

MEDIA RELEASE

FOR IMMEDIATE RELEASE

TM. 226/2026

18 SEPTEMBER 2026

A TASTE OF HERITAGE: TOURISM MALAYSIA SHOWCASES AUTHENTIC FLAVOURS AND CULTURE IN PARIS

PARIS – Tourism Malaysia, through its Paris office is bringing the vibrant flavours, rich traditions and cultural diversity of Malaysia to the heart of France with a special Food & Culture Event, held on 18 and 19 September 2026 at Pullman Paris Montparnasse.

Organised in strategic partnership with Malaysia Airlines, the two-day event forms part of the Visit Malaysia 2026-2027 (VM2026-2027) campaign. The showcase offers the French public an opportunity to experience Malaysia's distinctive multicultural diversity through its gastronomy and cultural heritage.

Hosted at Fi'Lia Restaurant within the Pullman Paris Montparnasse, guests will be treated to a specially curated Malaysian menu, available for lunch and dinner on 18 September, and dinner on 19 September. The menu features beloved national dishes including the fragrant *nasi lemak*, rich-in-spice *rendang ayam* and the iconic, milky *teh tarik*. Elevating the dining experience, the programme will also feature traditional Malaysian dance performances, offering visitors an immersive introduction to the country's diverse traditions.

"Gastronomy is one of the most powerful ways to experience Malaysia because our food is a direct reflection of the people and cultures that make up our country," said Ms. Zalina Ahmad, Director of Tourism Malaysia Paris.

"Malay, Chinese, Indian, and Indigenous influences are woven into our cuisine and cultural expressions, creating experiences that are uniquely Malaysian. By bringing this heritage to Paris, we want to give the French public a taste of what awaits them and inspire them to discover the destination for themselves."

The Food & Culture Event complements Tourism Malaysia's wider promotional activities in France to cultivate greater interest in the country as a destination. France continues to demonstrate encouraging growth as a source market for Malaysia. From January to June 2026, Malaysia welcomed 116,232 visitors from France, an increase of 7.9 per cent compared to 107,735 visitors in the first half of 2025.

Through Visit Malaysia 2026-2027 (VM2026-2027), Tourism Malaysia continues to highlight the nation's rich cultural heritage, gastronomy, pristine nature and lesser-known destinations. It encourages international travellers including the French locals to explore beyond the country's best-known attractions and discover the diversity of its different states and territories.



For further details, kindly refer to media kit:

https://drive.google.com/drive/folders/1YagbECM9YfXb7r8ldNblKWV68wdfFp-o?usp=drive_link

-END-

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 2026-2027 (VM2026-2027) 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](#).

For enquiries, please contact:

Zalina Ahmad

Director

Tourism Malaysia Paris

zalina@tourism.gov.my

Tel: +33 (0)1 42 97 41 71

Norshariza binti Mohd Saad

Deputy Director

Corporate Communications Division

norshariza@tourism.gov.my

Tel: +603 8891 8775

