

NEW GATEWAY TO MALAYSIA: JIANGXI AIR INAUGURATES FIRST INTERNATIONAL ROUTE FROM NANCHANG



Photo session between the delegation and VIP guests who attended with VM2026 mascots Wira and Manja

KUALA LUMPUR, 25 AUGUST 2025 – Tourism Malaysia proudly welcomes Jiangxi Air, a rising low-cost carrier jointly established by Xiamen Air and the Jiangxi Provincial Government, on the successful launch of its inaugural direct service between Nanchang and Kuala Lumpur.

Today's landmark Flight RY6607 touched down at Kuala Lumpur International Airport (KLIA), marking the historic arrival of the first-ever direct flight connecting Nanchang, the capital of Jiangxi Province, with Malaysia's bustling capital city. This milestone not only enhances air connectivity but also strengthens tourism, trade, and investment linkages between Malaysia and China's eastern region.

The inaugural ceremony was officiated by Mr. Chua Choon Hwa, Deputy Secretary General (Tourism) and YBhg. Dato' Normah Osman, Deputy Secretary General (Policy) of Ministry of Transport. Distinguished guests included Mr. Samuel Lee, Deputy Director

General (Promotion II), Tourism Malaysia. Also present were Dato’ Mohd Izani Ghani, Managing Director of Malaysia Airports Holdings Berhad (MAHB) and Mr. Kang Zhiyang, General Manager of Jiangxi Air.

“This new air link is a testament to the strong and ever-growing tourism ties between Malaysia and China. It not only enhances connectivity but also supports our continuous efforts to position Malaysia as a premier travel destination in the region. We look forward to welcoming more Chinese visitors to experience Malaysia’s rich cultural heritage, natural beauty, and diverse offerings,” said YB Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture Malaysia.

The Nanchang–Kuala Lumpur service represents a historic milestone as Jiangxi Air’s first-ever international scheduled route. Choosing Malaysia as its maiden overseas destination reflects the airline’s strong confidence in Malaysia’s tourism appeal and underscores Malaysia’s role as a strategic gateway to Southeast Asia.

Jiangxi Air will operate twice-weekly flights between Nanchang Changbei International Airport and KLIA Terminal 1, utilizing its modern Boeing 737-800 aircraft with 175 seats. This convenient service is set to boost business travel, leisure tourism, and people-to-people exchanges, while creating greater economic opportunities for both nations.

Flight Schedule (local time):

Flight	Departure	Time	Arrival	Time
RY6607	Nanchang Changbei International Airport	10:00 AM	Kuala Lumpur International Airport (KLIA) Terminal 1	3:00 PM
RY6608	Kuala Lumpur International Airport (KLIA) Terminal 1	4:00 PM	Nanchang Changbei International Airport	9:00 PM

From January to June 2025, Malaysia welcomed 2.17 million visitors from China, an impressive 35.6% increase compared to the same period in 2024. This remarkable growth highlights the rising demand for Malaysian destinations among Chinese

travellers. The newly launched Nanchang–Kuala Lumpur route is expected to further accelerate arrivals, particularly from the Jiangxi region

Tourism Malaysia remains committed to strengthening global air connectivity by working closely with international carriers, airport authorities, and tourism industry stakeholders. This collaboration supports Malaysia's vision to enhance its global tourism presence and solidify its position as a world-class travel hub ahead of Visit Malaysia 2026.

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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 & 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.

The next Visit Malaysia, set to take place in 2026, will commemorate the sustainability of the nation's tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG).

Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), and [TikTok](#).

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