

# VisitScotland greet tourism delegates from Malawi



A delegation of Malawi Government officials, including Director of Tourism, Patricia Liabuba, attended VisitScotland headquarters in Ocean Point in Leith, Edinburgh.

The work of VisitScotland is set to inspire the Malawi tourism industry, as the national tourism body hosts representatives from the African nation for the first time today.

There they met with Chief Executive, Malcolm Roughead, and other senior VisitScotland representatives who gave an overview of the work of Scotland's national tourism organisation. VisitScotland has also organised an itinerary for the delegation to give them a flavour of the Scottish visitor experience.

The visit coincides with the 10<sup>th</sup> anniversary of Scottish Government's International Development partnership with the African country. The international development programme was launched in 2005 when Scotland's then-First Minister, Lord Jack McConnell, signed a formal Co-operation Agreement with the Government of Malawi.

Whilst the programme still has a heavy centre on Scotland's partnership with Malawi, it has since grown to include projects in other priority countries such as Bangladesh, Pakistan, India, Zambia and Rwanda.

The Scottish Government is working across its Ministerial portfolios, including education, climate and water management, to support international aims, and also encourages other Scottish bodies to work in partnership with its priority countries for international development.

Malcolm Roughead, Chief Executive of VisitScotland, said: “We are delighted to welcome our Malawian colleagues as the Scottish Government celebrates the tenth year of its international development support.

“Millions of international visitors are drawn to Scotland each year and VisitScotland is renowned for its work to improve the quality of the visitor experience whilst supporting businesses to deliver excellence across Scotland. Tourism is the heartbeat of the Scottish economy, supporting communities and creating jobs, and provides an international shop window for the country.

“We hope our guests will be inspired by hearing first-hand of the world class work carried out by VisitScotland.”

As well as VisitScotland headquarters, the Malawi delegation also visited The Royal Yacht Britannia, Scottish Parliament, Edinburgh Castle and the Scotch Whisky Experience.