



IMMEDIATE RELEASE
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MEDIA RELEASE

THE MINISTRY OF TOURISM, ARTS AND CULTURE

INTERNATIONAL WORKSHOP ON THE MELAKA DECLARATION ON CULTURAL HERITAGE VALUE CREATION

PUTRAJAYA, 23 July 2025 – The Ministry of Tourism, Arts and Culture Malaysia (MOTAC), as the lead of the ASEAN Socio-Cultural Community (ASCC) pillar has organised the International Workshop on the Melaka Declaration on Cultural Heritage Value Creation from 23 to 24 July 2025 in Melaka.

MOTAC in collaboration with the ASEAN Secretariat and Think City as the strategic partner with an extensive network of expertise in culture-based economic development, aspires to preserve, leverage and elevate this region's cultural assets as a catalyst and engine for inclusive socio-economic development, in line with the Malaysia MADANI values of equity, respect for cultural diversity, and shared responsibility.

This workshop aims to raise global awareness of the value and potential of cultural heritage, foster closer international cooperation, strengthen dialogue and collaboration among academics, practitioners, and stakeholders in the field of cultural heritage, and build competencies in more effective and sustainable cultural heritage management. This initiative is expected to enrich knowledge and empower global efforts in cultural heritage preservation.

The outcomes of the workshop will also contribute to the development of an ASCC outcome document to be presented at the 47th ASEAN Summit in

October 2025, marking the beginning of collective action towards better heritage management across ASEAN.

With over 100 participants expected, the two-day workshop will feature panel sessions, breakout discussions, and plenary sessions addressing various challenges and opportunities in cultural heritage management and preservation in ASEAN. Participants will include cultural experts, academics, creative economy practitioners from ASEAN Member States, the Senior Officials Meeting on Culture and Arts (SOMCA) representatives, and the ASEAN Secretariat.

The opening ceremony of the International Workshop on the Melaka Declaration on Cultural Heritage Value Creation was officiated by H.E. Dato' Shaharuddin bin Abu Sohot, Secretary General of MOTAC on 23 July 2025 in Melaka, Malaysia.

MOTAC hopes that this workshop will help position ASEAN's rich cultural heritage as a vital driver of regional development. By doing so, heritage is not treated merely as a relic of the past, but as a living and dynamic contributor to contemporary development and fuelling innovation in the creative industries, strengthening community identity and pride, promoting cultural tourism, and enhancing ASEAN's visibility on the global stage.

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