



PRESS RELEASE

FOR IMMEDIATE RELEASE

TOURISM MALAYSIA PARTICIPATES IN TOURISM AND BUSINESS WEEK, ASTANA EXPO 2017

ASTANA, 11 JULY 2017: Malaysia intends to attract more Kazakhstan and CIS tourists to its shores with the Shopping and Holiday Packages launched earlier today at the Malaysia Pavilion of the Astana Expo 2017 by the Deputy Minister of Tourism and Culture, Malaysia, Datuk Mas Ermieyati Samsudin.

The packages will highlight Malaysia as a shopping haven with unique cultural attractions, breathtaking islands and beaches, and a vibrant urban atmosphere. There are also special packages to promote education tourism in Malaysia.

She said, "We realize that there is a huge potential for promoting Malaysia in the CIS countries as tourists from this part of world have high spending and purchasing power, especially from Kazakhstan."

She added, "The opening of Tourism Malaysia Almaty office in April 2015 is a testimony of our commitment to attracting more tourist from not only Kazakhstan but also other Central Asia countries like Uzbekistan, Turkmenistan, Kyrgyzstan and Tajikistan."

Datuk Mas Ermieyati is spearheading a Malaysian delegation to Malaysia Tourism and Business Week from 10 to 14 July 2017 in Astana, Kazakhstan. The visit is in conjunction with the country's participation in the Astana Expo 2017 from June to September 2017.

The Malaysian delegation comprises eight industry partners from five organisations including Asia Experience Tours, Panorama Langkawi, Lim Kok Wing University of Creative Technology, National Association of Private Language Centres and Berjaya University College of Hospitality.

This trip will also see her meeting various industry players and the media to update them on the latest tourist attractions and tourism developments in Malaysia.

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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.tourism.gov.my/>

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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, placing it among the major tourism destinations of the world.

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