

## ARTS, CULTURE & HERITAGE



**Ministry of Tourism, Creative Industry & Performing Arts Sarawak**

Level 16, Right Wing,  
Bangunan Baitulmakmur II, Medan Raya,  
Petra Jaya, 93050

Telephone : 082 - 44226

Fax : 082 - 44216

Website : [mtcp.sarawak.gov.my](http://mtcp.sarawak.gov.my)

## TODAY'S IDEAS FOR TOMORROW'S REALITY



PROGRESSIVE PROSPEROUS SARAWAK  
1963-2023

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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 ASSIMILATE WITH MODERNIZATION



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## WHAT IS CREATIVE INDUSTRY?

UNESCO's definition, of Creative Industry encompass organized activities that have their main objective of production, reproduction, promotion, distribution, commercialization of goods, services and activities deriving from artistic, cultural or heritage origins.



Sarawak is blessed with the abundance of resources from 34 ethnic groups. By promoting our Creative Industry, we are safeguarding our heritage resources make our Creative Industry to be recognized and expanding internationally.



We have supported 80 of such organized activities deriving from artistic, cultural and heritage origins. This is to strengthen the awareness among the public that arts, culture and heritage is still a very essential part of our lives.

## 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 and Heritage

- Culinary/gastronomy
- Crafts
- Tangible and Intangible heritage



### Media Production

- Film
- Television
- Radio
- Digital Media



### Design

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



### Information Technology

- Software
- Computer Games
- Animation



## FUNDING AND SUPPORT

In 2022 our government launched the “Dana Mudahcara Warisan, Kesenian dan Kebudayaan Sarawak” to stimulate the recovery of Sarawak's heritage, arts and culture sector from the pandemic. Events that can be applied through this fund include workshops, classes, courses, forums, seminars and local community activities that can help in capacity building for creative industry or Sarawak's arts, culture and heritage sectors. The fund is open to Sarawakian artists (individuals), non-governmental organisations (NGOs) and non-profit organisations (NPOs) registered under ROS and base in Sarawak.

For further details, please refer to :  
<http://mtcp.sarawak.gov.my>

