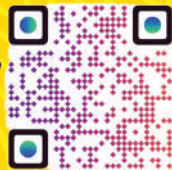


ARTS, CULTURE & HERITAGE



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Information

Ministry of Tourism, Creative Industry &
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TODAY'S IDEAS FOR TOMORROW'S REALITY



Ministry of Tourism,
Creative Industry and Performing Arts Sarawak

SARAWAK
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Ministry of Tourism,
Creative Industry and Performing Arts
Sarawak

CREATIVE INDUSTRY

WHERE CREATIVITY MEETS CULTURE

WHERE ARTS FUSE WITH INNOVATION

WHEN HERITAGE ASSIMILATES WITH MODERNIZATION



WHAT IS CREATIVE INDUSTRY?

According to UNESCO's definition, Creative Industry encompass organised activities that have their main objective of production, reproduction, promotion, distribution, commercialization of goods, services and activities deriving from artistic, culture or heritage origins. In other words, cultural products that have been produced, reproduced, promoted, distributed, commercialised are defined as products of "Creative Industry"



Sarawak's vibrant cultural landscape, shaped by 34 diverse ethnic groups, is a testament to our deep and enduring heritage. By promoting our creative industry, we not only preserve this rich cultural legacy but also enhance its global presence. This drives growth, fosters innovation, and expands its influence on the international stage.



From April 2022 to December 2024, the Ministry has supported 301 programs and activities, including 25 films, documentaries, animations, and magazines. These initiatives focus on preserving and promotion Sarawak's arts, culture, and heritage. By fostering greater awareness, such initiatives reinforce the vital role of cultural heritage in our lives, ensuring it is appreciated and safeguarded for future generations.

CREATIVE INDUSTRY IN SARAWAK

Sarawak identifies 5 major categories with 19 sub-categories namely:

Creative Arts

- Music
- Visual Arts
- Performing Arts
- Literary Arts



Arts & Culture

- Culinary/Gastronomy
- Crafts
- Intangible & Tangible Heritage



Media Production

- Film
- Television
- Radio
- Digital Media



Design

- Fashion
- Architecture
- Interactive Design
- Graphic Design
- Interior Design



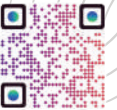
Information Technology

- Software
- Computer Games
- Animation



In 2022, the government launched the Dana Mudahcara Warisan, dan Kebudayaan Sarawak to support the recovery of Sarawak's heritage, arts and culture sector from the pandemic. Now an annual grant under the Ministry, it funds initiatives that drive the growth of Sarawak's creative industry. Eligible events include workshops, classes, courses, forums, seminars and community activities that strengthen capacity-building in the arts, culture and heritage sectors. The fund is open to Sarawakian artists, artisans (Individuals) and non-governmental organizations (NGOs) organizations registered under ROS and base in Sarawak.

For further details, please refer to the ministry website at:
<http://mtcp.sarawak.gov.my>
or scan the QR code provided



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