

Global cultural extravaganza set for September in KL

(6 JULY 2023) thestar, p10



(From left) Zainariah, Azmi, Ting and Zubaidah during the soft launch of ICWC '23 at Panggung Sari Kompleks Kraf in Kuala Lumpur.

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MALAYSIA is hosting the first International Conference and Exhibition on World Cultures 2023 (ICWC '23).

Taking place from Sept 7 to 10 at Matrade Exhibition and Convention Centre in Kuala Lumpur, over 50 countries will be participating in the four-day event that is aimed at fostering economic, social, environmental and gastronomic growth within the global tourism industry.

More than 10,000 expected visitors will have the opportunity to immerse themselves in a diverse range of cultural experiences.

There will be 280 exhibits,

six country pavilions, 20 traditional massage stations, 30 cultural performances as well as four cultural and artistic exhibitions.

A total of 30 food trucks and 40 food booths from various countries will offer visitors local and traditional cuisines from across the globe.

ICWC '23 president Azmi Mustapha said tourism served as a crucial pillar in the economy, generating employment and opportunities for nations.

"ICWC '23 presents a tremendous opportunity for cross-cultural promotion among nations.

"We aim to be a platform for all nations to showcase their distinctive cultures and gain a deep-

er understanding of how to leverage cultural tourism for economic development while ensuring the preservation of heritage," Azmi said during the soft launch of ICWC '23 at Panggung Sari Kompleks Kraf, Kuala Lumpur, which also featured cultural performances.

Also present were Hasanah Arts Foundation culture and public spaces head Zainariah Johari, Sarawak Tourism, Creative Industry and Performing Arts Deputy Minister (Tourism) Datuk Sebastian Ting and Istana Budaya director-general Zubaidah Mukhtar.

Admission to ICWC '23 is free. For details, visit www.icwc.global/