

Nabila Razali Teams Up with Bajilah and Elcah Hasha to Showcase Exclusive Taiwan Travel Picks in MATTA Fair April 2025

Malaysia's largest travel fair, MATTA FAIR, is set to kick off in grand style on 18 April! Taiwan Pavilion featuring star-studded lineup—Salam Taiwan ambassador Nabila Razali, top influencers Bajilah and Elcah Hasha to showcase Taiwan travel picks.



Kuala Lumpur, Malaysia Apr 11, 2025 ([Issuewire.com](https://www.issuewire.com)) - The annual MATTA FAIR, Malaysia's biggest travel exhibition, is set to take place from 18 to 20 April at the Malaysia International Trade and Exhibition Centre (MITEC). The Taiwan Tourism Administration will present its themed pavilion "Salam Taiwan," featuring special appearances by three popular Malaysian personalities: renowned singer and actress Nabila Razali, who has nearly 3 million Instagram followers and is dubbed the "Malaysian Jolin Tsai," along with influencers Bajilah and Elcah Hasha. The trio will take turns to unveil their personal Taiwan travel highlights and hidden gems.

More than just a travel showcase, this year's Taiwan Pavilion brings an interactive, hands-on experience that delivers the true spirit of Taiwan to Malaysia. Each day will spotlight a different theme—Urban Trends, Nature & Adventure, and Ambassador's Picks—featuring activities such as live Q&A, craft workshops, exclusive giveaways, photo sessions with the guests, and even a chance to win round-trip tickets to Taiwan! Whether you're a shopping lover, foodie, or outdoor enthusiast, inspiration

for your next trip awaits.

On Day 1, lifestyle influencer Elcah Hasha will kick off the program with a theme of “Girlfriends’ Getaway,” highlighting her urban travel adventures across Taiwan—from Taipei to Kaohsiung. Her itinerary includes mall-hopping, bookstore photo ops, hot spring visits, and night market strolls, along with exploring Taiwan’s Muslim-friendly dining options and accessible prayer facilities, all of which reflect the diversity and inclusiveness she experienced on her trip.

On Day 2, Salam Taiwan ambassador Nabila Razali will take center stage with live performances of her hit songs “*Raya Mana*” and “*Pematah Hati*.” She will also share her personal travel memories from her three visits to Taiwan, including behind-the-scenes moments from her filming experience. In addition, she will invite audiences to join the “Follow My Day” lucky draw, where participants stand a chance to win free round-trip flights to Taiwan and explore her favourite itinerary firsthand.

The final day of the event will feature adventure-loving influencer Bajilah, who will share highlights from her couple’s trip to Taiwan with her husband. Their journey included high-speed beach buggy rides, stand-up paddling at Sun Moon Lake, scenic forest cable cars, and immersive Indigenous cultural experiences. Through her personal stories, Bajilah will show why Taiwan is a top destination for couples and families seeking unforgettable outdoor adventures.

This year’s MATTA FAIR offers not only the perfect opportunity to learn about Taiwan, but also a starting point for truly experiencing its charm—especially through a space designed for Muslim travellers to connect with Taiwan more closely. From inclusive facilities and thoughtfully curated itineraries to rich cultural exchanges, the Salam Taiwan campaign is more than a travel invitation—it is a sincere expression of respect and understanding. All those planning their next adventure are warmly invited to visit the Taiwan Pavilion and discover the many heartfelt moments and surprises this island has to offer.



Media Contact

V Influenzz Sdn Bhd

*****@vinfluenzz.media

0122125178

H-2-9, PARKLANE COMMERCIAL HUB,, JALAN SS7/26, KELANA JAYA

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