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MINISTRY OF TOURISM, ARTS AND CULTURE

MEDIA RELEASE

**MALAYSIA AND UZBEKISTAN FORGE STRATEGIC PARTNERSHIP
IN TOURISM BY SIGNING A MEMORANDUM OF UNDERSTANDING
(MOU) ON COOPERATION IN THE FIELD OF TOURISM**

SAMARKAND, UZBEKISTAN, 17 October 2023 - In a historic move towards fostering stronger ties and mutual collaboration, Malaysia and Uzbekistan have officially inked a Memorandum of Understanding (MoU) in the field of tourism. The signing ceremony took place on October 17, 2023, on the sidelines of the 25th Session of the UNWTO General Assembly in Samarkand, Uzbekistan.

The primary objective of this MoU is to fortify and advance cooperation between the two nations in the dynamic realm of tourism. This MoU is poised to serve the common interests of both countries and significantly contribute to the socioeconomic development of their respective populations.

Under the provisions of the MoU, several key areas of cooperation have been identified and will be developed in the period of 10 years (2023-2033):

- (a) Promotion and Marketing: Initiatives, including familiarization trips, aimed at showcasing the rich cultural and natural treasures of both Malaysia and Uzbekistan.
- (b) Enhancing Air Connectivity: Linking major tourism destinations in Malaysia and Uzbekistan.
- (c) Research, Training, and Development: Implementing exchange programs and collaborative efforts in research to enhance the skills and knowledge within the tourism sector.
- (d) Promotion of Muslim-Friendly Tourism (MFT): Focusing on the enhancement of tourism infrastructures, facilities, products, and services to cater to Muslim travellers.
- (e) Cultural Resources Development: Investing in the development of cultural resources to transform them into compelling tourist attractions.
- (f) Business Tourism (MICE): Encouraging Meetings, Incentives, Conferences, and Exhibitions to bolster business tourism and economic activities.
- (g) Economic Activities and Investment: Creating an environment conducive to economic activities, including investment opportunities that benefit both countries.
- (h) Community-Based Tourism and Eco-Tourism: Promoting and developing sustainable tourism practices that involve local communities and contribute to eco-friendly initiatives.

The MoU was officially concluded by Honourable Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture, on behalf of the Government of Malaysia, and H.E. Mr. Aziz Abdukhakimov, Minister of

Ecology, Environmental Protection and Climate Change, representing the Government of the Republic of Uzbekistan.

This strategic partnership is a testament to the commitment of both countries toward fostering mutual understanding, cultural exchange, and economic growth through the lens of tourism.

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