

## Malaysia aims to boost tourism partnership with Bangladesh: HC

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Dhaka: Malaysian High Commissioner Mohd Shuhada Othman has reaffirmed his country's intention to deepen tourism cooperation and strengthen cultural and people-to-people exchanges with Bangladesh, describing the bilateral relationship as one built on "trust, mutual respect and common aspirations."

Speaking at a gala dinner held on December 6 in Dhaka as part of the Malaysia Tourism Fair, the envoy noted that ties between the two nations have expanded steadily over the years across multiple sectors, including trade, investment, education, and cultural exchange.

"Our partnership has continued to grow through frequent high-level interactions," he said, adding that Malaysia hopes to welcome an increasing number of Bangladeshi visitors in the coming years. Tourism, he emphasized, plays a vital role in connecting communities through

shared experiences, cuisine and cultural heritage.



Malaysian High Commissioner inaugurating Malaysia Tourism Fair and Visit Malaysia Year 2026 campaign by cutting a ribbon at InterContinental Dhaka on December 6

Othman highlighted that the Festival Malaysia program reflects the country's multicultural identity, showcasing its vibrant traditions and artistic expression. Cultural exchanges, he noted, remain an important pillar in maintaining the warm relations between Bangladesh and Malaysia.

The high commissioner also referred to recent top-level visits — including the Malaysian Prime Minister's trip to Dhaka and the Bangladesh Chief Adviser's official visit to Kuala Lumpur — which, he said, reinforced both governments' commitment to expanding cooperation in tourism, education, investment and cultural outreach.



He further pointed to Malaysia's growing global aviation connectivity, noting that Kuala Lumpur International Airport was recently recognized as one of the world's most connected airports—an advantage that strengthens Malaysia's role as a regional travel and business hub.



Malaysian envoy seen with Tourism Malaysia's officials in front of its stall at the fair

Education Adviser Dr Chowdhury Rafiqul Abrar attended the gala as the guest of honor, joined by tourism industry representatives, diplomats, and other stakeholders. Othman expressed gratitude to partners such as Malaysia's Ministry of Tourism, Arts and Culture, Tourism Malaysia, MATRADE, Malaysia Airlines, and InterContinental Dhaka for their support of the festival.

**300,000 Bangladeshi tourists to Malaysia in 2026**

Earlier in the day, while inaugurating the Malaysia Tourism Fair and the Visit Malaysia Year 2026 promotional campaign, the envoy announced a target of bringing 300,000 Bangladeshi tourists to Malaysia in 2026. He described Bangladesh as one of Malaysia's "most promising and rapidly growing source markets."

Addressing recent concerns over travelers being denied entry, Othman stressed that the Malaysian e-Visa procedure is simple when completed through the official portal. Submitting applications via third parties, he warned, may lead to inconsistencies that could cause complications, including the risk of blacklisting. He encouraged Bangladeshi travelers to apply only through the official website, which is regularly shared by the Malaysian High Commission.

A total of 22 organizations—including airlines, tour operators, educational institutions, and healthcare service providers — took part in the fair. The campaign aims to highlight Malaysia's cultural richness and promote stronger bilateral tourism ties under the theme "Malaysia Truly Asia - Visit Malaysia 2026."

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