

Malaysia Ready to Host More German Tourists, Talents And Businesses This Year
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KUALA LUMPUR, March 5 (Bernama) -- Malaysia is set to welcome more German tourists, talents and businesses this year as the country continuously improves its tourism infrastructure, services and industry, said Tourism and Culture Minister Datuk Seri Mohamed Nazri Abdul Aziz.

Speaking at the Internationale Tourismus-Borse Berlin (ITB) 2014, he said 136,749 German nationals arrived in Malaysia last year, representing a 4.2 per cent increase from 2012.

"We are targeting to grow the total tourism revenues by 300 per cent this year and the German tourist market is a very important part of our EU strategy," he was quoted as saying in a Tourism Malaysia statement.

He also said the purchasing power of German tourists and their preference for a warm, hospitable destination, beautiful beaches, eclectic culture and food made Malaysia a natural choice for a dream vacation.

Germany is Malaysia's second largest trading partner in the European Union with bilateral trade between Malaysia and Germany amounting to 6.55 billion euros between January and September 2013," Nazri said.

In conjunction with Visit Malaysia 2014, Malaysia is also looking forward to invest more in its German partnership, given that Malaysia's central location and connectivity within South East Asia is mirrored by Germany's within Europe, both nations are hubs for their respective regions, capable of facilitating trade and travel through superior positioning and infrastructure.

"There is more to the German-Malaysian connection than a flow of tourists that is a shared commitment to developing cultures, trade relationships and opportunities for both individuals and industries," he added.

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