



GETTING TO KNOW

KEYNOTE SPEAKER

**DATUK SERI
MIRZA MOHAMMAD
TAIYAB BEG**

PANGKOR INTERNATIONAL MARINE
TOURISM CONFERENCE 2022

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PANGKOR INTERNATIONAL MARINE TOURISM CONFERENCE 2022



Datuk Seri Mirza was at the helm of Tourism Malaysia as the Director General for over a decade from 2006 to 2018. During his tenure he led the tourism industry in Malaysia to become the 2nd most important source of foreign exchange earnings for the country, contributing more than RM 85 billion annually since 2014. Tourist arrivals grew to an all time high recording 27.6 million in 2014. Malaysia was also ranked amongst the top ten most popular destinations in the world, and at one stage, 2nd in Asia after China and 2nd among Muslim nations after Turkey.

Among his notable achievements are:

- Promotion of Malaysia in Continental Europe.
- Promotion of Langkawi Island worldwide.
- Introduction of Eco Tourism and Student Excursion Tours to Malaysia.
- Restructuring of Domestic Tourism in Malaysia. Setting up of State Tourism Authorities and the calendar of annual regional Tourism Events.
- Part of the revival team for the Industry in 1984 as a member of the Invisible Earnings Committee formed to address the growing deficit in the current account of Malaysia's Balance of Payment Account.
- Management team for recovery post Financial Crisis of 1998.
- Introduction and Promotion of Malaysia Truly Asia Campaign.
- Formation of Malaysia Convention and Exhibition Bureau (MyCEB), Malaysia Shopping Secretariat and Development of Golfing Tours to Malaysia, Marine Tourism, Cruise and Sailing, Sport Fishing and Scuba Diving.
- Organised hosting of PATA Travel Mart, Asean Tourism Forum 2005, Visit Malaysia Year 2007 & 2014 campaigns.
- His tenure particularly witnessed the growth of world class marinas and the upgrading of port facilities for cruise passengers.

He is now the Chairman of the Association of Ex-Staff of Tourism Malaysia (AESTOM) and an active consultant to the travel trade practitioners and scholars on industry matters.