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MINISTRY OF TOURISM, ARTS AND CULTURE

MEDIA STATEMENT

SPECIAL MEETING OF THE SENIOR OFFICIALS' COMMITTEE FOR THE ASEAN SOCIO-CULTURAL COMMUNITY (SOCA) ON THE ASCC STRATEGIC PLAN AND SOCA RETREAT

JOHOR, 4 March 2025 – The Ministry of Tourism, Arts and Culture Malaysia (MOTAC) successfully hosted the Special Meeting of the Senior Officials' Committee for the ASEAN Socio-Cultural Community (SOCA) on the ASCC Strategic Plan and SOCA Retreat at Anantara Desaru Coast Resort, Johor on 4 March 2025. The event was attended by 11 SOCA leaders from ASEAN Member States (AMS) and Timor Leste as an observer country.

In line with Malaysia's ASEAN Chairmanship in 2025, MOTAC as the lead of the ASEAN Socio-Cultural Community (ASCC) pillar, outlined five priority areas and deliverables which include arts and culture, health, youth and sports, artificial intelligence (AI), digitalisation, green jobs and climate action.

Alongside the ASEAN Political-Security Community (APSC) and ASEAN Economic Community (AEC), ASCC assumes a crucial role in shaping ASEAN's direction for the next 20 years. Guided by the ASEAN Community Vision (ACV) 2045, the Ad Hoc Working Group to Develop the ASCC Strategic Plan has conducted a series of consultations with the Chairs and Representatives of the ASCC Sectoral Bodies, ASEAN Centres, Think Tanks and Research Organisations, ASEAN Accredited Civil Society Organisations, as well as the Committee of Permanent Representatives, Dialogue, Development and External Partners. Besides that, a High-Level Interface with Parliamentarians, ASCC Eminent Persons, and Chairs and Representatives of ASCC Sectoral Ministerial Bodies was also held to get their recommendation and guidance.

In addition to the endorsement of the ASCC Strategic Plan which will be adopted at the 46th ASEAN Summit in May 2025, the meeting also discussed the partial and initial interim findings of the End-Term Review of the ASCC Blueprint 2025. The meeting also endorsed the proposed draft Rules of Procedures for the ASCC Secondment Officers.

The Special Meeting of the Senior Officials' Committee for the Asean Socio-Cultural Community (SOCA) on the ASCC Strategic Plan and SOCA Retreat was officially opened by H.E. Datuk Wira Roslan Tan Sri Abdul Rahman, Secretary General of the Ministry of Tourism, Arts and Culture Malaysia. The Deputy Secretary General of ASEAN for the ASEAN Socio-Cultural Community, H.E. San Lwin was also present.

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