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PRESS RELEASE
MINISTRY OF TOURISM, ARTS AND CULTURE
(MOTAC)

**ASEAN ARTPRENEUR RETREAT 2026 EMPOWERS CREATIVE
ENTREPRENEURS AND CONNECTS REGIONAL TALENT**

KUALA LUMPUR, 6 OCTOBER 2026 – The Ministry of Tourism, Arts and Culture (MOTAC), through the National Art Gallery of Malaysia, today officially launched the **ASEAN Artpreneur Retreat 2026 (AAR 2026)**, bringing together emerging and established art entrepreneurs from across ASEAN to transform creative ideas into market-ready offerings and sustainable businesses.

Held from **5 to 19 October 2026 in Kuala Lumpur** under the theme “**Innovate and Elevate**”, the 15-day intensive programme strengthens entrepreneurial capabilities, encourages knowledge exchange and expands opportunities within the regional creative economy.

The programme was officially launched by **The Honourable Mr. Chiew Choon Man, Deputy Minister of Tourism, Arts and Culture**, at HEMISFERA Luxury Sky Hall, Menara Kuala Lumpur. Also present were Dato’ Shaharuddin bin Abu Sohot, Secretary-General of MOTAC; Dr. Jalaini bin Abu Hassan, Chairman of the National Visual Arts Development Board (NVADB); Mr. Amerrudin Ahmad, Director-General of the NVADB; and ambassadors and representatives of ASEAN embassies in Malaysia.

AAR 2026 combines creative dialogue, mentorship and practical entrepreneurial development, focusing on product development, market readiness, commercialisation and sustainable business models. Participants will engage with industry experts and creative practitioners to refine their ideas, understand market needs and strengthen their business capabilities.

The retreat also features alumni of the **Young Art Entrepreneur (YAE!) programme**, an ongoing National Art Gallery initiative supporting entrepreneurship in Malaysia's visual arts and creative industries. Alumni contribute peer mentorship in market navigation, brand building and production scaling, connecting Malaysian and fellow ASEAN artpreneurs through shared experience.

In conjunction with **Visit Malaysia 2026-2027 Campaign**, participants will develop a new product or service inspired by the campaign's theme, drawing on local cultural assets to create innovative offerings that enrich visitor experiences and generate opportunities for creative communities.

The programme will culminate in a **commercial product showcase**, presenting the outcomes developed during the retreat and highlighting participants' ability to translate artistic concepts into offerings with market potential.

Guided by the principles of **Malaysia MADANI**, AAR 2026 reflects MOTAC's commitment to empowering creative talent, strengthening regional collaboration and advancing inclusive, sustainable growth. Through this initiative, art and culture serve as foundations for shared identity, meaningful livelihoods and economic opportunity across ASEAN.

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