

## PRESS

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### Malaysia Takes Center Stage as the Official Partner Destination of ITB China 2025

**Malaysia will take the spotlight as the Official Partner Destination of ITB China 2025, which will be held from May 27–29 in Shanghai. This milestone partnership underscores the enduring tourism ties between Malaysia and China and reflects Malaysia’s strong commitment to deepening its footprint in one of the world’s most dynamic outbound travel markets.**

Tourism Malaysia will lead the country’s presence at the event with a robust lineup of high-impact promotional initiatives. Since its establishment in 1992, Tourism Malaysia has played a pivotal role in shaping the nation’s tourism landscape through strategic marketing efforts and international collaborations.

As the Official Partner Destination, Malaysia aims to drive Chinese outbound tourism to its many regions, foster deeper cultural connections, and showcase its rich and diverse travel experiences to Chinese travel professionals and industry stakeholders.



Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture of Malaysia

**Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture of Malaysia,** said: “We are excited to partner with ITB China 2025, as this platform offers us an exceptional opportunity to showcase Malaysia’s diverse and unique offerings to the Chinese market. As one of the most dynamic and rapidly-growing travel markets in the

world, China plays an integral role in Malaysia's tourism strategy. We look forward to deepening our connections and forging new partnerships to welcome even more Chinese tourists to our beautiful country."

At ITB China 2025, Malaysia will offer an immersive experience featuring interactive cultural showcases, including traditional arts, crafts, and cuisine. Live demonstrations and performances will highlight the country's rich heritage.

Networking sessions with Tourism Malaysia and local partners will provide Chinese industry professionals opportunities for new business collaborations. Destination presentations will spotlight niche and emerging attractions, focusing on eco-tourism, adventure travel, and halal tourism.

Tourism Malaysia will also host press and media events to boost awareness of its diverse travel offerings.



Left: Aaron Gan Chai Heng, Director of Tourism Malaysia Shanghai; right: David Axiotis, Vice President China, Messe Berlin GmbH, following the Signing Ceremony © ITB China

Aligned with its 2025/2026 marketing plan, Tourism Malaysia will ramp up efforts to attract Chinese travelers through a comprehensive digital and content-led strategy, including:

- **Digital Engagement:** Utilizing platforms like WeChat, Weibo, and Douyin, as well as collaborations with influencers to reach younger audiences.
- **Tailored Travel Experiences:** Working with Chinese tour operators to develop packages centered on cultural experiences, shopping, and nature-based activities.

- **Halal & Wellness Tourism:** Showcasing Malaysia as a top destination for halal-friendly travel and wellness retreats, increasingly popular among Chinese Muslim travelers.
- **Localized Content:** Launching Mandarin-language campaigns to highlight immersive offerings such as cultural festivals and luxury accommodations.
- **Improved Connectivity:** Collaborating with airlines and travel agencies to expand direct flight routes and create attractive travel packages.

To ensure a seamless experience for Chinese visitors, Malaysia has introduced several visitor-friendly initiatives:

- **Mutual Visa Exemption Policy:** Contributed to an increase in tourism and people-to-people exchanges between the two sides.
- **Language Support:** Mandarin-speaking staff at major airports and key tourist locations.
- **Familiar Payment Options:** Integration with platforms like Alipay and WeChat Pay.
- **Faster Border Processing:** Streamlined immigration and customs procedures.

Through its high-profile partnership with ITB China 2025, Malaysia aims to boost its visibility in the Chinese outbound market and strengthen long-term tourism ties. Beyond iconic destinations, the spotlight will shine on Malaysia's cultural richness, natural beauty, and diverse travel experiences.

**For more Information about ITB China,** visit [www.itb-china.com](http://www.itb-china.com).

**[Trade Visitor](#) and [Media registration](#) for ITB China 2025 are now open.** All attendees are required to complete their online registration prior to the event. For further details, please contact us at [contact@itb-china.com](mailto:contact@itb-china.com).

### **About ITB China**

ITB China 2025 will take place from 27 to 29 May in the Shanghai World Expo Exhibition & Convention Center. ITB China is the B2B exclusive travel trade show focusing on the Chinese travel market, bringing together hand-selected top buyers with industry professionals from all over the world. The show provides various networking events and a unique state-of-the-art matchmaking system to maximize business opportunities. The ITB China Conference takes place in parallel with the show and is co-organized by the leading conference organizer TravelDaily.

### **About ITB Global Brand Family**

For more than 50 years the name ITB has stood worldwide for the travel industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person, or hybrid format alike. As the travel industry resurges, the ITB brand family is among the first to come back to offering on-site in-person events. ITB China, the premier marketplace for China's travel industry, is scheduled for 27 to 29 May 2025, in Shanghai. ITB India will be held in Mumbai from

September 2 to 4, 2025. ITB Asia will take place in Singapore from October 15 to 17, 2025, covering the broader regional market. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from March 3 to 5, 2026. The inaugural ITB Americas will be held in Guadalajara, Mexico, from 10 to 12 November 2026, covering the American market.

**More details are available at [Homepage](#)**

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