

Jenis Akhbar : NST Online

Tarikh : 01/01/2026

Edisi / Muka Surat : <https://www.nst.com.my/>

Tajuk : Trans Asean Madani Convoy kicks off to promote Visit Malaysia 2026

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Angkasa president and Asean Cooperative Organisation (ACO) chairman Datuk Seri Dr Abdul Fattah Abdullah. NSTP FILE PIC

SHAH ALAM: A total of 18 vehicles carrying about 60 participants from Malaysia will embark on the Trans Asean Madani Convoy in conjunction with Visit Malaysia 2026 .

The convoy travelling across Thailand, Laos and Cambodia from Jan 1 to Jan 16, 2026, to promote Malaysian culture, tourism and the Malaysia Madani concept at the regional level.

The programme is jointly organised by the National Cooperative Movement of Malaysia Bhd (Angkasa), the Asean-Japan Friendship Association for the 21st Century, Malaysia, and Koperasi Perumahan Awam Malaysia (Kopama) Bhd, in line with the Visit Malaysia Year 2026 initiative under the Tourism, Arts and Culture Ministry.

Visit Malaysia Year 2026 was officially launched by Prime Minister Datuk Seri Anwar Ibrahim on Sept 27 last year in Klebang, Melaka.

Angkasa president and Asean Cooperative Organisation (ACO) chairman Datuk Seri Dr Abdul Fattah Abdullah said the cross-border convoy reflects Malaysia's commitment to strengthening Asean cooperation through people-to-people engagement and the cooperative movement.

"This programme, led by our programme director Datuk Abd Rahim Hashim, is designed to integrate the cooperative sector into the broader Asean socio-economic development agenda while showcasing Malaysia Madani as an inclusive and progressive national framework," he said.

He added that the initiative would also promote local cooperative products, introduce Malaysia's tourism destinations to neighbouring countries, and encourage knowledge-sharing through study visits to advanced cooperatives along the route.

The 16-day convoy will begin at Dataran Angkasa, Kelana Jaya, with each participating country expected to contribute an additional 10 to 12 vehicles and about 60 participants, bringing the total number of participants to around 200 by the time the convoy reaches Cambodia.

"The programme's other key objectives include identifying Asean cooperative products with market potential in Malaysia; strengthening regional diplomacy; and creating networking opportunities among convoy participants, non-governmental organisations, as well as government and private agencies, to foster cooperation across social, cultural and economic spheres," Fattah said before the flag-off ceremony at the Ideal Convention Centre (IDCC) here.

In each country, he added, the convoy will be welcomed by local cooperative bodies and partner organisations in Thailand, Laos and Cambodia, as well as representatives from Malaysian embassies and host cooperatives.