

A SURREAL EXPERIENCE MALAYSIAN SHOWCASE AT TAIPEI INTERNATIONAL TRAVEL FAIR (ITF) 2025



The Malaysia Pavilion, themed “*Surreal Experiences*,” highlighted Malaysia’s batik artistry and VM2026 mascots *Wira* and *Manja*, capturing visitors’ attention throughout the fair.

TAIPEI, 8 November 2025 – Tourism Malaysia participates in Asia’s leading travel expo, the Taipei International Travel Fair (ITF) 2025, taking place from 7 to 10 November 2025. This event underscores Malaysia’s strong commitment in promoting its diverse destinations, strengthening bilateral tourism cooperation, and marking an important milestone in preparation for the upcoming Visit Malaysia Year 2026 (VM2026) campaign.

This year marks one of Tourism Malaysia’s largest participations at ITF Taipei 2025, featuring three major state tourism boards — Sabah Tourism Board, Sarawak Tourism Board, and Tourism Selangor — alongside two leading airlines, AirAsia and Malaysia Airlines, with two local travel partners, Tien Hai Travel Service and Shih Hsing Travel

Service. Their collective presence reflects a unified effort to showcase Malaysia's tourism offerings while intensifying the country's visibility in the market.

An official launch and ribbon-cutting ceremony of the Malaysia Pavilion was held at the booth, officiated by the President of the Malaysian Friendship and Trade Centre in Taipei, Ms. Aznifah Isnariah Abdul Ghani. The event was witnessed by invited media representatives and industry partners, followed by a media interview session.



Ribbon-cutting ceremony at the Malaysia Pavilion (from left): Ms. Tay Shu Lan, Senior Deputy Chief Executive Officer of Sabah Tourism Board; Mr. Hafiz Hazin, Director of Tourism Malaysia Taipei; Ms. Aznifah Isnariah Abdul Ghani, President of the Malaysia Friendship and Trade Center, Taipei; Ms. Chua Yee Ling, Chief Executive Officer of Tourism Selangor; and Ms. Catherine Huong, Marketing Manager (North Asia) of Sarawak Tourism Board.

The Malaysia Pavilion at Booth K132 will showcase the theme, "Surreal Experiences," which features Malaysia's dynamic journey of transformation, celebrating its rich heritage while embracing progress of diversity through immersive visual storytelling. Key highlights include traditional dance performances by the Petaling Jaya City Council Cultural Group, live henna artistry by Ms Surin Kaur, batik painting, interactive games and stage giveaways.

Visitors who spend NT\$2,000 or above at the Malaysia Pavilion during the event are eligible to participate in a lucky draw comprising an exciting range of prizes, including flights tickets to Malaysia, accommodation, attraction vouchers, electrical items and F&B coupons.



Group photo with travel industry partners participating under the Malaysia Pavilion.

Adding to the festivities, visitors can also indulge in Malaysia's vibrant flavors at "**Makan Mania: Malaysian Food Fiesta**", held in partnership with Grand Hyatt Taipei. The culinary celebration, proudly presented by Malaysian Friendship and Trade Centre (MFTC), Tourism Malaysia, and the Malaysian Chamber of Commerce and Industry (MayCham), runs from 12 November to 15 December 2025, offering an authentic taste of various Malaysian cuisine and hospitality.

Meanwhile, the "**2025 Malaysia Culture Day**" (Hari Budaya Malaysia) will take place on 15 to 16 November 2025, from 10:30 AM to 7:00 PM at the Taipei Music Centre. Under the theme "**Kenduri Warna Warni**" ("Colourful Celebration"), the event will promote Malaysia's cultural heritage through traditional performances, interactive workshops, cultural exhibitions, and forum sessions led by Malaysian representatives.

From January to August 2025, Malaysia recorded 315,185 visitors from Chinese Taipei, an increase of 6.2% compared to the same period in 2024 and 4.4% higher than pre-pandemic level in 2019. Such growth highlights the country's growing attractiveness among travellers, especially with its vibrant urban destinations, varied culinary offerings, tranquil islands, and culturally rich heritage towns.

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

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