

media release

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NEW MOU WILL SEE FURTHER COLLABORATION ON TOURISM BETWEEN MALTA AND CHINA

The Malta Tourism Authority and the Guizhou Provincial Tourism Development Committee have signed a memorandum of cooperation, by means of which a mutually beneficial cooperative partnership has been established.

By means of this Memorandum, which will continue to have effect until December 31, 2019, the Maltese and Chinese sides aim to explore opportunities with the view of expanding tourist exchange. The Memorandum aims to facilitate the understanding and communication among the various tourism departments, enterprises and institutions. Attendances to related and specialised fairs in both countries are considered as part of the agreement.

The agreement identifies opportunities with the possibility that from 2018 to 2019, Guizhou Satellite Television Station will broadcast programmes related to tourism in Malta on its related channels, whilst the Malta Tourism Authority shall facilitate the transmission of programmes related to tourism in the Guizhou Province on local television.

In order to encourage and support each other in terms of tourists and tourist destinations, the Guizhou Provincial Tourism Development Committee and the Malta Tourism Authority shall respectively put forward a cooperative roll of 2018-2019 international travel agencies and recommend them to each other. Guizhou will list Malta as a tourist destination and recommend it to its residents through the international travel agencies which have been listed in the cooperative roll.

Speaking on behalf of the MTA, CEO Paul Bugeja welcomed the way in which the Memorandum seeks to rely on the respective resource advantage of every area and caters to the common needs of tourist and cultural exchange. He held that the Malta Tourism Authority is committed to increasing awareness of Malta as a tourism destination for Chinese travellers and that the partnership with the Province of Guizhou will be beneficial in this regard.

The Memorandum was signed by MTA Chairman, Dr Gavin Gulia and the Vice Governor of the People's Government of Guizhou Province, Mr He Li.

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**FTEHIM ĠDID SE JWASSAL GĦAL AKTAR KOPERAZZJONI FIL-QASAM
TAT-TURIŻMU BEJN MALTA U Ċ-ĊINA**

L-Awtorità Maltija għat-Turiżmu u l-kumitat responsabbli mill-iżvilupp tat-turiżmu fil-Provinċja Ċiniża ta' Guizhou iffirmaw ftehim ta' koperazzjoni li se jwassal għal sħubija fit-tul u hidma kongunta bejn iż-żewġ partijiet.

Permezz ta' dan il-ftehim, li se jibqa' fis-seħħ sal-31 ta' Diċembru 2019, in-naħa Maltija u dik Ċiniża se jesploraw mezzi kif jistgħu ikabbri l-iskambju fil-qasam turistiku. Il-ftehim għandu l-għan li jiffacilita l-għarfien u l-komunikazzjoni bejn iż-żewġ naħat, kemm fejn jidhlu dipartimenti fis-settur, kif ukoll b'rabta ma' intrapriži u istituzzjonijiet fil-qasam turistiku.

Se tkun studjata l-possibilità li bejn l-2018 u l-2019, l-istazzjon satellitari ta' Guizhou ixandar programmi relatati mat-turiżmu lejn Malta. Fl-istess waqt, l-Awtorità Maltija għat-Turiżmu se

tiffaċilita t-trażmissjoni ta' programmi relatati mat-turiżmu fil-provinċja ta' Guizhou fuq it-televiżjoni lokali Maltija.

Barra minn hekk, il-Kumitat f'Guizhou u l-Awtorità Maltija għat-Turiżmu se jesploraw il-possibilità li jistiednu lil xulxin sabiex jattendu fieri jew konferenzi li jkunu ta' interess għaż-żewġ naħat.

Sabiex jgħinu u jappoġjaw lil xulxin fejn jidhlu turisti u destinazzjonijiet turistiċi, il-kumitat responsabbli mill-iżvilupp turistik u f'Guizhou u l-Awtorità Maltija għat-Turiżmu se jniedu lista ta' aġenziji tal-ivjaġġar u jirrakkomandawhom lil xulxin. Guizhou se jinkludu lil Malta bħala destinazzjoni turistika u jissuġġeruha lir-residenti tal-lokal, mentri Malta se tagħmel l-istess fir-rigward ta' Guizhou.

Sabiex tkun faċilitata l-komunikazzjoni, kull parti se tappunta persuna li se sservi bħala punt ta' riferiment bejn iż-żewġ entitajiet.

F'isem l-MTA, il-Kap Eżekuttiv Paul Bugeja faħħar il-mod li bih il-ftehim jagħmel l-aħjar użu tar-riżorsi disponibbli f'kull entità u jfittex il-bżonnijiet komuni tat-turisti u tal-iskambju kulturali. Sostna li l-Awtorità Maltija għat-Turiżmu tibqa' ddedikata li żżid l-għarfien dwar Malta bħala destinazzjoni turistika fis-suq Ċiniż u li permezz tal-iffirmar ta' dan il-ftehim qiegħed isehh pass ieħor f'dik id-direzzjoni.

Il-ftehim kien iffirmat bejn ic-Chairman tal-MTA, Dr Gavin Gulia, u l-Viċi Gvernatur tal-People's Government of Guizhou Province, is-sur He Li.



