

PRESS RELEASE

ITC EXPANDS GLOBAL MUSLIM-FRIENDLY TOURISM PARTNERSHIPS THROUGH NEW COLLABORATIONS IN SOUTH KOREA, BRAZIL AND MALAYSIA



PUTRAJAYA, 22 SEPTEMBER 2026: The Islamic Tourism Centre (ITC) has signed three strategic partnerships with Halal and financial-sector stakeholders in South Korea, Brazil and Malaysia, marking a further step in the internationalisation of Malaysia's Muslim-Friendly Tourism and Hospitality Assurance and Recognition (MFAR) programme and strengthening support for tourism and hospitality businesses.

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The collaborations with two JAKIM-recognised Halal Certification Bodies, namely **Korea Muslim Federation (KMF)** and **FAMBRAS Halal Certificação Ltda (FAMBRAS Halal)**, will support the development and implementation of Malaysia's Muslim-Friendly Tourism and Hospitality Assurance and Recognition (MFAR) programme in South Korea and Brazil.

In Malaysia, ITC has also entered into a strategic collaboration with Maybank Islamic Berhad to strengthen support for tourism and hospitality businesses through access to financing and banking solutions, capacity building, Halal facilitation, market access and promotional opportunities.

The three partnerships were formalised through Memorandums of Understanding (MoUs) exchanged during the **GHaS Night: Celebrating Visit Muslim-Friendly Malaysia Dinner 2026**, hosted by ITC in conjunction with the **Global Halal Summit (GHaS) 2026** at the Grand Ballroom, Le Méridien Putrajaya.

According to the Director General of Islamic Tourism Centre, Mohammad Faisal Abu Suaib Khan, the internalisation of MFAR is not simply about extending recognition beyond Malaysia.

"It is about sharing the knowledge, expertise, systems and capabilities we have developed through our experience in Muslim-friendly tourism, and turning that experience into practical cooperation with partners around the world. Our goal is to expand global adoption of MFAR as a single recognisable standard for Muslim-friendly travel," he added.

Expanding MFAR Through International Partnerships

These partnerships bring together ITC's expertise in Muslim-Friendly Tourism and Hospitality with the local networks, market knowledge and Halal capabilities of KMF and FAMBRAS Halal. Together, the partners will promote awareness and adoption of MFAR, support capacity building, and work with

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tourism authorities and industry players to strengthen Muslim-friendly tourism in South Korea and Brazil.

No.	LIST OF PARTNERSHIPS	SIGNATORIES
MOU SIGNED AT THE GHAS NIGHT		
1	Development of the Muslim-Friendly Ecosystem in Brazil between Islamic Tourism Centre (ITC) and FAMBRAS Halal Certificação Ltda (FAMBRAS Halal)	Mr. Mohammad Faisal Abu Suaib Khan, Director-General, Islamic Tourism Centre (ITC) Mr. Nizar Al Ghandour Internal Relations Director, FAMBRAS Halal
2	Development of the Muslim-Friendly Ecosystem in South Korea between Islamic Tourism Centre (ITC) and Korea Muslim Federation (KMF)	Mr. Mohammad Faisal Abu Suaib Khan, Director-General, Islamic Tourism Centre (ITC) Mr. Kim Dong-Eok, President of Korea Muslim Federation

Maybank Islamic Berhad Supports Tourism and Hospitality Businesses

ITC also entered into a strategic collaboration with **Maybank Islamic Berhad** to strengthen support for tourism and hospitality businesses in Malaysia.

The collaboration will focus on access to financing, banking and other financial solutions, as well as capacity building, Halal facilitation, market access and promotional opportunities.

It will also support greater awareness of MFAR among tourism and hospitality entrepreneurs and strengthen connections between businesses and the wider Halal ecosystem. The collaboration is intended to help tourism businesses strengthen their capabilities, scale their operations and develop products and services that respond to the evolving needs of Muslim travellers.

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Commenting on the collaboration, Maybank Islamic Berhad CEO, Mr. Mohamad Yasin Abdullah said, "This collaboration with the Islamic Tourism Centre marks another important step in expanding the reach of our Halal financial solutions into the growing Muslim-friendly tourism and hospitality sector. By leveraging ITC's MFAR-recognised network, we aim to support industry players with Shariah-compliant financing, takaful and certification facilitation, while jointly promoting Malaysia as a leading hub for Halal tourism in ASEAN."

No.	LIST OF PARTNERSHIPS	SIGNATORIES
MOU SIGNED AT THE GHaS NIGHT		
1	Collaboration between Islamic Tourism Centre (ITC) and Maybank Islamic Berhad to help tourism businesses strengthen their capabilities, scale their operations and develop products and services that respond to the evolving needs of Muslim travellers.	Mr. Mohammad Faisal Abu Suaib Khan, Director-General, Islamic Tourism Centre (ITC), Mr. Mohamad Yasin Abdullah Group Chief Executive Officer, Islamic Banking and Chief Executive Officer of Maybank Islamic Berhad.

GHaS Night Celebrates Global Halal and Tourism Cooperation

The GHaS Night brought together senior government representatives, international Halal Certification Bodies, tourism and hospitality stakeholders, industry leaders and strategic partners from across the global Halal ecosystem.

The event was also attended by YBhg. Datuk Dr. Sirajuddin Suhaimee, the Director General of the Department of Islamic Development Malaysia (JAKIM).

The evening featured two special addresses, beginning with a Visit Malaysia 2026-2027 Special Address by YBhg. Dato' Shaharuddin bin Abu Sohot,

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Secretary General of the Ministry of Tourism, Arts and Culture, followed by the “Global Halal Talk” by YB Senator Dr. Zulkifli Hasan, Minister in the Prime Minister’s Department (Religious Affairs).

The evening’s programme highlighted the close relationship between Halal, tourism and hospitality, while providing an opportunity for international delegates to engage with Malaysia’s Muslim-friendly tourism ecosystem.

A key highlight was the official launch of **gozaya.com.my** by **Zaya**, introducing the platform to an audience of government leaders, international Halal stakeholders and tourism industry representatives. The launch was followed by a showcase of Zaya’s corporate video.

The celebration continued with cultural performances by the National Academy of Arts, Culture and Heritage (ASWARA), showcasing Malaysia’s rich cultural heritage, followed by the Visit Malaysia 2026 Surreal Experiences final performance.

The evening also provided international delegates with an opportunity to experience Malaysian hospitality and connect with tourism and industry stakeholders in an informal setting.

The dinner was hosted by the Islamic Tourism Centre (ITC) and sponsored by Big Onion Caterer, EV SUN, KEWPIE and Organic Face.

Strengthening Malaysia’s Muslim-Friendly Tourism Offering

Malaysia’s experience in Muslim-friendly tourism has been built through collaboration between government, industry and stakeholders, supported by standards, recognition, capacity building and industry development.

Through the internationalisation of MFAR, ITC is now working with partners to adapt this experience to international markets while creating new opportunities for tourism businesses and Halal stakeholders.

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The collaborations announced at GHaS Night reflect ITC's continued efforts to build a more connected Muslim-friendly tourism ecosystem, strengthen industry capabilities and support greater confidence among Muslim travellers.

 **ITC Digital Press Kit - GHaS Night 2026**

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About Islamic Tourism Centre

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 and hospitality (MFTH) by offering research and market intelligence, training, industry development consultation, services standards and recognition, and information exchange.

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