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and cultural unity



As reported in the Asia News Network, ASEAN's renewed focus on youth, the creative economy, and digitalisation to strengthen regional cultural ties was seen in the 11th ASEAN Ministers Responsible for Culture and Arts (AMCA) Meeting, held in Melaka, Malaysia.

Malaysia's Minister of Tourism, Arts, and Culture, Mr Dato Sri Tiong King Sing, who chaired the meeting, opened by raising its theme '**Bridging Cultures, Building Futures: Unity in Diversity**'.

The Malaysian minister called for enhanced **innovation and collaboration**, stressing that cultural unity is vital to ASEAN's **social and economic resilience**.

During the AMCA meeting, ministers from ASEAN and Timor-Leste, along with ASEAN Secretary-General Dr Kao Kim Hourn, discussed **expanding creative industry frameworks and developing policies to sustain regional cultural identities**.

Delegates discussed the **ASEAN Creative Economy Sustainability Framework**, which will support policies and programmes to boost cultural industries across the region.

In the Joint Media Statement, **Melaka was acknowledged as the ASEAN City of Culture for 2024–2026**, with a series of events planned to celebrate the title, including the **ASEAN Festival of Arts and the International Cultural and Arts Festival**. This cultural initiative is aimed at enhancing people-to-people connectivity and deepening mutual understanding across ASEAN.

[Read more here](#)

Image: Deputy Minister of Information, Culture, and Tourism, Mrs Darany Phommavongsa speaking at the AMCA Meeting in Melaka, Malaysia last week. PHOTO: VIENTIANE TIMES

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