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

**ACH-DNA 2.0 GALA DINNER HIGHLIGHTS REGIONAL COLLABORATION
THROUGH 'SILKEN TIES' TEXTILE SHOWCASE**

KUALA LUMPUR, 12 August 2026 – The ASEAN–China Heritage Dimensions of National Arts 2.0 (ACH-DNA 2.0) programme culminated in the prestigious **ASEAN–China Silken Ties Textile Showcase & Gala Night**, an evening celebrating the enduring cultural bonds between ASEAN Member States and the People's Republic of China while demonstrating how innovation and Artificial Intelligence (AI) are shaping the future of cultural heritage.

Organized by the Ministry of Tourism, Arts and Culture Malaysia (MOTAC) in collaboration with the Society of Creative Symphony (SCS) and supported by the ASEAN–China Cooperation Fund (ACCF), the initiative underscores a joint commitment to deepen regional collaboration through the arts, culture and technological innovation.

ACH-DNA 2.0 serves as a flagship programme under Malaysia's Chairmanship of the ASEAN Ministers Responsible for Culture and Arts (AMCA) for the 2024–2026 term. It also reinforces Malaysia's role as Country Coordinator for ASEAN–China Dialogue Relations (2024–2027), further elevating cultural diplomacy and strategic ties across the region.

Hosted at the Hemisphere Luxury Hall in KL Tower, the Gala Night brought together diplomatic ambassadors, senior government officials, cultural leaders, academics, creative industry practitioners and delegates from across ASEAN also China. The gathering reaffirmed a collective vision to promote cross-cultural exchange, preserve heritage and drive regional connectivity through the evolving creative economy.

The event was honoured by the presence of **H.E. Mr. Chiew Choon Man**, Deputy Minister of Tourism, Arts and Culture Malaysia, **who reaffirmed the nation's dedication to safeguard cultural traditions while leveraging modern innovation as a catalyst for sustainable growth.**

In his remarks, Mr. Li Zhenxing, Counselor of the Embassy of People's Republic of China in Malaysia, highlighted the enduring friendship and comprehensive partnership between Malaysia and China. He emphasised the vital role of cultural exchange in fostering mutual understanding, strengthening people-to-people ties and enhancing cooperation between ASEAN Member States and China.

The evening's centerpiece, the **ASEAN–China Silken Ties Textile Showcase** and fashion presentation, highlighted the region's heritage through handwoven textiles and contemporary designs that blend traditional craftsmanship with modern innovation.

Ultimately, the successful conclusion of ACH-DNA 2.0 reinforces Malaysia's role in driving regional cultural diplomacy and economic growth, reflecting the Malaysia MADANI framework's commitment to community empowerment, cultural resilience and shared regional prosperity.

Issued by:

Corporate Communications Unit
MINISTRY OF TOURISM, ARTS AND CULTURE (MOTAC)

Tel: 03-8000 8000 Fax: 03-8891 7181

Website: www.motac.gov.my Email: group.ukk@motac.gov.my

Facebook, Instagram, X & TikTok: @mymotac

