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MOTAC promotes ecotourism at Expo 2020 Dubai



**KEMENTERIAN PELANCONGAN,
SENI DAN BUDAYA MALAYSIA**



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KUALA LUMPUR, Dec 29 – The Ministry of Tourism, Arts and Culture (MOTAC) via its agency, Tourism Malaysia, is hosting the Malaysia Pavilion at Expo 2020 Dubai, United Arab Emirates (UAE) from Dec 26 until 31 Dec, promoting Malaysia as the preferred ecotourism destination in the world.

MOTAC in a statement here today said Malaysia is joined by 16 organisations, consisting of five state tourism boards, three associations, one hotel chain, one product owner, and six tour operators.

"Throughout Tourism Malaysia's Ecotourism Week, participants get to learn more about different perspectives of ecotourism in Malaysia," it said.

Malaysia's participation in Expo 2020 Dubai, which ends on March 31, 2022, is spearheaded by the Ministry of Science, Technology, and Innovation (MOSTI) with the Malaysian Green Technology and Climate Change Corporation (MGTC) as the implementing agency.

Meanwhile, Tourism, Arts and Culture Minister Datuk Seri Nancy Shukri will also attend a networking dinner with members of the travel trade and media in UAE tomorrow as part of her first Tourism Sales Mission to the Middle East.

Scheduled from Jan 1 to 5 Jan, the mission aims to reinstate and enhance Malaysia's commitment to establishing good tourism cooperation, engaging future collaborations, and cooperation in the tourism industry.

"Our participation in this expo and the forging of smart and strategic global partnerships is significant not only to promote Malaysia as a preferred destination but more importantly to ensure that our industry players and tourism value chain that have been affected for the past two years are able to regenerate income as we continue to promote our Langkawi Travel Bubble internationally," said Nancy.

The government launched its first International Travel Bubble by reopening Langkawi Island to fully-vaccinated international tourists beginning last Nov 15 with no quarantine requirements.

As of Dec 27, 97.6 per cent of Malaysia's adult population have been fully inoculated while 78.4 per cent of its total population have completed vaccination.

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