



FOR IMMEDIATE RELEASE

MOTAC.100-2/1/18 JLD3 (93)

MINISTRY OF TOURISM, ARTS AND CULTURE

MEDIA RELEASE

**MOTAC OFFICIAL VISITS TO THE PEOPLE'S REPUBLIC OF CHINA (PRC)
FOR THE PROMOTION OF DEEPER MALAYSIA-CHINA BILATERAL
EXCHANGES AND COOPERATION**

14 April 2023 – From 2nd to 11th April 2023, Minister of Tourism, Arts, and Culture (MOTAC), YB Dato Sri Tiong King Sing, led a delegation team for a series of official visits to the People's Republic of China (PRC) for the promotion of deeper Malaysia-China bilateral exchanges and cooperation. Most importantly, the MOTAC delegation engaged with many relevant important Chinese authorities and institutions, paving the way for Malaysia's tourism and cultural sector, connecting it to the enormous Chinese market by removing rigid barriers and pursuing breakthroughs to bring greater resources and opportunities for the industry.

The MOTAC delegation met with Hu Heping, Minister of Culture and Tourism of PRC, Liu Jianchao, Minister of the International Department Central Committee of CPC, Guo Yezhou, Vice Minister of the International Department Central Committee of CPC, Song Zhiyong, Administrator of the Civil Aviation Administration of China (CAAC), Dai Bin, President of China Tourism Academy, Hu Henghua, Mayor of Chongqing Municipal People's Government, Gong Qing, Mayor, Deputy Mayor, Head of the United Front Work Department Shi Tai Feng, Secretary of Xinyi Municipal Committee, Zhang Yi, member of the Party cum Vice President of Bank of China, Wang Bing, Vice President of the China Construction Bank, as well as many local Chinese tourism organisations and travel agencies, including JD.com Group, CAISSA Touristic, China Association of Travel Services, Beijing Tourism Industry Association, Chongqing Yuzhong District Tourism Association, representatives from Ctrip, UTour Group, China Comfort Tourism Group (CCT), BTG International Travel and Tours Group, China CYTS Tours Holdings, Beijing

6renyou International Travel Service, China Women Travel Service, Chengdu Spring Travel Agency, and many other tourism industry players.

YB Dato Sri Tiong King Sing stated that China has already established a Chinese Cultural Centre to better facilitate Malaysia-China bilateral tourism, hoping to continue building more bridges of mutual exchanges and appreciation on tourism promotion, investment, human resource training, cultural exchanges and tourism security.

Furthermore, we will take the initiative in planning a series of large-scale cultural and tourism events, such as the Malaysia-China Cultural Festival, Folklore Festival, and other events, aim to welcome the 10th Anniversary of the Malaysia - China comprehensive strategic partnership with a new look. And towards the 50th Anniversary of Diplomatic Relations between Malaysia &China in 2024 and Visit Malaysia Year 2025.

At the same time, Malaysia and China will also actively explore a Memorandum of Understanding (MoU) signing on tourism and cultural cooperation to promote mutual understanding and people-to-people ties and welcome Chinese investment into the Malaysian tourism industry to expand the economic opportunities in the tourism sector.

Moreover, we are proud to announce the exciting and significant news that Tourism Malaysia has successfully signed MoUs with two travel agencies during this visit, with an initial target of 350,000 and 100,000 Chinese tourists to visit Malaysia this year, respectively. Tourism Malaysia will ride off this momentum and actively engage with potential Chinese tourism companies and organisations for more MoU collaboration. As for the 3 outstanding issues raised by travel agencies, namely, easing the visa application process, flight seats, and incentive allowance, we will prioritise these matters and aim to achieve tangible progress as soon as possible.

“Due to time constraints, unfortunately, MOTAC could not engage with more local tourism operators on this trip. Nevertheless, we would like to extend of greatest gratitude to all the travel agencies for their invaluable input during this trip, and we are looking forward to working with them on developing new tourism trend opportunities, such as tropical islands, diving activities, camping, “glamping”, campervans, and other more

diverse tourism collaborations, and MOTAC will fervently focus on upgrading the facilities and services of the aforementioned attractions."

We are also grateful to the relevant China government departments and agencies for their valuable feedback and advice during this official visit, as well as for their warm and strong support for bilateral cooperation.

In addition, Chongqing is one of the five regions the Chinese government aims to develop into an international consumer hub. The city has much to offer, especially its cultural tourism which has become a popular travel destination amongst the youth in recent years; therefore, MOTAC will actively explore various mechanisms to promote tourism cooperation between Malaysia and Chongqing, such as boosting the bilateral tourism industry players with local governments, offering incentives, and so on. Chongqing government is also keen to explore the development of tourism, business, trade and investment in Malaysia to deepen cooperation between the two regions.

In order to provide a clear and comprehensive picture of Malaysia's tourism landscape for Chinese tourism industry players, YB Dato Sri Tiong King Sing proposed an invitation to them to organise an investigative survey tour under the guidance of Tourism Malaysia to visit all the various touristic attractions in Malaysia, to have a better understanding of the unique selling points and potential tourism investment projects in the country.

YB Dato Sri Tiong King Sing was delighted to say that this MOTAC trip to China was exceptionally rewarding and meaningful. He holds high hopes that the people from both countries could achieve mutual benefits and win-win cooperation through the spirit of unity and unyielding efforts; we can showcase our unique and exquisite Malaysia's tourism industry and elevate it to the pinnacle in the Southeast Asia region.