

Government of Pakistan  
Ministry of Economic Affairs  
(Economic Affairs Division)

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No. 3(21) SEA/Malaysia/2023.

Islamabad the 17<sup>th</sup> May, 2023.

**OFFICE MEMORANDUM**

SUBJECT: - **TRAINING COURSE TITLED "DEVELOPING AND MANAGING MUSLIM FRIENDLY HEALTHCARE AND WELLNESS TOURISM DESTINATIONS AND PRODUCTS" FROM 9-18 OCTOBER, 2023 UNDER THE MALAYSIAN TECHNICAL COOPERATION PROGRAMME (MTCP).**

The undersigned is directed to inform that the Government of Malaysia, through the Islamic Tourism Centre (ITC) is offering subject short course under the Malaysian Technical Cooperation Programme (MTCP). Government of Malaysia has invited **Two** (One designated and One reserve) nominations for the above in person training course. The application form is available at EAD's web site: **www.ead.gov.pk** and **https://mtcp.kln.gov.my/mtcpforms/MTCP2023\_APPLICATION\_FORM\_(PHYSICAL\_COURSE).pdf.**

2. The eligibility criteria and objectives of the subject course are as under:

**Eligibility Criteria's:-**

- Middle/Senior Government Officers aged 26-50 years who are involved in:
  - planning of healthcare and wellness tourism development, specifically on products and services;
  - Policy-makers, planners and decision-makers in tourism promotion and marketing;
  - Practitioners who are currently responsible for developing healthcare and wellness tourism
- Good command of spoken and written English.
- Has never participated in any MTCP courses.

**Objectives:-**

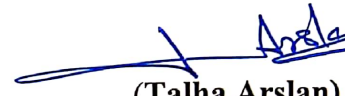
- To enable participants to understand the current global trends in travel and tourism, especially in Muslim-friendly healthcare and wellness tourism;
- To understand the role of different stakeholders in managing Muslim-friendly healthcare and wellness tourism services, destinations and products based on Malaysia's experience;
- To explore issues associated with the planning, managing, marketing and promotion of Muslim-friendly healthcare and wellness tourism products and destinations; and
- To share Malaysia's best practice experiences for Muslim-friendly healthcare and wellness tourism development

3. Nomination of suitable candidates duly approved by the competent authority along with the following documents may kindly be forwarded to this Division by **28<sup>th</sup> July, 2023 (Friday)**, positively:

**Required Documents:**

1	Nomination letter in original	01 copy
2	Filled in Performa for FTC	01 copy
3	Application form	02 copies
4	CNIC & Photograph	02 copies each
5	Undertaking.	01 copy
6	Passport Copy	01 copy

4. In case of incomplete/late submission of documents, nomination will not be entertained. Moreover, any deliberate provision of wrong information on the part of the candidate shall be liable to be rejected.

  
(Talha Arslan) 17/5/23  
Section Officer (SEA)  
Ph: 051-9202084

**Distribution:**

1. Secretary, Ministry of National Health Services, Regulation and Coordination, Islamabad.
2. Secretary, Inter-Provincial Coordination, Islamabad.
3. Chairman P&D Board, Government of the Punjab, Lahore.
4. Additional Chief Secretary, P&D Department, Government of Sindh, Karachi.
5. Additional Chief Secretary, P&D Department., Government of Khyber Pakhtukwa, Peshawar.
6. Additional Chief Secretary, P&D Department., Government of Balochistan, Quetta.
7. Additional Chief Secretary, P&D Department., Government of Azad Jammu & Kashmir, Muzaffarabad.
8. Secretary, P&D Department., Government of Gilgit Baltistan Gilgit.
9. **Relevant Officers working in other Ministries/Divisions/ Departments may download the circular from the official Website of Economic Affairs Division for submission of nomination through proper channel.**

**Copy forwarded for information:-**

1. Joint Secretary (Training), Establishment Division, Islamabad
2. Joint Secretary (EC), EAD.
3. Deputy Secretary (EC-II), EAD.
4. Section Officer (UN-III/Secretary FTC), EAD
5. Network & System Administrator, EAD