



**PRESS RELEASE**

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## **TOURISM MALAYSIA PROMOTES SHOPPING IN VIETNAM**

**HANOI, 24 March 2016** – In an effort to attract more Vietnamese to shop in Malaysia, Tourism Malaysia is organising a shopping seminar and travel mart in Hanoi and Ho Chi Minh. During the event, Malaysia’s shopping attractions will be highlighted to some 160 Vietnamese travel agents, tourism associations, and media.

The seminar and travel mart, which was held at Melia Hotel in Hanoi today, is led by the Deputy Director General (Strategic & Domestic) of Tourism Malaysia Chong Yoke Har. She is accompanied by representatives from 10 shopping malls and tourism product operators, who promoted their products to Vietnamese buyers and media. The same event will be held at Hotel New World Saigon in Ho Chi Minh tomorrow.

The Malaysian delegation consists of the Batu Road Retailers Association (BARRA), Fahrenheit 88, IOI City Mall, Johor Premium Outlet, Mitsui Outlet Park-KLIA, Pavilion Kuala Lumpur, SOGO Kuala Lumpur, Sunway Putra Mall, Sunway Pyramid and Suria KLCC.

“Tourism Malaysia is pleased to provide a platform for our tourism product operators to promote themselves and Malaysia as a shopping haven. We have invited potential Vietnamese counterparts to this seminar and travel mart, and we look forward to future partnerships and collaborations, which will encourage more Vietnamese to choose Malaysia for their leisure and shopping holidays,” Chong Yoke Har said.

“I believe that the favourable currency exchange rate, good accessibility, and the diversity of tourist attractions in Malaysia will attract more Vietnamese to shop in the country,” she added.

Malaysia’s annual shopping campaign consists of the 1Malaysia Super Sale (1 to 31 March), the 1Malaysia Mega Sale Carnival (15 June to 31 August), and the 1Malaysia Year-End Sale (1 November to 31 December).

Malaysia’s 2016 shopping extravaganza kicked off on 1 March with the Grand Launch of the country’s thrice yearly nationwide sales. Adopting a new tagline “Super Bargains, Fantastic Experiences”, the three sensational sales will entice Malaysians and international tourists to shop, dine, and unwind during the best shopping seasons of the year.

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The Malaysia National Sales Grand Launch 2016 was officiated by the Deputy Minister of Tourism and Culture Datuk Mas Ermeyati Samsudin at Nu Sentral, Kuala Lumpur. She also unveiled Shopping Malaysia's newly created promotional icon called *Miss SHOPhia*, who will be featured in both local and overseas shopping campaigns and specially created shopping and food blog, viral videos and television commercials.

To date, Kuala Lumpur has won several international shopping awards, which include the world's 5<sup>th</sup> Best Shopping Destination by Expedia UK in 2016, and the 2<sup>nd</sup> Best Shopping Destination 2015 for Muslims in the OIC Destination based on CrescentRating and MasterCard Muslim Travel Shopping Index.

Kuala Lumpur was also crowned the world's 4<sup>th</sup> Best Shopping City by global news network CNN, for two consecutive years – 2012 and 2013, while the Geneva-based Globe Shopper Index ranked the city as the 2<sup>nd</sup> Best Shopping Destination in Asia Pacific in 2012.

Shopping is an important sector for the country's tourism industry. In 2014, it held the second biggest share of tourist expenditure with RM21.6 billion or 30% of the total tourist receipts of RM72 billion. Tourist expenditure on shopping recorded an increase of 9.3% compared to RM19.8 billion in 2013.

Up until September 2015, shopping constituted the biggest share of tourist expenditure with RM15.3 billion or 30% of the total tourist receipts of RM51 billion.

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*For more media releases, media info and media features on Malaysia's tourism industry, kindly visit the Media Centre of Tourism Malaysia's website at <http://www.tourismmalaysia.gov.my/>*

**MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA** is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2014, Malaysia registered 27.4 million tourist arrivals and RM72 billion in receipts, making tourism its second largest foreign exchange earner.

*Through the Tourism NKEA (National Key Economic Area), collaborative efforts between the Ministry of Tourism and Culture, other Government agencies and the private sector have been enhanced to help secure Malaysia's position as a leading tourist destination and achieve the country's target of 36 million tourist arrivals and RM168 billion in receipts by 2020.*

*The targets set under the Tourism NKEA will be achieved through the implementation of twelve Entry Point Projects (EPPs) clustered under five themes: Affordable Luxury; Nature Adventure; Family Fun; Events, Entertainment, Spa and Sports; and Business Tourism.*

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