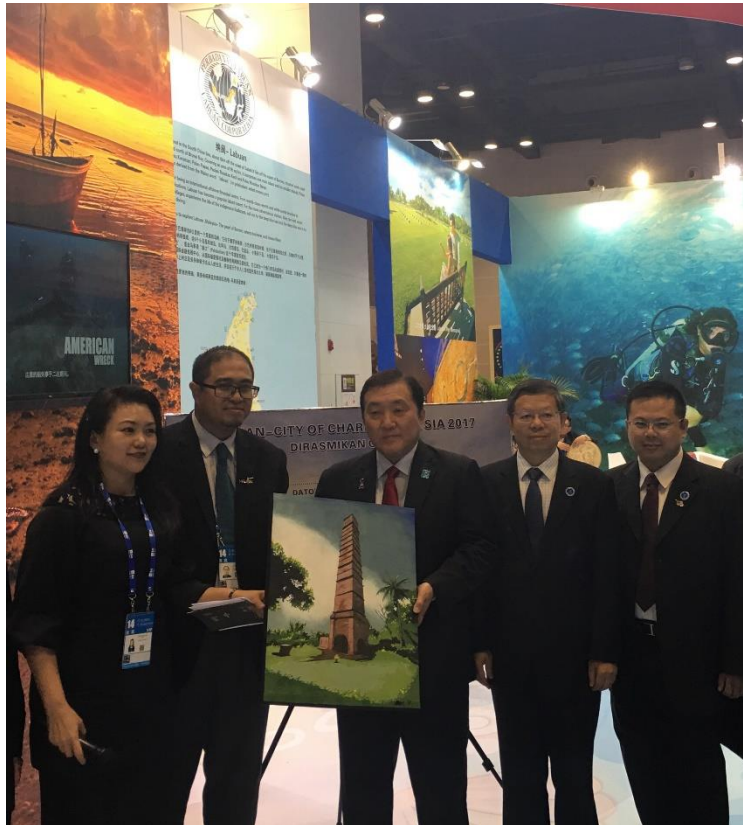


## LABUAN CITY CHARMS THE CHINESE AT CAEXPO IN NANNING



*Caption: Ministry of International Trade and Industry Y.B Dato' Seri Ong Ka Chuan (2nd from left) was flanked by (from left) Assistant Director Department of Tourism, Culture & Arts, Labuan Corporation Madam Zunaidah Hamzah, Deputy Director of Tourism Malaysia Guangzhou Mr. Mohd Azwan Mohd Alwi, Vice Chairman of Members of Chinese People Political Consultative Conference in Guangxi Mr. Liu Zheng Dong, Consul General of Malaysia to Nanning and H.E. Bong Yik Jui.*

**NANNING, CHINA, 20 September 2017** – Labuan has been identified as one of the potential tourist attractions to woo more Chinese tourists to Malaysia and efforts are being made to promote the island to this market, especially as an island and beach holiday destination.

One of the efforts to promote Labuan is through the participation of Tourism Malaysia and Labuan Corporation in the China-ASEAN Expo (CAEXPO).

### **MALAYSIA TOURISM PROMOTION BOARD**

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
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The Ministry of International Trade and Industry Y.B. Dato' Seri Ong Ka Chuan recently launched the Malaysia Pavilion – Labuan City of Charm on 11 September at CAEXPO in Nanning, 3.30 pm local time.

The occasion was also graced by the Vice Chairman of Members of Chinese People Political Consultative Conference in Guangxi Mr. Liu Zheng Dong, the Consul General of Malaysia to Nanning H.E. Bong Yik Jui, the Deputy Director of Tourism Malaysia Guangzhou Mr. Mohd Azwan Mohd Alwi, and Assistant Director Department of Tourism, Culture & Arts, Labuan Corporation Madam Zunaidah Hamzah.

During the launching, guests were given the opportunity to experience the best of Labuan and Malaysia. They were served samples of Malaysia's Bird's Nest dish and Teh Tarik, while being entertained with traditional music by performers brought in by Labuan Corporation. Guests were also treated to a live Teh Tarik demonstration by a chef from Rasa Sayang Qinzhou (Malaysia Restaurant). They were also given a briefing of Labuan's famous tourist attractions such as its duty free shopping, fresh seafood, islands and beaches and historic sites.

The Malaysia Pavilion featured a total of six organisations namely Tourism Malaysia, Labuan Corporation, two tour operators which were MyTrips Tours & Travel and Shang Pin Tour, and also Rasa Sayang Restaurant Qinzhou and Kuantan Qinzhou Bird Nest Sdn Bhd to promote Malaysia as a tourist destination to the Chinese market here.

Previous joint promotions done between Tourism Malaysia and China tour operators to promote Labuan had produced the Brunei-Labuan-Sabah package, which was a timely venture to promote twin-country destination in conjunction with the 50<sup>th</sup> anniversary of the establishment of ASEAN.

Between January and May 2017, a total of 905,326 Chinese tourists visited Malaysia, an increase of 7.8% compared to the same period last year.

Organized by the People's Government of Guangxi Zhuang Autonomous Region and annually held in Nanning, the 14th CAEXPO was held at Nanning International Convention & Exhibition Center from 11 until 15 September 2017. The trade and commodity section was participated by Ministry of International Trade and Industry (MITI) and its agencies. To promote the country's tourism industry, meanwhile, Tourism Malaysia and Labuan Corporation partnered to feature Labuan as the "City of Charm."

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**MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA** is an agency under the Ministry of Tourism & 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. In 2016, Malaysia registered 26.8 million tourist arrivals and RM82.1 billion in receipts, placing it among the major tourism destinations of the world.

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