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NIZRAN NOORDIN IS NEW DG OF ISLAMIC TOURISM CENTRE



PUTRAJAYA, MALAYSIA, 17 JULY 2023: Islamic Tourism Centre (ITC) is delighted to announce the appointment of Nizran bin Noordin as its new Director General effective 10 July 2023. With over 23 years of experience in driving transformational growth, Nizran's extensive background includes working for a Malaysian diversified conglomerate, a career in investment banking, entrepreneurial experience in the technology space, state government administration and leading a public-listed company.

Nizran was formerly the Group CEO/Executive Director of Majuperak Holdings Berhad, a public-listed company controlled by Perbadanan Kemajuan Negeri Perak which is involved in property development, facilities management, and renewable energy business.

With Nizran's extensive corporate and business background, he has been entrusted to lead ITC to greater heights through transformational initiatives that capitalise on Muslim-Friendly Tourism and Hospitality, which is expected to be worth USD225 billion globally by 2028. This includes assisting the Minister and Deputy Minister of Tourism, Arts and Culture in developing Malaysia as an Umrah hub.



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"Since Islamic Tourism Centre was established in 2009, my predecessors have not only formulated a comprehensive standards blueprint but also promoted awareness for the potential of Muslim-Friendly Tourism and Hospitality. I am happy to be appointed to lead ITC into its next phase of growth and build upon this legacy to position Malaysia as an Islamic Tourism and Umrah hub of the world," he said.

"Now is an exciting time for ITC with the global tourism industry going through a post-COVID recovery phase. I look forward to harmonising our efforts with the local and international industry players and unlock more opportunities through innovative thinking and inspiring ideas. Together, we can nurture a more welcoming Muslim-friendly space for tourists, while creating a robust and sustainable tourism economy that benefits not only the industry players, but the rakyat and all levels of society."

Nizran holds a Bachelor of Arts with an honours degree from Lancaster University, United Kingdom, majoring in Accounting and Finance.

END

Islamic Tourism Centre (ITC) is an entity under the Ministry of Tourism, Arts and Culture, Malaysia, tasked to develop the Islamic Tourism segment for Malaysia. It advocates for Muslim-friendly tourism (MFT) by offering research and market intelligence, training, industry development consultation, Muslim-Friendly Tourism and Hospitality (MFTH) services standards and recognition, and information exchange.

Malaysia was named the top country in the region in the MFTH sector by the State of the Global Islamic Economy (SGIE) Report 2022. The country also retained the top-ranked destination in the Mastercard-CrescentRating Global Muslim Travel Index (GMTI) 2023, a position it has defended since the launch of the Index in 2015. In the same year, Malaysia was recognised as the Top Muslim-Friendly Destination of the Year (OIC) and Top Muslim Women-Friendly Destination of the Year in Halal in Travel Awards 2023.

In addition, ITC was named the recipient of the Strategic Business Alliance Award at The BrandLaureate World Halal Best Brand E-Branding Awards 2021. It is a recognition of ITC's efforts and endeavours in formulating new strategies to meet the new normal of the business environment to ensure business continuity and sustainability, notwithstanding its role to develop and grow the Islamic tourism segment in Malaysia.

These recognitions are an added motivation for ITC to continue to strengthen its efforts in being a prime mover and leading institution to ensure Malaysia is at the forefront of MFTH.

For further details, kindly contact:



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