



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

BEST OF ASEAN PERFORMING ARTS (BOAPA) 2025 **CELEBRATES ASEAN YOUTH TALENT AND CULTURAL UNITY**

KUALA LUMPUR, 25th OCTOBER 2025 — The **Best of ASEAN Performing Arts (BoAPA) 2025**, themed “*ASEAN Cultural Seed: Nurturing Cultural Leaders*”, was held at the **Auditorium Seri Angkasa, Angkasapuri, Kuala Lumpur**, marking the official commencement of the week-long regional cultural exchange.

Organised by the Ministry of Tourism, Arts and Culture Malaysia (MOTAC) in collaboration with Jabatan Penyiaran Malaysia (RTM) and Pertubuhan Anak Seni Malaysia (PASM), BoAPA 2025 brings together **22 young artists aged between 7 and 13 years** from **Southeast Asia** for an immersive programme celebrating the region’s shared cultural heritage.

The opening ceremony was **officiated by H.E. Dato’ Mohd Yusri bin Mohd Yusoff, representing The Honourable Dato Sri Tiong King Sing, Minister of Tourism, Arts and Culture**. In his opening remarks, he highlighted that, “*cultural diversity, heritage and artistic expression help addressing the root causes of conflict and foster healing and reconciliation, especially at the community and grassroot level. Through initiatives such as BoAPA, cultural legacies can be safeguarded and continue to evolve particularly amongst children and youth.*”

He also stated that cultural tourism holds immense potential, particularly in the rising segment of **concert or music tourism**. This dynamic sector has become one of Malaysia’s key tourism drivers, attracting audiences across the region to experience world-class performances by international and regional artists.

BoAPA 2025 is a **regional initiative designed to nurture and empower** the next generation of ASEAN by promoting the ASEAN cultural talents. The programme aims to foster creativity, deepen appreciation of ASEAN’s rich and diverse heritage and strengthen ASEAN identity among youth.

This year’s edition features 6-days intensive skill-building workshop in performing arts, showcasing a vibrant mix of traditional dance, music and contemporary interpretations of ASEAN culture. The young participants of this creative exchange programme can further develop artistic skills, cultural awareness and leadership potential. The programme also **included intensive workshops in dance, music and creative expression**, which

culminated in a **showcase performance** featuring contemporary interpretations of ASEAN's shared cultural identity.

As the grand finale, these young ASEAN talents will **perform at the 47th ASEAN Summit Gala Dinner**, where they will be **presenting a collaborative performance symbolising ASEAN unity and friendship**. Through this platform, MOTAC continues to champion efforts under the **ASEAN Socio-Cultural Community (ASCC) Pillar**, highlighting Malaysia's leadership in advancing regional cultural cooperation, creativity, and sustainable cultural development.

In line with the aspirations of Malaysia MADANI, MOTAC remains committed to uphold and elevate the arts, culture and heritage sectors of of Malaysia as well as the ASEAN region onto the international stage to achieve greater recognition in conjunction with Malaysia's Chairmanship of ASEAN 2025.

For more information on the ASEAN Socio-Cultural Community (ASCC) programmes and Malaysia's ASEAN Chairmanship 2025 events, please visit: <https://ascc2025.motac.gov.my/>

Issued by :

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