

# Using Man United to promote Malaysia in UK

NST-15/9/2006

**KUALA LUMPUR:** Tourism Malaysia is now part of AirAsia's renewed partnership with English football club Manchester United.

The deal will allow Tourism Malaysia to promote the Visit Malaysia Year 2007 campaign in the United Kingdom.

As part of the deal, AirAsia will have a Visit Malaysia Year 2007 aircraft livery to show its commitment towards promoting Malaysia.

AirAsia group chief executive officer Datuk Tony Fernandez said the budget airline company had had a series of successful collaborations with Tourism Malaysia.

"We would like to take it further this time and work very closely with the Tourism Ministry to promote Visit Malaysia Year 2007," he said at a signing ceremony at the Trafford training centre in Manchester recently.

The partnership was sealed by Fernandez, Tourism Minister Tengku Mansor, Manchester United CEO David Gill and manager Sir Alex Ferguson.

Tengku Adnan said it was an exciting opportunity for Tourism Malaysia and AirAsia

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Ferguson

to partner with one of the biggest football clubs in the world.

"We hope this effort between Malaysia's private sector and a government agency

will set a new trend where Malaysians work together to promote the nation," he said.

Malaysians of all walks of life should understand the tourism industry, he added.

"They must think tourism and act tourism. We hope this joint effort will spur others to contribute and promote our country in the future," he said.

Gill said the club was pleased AirAsia had chosen to broaden the deal to include Tourism Malaysia.

"The Club has an estimated 40 million fans in the Far East and with next year marking the 50th anniversary of Malaysian independence, it is a great opportunity to engage the Manchester United family in the celebrations. We hope that the partnership will be an enduring one," said Gill.

Ferguson said he was delighted to welcome Tourism Malaysia to the successful Manchester United and AirAsia partnership.

"We have toured Malaysia many times and each time I am blown away by the fans. We are made to feel so welcome and the fans are some of the most fanatical in the world," said Ferguson.

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