

MEDIA RELEASE

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TOURISM MALAYSIA LAUNCHES "TASTE OF MALAYSIA – FLAVOURS OF PENANG" WITH SHANGRI-LA QIANTAN, SHANGHAI

SHANGHAI — Tourism Malaysia Shanghai, in collaboration with Shangri-La Qiantan, Shanghai, organised the “Taste of Malaysia – Flavours of Penang” Food Festival, taking place from 21 to 31 August 2026, as part of the continued efforts to promote Malaysia’s diverse culinary culture and support Visit Malaysia 2026–2027 (VM2026–2027).

The event is jointly supported by the Malaysia External Trade Development Corporation (MATRADE) and the Palm Oil Research and Technical Service Institute of the Malaysia Palm Oil Board (MPOB) to bring the authentic flavours and multicultural heritage of Penang, which is widely regarded as Malaysia’s food capital, to Shanghai and allow local food enthusiasts to experience the unique allure of Malaysia first-hand.

The opening ceremony was officiated by Mr. Aaron Gan, Director of Tourism Malaysia Shanghai, and Mr. Dexter Cheng, General Manager of Shangri-La Qiantan. Distinguished guests, including local tourism partners and media representatives, will experience Malaysia’s vibrant culture and culinary heritage through a buffet tasting session and a hands-on batik-making activity.

“Taste of Malaysia – Flavours of Penang” is not only a feast for the palate but also a significant platform for cultural exchanges between China and Malaysia. Penang’s food culture, shaped by centuries of culinary wisdom from Malay, Chinese, Indian, and Eurasian communities, tells a story of migration, fusion, and tradition. This allows guests to explore Malaysia’s tourism highlights, local customs, and world-class hospitality while savouring its diverse cuisine.

The food festival welcomed two distinguished guest chefs from Malaysia: Chef Azhar bin Bah and Chef Lim Chang Wei. Chef Azhar brings over 26 years of culinary experience, having represented Penang in numerous international food promotions and cooked for Malaysian dignitaries. Chef Lim is highly regarded for his expertise in traditional Nyonya cuisine and his dedication to preserving Peranakan culinary heritage. Together, the two chefs will present a curated selection of Penang’s signature delicacies, offering guests an authentic taste of Nanyang flavours.

The strong and growing interest in Malaysia among Chinese travellers is further reinforced by encouraging visitor arrivals and the expansion of air connectivity between China and Penang. From January to June 2026, Malaysia recorded 2.6 million visitor



arrivals from China, representing a 17.6 per cent increase compared with 2.2 million visitor arrivals from the same market during the corresponding period last year.

This growing interest is further supported by approximately 69 flights per week from various cities in China to Penang, operated by Shanghai Airlines, Juneyao Air, China Southern Airlines, as well as to strengthen new flights and routes from China. With convenient air connectivity of 771 weekly flights from China to Malaysia, Chinese travellers can enjoy easier access to Malaysia and discover its renowned culinary offerings, vibrant cultural heritage, and distinctive island charm.

As VM2026–2027 gains momentum into 2027, Tourism Malaysia reaffirms its commitment to deepening engagement with the Chinese market through high-quality culinary and cultural events. Such initiatives not only showcase Malaysia's diverse culinary heritage, but also strengthen destination awareness and encourage more Chinese travellers to discover Malaysia, particularly Penang, as a destination offering rich culinary experiences, vibrant cultures, and warm Malaysian hospitality.

For further details, kindly refer to media kit :

<https://drive.google.com/drive/folders/12diPOtbeoCqvPH7VOs9Rd72HwM1MOU62?usp=drivelink>

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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) 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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