

PRESS RELEASE

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A TASTE OF MALAYSIA IN SINGAPORE: TOURISM MALAYSIA AND JEN SINGAPORE TANGLIN BY SHANGRI-LA CELEBRATE MALAYSIA DAY

SINGAPORE — Tourism Malaysia, in collaboration with JEN Singapore Tanglin by Shangri-La, is celebrating Malaysia Day with “Rasa Malaysia”, a culinary showcase highlighting Malaysia's rich and diverse flavours.

Officially launched on 11 September 2026 by Her Excellency Datin Paduka Anizan Siti Hajjar Adnin, High Commissioner of Malaysia to Singapore, the initiative marks Tourism Malaysia's second major culinary collaboration in Singapore this year. The showcase reflects ongoing efforts to promote Malaysia's diverse gastronomic heritage and strengthen awareness of the country's tourism offerings among Singaporean consumers and international visitors.

Organised in collaboration with the Sarawak Trade and Tourism Office Singapore (STATOS) and the Sabah Trade and Tourism Office Singapore (STTOS), with the support of the High Commission of Malaysia in Singapore, the showcase presents a diverse selection of flavours from across the country. Guests can savour iconic dishes representing destinations such as Pahang, Melaka, Perak, Johor and Penang, alongside the distinctive indigenous flavours and native ingredients of Sabah and Sarawak.

Running from 11 September to 9 October 2026 at J65, JEN Singapore Tanglin by Shangri-La, the showcase features Malaysian culinary talents from Shangri-La hotels in Malaysia alongside the hotel's own culinary team. Guests can enjoy a variety of Malaysian favourites, including Roti Canai and Nasi Kandar, complemented by Malaysian-inspired beverages and live cooking stations as part of the hotel's Halal-certified buffet experience.

Mr Mohd Amirul Rizal Abdul Rahim, Director General of Tourism Malaysia, said, “Food is an integral part of Malaysia's identity and one of the most distinctive expressions of our multicultural heritage. Rasa Malaysia provides an opportunity to showcase the diversity of Malaysian cuisine while sharing the stories, traditions and cultural influences behind our food.”

“This collaboration also supports our ongoing efforts to promote Malaysia as a destination offering diverse and authentic experiences under the Visit Malaysia 2026-2027 campaign. Through gastronomy, we hope to inspire Singaporean visitors and international travellers to explore Malaysia's culture, heritage and renowned hospitality.”



From 11 to 13 September 2026, the showcase will also feature an immersive cultural programme comprising Malaysian cultural performances and a curated exhibition of Malaysian arts and handicrafts. Selected handcrafted items will also be available for purchase, providing visitors with an opportunity to experience the country's diverse artistic and cultural heritage.

Singapore remains Malaysia's most important tourism source market, with 10.7 million visitor arrivals recorded between January and June 2026, representing 50.9 per cent of Malaysia's total international visitor arrivals and an increase of 4.4 per cent compared to 10.3 million arrivals during the corresponding period in 2025.

The initiative forms part of Tourism Malaysia's broader efforts to promote Malaysian gastronomy as a key tourism attraction while strengthening engagement with one of Malaysia's most important tourism markets. Through strategic collaborations with industry partners, Tourism Malaysia continues to showcase the diverse experiences that await visitors across the country in support of Visit Malaysia 2026–2027.

RASA MALAYSIA

- **Dates:** 11 September–9 October 2026
Special cultural showcase: 11–13 September 2026
- **Time:** 6.00 p.m.–9.30 p.m.
- **Venue:** J65, JEN Singapore Tanglin by Shangri-La
- **Buffet Pricing:** Dinner (daily, except Thursdays): S\$98++ per adult | S\$49++ per child
- **Highlights:** Malaysian cuisine, live cooking stations, cultural performances, arts and handicrafts

For further details, kindly refer to media kit :

https://drive.google.com/drive/folders/1bB510_HjxvBlgrYjnWMUhi2RiBFvVlst?usp=drive_link

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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 (VM2026-2027), with the extended campaign to 2027, 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](#).



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