



## JOINT MEDIA RELEASE

### KOPPEMA-TOURISM MALAYSIA UNVEIL MALAYSIA TRULY ASIA TOURISM GOLF CHALLENGE 2023

**PUTRAJAYA, 12 October** – Malaysia is set to host the prestigious Malaysia Truly Asia Tourism Golf Challenge 2023, a premier golf tournament that will unleash the participation of 200 domestic and ASEAN players. Organised in conjunction with the 50<sup>th</sup> anniversary of Tourism Malaysia, this grand event will take place at the renowned Saujana Golf & Country Club (SGCC) in Shah Alam on 25 October 2023.

With more than 40 esteemed organisations as strategic partners, the primary objectives of this tournament are to strengthen collaborations within Malaysia's travel industry and attract local and international golf enthusiasts to promote Malaysia as the ultimate holiday destination and thus contribute significantly to the nation's economy.

“The Malaysia Truly Asia Tourism Golf Challenge 2023 promises to be a unique experience, merging the thrill of golf with the charm of our local culture and landscapes. The tournament will unfold in three distinct sessions, each designed to offer a comprehensive view of what makes Malaysia truly special.”

“From the morning rays to the enchanting evenings, participants will be able to explore our scenic beauty, diverse culture, and warm hospitality,” said Datuk Musa Hj. Yusof, Chairman of Koperasi Kakitangan Kementerian Pelancongan dan Kebudayaan Malaysia Berhad (KOPPEMA) – the event’s organiser.

Malaysia boasts a rich golfing heritage, with over 200 golf courses spanning private and public venues since the 1990s. According to the Malaysian Golf Association (MGA), there are an average of 968 registered golfers for each golf club in Malaysia, with approximately 138,000 to 158,000 golfers across the country.

Meanwhile, Dato’ Dr Ammar Abd. Ghapar, Director General of Tourism Malaysia, said: “We are excited to collaborate with KOPPEMA to showcase Malaysia's beautiful golf courses and attractions in promoting Malaysia as a premier golf destination for travellers. With enhanced golf travel packages and connectivity, we are confident Malaysia will captivate international golfers and eventually contribute to tourism growth.”

For more information, check out Malaysia Truly Asia Tourism Golf Challenge 2023 Facebook or Instagram page at <https://www.facebook.com/mtatgc23> or <https://www.instagram.com/mtatgc2023/?igshid=MzRIODBiNWFIZA%3D%3D>.

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### **About KOPPEMA**

Koperasi Kakitangan Kementerian Pelancongan dan Kebudayaan Malaysia Berhad (KOPPEMA) was established on 27 May 2011 with the vision of becoming the primary driver of the tourism sector in Malaysia by the year 2023 (in line with National Cooperative Policy 2020). For more information, visit <https://linktr.ee/koppemaberhad>.

### **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). 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](#), [Twitter](#), [YouTube](#), and [TikTok](#).

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## STRATEGIC PARTNERS

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- 17 KLIA TV
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- 21 MALAYSIA AVIATION GROUP
- 22 MALAYSIA FLYING GOLF ASSOCIATION
- 23 MALAYSIA GOLF ASSOCIATION (MGA)
- 24 MALAYSIAN ASSOCIATION OF HOTEL OWNERS (MAHO)
- 25 MELAKA TOURISM BOARD
- 26 MUNCHYS
- 27 NESTLE MALAYSIA BERHAD
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- 30 OAG AVIATION WORLDWIDE PTE LTD
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- 32 ONE EDITION
- 33 PERBADANAN PEMBANGUNAN SUNGAI & PANTAI MELAKA
- 34 PERSATUAN KAMPUNGSTAY & HOMESTAY MALAYSIA
- 35 PERSATUAN USAHAWAN CHINA MALAYSIA
- 36 PROMO PARTNERS
- 37 SABAH TOURISM BOARD
- 38 SHARP
- 39 SUMMER BAY LANG TENGAH ISLAND RESORT
- 40 TURKISH AIRLINES
- 41 WAK JALI EVENT MANAGEMENT
- 42 WP MEDIA SDN BHD

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