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

**MALAYSIA ADVANCES ASEAN–CHINA CREATIVE ECONOMY
THROUGH HERITAGE INNOVATION AT CAEXPO 2026**

NANNING, CHINA, 19 SEPTEMBER 2026 – Malaysia continues to strengthen ASEAN–China cultural cooperation and advance the creative economy through the second phase of the **ASEAN–China Heritage: Dimensions of National Arts 2.0 (ACH-DNA 2.0)** in Nanning, China, held in conjunction with the **China–ASEAN Expo (CAEXPO) 2026**.

Organised by the **Ministry of Tourism, Arts and Culture Malaysia (MOTAC)** in collaboration with the **Society of Creative Symphony (SCS)**, with support from the **ASEAN–China Cooperation Fund (ACCF)** and the **ASEAN Secretariat**, ACH-DNA 2.0 brings together cultural practitioners and creative talents from ASEAN to showcase the richness and contemporary potential of the region's textile and craft heritage.

The Nanning phase was officially declared open and launched by **YBhg. Dato' Mohd Yusri Mohd Yusoff, Deputy Secretary-General (Culture), Ministry of Tourism, Arts and Culture Malaysia (MOTAC)** on 19 September 2026.

Held under the same theme **“Reimagining Heritage Through Innovation”**, the Nanning phase builds on the successful Kuala Lumpur phase held from 9 to 14 August 2026, which brought together policymakers, researchers, cultural practitioners, designers and creative entrepreneurs to exchange knowledge on heritage preservation, innovation, technology and sustainable development.

In his address, Dato' Mohd Yusri highlighted that ACH-DNA 2.0 provides an important platform for **ASEAN and China to share knowledge, experiences and innovative approaches to heritage preservation and development**. He also emphasised the value of the Nanning phase, held alongside CAEXPO 2026, in creating opportunities for engagement, networking and creative industry development.

“These exchanges are valuable because cultural cooperation is not only about sharing our traditions. It is also about building understanding, creating networks and identifying opportunities for long-term cooperation,” said Dato’ Mohd Yusri.

The Nanning phase features textile and craft exhibitions, Craft Innovation Talks, live demonstrations, business matching and cultural visits, providing participants with opportunities to showcase traditional skills, share heritage practices and explore potential business and collaborative opportunities between ASEAN and China.

The programme also facilitates knowledge exchange on technology, innovation and creative development, while strengthening people-to-people connections among cultural practitioners, creative industries and institutions across ASEAN and China.

Dato’ Mohd Yusri expressed Malaysia’s appreciation to the People’s Republic of China, ASEAN Secretariat and ACCF for their support, as well as to the hosts in Nanning, SCS as the implementing agency, Malaysia External Trade Development Corporation (MATRADE), Tourism Malaysia, and all partners and institutions involved in the programme.

Through ACH-DNA 2.0, Malaysia reaffirms its commitment to strengthening ASEAN–China cultural ties, promoting heritage innovation and harnessing culture and creativity for sustainable development and shared prosperity, guided by the values of Malaysia MADANI.

Issued by:

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