

CHOICE OF INVESTORS

PM: MELAKA TO HOST VM2026 LAUNCH

Anwar says state chosen as it is well equipped to attract foreign tourists

MELAKA

THE federal government will hold the Visit Malaysia 2026 (VM2026) launching ceremony in Melaka, said Prime Minister Datuk Seri Anwar Ibrahim,

Anwar said Melaka was chosen because the state not only has complete infrastructure, but also

interesting culture and gastronomy, which can attract foreign tourists.

"Looking at the preparations in terms of culture, food and drink, infrastructure, if well organised, will certainly benefit the country, state and people.

"That is why I am inclined when the call (Visit Malaysia 2026 launching ceremony) is made for it to be held in Melaka," he said at the 2025 Madani Aidilfitri National Celebration at the Melaka International Trade Centre in Ayer Keroh here yesterday.

Present were Yang di-Pertua Negeri Melaka Tun Mohd Ali Rustam, Deputy Prime Minister

Datuk Seri Dr Ahmad Zahid Hamidi, Melaka Chief Minister Datuk Seri Ab Rauf Yusoh, Communications Minister Datuk Fahmi Fadzil and his deputy, Teo Nie Ching.

Others were National Unity Minister Datuk Aaron Ago Dang, Chief Secretary to the Government Tan Sri Shamsul Azri Abu Bakar and cabinet ministers.

Meanwhile, Anwar congratulated Melaka for becoming the choice of investors, especially from China and Germany, with the best infrastructure in the state.

"I mention this because when we go to Germany or China or other countries, Melaka is popular because of its infrastructure, the efficiency of its officers, as well as the policy of 'clarity' of its leadership to speed up (all) processes," Anwar said.

"That is why the role of the state government to speed up this process is very welcome... it can facilitate and attract investment and speed up the development process."

The Melaka chief minister said Melaka's selection as the host for the launch of VM2026 was an honour and recognition for the state government,

Rauf said the state government was launching more than 800 tourism products' to support the VM2026 campaign, thus helping to ensure that the state remained a top destination of choice for tourists.



A variety of traditional dishes are served. BERNAMA PIC



'Senandung Anak Melaka' singer Yassir Fikri (centre) performing yesterday. NSTP PIC BY AMIR MAMAT

"The selection of Melaka as the host for this prestigious event is not just a recognition, but a catalyst for the rapid growth of the state's tourism industry.

"This will bring benefits to the people of Melaka, the local economy and revenue to the country.

"I, along with the entire Melaka leadership, express our appreciation for the support and trust from the federal government, especially in the selection of Melaka as the host for such an important and large-scale programme."

Rauf said apart from the selection of Melaka as the host for the launch of VM2026, the state would also be hosting the Asean Ministerial Meeting on Transna-

tional Crime, World Tourism Day and World Tourism Conference National TVET Day celebration and the Annual Informal Meeting of Religious Ministers of Brunei Darussalam, the Republic of Indonesia, Malaysia and the Republic of Singapore (MABIMS).

"The success of Visit Melaka Year 2024 saw the state record an influx of more than 15 million tourists, a 74.21 per cent increase compared with 2023, generating RM12.68 billion in tourism income.

"As a continuation of this achievement, the state government will keep up the Visit Melaka Year initiative until 2026, in line with the Visit Malaysia Year target of attracting 35.6 million tourists to Malaysia."