



MEDIA RELEASE

www.tourism.gov.my

FOR IMMEDIATE RELEASE

No. 79/2023

TOURISM MALAYSIA LAUDS NOOR AHMAD HAMID'S APPOINTMENT AS NEW PATA CEO

PUTRAJAYA, 22 September 2023 – Tourism Malaysia welcomes the appointment of Mr Noor Ahmad Hamid, the former Chief Operating Officer of Malaysia Convention & Exhibition Bureau (MyCEB), as the new Pacific Asia Travel Association (PATA) Chief Executive Officer, effective 1 October 2023.

Dato' Dr. Ammar Abd. Ghapar, Director General of Tourism Malaysia, said: "We are excited to embark on this new transformative journey under his leadership and look forward to collaborating closely with PATA members to elevate the tourism industry to greater heights."

"With his extensive background and vast experience in tourism and business events, we believe PATA can also champion initiatives to stay relevant in the digital era and to voice out and reset the organisation's branding and membership engagement."

Tourism Malaysia has been an ardent PATA Government member for 64 years, starting in 1959, and Datuk Musa Yusof, Deputy Director General of Tourism Malaysia, has led the PATA Malaysia Chapter since 2016.

Recently, PATA announced the reappointment of Ms Noredah Othman, Chief Executive Officer of Sabah Tourism Board, to its Executive Board Members for a two-year term beginning 27 June 2023.

END

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. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), and [TikTok](#).

For enquiries, please contact:

Georgina M Abas

Assistant Director

Corporate Communications Division

georgina@tourism.gov.my

Tel: +603 8891 8776

Muadz Samat

Assistant Director

Corporate Communications Division

muadz@tourism.gov.my

Tel: +603 8891 8755