



**IMMEDIATE RELEASE**  
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## **MEDIA RELEASE MINISTRY OF TOURISM, ARTS AND CULTURE**

### **INTERNATIONAL WORKSHOP ON THE MELAKA DECLARATION ON CULTURAL HERITAGE VALUE CREATION**

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**MELAKA, 20 July 2025** | The Ministry of Tourism, Arts and Culture Malaysia (MOTAC), in its leadership role within the ASEAN Socio-Cultural Community (ASCC) pillar, will host the International Workshop on the Melaka Declaration on Cultural Heritage Value Creation from 23 to 24 July 2025 in the UNESCO World Heritage City of Melaka.

Jointly organised with the ASEAN Secretariat and strategic partners, Think City and Telekom Malaysia Berhad, the workshop is a step forward in harnessing the untapped power of Southeast Asia's rich cultural heritage as a catalyst for sustainable economic growth, social cohesion and creative innovation.

This international gathering will bring together over 100 distinguished participants including cultural experts, academics, creative economy leaders, representatives from ASEAN Member States, SOMCA (Senior Officials Meeting on Culture and Arts) and stakeholders to explore transformative approaches in heritage conservation and value creation.

The two-day workshop will feature dynamic panel discussions, breakout dialogues, and plenary sessions, addressing pressing challenges and unlocking opportunities in heritage-led development across ASEAN.

The workshop will discuss maximising the socio-economic potential of ASEAN's cultural heritage by elevating its value chain for economic growth, strengthening regional cooperation through whole-of-ASEAN frameworks and cross-pillar collaboration, promoting public awareness and community engagement in heritage preservation, and integrating culture and heritage into sustainable development policies to ensure inclusive growth and social cohesion.

The Melaka Declaration, as the main outcome of the workshop, will contribute to the development of a significant ASCC outcome document, targeted to be adopted at the 47th ASEAN Summit in October 2025 in Kuala Lumpur. It aims to strengthen cultural cooperation, expand inclusive economic opportunities and promote a deeper appreciation of ASEAN's shared heritage.

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*Issued by:*

**Corporate Communitaion Unit**  
**MINISTRY OF TOURISM, ARTS AND CULTURE (MOTAC)**  
*Tel: 03-8000 8000 Fax: 03-8891 7181*  
*Website: [www.motac.gov.my](http://www.motac.gov.my) Email: [group.ukk@motac.gov.my](mailto:group.ukk@motac.gov.my)*  
*Facebook, Instagram, X & TikTok: @mymotac*

