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**CENDANA AND MATRADE ANNOUNCE COLLABORATION TO
ENHANCE SOFT INDUSTRY EXPORTS**

Kuala Lumpur, 12 April 2018 – The Cultural Economy Development Agency (CENDANA) and Malaysia External Trade Development Corporation (MATRADE) will be collaborating to provide opportunities for Malaysian artists and practitioners to tap into their respective programmes, facilities and networks to grow the exports of the Malaysian arts and culture sector.

The collaboration will among others, facilitate greater access for the local arts and culture community to CENDANA's newly announced Mobility Funding Programme as well as MATRADE's export promotion funding programmes such as Market Development Grant (MDG) and Services Export Fund (SEF) if they qualify according to the set criterias.

The Mobility Funding Programme provides support to local artists to present high-quality works that express and enrich Malaysia's artistic diversity, as well as increase arts appreciation and participation in Malaysia or abroad. It also supports local artists to participate in international festivals, exhibitions, trade fairs, biennales, conferences amongst others in addition to supporting our artists to nurture relationships with a view of developing new markets and audiences for their work.

According to the Chief Executive Officer of MATRADE, Ir. Dr. Mohd Shahreen Zainooreen Madros, the national trade promotion agency has always supported the development of the local arts industry and promotion of Malaysian art expression internationally through its global network.

In the past recent years, MATRADE has been actively involved in promoting Malaysian arts in major cities of London, Melbourne, Shanghai and Miami. MATRADE has 46 offices worldwide.

For the past 5 year, Malaysia has exported RM14.6 million worth of visual arts (paintings, drawings & sculpture) and these arts were exported mainly to Switzerland, United Kingdom, Hong Kong, USA and UAE.



Exports of Malaysian arts however are still relatively small. Nonetheless, potentials for arts and culture can go beyond physical exports as it also has services components that can be marketed globally such as Intellectual Property (IP), creative contents as well as commercial talents and professionals. “Therefore, MATRADE will continue to promote Malaysian arts and culture in the international market as we realise market potentials have not been fully tapped yet,” he explained.

According to Ir. Dr. Mohd Shahreen Zainooreen Madros, MATRADE recognises that the cultural economy is an important component of the creative economy. As such apart from promoting exports of digital content, MATRADE’s collaboration with CENDANA will now allow the national trade promotion agency to also strengthen the export promotion of the other component of the creative economy, which is the arts and culture sector.

“Together with CENDANA, our facilitation can be a catalyst for local companies to export and strengthen their footprint overseas,” he added. Some of the areas where MATRADE can assist include identifying industry opportunities as well as provide advisory services to the Malaysian companies intending to export their products or services. If need be, Malaysian exporters can also leverage on MATRADE’s overseas offices when meeting potential buyers and partners.

CENDANA’s second funding programme, the Mobility Funding Programme announced at the event provides support to local artists to present high-quality works that express and enrich our artistic diversity, as well as increase arts appreciation and participation in Malaysia or abroad. It also supports local artists to participate in international festivals, exhibitions, trade fairs, biennales, conferences amongst others in addition to supporting our artists to nurture relationships with a view of developing new markets and audiences for their work.

During the joint press conference held today, Izan Satrina Dato’ Mohd Sallehuddin, Founding CEO of CENDANA said “Malaysia is a country that has an abundance of great art and beautiful stories to share with the world. However, many artists may not have the necessary tools to respond to opportunities extended to them. So, today is a great step forward where not only do we as CENDANA play a role in enabling our artists, but we are able to synergise these efforts with government agencies like MATRADE to benefit a wider arts and culture community. The Mobility Funding Programme looks at small to mid-scale touring work from performing arts, visual arts and independent music, focusing on local and international platforms that improve access to high-quality Malaysian art.”



Call for applications opens this 25 April 2018 via CENDANA's website www.cendana.com.my.

The Market Development Grant (MDG) is a financial support facility in the form of a reimbursable grant to assist Malaysian Small and Medium Enterprises (SMEs), Professional Service Providers, Trade & Industry Associations, Chambers of Commerce and Professional Bodies to undertake eligible export promotional activities. This financial support will address the funding gaps among the exporters who need it to scale up and to defray costs of international promotion.

Success at the Australian Performing Arts Market (APAM) 2018*

YBhg Datuk Rashidi Hasbullah, Secretary General of Ministry of Tourism and Culture graced the joint press conference and acknowledged the returning 7-member Malaysian delegation that travelled to the Australian Performing Arts Market at Brisbane, Australia in February 2018. YBhg Datuk Rashidi Hasbullah also applauded Koe Gaik Cheng, a Malaysian arts administrator that was selected after a competitive call for application to be attached with the Adelaide Festival Centre from July 2018. The Adelaide Festival Centre currently presents the OzAsia Festival, Australia's premier international arts festival that is focused on Asia.

YBhg Datuk Rashidi Hasbullah said "It is an honour to acknowledge these 7 artists in taking part in CENDANA's first trade mission in an effort to reinforce the position of Malaysian arts and culture and our practitioners in the eyes of the international players. Malaysia's art scene is set for a surge with the establishment of CENDANA and such collaboration like today with MATRADE is highly commendable and we encourage for more public and even private partners to come forward in ensuring the sustainability of our cultural economy."

Through the initiative, the Malaysian delegates ranging from performance artist and playwright directors, to contemporary Malaysian gamelan ensemble and a group of multi-instrumentalists were able to promote and showcase their works at the APAM and resulted in opportunities to perform in Germany, Indonesia, Singapore, Australia, Japan, Hungary among others. Koe Gaik Cheng will return from her attachment and return to share her learnings with the local communities.

**Rhythm in Bronze, Orang Orang Drum Theatre, Ombak Ombak Art Studio, Pneumanarch Production, Pentas Project Theatre, TerryandTheCuz, Fasyali Fadzly*

About CENDANA

CENDANA is the Cultural Economy Development Agency that was officially launched by the Honourable Prime Minister Dato' Sri Mohd Najib Tun Abdul Razak on 6 September 2017 to shape a vibrant, sustainable and ambitious cultural economy for Malaysia, further raising the profile of Malaysian arts and culture to help form the identity of Malaysia as an arts destination and strategically place Malaysia on the global stage. It is supported by the Malaysian Government through MyCreative Ventures Sdn Bhd.

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