



PRESS RELEASE
MINISTRY OF TOURISM, ARTS AND CULTURE

THE 39TH SENIOR OFFICIALS' COMMITTEE FOR THE ASEAN SOCIO-CULTURAL COMMUNITY (SOCA) MEETING

SELANGOR | 6 October 2025 - The Ministry of Tourism, Arts and Culture Malaysia (MOTAC), in its leadership role of the ASEAN Socio-Cultural Community (ASCC) pillar, hosted the 39th Senior Officials' Committee for the ASEAN Socio-Cultural Community (SOCA) Meeting on 6 October 2025 at the Sunway Pyramid Convention Centre, Petaling Jaya, Selangor, Malaysia.

As a key supporting body to the ASEAN Socio-Cultural Community (ASCC) Council, the SOCA Meeting is responsible for preparing recommendations and facilitating coordination among ASCC Sectoral Bodies. Guided by the values of Malaysia MADANI which emphasise sustainability, inclusivity, compassion, mutual respect, and shared prosperity, the SOCA Meeting serves as a strategic platform for deliberating and advancing regional initiatives aimed at fostering peace, strengthening resilience, and promoting a culture of trust and mutual respect across ASEAN Member States.

The 39th SOCA meeting was officiated and chaired by YBhg. Dato' Shaharuddin bin Abu Sohot, Secretary General of the Ministry of Tourism, Arts and Culture (MOTAC). Through its core functions, the 39th SOCA Meeting ensured policy coherence, oversaw the implementation of the ASCC Blueprint, and supported the effective execution of the ASCC Strategic Plan.

The meeting also addressed cross-sectoral challenges by fostering greater coordination among ASCC sectors, in alignment with ASEAN's broader priorities. Convened twice a year ahead of the ASCC Council, SOCA continued to assume a critical role in shaping inclusive and sustainable development across the ASEAN socio-cultural landscape.

For more information on ASEAN Socio-Cultural Community (ASCC) programme and events during Malaysia's ASEAN Chairmanship, please refer to <https://ascc2025.motac.gov.my/>

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