

MEDIA RELEASE

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TOURISM MALAYSIA COLLABORATES WITH OPPO MALAYSIA TO SHOWCASE THE BEAUTY OF MALAYSIA THROUGH DIGITAL LENS

KUALA LUMPUR — Tourism Malaysia and Jie Business Sdn Bhd (OPPO Malaysia) today signed a Memorandum of Collaboration (MoC) to establish a digitally-driven strategic partnership aimed at enhancing the country's appeal as a premier lifestyle destination. This milestone agreement aligns with national efforts to position Malaysia as a must-visit hub ahead of the Visit Malaysia 2026-2027 Campaign.

The signing ceremony held at Hilton Kuala Lumpur, was officiated by Mr Mohd Akbal Setia, Deputy Director General (Promotions) of Tourism Malaysia and Ms Monica Qin, Marketing Director of Jie Business Sdn Bhd (OPPO Malaysia), underscoring a shared commitment to driving digital tourism innovation and transforming how travelers capture the nation's beauty.

"We are proud to collaborate with OPPO Malaysia, as this partnership not only showcases the distinctive beauty and character of Malaysia, but also celebrates the remarkable creativity of our diverse and talented photographers through art and imagery. This collaboration builds on our previous Strategic Communication Programme in Kelantan, which involved 15 participants from OPPO Malaysia. We are pleased to continue this collaboration in highlighting Malaysia's unique destinations and experiences through the power of visual storytelling," said Mr Mohd Akbal Setia, Deputy Director General (Promotions) and Head of the Visit Malaysia 2026–2027 Secretariat, Tourism Malaysia.

He also added that the initiative comes at a timely moment, with direct flights connecting Singapore and Jakarta to Kota Bharu making it more convenient for regional visitors to discover Kelantan. "This provides an ideal opportunity to shine a spotlight on Kelantan as a distinctive cultural destination, known for its rich heritage, vibrant traditional arts and iconic local gastronomy, including Nasi Kerabu and other traditional delicacies."

Through this partnership, both parties will execute joint promotional activities and experiential tourism initiatives. By leveraging OPPO extensive range of high technology smart phone, the effort seeks to enrich the overall visitor journey, extend average lengths of stay and boost tourism receipts through curated mobile photography with lifestyle offerings.

"At OPPO, we have always believed that the most powerful stories are told through imagery, and Malaysia has no shortage of stories worth telling," said Monica Qin, Marketing Director of OPPO Malaysia in her speech. "We are grateful to Tourism Malaysia for our continued collaboration in bringing this campaign to life. We continue to be in



awe of the photographers and content creators who took up the Find Series and made it their own — their instinct for finding beauty in the unexpected is what gives this campaign its soul. Together, we hope these images inspire the world to see Malaysia not just as a destination, but as an experience waiting to be discovered.

The collaboration comes at an opportune moment as Malaysia extends its Visit Malaysia 2026 campaign into 2027, opening further avenues to elevate the country's global appeal. Driving engagements thorough smart imaging will catalyze growth across the broader tourism ecosystem, encouraging travelers to explore local attractions and share authentic experiences on digital platforms.

From January to August 2026, Malaysia welcomed 28.8 million international visitor arrivals, an increase of 1.8 per cent compared to 28.2 million in the same period last year. Partnerships such as this will contribute to a smoother experience for international visitors and demonstrate positive momentum, providing a strong foundation as Tourism Malaysia ramps up joint promotional initiatives to sustain arrival growth through 2027.

Tourism Malaysia remains committed to forging strategic partnerships with technology leaders to harness digital innovation. Through such alliances, the aim is to modernize destination storytelling, stimulate visitors' demand, and ensure the sustainable growth of Malaysia's tourism sector.

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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 2026–2027 (VM2026–2027) 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](#).

For enquiries, please contact:

Pn Norshariza Mohd Saad
Deputy Director
Corporate Communications Division
norshariza@tourism.gov.my
Tel: +603 8891 8775



YM Raja Erina Soraya Raja Mohd Firdaus
Assistant Director
Corporate Communications Division
rajaerina@tourism.gov.my
Tel: +603 8891 8755

