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English News

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ADIKARMA USM SHOWCASES UNIQUENESS OF MALAYSIAN CULTURE IN THAILAND



USM, PENANG, 29 January 2017 - The Adikarma Performing Arts Group from Universiti Sains Malaysia (USM) presented a unique cultural performance at the ASEAN Cultural Exchange 2017 Programme in conjunction with the Prince of Songkla University (PSU) Open Week at its Trang Campus from 25-30 January 2017 and the Che Bilang Region Malay Festival in Satun, Thailand from 28-29 January 2017.

The Senior Cultural Officer from the USM Students Development Affairs and Alumni Division (BHEPA), Zulkifli Che Hussin said that, such programmes provide plenty of exposure as well as cultural exchange between participating countries, and it is even more cherished as it involved higher education institutions such as USM.

He added, such participation would allow USM to showcase the talents of its students of various backgrounds to different parts of the world through its performances, simultaneously highlighting further the university's credibility as a science-oriented institution which also has a reputable performing arts group.

"The ASEAN Cultural Exchange 2017 Programme has gathered the universities under ASEAN for an exchange of knowledge and cultural-related performances from their own institutions and countries, while the Che Bilang Regional Malay Festival serves to uplift the Malays and their culture in Satun, Thailand as well as to strengthen relations between the Thailand Malays and their counterpart especially from the neighbouring ASEAN countries," he said.

Zulkifli said, this cultural exchange programme, with its strong intercultural dimension and knowledge sharing, enabled students from the participating universities to exchange experiences and knowledge through the various impactful activities lined up which included cultural workshop, learning session on each country's culture, cultural performances from each university, keynote speech on 'ASEAN: Unity in Diversity' by the former Secretary-General of ASEAN Dr. Surin Pitsuwan, forum on 'Understanding ASEAN' and an academic talk on ASEAN socio-cultural community.

For the ASEAN Cultural Exchange 2017 programme, besides USM (20 students) and PSU Trang Campus, other participating institutions included Universiti Utara Malaysia (UUM), International Islamic University Malaysia (UIAM) and PSU Indonesian Students Association.

Meanwhile, the Che Bilang Region Malay Festival saw the participation of some 1,000 participants, coming from the various Malay organisations in Thailand, USM (Adikarma and Dewan Budaya), traditional religious schools and the people's religious schools in Satun, Thailand.

Translation: Mazlan Hanafi Basharudin / Photo: Zulkifli Che Hussin



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