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电...证及免...证项目官



New envoy: Shila receiving her certificate from Mohamed Nazri. Looking on are Malaysian ambassador to China Datuk Zainuddin Yahya (back, left) and Home Affairs Ministry deputy undersecretary Azman Azra Abdul Rahman.

Shila is M'sia's tourism ambassador to China

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PETALING JAYA: Singer Shila Amzah has been appointed Tourism Malaysia ambassador to China.

The singer whose real name is Nur Shahila Amir Amzah was appointed at a ceremony in Beijing by Tourism and Culture Minister Datuk Seri Mohamed Nazri Abdul Aziz.

Mohamed Nazri said that Shila's appointment would be beneficial to the tourism sector of the country due to her popularity in China.

"Shila is a popular and well-respected figure in the Chinese world music industry.

"Through her songs and stage performances, she has won the hearts of the Chinese," he said in a statement, adding that Malaysians were truly proud of her achievement in China.

He said that her appointment would strengthen the "tourism and cultural ties"

between the two countries.

"I am confident that her role as tourism ambassador will further enhance Malaysia's tourism brand in China and bring great value and meaning to our promotional efforts," he said.

"I trust that the experience will also be a personally fulfilling and rewarding one for her," he added.

Shila rose to popularity in China after becoming the champion of Asian Wave, a Chinese reality singing talent show.

The singer, who has been taking Mandarin classes, has released singles in Mandarin for the Chinese market.

Tourism ambassadors for Malaysia are chosen from a pool of outstanding Malaysian personalities to help promote the country within their circle of friends and contacts as well as their fans.

By: Tao Xin Yi