



**MEDIA RELEASE**  
**MINISTRY OF TOURISM, ARTS AND CULTURE MALAYSIA**  
**(MOTAC)**

**MALAYSIA HOSTS SUCCESSFUL ASEAN–CHINA TOURISM  
DIALOGUE IN LANGKAWI TO STRENGTHEN REGIONAL SYNERGY**

The Ministry of Tourism, Arts and Culture Malaysia (MOTAC) successfully hosted the ASEAN–China Tourism Dialogue in Langkawi, Kedah, from 22 to 23 July 2026. The prestigious event reaffirmed Malaysia's unwavering commitment to strengthen tourism cooperation between ASEAN Member States and the People's Republic of China.

The high-level dialogue brought together senior government officials, tourism organizations, industry leaders and private sector representatives from across ASEAN and China. Delegates explored strategic pathways for advancing sustainable tourism, accelerating digital transformation, enhancing regional connectivity and promoting deeper people-to-people exchanges.

The ASEAN–China Tourism Dialogue was officially opened by **YB Dato Sri Tiong King Sing**, Minister of Tourism, Arts and Culture Malaysia, alongside **H.E. Ouyang Yujing**, Ambassador Extraordinary and Plenipotentiary of the People's Republic of China to Malaysia; **H.E. Zhang Xu**, Chair of the World Tourism Alliance (WTA); and **H.E. Zhang Lizhong**, Secretary-General of the ASEAN–China Centre.

The event featured keynote presentations delivered by **Professor Dai Bin**, President of the China Tourism Academy and **Dr. Kao Kim Hourn**, Secretary-General of ASEAN. These sessions were followed by dynamic panel discussions focusing on regional tourism resilience, digital innovation, cultural and creative tourism cooperation. The dialogues provided invaluable insights into strengthening regional collaboration and enhancing the global competitiveness of both ASEAN and China as premier travel destinations.

Held in conjunction with the forum, the **Malaysia–China Tourism Dialogue** further solidified bilateral ties through targeted tourism promotion presentations from both nations. The session culminated in the signing and exchange of several **Memoranda of Understanding (MoUs)** and business cooperation agreements between Malaysian and Chinese tourism stakeholders. These strategic partnerships are projected to boost joint tourism promotion, facilitate cross-border business collaboration and unlock new opportunities for tourism investment and visitor exchanges.

Additionally, the programme featured the **ASEAN–China Business Networking Session**, which provided a high-value platform for tourism businesses and industry players from both regions to establish strategic partnerships, foster new commercial linkages and explore emerging market opportunities.

On 23 July 2026, delegates participated in a **technical visit** to Kilim Geoforest Park, the Langkawi Craft Complex and a Langkawi Sunset Cruise, showcasing the island's distinctive ecotourism, rich cultural heritage and diverse experiential tourism offerings.

China remains as one of Malaysia's key tourism source markets and the successful hosting of these dialogues underscores the strong and enduring partnership between Malaysia, ASEAN and China. The outcomes of the meetings are expected to further strengthen regional tourism cooperation, increase visitor flows and support the continued success of the **Visit Malaysia 2026** campaign. Aligned with the aspirations of **Malaysia MADANI**, these collaborative efforts promote sustainable tourism development, enhance regional connectivity and foster inclusive economic growth through meaningful partnerships and people-to-people exchanges—ultimately reinforcing Malaysia's position as a preferred tourism destination and a strategic gateway to ASEAN.

**MINISTRY OF TOURISM, ARTS AND CULTURE MALAYSIA (MOTAC)**  
**22 JULY 2026**

---

*Issued by:*

**Corporate Communications Unit**  
**MINISTRY OF TOURISM, ARTS AND CULTURE MALAYSIA (MOTAC)**  
Tel : 03-8891 7197 | Fax : 03-8891 7181  
Website : [www.motac.gov.my](http://www.motac.gov.my) | Email : [group.ukk@motac.gov.my](mailto:group.ukk@motac.gov.my)  
Social Media - Facebook, Instagram, X & TikTok : @mymotac

