



PRESS RELEASE

INSTITUTE OF DIPLOMACY AND FOREIGN
RELATIONS,
MINISTRY OF FOREIGN AFFAIRS, MALAYSIA

FOR IMMEDIATE RELEASE

**IDFR CULTURAL DIPLOMACY LECTURE SERIES
“CULTURAL DIPLOMACY: SEARCHING FOR ASEAN COMMON VALUES”
AUDITORIUM, IDFR
5 APRIL 2016**

The Institute of Diplomacy and Foreign Relations (IDFR), Ministry of Foreign Affairs, Malaysia will be hosting its inaugural Cultural Diplomacy Lecture Series on **“Cultural Diplomacy: Searching for ASEAN Common Values”** on **Tuesday, 5 April 2016, from 9.00 am to 12.00 pm at the IDFR Auditorium.**

This panel discussion organised by IDFR, under the Centre for Languages and Cultural Diplomacy seeks to explore the role of Cultural Diplomacy in forming bridges and interactions within cultures, transcending national and cultural boundaries. It aimed at identifying common values within ASEAN nation states, towards promoting closer ties and integration, in line with the third pillar of the ASEAN community.

H.E. Ambassador Datuk Salman Ahmad, the Director General of IDFR will be delivering the welcoming remark and Mr. Mohd Suhaimi Jaafar, Deputy Director General (ASEAN Socio–Cultural Community) from the ASEAN-Malaysia National Secretariat, Ministry of Foreign Affairs, Malaysia will moderate the session. The panellists for the session are as follows:

- i H.E. Ambassador Dato’ Abdul Majid Ahmad Khan
Former Malaysian Ambassador to China

- ii Associate Professor Dr. Farish A. Noor
S. Rajaratnam School of International Studies
Nanyang Technological University, Singapore

- iii Ms. Ng Yeen Seen
Chief Operating Officer
Asian Strategy and Leadership Institute (ASLI)

- iv H.E. Datuk Kenneth Luis
Executive-Secretary
United Nations Association Malaysia (UNAM)

This event is an important platform for government, private sector and civil societies to address the challenges and exchange views on viable options; and explore practical approaches and experiences in promoting integration among the ASEAN community.

**Institute of Diplomacy and Foreign Relations (IDFR)
Ministry of Foreign Affairs, Malaysia
KUALA LUMPUR**

29 March 2016