



**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

## **MALAYSIA HONOURS TOURISM AMBASSADOR'S CONTRIBUTIONS TO BRIDGE MALAYSIA-SOUTH KOREA RELATIONS**

**KUALA LUMPUR, 25 July 2017** – Minister of Tourism & Culture, YB Dato' Seri Mohamed Nazri Abdul Aziz presented Malaysia Tourism Ambassador Datuk Lee Jin Bok with a Certificate of Appreciation for 10 Years of Service at the South Korean Inbound Tour Operator Annual Dinner 2017 this evening. The award was given in recognition of his exemplary role in promoting Malaysia to the South Korean market from 2007 to 2017.

Datuk Lee Jin Bok's company, So Good Travel & Tours Sdn. Bhd, was also awarded the "Outstanding Inbound Tour Operator 2016/2017" at the ceremony held at the Malaysian Tourism Centre (MaTiC).

The awards recognise Datuk Lee Jin Bok's extensive contribution to the tourism industry. He has represented Malaysia in various major tourism events, including the Korea World Travel Fair (KOTFA) 2016 in Seoul, as well as served as an intermediary during the courtesy calls made by the Deputy Mayor of Yeongju City, the Mayor of Andong Province, the Deputy Mayor of Seoul Metropolitan Government, and the Mayor of Daegu Metropolitan City with Tourism Malaysia.

Currently Datuk Lee Jin Bok holds several key positions such as Chairman of the giant information and communication company, InfoTech Lee Sdn. Bhd; Deputy Chairman of the World Federation of Korean Chamber of Commerce; and Executive Advisor for the Overseas Business Division of the Daemyung Group. He is also an Honorary Ambassador of the Jeju Special Self-Governing Province, a UNESCO world heritage site in South Korea.

With his extensive experience and positions held in both Malaysia and South Korea, Datuk Lee Jin Bok can best be described as a cultural, social and economic bridge connecting South Korea and Malaysia.

In 2016, a total of 444,439 tourists from South Korea visited Malaysia, a 5.5% increase compared to the arrivals in 2015 which generated more than RM 1.5 billion in tourist receipts. This year, the government is targeting to attract 450,000 tourists from South Korea.

**ENDS**

### **MALAYSIA TOURISM PROMOTION BOARD**

(MINISTRY OF TOURISM & CULTURE, MALAYSIA)  
No. 2, Tower 1, Jalan P5/6, Precinct 5, 62200 Putrajaya, Malaysia  
Tel: +603 8891 8000; Official: [malaysia.travel](http://malaysia.travel); Corporate: [tourism.gov.my](http://tourism.gov.my)  
Facebook: [friendofmalaysia](https://www.facebook.com/friendofmalaysia); Twitter: [tourismmalaysia](https://twitter.com/tourismmalaysia); Blog: [blog.tourism.gov.my](http://blog.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 and RM82.1 billion in receipts, placing it among the major tourism destinations of the world.

**Press contact:**

**Media Relations Unit:**

Edzuar Zar Ayob Azari, Senior Deputy Director, Corporate Communication Division

Tel: +603-8891 8767

Email: [edzuar@tourism.gov.my](mailto:edzuar@tourism.gov.my)

**Editorial Unit:**

Anis Rozalina Ramli (Ms), Senior Editor, Corporate Communication Division

Tel: +603-8891 8759

Email: [anisramli@tourism.gov.my](mailto:anisramli@tourism.gov.my)

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