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

**MALAYSIA TO HOST 39TH SOCA AND 34TH ASCC MEETINGS,  
INAUGURAL ASCC HIGH-LEVEL FORUM, AND ASEAN ARTS &  
CRAFTS BAZAAR**

**Petaling Jaya | 2 Oktober 2025** : As part of Malaysia's Chairmanship of ASEAN 2025 under the Socio-Cultural Community (ASCC) pillar, the Ministry of Tourism, Arts and Culture Malaysia (MOTAC) will host the 39th Senior Officials Committee for the ASCC (SOCA) Meeting and the 34th ASCC Council Meeting from 6–8 October 2025 at the Sunway Pyramid Convention Centre, Selangor.

The ASEAN Socio-Cultural Community (ASCC) Council Meeting, held twice a year at the ministerial level, provides a platform for ASEAN Member States to discuss key socio-cultural issues that shape the region. Supported by the SOCA meetings, the ASCC advances ASEAN's people-centred agenda through regional projects, cultural exchanges, and collaborations with international organisations. Guided by the values of Malaysia MADANI on emphasising sustainability, inclusivity, and shared prosperity, these meetings reaffirm ASEAN's commitment to building a stronger socio-cultural community.

**Inaugural ASCC High-Level Forum 2025**

In conjunction with the official meetings, MOTAC will convene the first-ever ASCC High-Level Forum 2025, a landmark platform to reflect on lessons

learned from the ASCC Blueprint 2025 and to chart the future of ASEAN socio-cultural cooperation in line with ASEAN 2045: Our Shared Future.

The half-day forum will bring together ministers, dialogue partners, business leaders, academics, think tanks, youth leaders, and NGOs for two thematic high-level dialogues. These sessions will explore strategic foresight on emerging challenges, innovations, and opportunities in shaping the ASEAN socio-cultural landscape.

### **ASEAN Arts & Crafts Bazaar – Open to the Public**

Alongside the official meetings, members of the public are invited to visit the ASEAN Arts & Crafts Bazaar, which will be held from 6–8 October 2025, 10:00 a.m. to 5:00 p.m. at the same venue.

This vibrant cultural showcase will feature curated exhibitions of traditional and contemporary crafts, live demonstrations by master artisans, business matching sessions for entrepreneurs, and interactive pocket talks on cultural heritage and creative industries. The Bazaar provides a unique opportunity to celebrate ASEAN's shared cultural identity while supporting local and regional artisans.

### **Event Highlights**

- 39th SOCA Meeting & 34th ASCC Meeting: 6–8 October 2025
- Inaugural ASCC High-Level Forum 2025: Half-day session, featuring two high-level thematic dialogues
- ASEAN Arts & Crafts Bazaar: 6–8 October 2025, 10:00 a.m.–5:00 p.m. (open to the public)
- Venue: Sunway Pyramid Convention Centre, Petaling Jaya, Selangor

Malaysia's hosting of these significant ASEAN events underscores its leadership role in strengthening regional cooperation, cultural exchange, and people-to-people connectivity. Together, these initiatives will highlight the importance of inclusivity, sustainability, and shared prosperity as ASEAN charts its course toward 2045.

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/>

*Issued by:*

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