



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

MOTAC DRIVES REGIONAL COOPERATION WITH LAUNCH OF
ASEAN–CHINA HERITAGE: DIMENSIONS OF NATIONAL ARTS 2.0

Kuala Lumpur, 10 August 2026 – The Ministry of Tourism, Arts and Culture Malaysia (MOTAC), in collaboration with the Society of Creative Symphony (SCS), officially launched the **ASEAN–China Heritage Dimensions of National Arts 2.0 (ACH-DNA 2.0)**, running from 10 to 13 August 2026. The four-day event convenes policymakers, researchers, cultural practitioners, designers, technologists and creative entrepreneurs from ASEAN Member States and the People's Republic of China to explore the future of cultural heritage through innovation.

Centred on the theme **"Reimagining Heritage Through Innovation,"** this flagship regional initiative reinforces Malaysia's leadership in driving ASEAN–China cultural diplomacy. It demonstrates how traditional heritage, Artificial Intelligence (AI) and sustainable solutions can collectively transform the cultural and creative industries.

Building on the success of its inaugural edition in Perlis in 2024, ACH-DNA 2.0 serves as a strategic platform aligned with the ASEAN Ministers Responsible for **Culture and Arts (AMCA) Work Plan 2024–2026**, facilitating cross-border partnerships and high-level knowledge exchange.

The opening ceremony was officiated by **YBhg. Dato' Mohd Yusri bin Mohd Yusoff**, Deputy Secretary-General (Cultural) of MOTAC, **who underscored the necessity of embracing modern technology while safeguarding cultural authenticity.**

A key highlight of the programme is its distinguished lineup of international experts from China, Indonesia, Thailand, and Malaysia. These thought leaders will share cutting-edge insights and best practices in sustainable textile innovation, bamboo technology, circular design, AI integration, digital systems and heritage commercialization.

Featured international speakers include **Dr. Xu Niansha**, Chairman of the China Machinery Industry Federation (CMIF) and Asia Regional Director of the World Crafts Council, alongside **Dr. Kris Yensudchai** from Thailand and **Nurul Firmansyah** from Indonesia. They will share expertise on sustainable textile development, innovation and international cooperation, highlighting the need to build a resilient, inclusive and future-ready textile ecosystem through cross-border partnerships and knowledge sharing.

Representing Malaysia are **Associate Professor Dr. Nurul Fajar Abd Manan** from Universiti Teknikal Malaysia Melaka (UTeM), **Associate Professor Dr. Faizul Yahya** of Universiti Teknologi MARA (UiTM) Shah Alam and **Dato' Jacqueline Fong**, Founder and Managing Director of Tanoti Crafts. The Malaysian delegation will present perspectives on technology, sustainability, design innovation and heritage-based entrepreneurship, demonstrating the nation's commitment to drive a competitive cultural and creative industry.

As ASEAN and China deepen their strategic relationship, initiatives like ACH-DNA 2.0 serve a vital role in ensuring regional heritage remains relevant, resilient and accessible to future generations. This vision aligns with the Malaysia MADANI framework by fostering inclusive collaboration, empowering communities and unlocking lasting socio-economic opportunities through cultural preservation.

Issued by:

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