

臺中市政府觀光旅遊局 與馬來西亞華人旅遊業公會
中臺灣觀光推動委員會

觀光友好交流合作備忘錄

- 一、雙方秉持友好互利、創造客源與合作互惠原則，提供包括文化、景點、餐飲、住宿等旅遊資訊，以加深相互理解，積極促進觀光交流及推廣。
- 二、雙方充分運用彼此擁有之行銷宣傳管道，相互推介兩地觀光旅遊。
- 三、雙方赴對方辦理旅遊推廣活動時，互予支援及協助。
- 四、雙方不定期就旅遊交流合作項目進行會商，促進觀光產業發展。
- 五、其他有助於相互來往及推動觀光旅遊之事項。
- 六、本合作備忘錄於 2016 年 4 月 12 日簽署，以繁體中文與英文各繕乙份，各具同等效力，自簽署日起生效。

2016 年 4 月 12 日

臺中市政府觀光旅遊局

中臺灣觀光推動委員會 馬來西亞華人旅遊業公會

局長
主任委員



代表



Tourism Memorandum of Understanding
between
Central Taiwan Tourism Affair Committee, Taiwan
Travel and Tourism Bureau, Taichung City Government
and
Malaysian Chinese Tourism Association

1. Preamble

In accordance with the mutual desire to foster cooperation between Central Taiwan Tourism Affair Committee, Taiwan (Travel and Tourism Bureau, Taichung City Government) and Malaysian Chinese Tourism Association, and in order to explore the potential for collaboration in the areas set out below, the two institutions have signed the following Tourism Memorandum of Understanding.

2. Areas for potential collaboration

Based on the principles of mutual benefit, both institutions intend to explore opportunities for:

- (a) Cooperation in tourism marketing and promotion campaigns;
- (b) Collaboration in the fields with mutual interest between travel information exchange, tourists creation and travel industry development of both destinations;
- (c) Exchange and sharing of travel materials, publications, reference and other pertinent information, including, culture heritage, scenic spots, food and beverage, accommodation, and etc.;
- (d) Irregularly negotiate about travel and tourism affairs and actively deepen the understanding of both institutions and destinations.
- (e) Other unaccomplished matters which are beneficial to bilateral travel and tourism development.

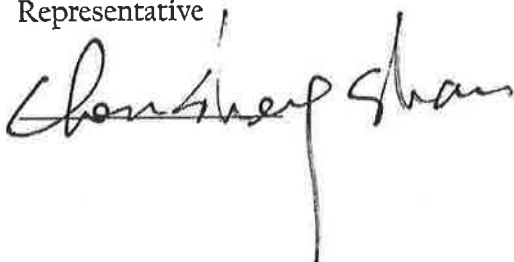
3. Implementation of Memorandum

Both institutions agree that specific projects and activities shall be developed for implementation of this Memorandum based on discussions and negotiations between two institutions. Agreements or contracts shall be signed separately to carry out these projects and activities.

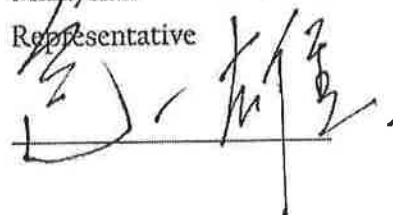
This Memorandum of understanding shall be in force from the date of its enactment. This Memorandum of Understanding shall become effective on April 12, 2016 with signature by the representatives of the two institutions, and shall be renewed by mutual consent.

This MOU is written in both English and Tradition Chinese versions which are with equal authenticity.

Travel and Tourism Bureau, Taichung City Government
Central Taiwan Tourism Affair Committee, Taiwan
Representative



Malaysian Chinese Tourism Association
Representative



臺中市政府觀光旅遊局

與新加坡旅行社

中臺灣觀光推動委員會

觀光友好交流合作備忘錄

- 一、雙方秉持友好互利、創造客源與合作互惠原則，提供包括文化、景點、餐飲、住宿等旅遊資訊，以加深相互理解，積極促進觀光交流及推廣。
- 二、雙方充分運用彼此擁有之行銷宣傳管道，相互推介兩地觀光旅遊。
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- 五、其他有助於相互來往及推動觀光旅遊之事項。
- 六、本合作備忘錄於 2016 年 4 月 11 日簽署，以繁體中文與英文各繕乙份，各具同等效力，自簽署日起生效。

2016 年 4 月 11 日

臺中市政府觀光旅遊局

中臺灣觀光推動委員會

新加坡 中區航旅 旅行社

局長
主任委員



代表 

Tourism Memorandum of Understanding
between
Central Taiwan Tourism Affair Committee, Taiwan
Travel and Tourism Bureau, Taichung City Government
and
Travel Agent , Singapore

1. Preamble

In accordance with the mutual desire to foster cooperation between Central Taiwan Tourism Affair Committee, Taiwan (Travel and Tourism Bureau, Taichung City Government) and Travel Agent, Singapore, and in order to explore the potential for collaboration in the areas set out below, the two institutions have signed the following Tourism Memorandum of Understanding.

2. Areas for potential collaboration

Based on the principles of mutual benefit, both institutions intend to explore opportunities for:

- (a) Cooperation in tourism marketing and promotion campaigns;
- (b) Collaboration in the fields with mutual interest between travel information exchange, tourists creation and travel industry development of both destinations;
- (c) Exchange and sharing of travel materials, publications, reference and other pertinent information, including, culture heritage, scenic spots, food and beverage, accommodation, and etc.;
- (d) Irregularly negotiate about travel and tourism affairs and actively deepen the understanding of both institutions and destinations.
- (e) Other unaccomplished matters which are beneficial to bilateral travel and tourism development.

3. Implementation of Memorandum

Both institutions agree that specific projects and activities shall be developed for implementation of this Memorandum based on discussions and negotiations between two institutions. Agreements or contracts shall be signed separately to carry out these projects and activities.

This Memorandum of understanding shall be in force from the date of its enactment. This Memorandum of Understanding shall become effective on April 11, 2016 with signature by the representatives of the two institutions, and shall be renewed by mutual consent.

This MOU is written in both English and Tradition Chinese versions which are with equal authenticity.

Travel and Tourism Bureau, Taichung City Government
Central Taiwan Tourism Affair Committee, Taiwan
Representative



Travel Agent ASA , Singapore
Representative

