



**PROGRAMME INFORMATION**  
**THE 14TH ASEAN AND 4TH ASEAN+3 YOUTH CULTURAL FORUM (AYCF+3)**  
**MALAYSIA**  
October 4-8, 2016  
**HOSTED BY UNIVERSITI SAINS MALAYSIA**

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**“ASEAN IN LOVE”**

**Love Through the Culture and Arts towards Unified ASEAN Community**

**1. INTRODUCTION**

2016 sparks the unification of ASEAN and its integration which requires the opening of one's minds and hearts to accept shared regional identity. This acceptance can only be achieved by a clear vision and understanding of what it means to be in ASEAN community, which should be ingrained and passed to the next generation – celebrating rich and diverse heritage and its future.

As part of the initiatives of ASEAN University Network, the ASEAN Youth Cultural Forum is organized annually, in partnership with its member institutions. It is aimed at enhancing and strengthening friendship and cooperation, grounded in the deep understanding of respective cultures of member countries. The forum provides a rich venue for the appreciation of the diversity and commonalities within the ASEAN cultures through worthwhile dialogues of artistic experience and expressions.

It is with great pride for the first time, the milestones for the ASEAN Youth Cultural Forum will be hosted by Universiti Sains Malaysia. This is made possible with the collaborative support from Malaysia's Universities Cultural Council (MAKUM). With great love welcome all the delegates to this forum.

The theme **“ASEAN in Love: Love through the Culture and Arts towards Unity in ASEAN Community”** seeks a deeper understanding and meaning of being united by our youth's passions and love towards their own culture and sharing it with others. This will also give ASEAN youth the opportunity to express their 'love' via their interpretation of myriads of cultural and artistic expression. This year, the activities will include the many different scopes of youth artistic talents in realizing its aims – to engage, gather and share differences and commonalities of the community to achieve a unified ASEAN spirit which includes friends from China, Japan, and Korea

**2. FORUM OBJECTIVES**

1. To enhance and strengthen mutual understanding, camaraderie and collaboration among the youth in the promotion of ASEAN+3 awareness.
2. To feature the diverse cultures of ASEAN+3 through music and dances that defines their national heritage and identity.
3. To appreciate the shared cultural connections of the member countries to help the participants realize the value of the ASEAN Community.
4. To expose the participants to the power of the arts in the community through outreach workshops for the less fortunate.
5. To provide venues for dialogue among the student artist and the cultural officers/ artistic directors to discuss issues and concerns of cultures and the arts in their respective countries, put forth solutions for these issues, and establish commitments for establishing the regional identity.



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**3. MAIN PROGRAMME**

The programme was created to fulfil the objectives set by the ASEAN+3 in promoting awareness and acceptance of the regional community among the participants; and to educate them on the beauty of Malaysia culture. The forum comprises of the following activities;

- i. Lectures/s
- ii. Roundtable Discussion on Cultural Issues
- iii. Workshop in Collaborative Piece, Music and Dance
- iv. Cultural Performances (own country and collaborative output)
- v. Recreation and Traditional Games
- vi. Cultural Trip
- vii. Community Engagement

**4. TENTATIVE PROGRAMME**

DURATION	EVENT	VENUE	ATTIRE	PIC
<b>DAY 1 (Oct. 4, Tuesday)</b>				
0700 – 1900	Arrivals and registration of delegates	Airport U Hotel	Smart casual	IMCC Buddies Adikarma Zack Azimin
1900 - 2230	Welcoming Dinner & Opening Ceremonies	Dataran Merah	Semi-formal National Costume	Ahmad Hashim Murshid Adikarma
<b>DAY 2 (Oct. 5, Wednesday)</b>				
0730 - 0830	Breakfast	Kompleks Cahaya, USM	Smart Casual	Norhelmi
0830 - 1000	<b>Keynote Speech :</b> <i>“Challenges in Retaining Traditional Artistic Cultural Sustainability within Generation Y”</i>	Kompleks Cahaya, USM	Smart Casual	Yusof Bakar
1000 - 1030	Snacks	Kompleks Cahaya, USM	Smart Casual	Norhelmi
1030 – 1200	<b>Reporting :</b> <i>Presentation by Representative from Participating Countries</i>	Kompleks Cahaya, USM	Smart Casual	Yusof Bakar

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1200-1330	<b>Cultural Dialogue :</b> <i>"Ownership and Interlectual Property-Issues on Cultural Identity"</i>	Kompleks Cahaya, USM	Smart Casual	Yusof Bakar
1330 - 1430	Lunch	Kompleks Cahaya, USM	Smart Casual	Norhelmi
1430 - 1530	Ice Breaking	Kompleks Cahaya, USM	Casual	IMCC Buddies Dr. Hafizal
1530 - 1630	T-Shirt Tie & Dye Refreshment	Kompleks Cahaya, USM	Casual	Aizat IMCC
1630 - 1830	<b>Cultural Workshop:</b> <i>BORIA Collaborative task on Singing, Music, Dance and Theatre</i>	Kompleks Cahaya, USM	Casual	Ramnah Ramli Dr. Razif Dr. Hardy Zolkafli Ishak
1830 – 1945	Rest	U Hotel	Casual	
1945 -2000	Depart from Hotel to Dewan Budaya	Dataran Bintang/ Dewan Budaya	Casual	Zack Azimin
2000 – 2045	Dinner	Dataran Bintang/ Dewan Budaya	Casual	Norhelmi
2100 - 2300	MAKUM's Performance Night	Dewan Budaya Auditorium, USM	Casual	Ahmad Hashim Murshid Zulkifli HEPA
<b>DAY 3 (Oct. 6, Thursday)</b>				
0730 - 0830	Breakfast (Pre-packed)	Bus	Programme T-shirt	Norhelmi
0830 - 1030	<b>Community Engagement:</b> <i>ASEAN Street Performance</i>	Armenian Street / Victoria Street	Programme T-shirt / Performing attire	Andy
1030 - 1100	Snacks (Pre-packed)	Armenian Street / Victoria Street	Programme T-shirt	Norhelmi



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1100 - 1300	<b>Cultural Trip 1:</b> <i>UNESCO Heritage Trail in Georgetown</i>	Armenian Street, Victoria Street, Beach Street, and other Georgetown area	Programme T-shirt	IMCC Buddies Aizat
1300 – 1430	Lunch - Restaurant	Georgetown	Programme T-shirt	Buddies
1430 - 1630	<b>Cultural Trip 2:</b> <i>Street arts in and around Georgetown</i>	Georgetown	Programme T-shirt	Buddies
1630 - 1700	Pick-up Depart to U-Hotel	Georgetown	Programme T-shirt	Zack Azimin
1845 -1900	Depart to Dewan Budaya	U-Hotel	Casual	Zack Azimin
1900 – 2000	Dinner	Dataran Bintang, Dewan Budaya USM	Casual	Norhelmi
2000 – 2100	Booth Setting	DTSP	Casual	Aizat
2100 - 2230	Group Practice for Final Performance	DTSP Foyer	Casual	Participants
2230	Return to Hotel	U Hotel		Zack Azimin
<b>DAY 4 (Oct. 7, Friday)</b>				
0730 - 0830	Breakfast	Dataran Bintang	Traditional attire	Norhelmi
0830 - 1030	Booth Exhibition	DTSP	Traditional attire	Aizat IMCC
1030 - 1100	Snacks	DTSP	Traditional attire	Norhelmi
1100 - 1230	Booth Exhibition	DTSP	Traditional attire	Aizat IMCC



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1230 - 1400	Lunch & Friday Prayer	Dataran Merah, DTSP	Casual	Norhelmi
1400 - 1630	Performance Rehearsal	DTSP	Casual	Ahmad Hashim Murshid
1630 - 1700	Tea Break	DTSP	Casual	Norhelmi
1700 - 1900	Performance Rehearsal/ Preparation	DTSP	Casual	Ahmad Hashim Murshid
1900 – 2000	Dinner	Dewan Budaya	Performance Attire	Norhelmi
2000 – 2300	<b>Closing Ceremony:</b> <i>GALA NIGHT</i>	Dewan Tuanku Syed Putra, USM	Performance Attire	Ahmad Hashim Murshid
2300 - 0000	Farewell Party	Dewan Tuanku Syed Putra, USM	Performance Attire	Norhelmi
<b>DAY 5 (Oct. 8, Saturday)</b>				
0730 - 0830	Breakfast	U Hotel	Casual	Zack Azimin
0830 - 1800	Check-out and depart to airport			

**5. PARTICIPANTS REQUIREMENTS AND REGISTRATION**

**a. Participants Requirements**

- i. The forum expects to welcome 48 universities from 30 AUN Member Universities in ASEAN Member States, from Brunei Darussalam, Cambodia, Indonesia, Laos, Myanmar, Philippines, Singapore, Thailand and Vietnam; and from 10 dialogue partners from +3 countries namely China, Japan and South Korea. Participating universities are;

**Brunei Darussalam**

1. Universiti Brunei Darussalam

**Cambodia**

2. Royal University of Law and Economics
3. Royal University of Phnom Penh

**Indonesia**

4. Institut Teknologi Bandung



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5. Universitas Airlangga
6. Universitas Gadjah Mada
7. Universitas Indonesia

**Laos**

8. National University of Laos

**Malaysia**

9. Universiti Kebangsaan Malaysia
10. Universiti Malaya
11. Universiti Putra Malaysia
12. Universiti Sains Malaysia
13. Universiti Utara Malaysia

**Myanmar**

14. University of Yangon
15. Yangon Institute of Economics
16. University of Mandalay

**Philippines**

17. Ateneo de Manila University
18. De La Salle University
19. University of the Philippines

**Singapore**

20. Nanyang Technological University
21. National University of Singapore
22. Singapore Management University

**Thailand**

23. Burapha University
24. Chiang Mai University
25. Chulalongkorn University
26. Mahidol University
27. Prince of Songkla University

**Vietnam**

28. Vietnam National University, Hanoi
29. Vietnam national University, Ho Chi Minh City
30. Can Tho University

**China**

31. Guang Xi University
32. Guizhou University
33. Peking University
34. Xiamen University
35. Yunnan University



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**Japan**

36. Chiba University
37. Kanazawa University
38. Keio University
39. Kumamoto University
40. Kyoto University
41. Nagasaki University
42. Niigata University
43. Okayama University
44. Tokyo Institute of Technology
45. Waseda University

**Korea**

46. Daejeon University
47. Hankuk University of Foreign Studies
48. Seoul National University

- ii. The hosting university will collaborate and invite all public universities under the Malaysia's Universities Cultural Council (MAKUM) which are stated below;

**Malaysia's Universities Cultural Council (MAKUM)**

1. Universiti Teknologi Mara
2. Universiti Teknologi Malaysia
3. Universiti Pendidikan Sultan Idris
4. Universiti Malaysia Perlis
5. Universiti Malaysia Sarawak
6. Universiti Malaysia Sabah
7. Universiti Malaysia Pahang
8. Universiti Malaysia Kelantan
9. Universiti Tun Hussein Onn Malaysia
10. Universiti Malaysia Terengganu
11. Universiti Sultan Zainal Abidin
12. Universiti Pertahanan Nasional Malaysia
13. Universiti Islam Antarabangsa Malaysia
14. Universiti Sains Islam Malaysia
15. Universiti Teknikal Malaysia Melaka

- iii. Participants must be registered students and faculty in participating universities. Each university must be represented by 4 students and 1 faculty member. The group of 4 students delegates should consist of;

**Option 1**

- **2 dancers or 2 actors; and**
- **2 singers or 2 musicians**





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**Option 2**

- **2 dancers or 2 actors; and**
- **1 singer and 1 musician**

- iv. The students' participants must have the ability to perform a traditional dance or music or theatrical performance and must be able to present issues and concerns on culture and the arts in his/ her country in the discussions. Student's participants are requested to prepare **a cultural presentation for the Closing Ceremonies on October 7th. The presentation will be on a per country basis in 5 minutes.** Thus, the universities coming from the same country must agree on the type and specifics of their country presentation so it will be coherent with each other, even if they come from different institutions. They will be given time to rehearse together in the hosted university.
- v. The accompanying faculty should be either the director or coordinator of the cultural affairs office or dean of the faculty of arts. **Each country is requested to talk among themselves to nominate one faculty member to deliver a (not more than) 5 minute country report on the status of culture and arts and ASEAN awareness in the educational institutions in their respective countries. Each country will be represented by only one university. The speakers are expected to cover these points in their speech;**
- General description of their country's culture and arts landscape
  - The current status of their youth's awareness on their own country's culture
  - The current status of their youth's awareness on ASEAN and its implications
- vi. USM will organise the annual IMCC International Week on the same week in conjunction with the AYCF+3. The International week is a separate event focusing on ASEAN. The International Week will be participated by full-time USM International students. The 'Cultural Booth' is the only activity that will merge both AYCF+3 in the International Week. Other than that, both AYCF+3 and The IMCC International Week events will run separately. Note that, Full Time international students and IMCC Student Buddies will help and join together in decorating the booth.

For **The IMCC International Week (Booth Exhibition/ Food Carnival) on the 4th day of AYCF+3 events, every participating country will be designated a booth to promote and introduce each country to the public. Every country can bring whatever attraction items that can be given or sold out at the booth** such as pamphlets, traditional (packed/ dried) food, books, handy crafts, key chain, fridge magnets, tourism pamphlets, t-shirt, souvenirs, etc.

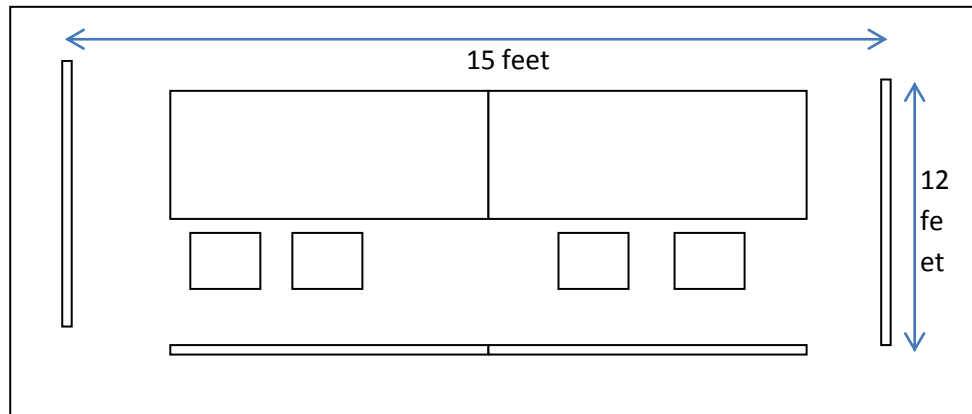
A booth's size per country is 15 x 10 feet and the layout is as below.



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- vii. Kindly note that after the list of all delegates is received, **AUN Secretariat will circulate it to every university's main contact person, head of student delegate and faculty member in the same country for further discussion.**
- viii. The forum will be held on a cost-sharing basis. Organizers or host will cover operational costs during the programme which include hotel accommodations, local transportation and meals. Delegates are responsible for their own international travelling expenses and are requested to bear the **registration fee of USD100** (One hundred US Dollars) each which may be paid upon arrival registration. A receipt will be issued upon completion of the registration's fee payment.
- ix. The participants are requested to bring the following attire aside from the prescribed attire listed in this programme, for workshop and other related events;
  - Dancers : **tight fitting black shirts and pants**
  - Musicians/ Singers : **black tops, black slacks**

**b. Registration**

i. Registration forms will be emailed to the respective universities and posted on the AYCF+3 2016 Facebook page (<https://www.facebook.com/AYCF2016>), of which all participants are required to be part of, upon registration, for ease of disseminating announcements.

ii. Completed registration forms in **Section A (particulars of delegates)** and **Section B (flight details)** must be submitted to the AUN Secretariat via Ms. Pasita Marukee at [aun.pasita@gmail.com](mailto:aun.pasita@gmail.com) by **26 August 2016**.

iii. **Section C (synopsis of cultural presentation and exhibition)** should be sent to [aun.pasita@gmail.com](mailto:aun.pasita@gmail.com) by **23 September 2016**.



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**6. ORGANIZING COMMITTEE**

The forum is organized by Universiti Sains Malaysia (USM) in coordination with the AUN Secretariat. It is convened by the USM's Vice Chancellor, Hon. Prof. Dato' Dr. Omar Osman, and chaired by the USM's Deputy Vice Chancellor of Academic & International Affairs, Hon. Prof. Dato' Dr. Ahmad Shukri Mustapa Kamal and co-chaired by Deputy Vice Chancellor of Students & Alumni Development Affairs, Hon. Prof. Dato' Dr. Adnan Hussein and

**7. OFFICIAL LANGUAGE :** English

**8. ACCOMMODATION**

All the participants will be booked at U Hotel ([uhotelpenang.com](http://uhotelpenang.com)). The organizers will arrange for the room assignments. There will be separate rooms for males and females. Expect that there will be instances when the faculty maybe roomed in with his/ her students or another faculty from another university.

**9. TRANSPORTATION**

Delegates are responsible for their own international traveling expenses, while the host country will take care of the inland transportation for all the official trips in the forum.

**10. CONTACT**

**ASEAN University Network Secretariat**

**Ms. Pasita Marukee**

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**International Office, Universiti Sains Malaysia**

**The 14th ASEAN & The 4th ASEAN+3 Youth Cultural Forum Committee**

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