



Media Broadcast:

“ALERT: The Straits of Malacca Arts Festival 2019 is one of the tourist attraction programmes in Malaysia consisting of 21 cultural arts collaboration performances from some states along the Straits which are Negeri Sembilan, Malacca and Johore. Thirty three (33) Government agencies from Malacca also joined in to add to the excitement of FSSM2019 with seven (7) private agencies, eleven (11) associations and Non-Government Cultural Arts Bodies and two (2) communities. – National Department for Culture and Arts”

STRAITS OF MALACCA ARTS FESTIVAL “STRAITS OF MALACCA, THE HERITAGE OF MALAY ARCHIPELAGO”

BANDAR HILIR, MALACCA 19 October - The Ministry of Tourism, Arts and Culture Malaysia (MOTAC) through National Department for Culture and Arts (Malacca JKKN) in cooperation with the Malacca State Government has successfully organized the **Cultural Tourism Programme–Straits of Malacca Arts Festival (FSSM)** which was held for three (3) days started on Friday at the vicinity of A’ Famosa City, Jalan Kota, World Heritage City of Malacca.

With the theme of “Straits of Malacca, The Heritage of Malay Archipelago”, the **FSSM2019** highlighted various activities based on cultural arts, heritage, tourism, knowledge, entrepreneurship, life style, and young talent search in the states of Malacca, Negeri Sembilan and Johore representing the southern states of Peninsular Malaysia.

Among the exciting events of **FSSM 2019** is the Main Event, the **Straits of Malacca Gala Night (19 October 2019 - Saturday)** along with other events such as **Interval Performance (Showcase) consisting Colours of Straits of Malacca, Straits of Malacca Young Talent Search, Nation's Transformation Centre, Straits of Malacca Taste of Homestay Bazaar, Straits of Malacca Bazaar: Tourism and Cultural Arts, Knowledge Sharing and Knowledge Session, and Joget Lambak (Dance Galore)@Malacca** was the Closing Event. The Malacca State Government also contributed in promoting FSSM2019 mainly through the **Straits of Malacca Musical Gala Night** event as part of the Celebration of the 81st Birthday of His Excellency the Governor of Malacca, Tun Datuk Seri Utama Dr. Mohd. Khalil Bin Yaakob.

The purpose of this programme is to uplift the Southern States Community Cultural Arts Heritage in the context of performing arts which covers the State of Malacca, Negeri Sembilan and Johore as well as invited Countries that share common cultural arts along the Straits of Malacca area.

"This programme is among the elements of tourist attraction as it is capable in impacting the country's tourism industry through culture and arts exposures mainly for the southern states of west coast peninsular Malaysia dan guest nations that share the waters of Straits of Malacca such as West Sumatra Indonesia, Riau-Lingga Isles and Singapore" said JKKN Director General, Tan Sri Norliza Rofli in a statement today.

The FSSM 2019 is hoped to have found new meeting fields and ideas of artists and everyone involved in heritage and cultural arts sectors throughout Malaysia in the efforts of spurring and driving the cultural, heritage and tourism industry sectors towards integrating it as one of the new forms of economic ecosystem and commerce resulting from the collaboration of efforts in sustaining arts, culture, heritage content as well as efforts in fostering inclusiveness of younger generations in the related sectors. This is in line with ministry's mission towards developing tourism and culture while enhancing, preserving and conserving arts, culture and heritage. Furthermore, efforts in providing knowledgeable, skilled, creative and innovative human capital in the tourism and culture sectors are carried out.

The FSSM 2019 event also becomes a symbol of strong support from the Ministry of Tourism, Arts and Culture Malaysia and JKNN in spurring the 2019 Visit Malacca Year driven by the Malacca State Government and simultaneously becoming a great start towards the upcoming 2020 Visit Malaysia Year.

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**THE STRAITS OF MALACCA GALA NIGHT (Main Event and Official
Opening)
19 October, 2019 (Saturday)
8.30 pm**

THE STRAITS OF MALACCA GALA NIGHT is the FSSM 2019 Main Event and in line with the main event, the Gala Night is a presentation of Straits of Malacca cultural arts embracing musical concept in the City of Malacca.

The Distinguished Guests are His Excellency the Governor of Malacca, Tun Datuk Seri Utama Dr. Mohd. Khalil Bin Yaakob, YAB Tuan Hj. Adly Zahari - Chief Minister of Malacca, YB. Datuk Mohamaddin Ketapi – Minister at the Ministry of Tourism, Arts and Culture Malaysia, YBhg. Datuk Isham Ishak – Secretary General of MOTAC, YB. Datuk Hasim Hassan State Secretary for the State of Malacca, YB. Datuk Muhammad Jailani bin Khamis Malacca State Exco for Tourism, Culture and Heritage and YBhg. Tan Sri Hajah Norliza Rofli, Director General of JKKM who will attend this grand cultural arts event.

All the Distinguished Guests to the FSSM 2019 Gala Night will ride in a group of trishaws from Heritage Trishaw Association accompanied by Kampung Tambak Bugis Ox-Carts, Telok Mas , Malacca, and Klebang Besar 'Rebana Keras' (Solid Frame Drum) Association, Malacca to the event site. The Ox-Cart and Heritage Trishaw parade accompanying the arrival of the Distinguished Guests for the night symbolizing the multiracial arts which have been the essence of Malacca, Johore and Negeri Sembilan cultural arts. **The FSSM 2019 Musical Gala Night** combines creative arts production of 'dondang sayang', local speciality in the linguistic arts of pantun, and 'cak lempong' musical, 'randai' dance and flying saucers performances presented by Negeri Sembilan JKKM in the **Negeri Sembilan's 'Khabar Berusik' (Teasing Greeting) Segment.**

While Johore JKKN through its **Maharani Muara Bayu Segment** - will present the greatness of Ghazal, 'Kuda Kepang' (Figure Horse), 'Barongan' and 'Zapin' arts which also involve Cultural Arts Organizations from Muar and Batu Pahat, and Rojer, a singer with his gambus music performance. To add to the excitement, the 'Dondang Sayang' Colourful Rainbow Segment representing the state of Malacca as the host, Malacca JKKN, Malacca Arts Brigade, Historical Malacca City Council Arts Group (MBMB), Malacca Institute of Heritage (INSWA) with the Collaboration of the States Non-Government Cultural Arts Organizations also presented Malacca Wen Wei Lion and Dragon Dance Group, Malacca Gajah Berang Village Chitty Community, Malacca Baba and Nyonya Arts Group (KEBAYA), Portuguese Village Arts Group, Ujong Pasir, Malacca, Klebang Besar 'Rebana Keras' Drums Association, Malacca Heritage Trishaw Association, Malacca Kampung Tambak Bugis Ox-Carts Operators, Malacca Teo Chew Association, Malacca Tamil Association, Malacca Bhangra Association, Malacca Malay Heritage and Cultural Centre (PERANTARA).

APPENDIX

The **STRAITS OF MALACCA ARTS FESTIVAL 2019** fillers are as follows;

The Straits of Malacca Colourful Interval Performance is among the programme fillers in FSSM to promote and further excites FSSM2019 in various tourist spots in Malacca. These interval performances will involve the Malacca, Negeri Sembilan and Johore State JKKN Arts Groups, at Taming Sari Tower, Mahkota Parade, Pahlawan Square Mega Mall and the main location at A Famosa Fort, Bandar Hilir, Malacca.

TASTE OF HOMESTAY BAZAAR

Taste of Homestay Bazaar

Ministry of Tourism, Arts and Culture Malaysia (MOTAC), Malacca office, in cooperation with Malacca State Homestay Association gathered eight (8) Malacca State Homestays with delectable village dishes. The eight (8) Homestays are:

NOS.	HOMESTAYS	MENUS
1	Morten Village, Malacca	Morten Village 'Nasi Lemak' and Barley Drink
2	Alai Village, Malacca	'Rojak' and Herbal Soda Water
3	Pulai Village, Malacca	Stingray 'Asam Pedas' and 'Cendol'
4	Tambak Paya Village, Malacca	'Ambeng' Rice and ABC (mixed ice cream)
5	Ayer Limau Village, Mosque	Rice, 'Lemak Perut Rebung' Dish and 'Asam Pedas Tulang'
6	Sri Tanjung Village, Mosque	Clear Noodle Soup and 'Laksa'
7	Paya Lebar Village, Masjid Tanah	Smoked Beef 'Lemak' Dish and Mussel Chilli Gravy
8	Melaka Pindah Village, Alor Gajah,	'Bachang Fruit Lemak' Dish and 'Wajik'

The Straits of Malacca Bazaar exhibits products, demonstration and sales from handycraft entrepreneurs from the Malacca Branch of Malaysian Handicraft Development Corporation which encompasses forest-based products entrepreneurs, folded, dipped and rainbow-typed batiks, clay and cement-based products, textiles, steel products and many more.

Furthermore, there are sales of Islamic heritage calligraphy, various products from Malaysian Cultural Arts Entrepreneurs Association which included spa products, souvenirs, 'tanjak' (Malay traditional headdress), Malay wardrobes, face painting, make-up and cosmetic equipments, and traditional music instruments. Muslim food entrepreneur, JALEN, joined in Sales Promotions, Free Drinks and Food Testers, Sales Vouchers, Food Demonstration and a variety of quizzes and competitions. ASD Empire will also open a make-up and cosmetics counter to carry out face painting activities, and not to be left out, Malay Cultural Paradise will also be promoting cultural arts activities and food products.

The Department of National Heritage will present the archaeological exhibition for visitors to experience archaeological research methods and exploration, excavation of historical materials, artefacts and monuments just like an archaeologist. The Secretariat of JKKN will also be organizing various activities in the exhibition area with Colouring Contest, Traditional Games Demonstration, 'Musang Berjanggut' (Bearded Civet), Cultural Quiz, and Photography Exhibition of "Syukor Khamis: Kampong Boy" collection by Dallah Deen Photography.

Antique and Vintage Cars Exhibition will also be held by Big Sumo Autoshow Community Malaysia on 19 October (Saturday) from 10.00 am until 11.00 pm. The procession of twenty (20) antique and vintage cars will be pass along Jalan Kota, Bandar Hilir, Malacca.

PEOPLE'S TRANSFORMATION CENTRE will feature eleven (11) agencies that offer various services for the people as listed below: -

PEOPLE'S TRANSFORMATION CENTRE		
NOS.	DEPARTMENTS AND AGENCIES	TYPE OF SERVICES
1	MALACCA ROAD TRANSPORT DEPARTMENT (RTD)	Payment of Summons Driving Licence Renewal Road Tax Renewal
2	MALACCA ZAKAT (almsgiving)	Zakat Inquiry Services, Payment of Assessment Zakat Salary Deduction Zakat Al-Scheme of Zakat
3	MALACCA HEALTH DEPARTMENT (CHENG DENTAL CLINIC)	Dental Services Dental Mobile Inspection, Mouth Cancer Screening Scaling Dental Exhibition Mobile Games
4	MALACCA HISTORIC CITY COUNCIL	Compound Tax and Summons Checks Payment of Compound Tax and Summons
5	NEGERI SEMBILAN AND MALACCA YAPEIM ADMINISTRATIVE CENTRE	Free Gold Cleaning Services Free Gold Testing Services Yapeim Qurban Fund Registration Yapeim Ar Rahnun Membership Registration Yapeim Privilege Registration Advice on Ar Rahnun Gold

6	NATIONAL HIGHER EDUCATION FUND CORPORATION (PTPTN)	Sspn-I/Sppn-I Plus Education Loan Products Loan Repayment
7	TELEKOM MALAYSIA (TM)	Unifi/Unifi Mobile
8	MALACCA NATIONAL REGISTRATION DEPARTMENT	Information Services Counter Identity Card Application Late Registration of Birth Mobile Services Department/Agency Exhibitions
9.	MALACCA CREDIT COUNSELLING AND DEBT MANAGEMENT AGENCY (AKPK)	Ccris Report Printing Financial Counseling Financial Education Book Sales
10.	MALAYSIAN FIRE AND RESCUE DEPARTMENT, MALACCA	Bomba Machineries Exhibitions
11.	ACCOUNTANT GENERAL DEPARTMENT OF MALAYSIA (AGD) (MINISTRY OF FINANCE MALAYSIA)	Unclaimed Monies

Straits of Malacca Junior Talent Search – Presenting more than six (6) main competitions which include Junior Mini Floor Competition involving the Creative People’s Dance Competition for the Primary Schools Category and the Malaysian Dance Medley for the Secondary Schools category, Zapin and Joget Dance Battle (OPEN), Star of Dondang Sayang Competition, “Tun Fatimah” Malacca’s Heroine Potrait Drawing Competition, Traditional and Modern Top Spinning Challenge Competition, and Traditional and Freestyle Archery Competition. The schedule is as follows: -

STRAITS OF MALACCA JUNIOR TALENT SEARCH			
NOS	COMPETITION	DATE & TIME	ORGANIZED BY
1	Junior Mini Floor Competition	18 & 19 October 2019 (Friday)	Malacca JKKN and

	<p><i>JKKN Director General Championship Trophy</i></p> <p>1.1 Primary School Category for Creative People's Dance Primary School</p> <p>1.2 Secondary School Category for Malaysia Dance Medley</p>	<p>Primary School Category</p> <p>Secondary School Category 2.30 pm - 6.30 pm</p>	<p>Malacca Department of Education</p>
2	<p>Zapin & Joget Dance Battle (OPEN) Championship Trophy JKKN Director General</p>	<p>20 October 2019 (Sunday)</p>	<p>Malacca JKKN</p>
3	<p>Dondang Sayang Stars Competition</p> <p>3.1 Children Category 3.2 Adults Category</p>	<p>18 October 2019 (Friday)</p>	<p>INSWA Malacca JKKN</p>
4	<p>Malacca's Heroine "Tun Fatimah" Portrait Drawing Competition</p>	<p>19 October 2019 (Saturday)</p>	<p>Malacca JKKN and Malacca Arts Association</p>
5	<p>Modern and Traditional Top Spinning Challenge Competition</p>	<p>20 October 2019 (Sunday)</p>	<p>Malacca JKKN</p>

6	Archery Competition Traditional and Freestyle Archery	19 & 20 October 2019 (Saturday & Sunday)	INTERMEDIARY
7	GLAM Stage (Junior Traditional Modelling Competition Ages 5 to 12 years)	19 October 2019 (Saturday) 9.00 am - 12.00 pm	ASD EMPIRE

Knowledge Session will see the Straits of Malacca knowledge sharing session – This program will include few sessions of: -

- i. **Academic Chat Session** with YBhg. Dr. Huzaifah Datuk Hashim, Section Head, Malay Cultural and Heritage Centre (Perantara) and Malacca social-cultural Activists will discuss about **Sustaining the Art of Silat, Culture and Heritage in the Aspects of Cultural Tourism** on the 18th October 2019 (Friday) from 9.00 am to 10.00 am at PERZIM Hall, Nation’s Museum Gallery, PERZIM.
- ii. **Let’s Learn Session of What is ‘Rejang’ Poetry** which will feature Linguistic Arts Icon Tuan Haji Rani Embi on 18 October 2019 (Friday) from 10.00 am to 12.00 pm at PERZIM Hall, Nation’s Museum Gallery, PERZIM.

The *Joget Lambak* (Dance Galore)@Malacca is the Closing Event for 2019 FSSM and will feature few finals competition which includes the Zapin and Joget Battle (competing for the JKKN Director General Championship Trophy) and the Traditional and Modern and Traditional Top Spinning Challenge Competition, Traditional and Freestyle Archery Competition, and the launching of the Malacca Series of the “I LOVE MALAYSIA” campaign to further enlivening the night of the closing ceremony of 2019 FSSM.