitled to exclusive benefits, including welcome souvenirs, partial support for gala dinners or receptions, cultural performances, photo booth setups, airport hospitality desk services, and accommodation subsidies of up to RM2,500. Depending on group size, support packages range from RM7,920 to RM49,915, making Malaysia an attractive choice for business events of varying scales.

"Malaysia offers not only world-class facilities but also rich cultural experiences that create lasting memories. Through our incentive programme, we aim to provide strong support for organisers and delegates, positioning Malaysia as a preferred MICE hub in the region," said **Ms. Amirah Nadiyah Mazlan, Director of Tourism Malaysia Ho Chi Minh City**.

Tourism Malaysia's participation at ITE HCMC 2025 also highlights the **Malaysia My Second Home (MM2H) programme**, which appeals to Vietnamese families seeking a safe environment, quality education, and an affordable cost of living. In addition, Malaysia will showcase its **international education offerings**, featuring globally recognized degrees and competitive tuition fees, providing Vietnamese students with an accessible yet world-class option.

At the **Malaysia Pavilion**, visitors can immerse themselves in Malaysia's vibrant culture through traditional performances, interactive craft demonstrations, henna and pewter art, as well as fun mini games with exclusive gifts. Special travel promotions will also be available, including attractive Malaysia tour packages and AirAsia ticket deals, along with complimentary brochures for inspiration.

As part of its culinary showcase, **Tourism Malaysia will present the Malaysia Food & Culture Promotion** at *Saigon Café, Sheraton Saigon Grand Opera Hotel*, from **28 August to 7 September 2025**. Held under the theme "*Ticket to Penang*", the promotion brings the authentic flavours of Penang to Vietnamese diners, featuring signature dishes specially prepared by guest chef **Chang Song Cheong of Penang Marriott Hotel**. The culinary journey will be complemented with two **Penang-inspired cocktails**, offering a true taste of Malaysia's vibrant food heritage.

Vietnam remains one of Malaysia's **priority markets in ASEAN**. In the first half of 2025, Malaysia welcomed **168,677 Vietnamese visitors**, underscoring the country's appeal as a preferred destination for Vietnamese travellers. Looking forward, Malaysia is committed to developing high-value tourism segments—including eco and community-based tourism, MICE and incentive travel, wellness, education, and long-stay packages—supported by world-class infrastructure. Strengthened cooperation with Vietnam and other key markets will drive flexible, personalized travel experiences that meet growing demand for authentic and meaningful journeys.

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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 & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene. The next Visit Malaysia, set to take place in 2026, will commemorate the sustainability of the nation's tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG).

Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

### **For enquiries, please contact:**

<b>Amirah Nadiah Mazlan</b> Director Tourism Malaysia Ho Chi Minh City <a href="mailto:amirahnadiah@tourism.gov.my">amirahnadiah@tourism.gov.my</a> Tel: +6019 643 2625	<b>Norshariza Mohd Saad</b> Deputy Director Corporate Communications Division <a href="mailto:norshariza@tourism.gov.my">norshariza@tourism.gov.my</a> Tel: +603 8891 8775
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