ASEAN FAIR 2011: ASEAN Art and Culture Promotion

Bali, November 17th 2011 – The ASEAN community has synergized in organizing a joint exhibition entitled ASEAN Cultural Fair with a theme "Hello ASEAN" held in the Peninsula Island, Nusa Dua, Bali, on 1-23 November 2011. As part of the 2011 ASEAN Summit, this ASEAN Cultural Fair serves as a unifying threshold which promotes culture as an ASEAN common language.

During the Fair, various products and cultural art performance from ASEAN member countries are presented and displayed. The commonality as well as the uniqueness of these ASEAN products and art is expected to raise awareness and appreciation towards art and culture and strengthen the understanding among the people of ASEAN that will further build mutual respect and cultural understanding among the member countries.

In this opportunity, Indonesia exhibited its prime creative economy products from various regions among others textiles and garments; creative industry products such as handicraft and paintings; silver jewelry; spa products; food and beverage products; processed seafood products; luwak and Arabica coffee; bamboo furniture. The ASEAN Cultural Fair also provides a special stage featuring daily art performances from all member countries and showing world music festival in the Indonesia Music Expo (IMEX).

Since its opening, ASEAN Cultural Fair 2011 has attracted more than 40,000 visitors as of 16 November 2011 with a record of business transactions valuing Rp 300 million and the Fair is expected to continue luring more visitors every day.

In addition to exhibiting commercial products, the ASEAN Cultural Fair 2011 also displayed graffiti paintings along the hallway and showed paintings from 1,000 ASEAN children. This painting exhibition is aimed to encourage ASEAN children to understand the different nations in ASEAN and build solidarity among the ASEAN community that is unique and easy-to-remember characteristics such as traditional costumes and culinary, unique vehicles, animals/plants and traditional local houses. It is hoped that this event would induce a positive association in strengthening solidarity among the ASEAN people.

Another feature is the ASEAN Textile Exhibition with a theme “Threads inter-twining ASEAN”. From this exhibition, people will be able to recognize the similarity of culture among the traditional people of the ASEAN countries through the art of hand woven cloths. The sophisticated culture of South East Asia nations is reflected by the traditional textile handicrafts both from the mainland as well as from the islands in South East Asia.

In commemorating this ASEAN Cultural Fair, a giant crispy cracker “Jaje Sarat Kerupuk” with a dimension of 4 x 3 meters that represents the logo of ASEAN, was launched. This “Jaje Sarat Kerupuk” was awarded by the Indonesia Museum of Records as the tallest of its kind.
Another display in this Fair is the *ASEAN Exhibition*, that shows the history of the founding and development of ASEAN, the civilization of ASEAN member countries as well as the development of the member countries, presenting photographs, posters and multimedia. One of the Domes is the Dome of the President of the Republic of Indonesia featuring books and songs written by the President.

The *ASEAN Cultural Fair 2011* is expected to inspire other ASEAN countries to also hold similar events in the future. "**Through this ASEAN Fair 2011, it is hoped that this promotion event and cultural exchange shall develop a much more closer and constructive people-centered contact, supporting the development of mutually beneficially creative economy among the ASEAN Communities**" said the DG National Export Development (PEN) of the Ministry of Trade, Hesti Indah Kresnarini.

--end--

For further information please contact:

Frank Kandou  
Head of Public Relations Center  
Ministry of Trade  
Telp/Fax: 021-3860371/021-3508711  
Email: pusathumas@kemendag.go.id

Nuryati Lagoda  
Director for Promotion and Image Development  
DG National Export Development  
Ministry of Trade  
Telp/Fax: 021-23528644/021-23528654