



PRESS RELEASE

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TOURISM MALAYSIA SIGNS PARTNERSHIP WITH MITSUI OUTLET PARK KLIA SEPANG FOR VISIT MALAYSIA 2026 (VM2026)

SEPANG — Tourism Malaysia today formalised a strategic partnership with Mitsui Outlet Park KLIA Sepang (MOP KLIA) through the launch of the Tourist Privilege Card (TPC) campaign in support of Visit Malaysia 2026 (VM2026). This collaboration forms part of ongoing efforts to strengthen Malaysia's tourism ecosystem and further position the country as a preferred international destination, particularly within the shopping and lifestyle segment.

The signing ceremony was officiated by YB Tuan Chiew Choon Man, Deputy Minister of Tourism, Arts and Culture, and witnessed by Mr. Daisuke Nihei, Minister and Deputy Chief of Mission, Embassy of Japan in Malaysia; Mr. Chua Choon Hwa, Deputy Secretary General (Tourism) MOTAC; Mr. Lee Thai Hung, Deputy Director General (Promotion II) of Tourism Malaysia and the distinguished representatives from the Mitsui Fudosan Group and Mitsui Outlet Park KLIA. Aligned with the national agenda to revitalise the tourism industry and enhance its contribution to the economy, the initiative represents a significant milestone under the VM2026 campaign.

In his remarks, YB Tuan Chiew Choon Man highlighted the importance of public-private collaboration as a key success factor for VM2026. He highlighted MOP KLIA's strategic location just eight minutes from Kuala Lumpur International Airport (KLIA) which positions it as a vital gateway for international visitors seeking a world-class shopping experience. The TPC initiative is also expected to stimulate international visitor spending while supporting a resilient, people-centric tourism economy in line with Malaysia MADANI principles and VM2026 objectives.

Mr. Daisuke Nihei, Minister and Deputy Chief of Mission at the Embassy of Japan in Malaysia, noted that the collaboration reflects the shared commitment of both countries and MOP KLIA to supporting Malaysia's national tourism agenda through the provision of competitive incentives and visitor-focused facilities.

As part of the partnership, the Tourist Privilege Card (TPC) campaign will offer exclusive rewards to international visitors from 12 February to 12 May 2026. Visitors who spend RM2,500 and above in a single receipt at participating outlets will be entitled to redeem an exclusive cabin-size travel luggage, while those who spend RM300 and above may redeem a MOP KLIA Travel Scale. Redemptions are limited to one per eligible visitor per day, on a first-come, first-served basis while stocks last.

Beyond retail incentives, the partnership will also encompass joint marketing initiatives, national and international events, and other collaborative programmes aimed at attracting more visitors, stimulating local economic growth and increasing tourism receipts. This collaboration supports the successful delivery of Visit Malaysia 2026 (VM2026) while further enhancing Malaysia's appeal as a vibrant, world-class tourism destination and premier shopping haven.

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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 MFMA Development

MFMA Development SDN BHD (MFMA) is a joint venture company between Mitsui Fudosan CO., LTD. (Mitsui Fudosan) and Malaysia Airports Holdings Berhad. (Malaysia Airports) with a shareholding of 70% and 30% respectively. MFMA Development was established in August 2013 to undertake the operations and management of Mitsui Outlet Park KLIA Sepang, Malaysia's first full scale outlet mall in Klang Valley. The Mitsui Outlet Park KLIA Sepang also marks the inaugural presence of the Mitsui Outlet Park brand concept in Southeast Asia. MFMA Development aims to advocate cross cultural experiences by blending local characteristics and the Japanese spirit of hospitality, 'OMOTENASHI' to create an unforgettable and exciting shopping experience at the Mitsui Outlet Park KLIA Sepang.

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