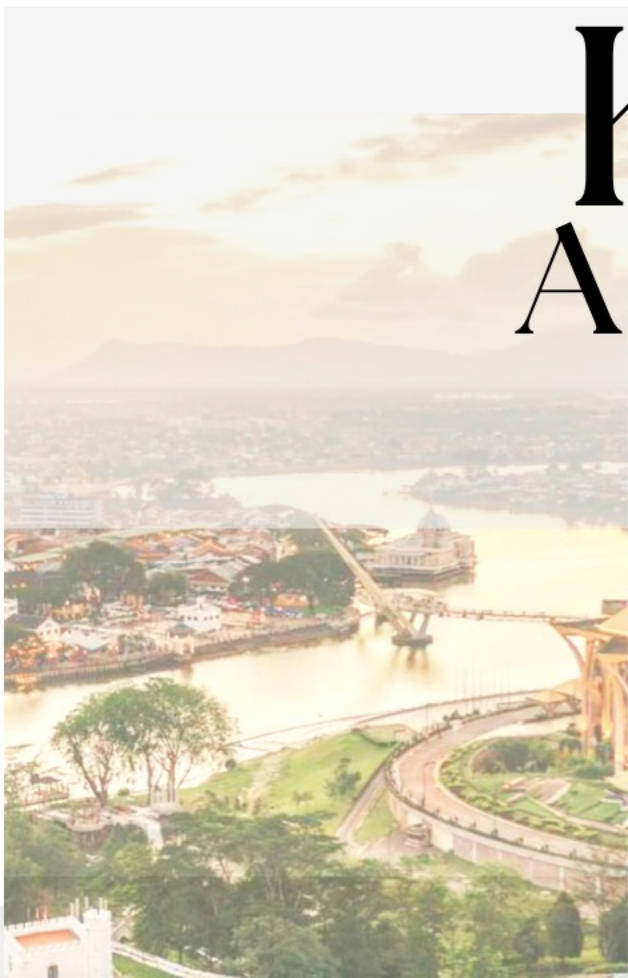




PRESENTATION 2023

KUCHING A CREATIVE CITY

MOVING ON FROM
YEAR ONE

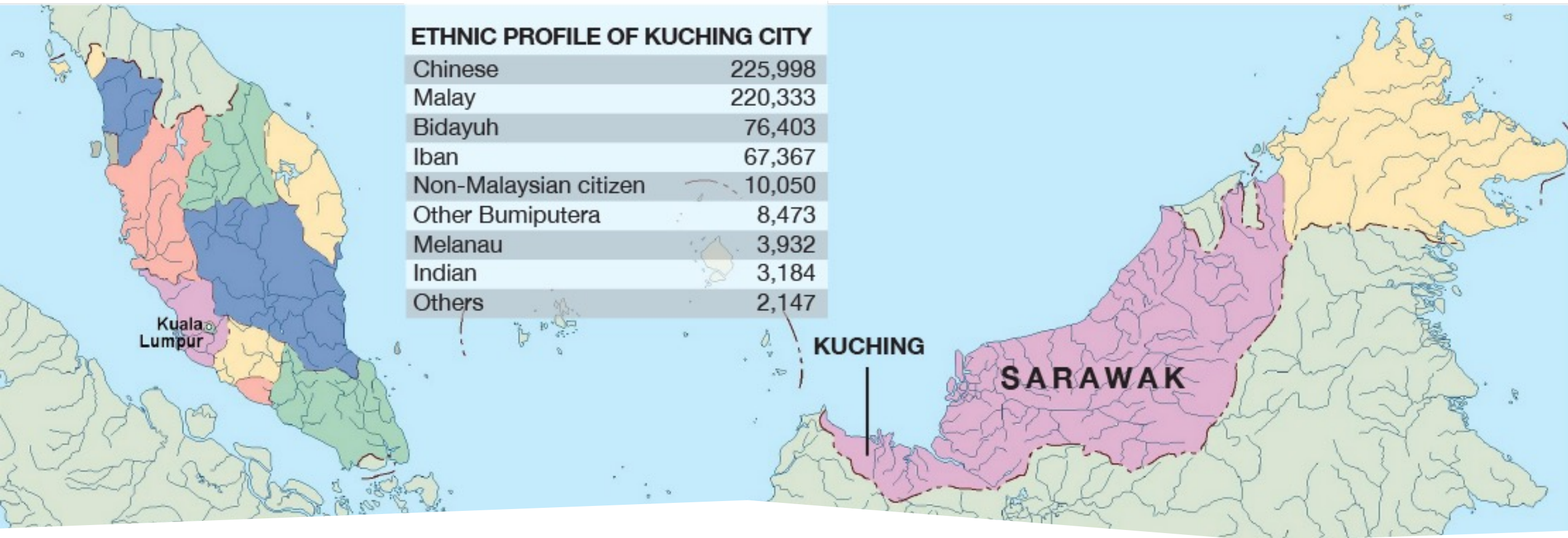




KUCHING

A CENTRE FOR TRADE AND EXCHANGE

- Established in 1820 under the Brunei Sultanate
- Adopted as the capital by James Brooke, the first Rajah of Sarawak from 1841
- Population of 620,000
- Achieved city status in 1988
- Two city councils – North and South



A unique
Sarawak
identity

A conduit for
the biodiversity
of Borneo

A gateway to
indigenous
culture

A creative and
culinary
melting pot



WHY GASTRONOMY?

- Long tradition of gastronomy from diverse cultures
- Unique indigenous ingredients under threat
- High employment in the sector with low entry costs.
- Strong environmental links with crafts and folk arts and music.
- Emerging interest in other creative fields
- Strong tradition of food festivals.
- Already a World Craft City



THE CHALLENGES

- Rural to urban migration
- Change in traditional communities
- Loss of intergenerational transmission
- Reduced access to materials and ingredients
- Dilution of traditional culture
- Lack of access to markets
- Relevance to youth



A CREATIVE CITY
SINCE 2021



THE OPPORTUNITIES

- Population and market growth
- International influences
- Creative explosion
- Economic development
- A spur to preservation through modern media



A CREATIVE CITY
SINCE 2021

A YEAR OF MEMBERSHIP

Multiple benefits:
A sense of opportunity
New relationships
initiation into the network

A CREATIVE CITY
SINCE 2021



CREATIVE CITY

A new, young, mobile, culturally unique, internationally competitive profile



UNESCO SDGs

Sustainable, socially inclusive, environmentally responsible, globally connected



INTERNATIONAL LINKS

Economic prosperity and growth, knowledge sharing, skills development



NATIONAL STATUS

First in Malaysia, early adopters, unique Sarawak identity, autonomy



DOMESTIC MOBILISATION

Collaborative framework; civic pride, youth engagement, inclusivity

MISSION



VISION

A thriving Kuching gastronomic sector based on its unique cultural and creative identity.



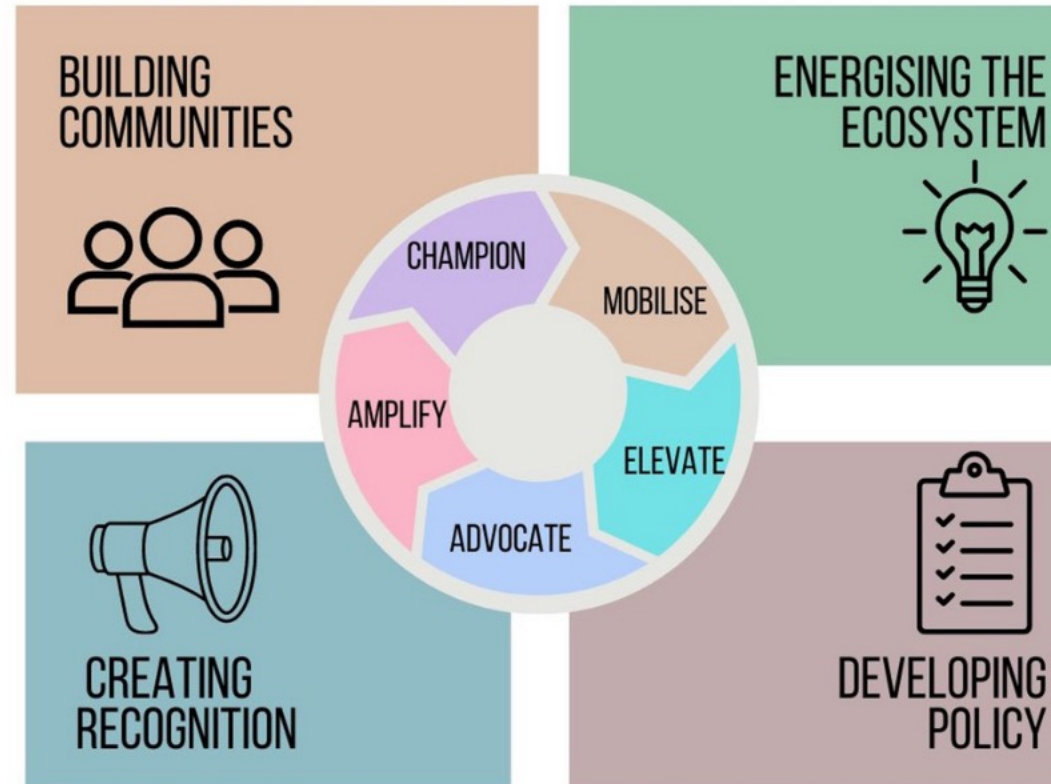
A CREATIVE CITY
SINCE 2021



MISSION

- Creating Intellectual Property assets to position Kuching as a Creative City
- Increasing economic opportunity, social inclusivity and environmental responsibility in Kuching's gastronomic sector
- Strengthening the creative ecosystem so that it can provide growth across all Sarawak's economic sectors.

OUR APPROACH





A FOUR YEAR ACTION PLAN

- Dedicated gastronomy centre
- Sustainable gastronomic tourism packages
- Stakeholder labs – capacity-building workshops
- Gastronomic conferences – domestic and international
- Chef's exchanges
- A branding and benchmarking campaign – Pride of Sarawak

A GASTRONOMY CENTRE

THE OBJECTIVES

- The heart of Kuching's designation under UCCN
- The bridge between the traditional food culture of the city and the creative future of the gastronomic sector and between rural and urban Sarawak
- An incubator for new talents
- A hub for the gastronomic and creative communities of Kuching of all backgrounds, races and religions
- A showcase for Kuching's gastronomic culture
- A new community space for Kuching
- A destination for visitors to the city



A CREATIVE CITY
SINCE 2021



THE PURPOSE

COMMUNITY BUILDING AND PLACEMAKING

- Preserve Kuching's heritage food products, traditions and processes
- Provide space for culinary and creative experimentation and collaboration
- Inform the public on Kuching's gastronomic culture
- Promote gastronomic tourism
- Increase economic opportunity for gastronomic providers
- Stimulate awareness of Sarawak ingredients
- Raise capacity among culinary providers
- Increase inclusivity in the gastronomic sector
- Improve health, hygiene and sustainability in our food chain
- Invite the public to participate
- Support Kuching's UCCN membership



A CREATIVE CITY
SINCE 2021



BUILDING COMMUNITIES



Direct engagement with gastronomic players and the creative ecosystem

- Gastronomy centre stakeholder series
- UCCN open forum





BRINGING IN EXPERTISE

Establishing Kuching as a meaningful partner with network cities

- Conferences and sharing sessions
- Culinary exchanges

ESTABLISHING RELATIONSHIPS



**Conference participation
leads to expert knowledge**

The Pledge on Food Waste
International Rice Research
Institute

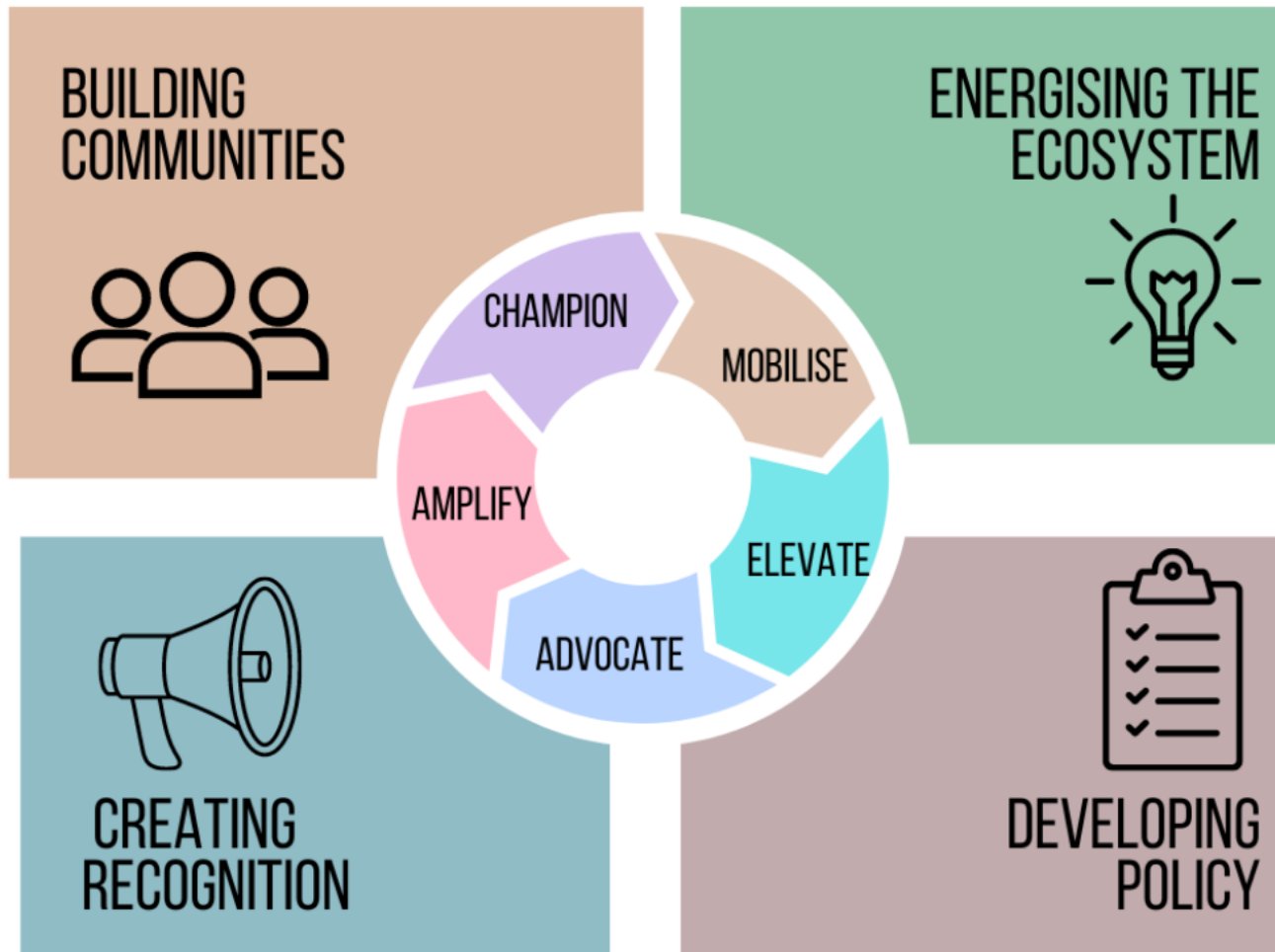


MOBILISING THE SECTOR

Engaging with domestic stakeholders through events and stakeholder sessions

- SAGO incubator
- Kuching Seed Swap
- MBKS Landscaping Department
- Academic and Scientific Research institutions





THE ROLE OF UCCN

- Connecting stakeholders:
 - Government; civil society; private enterprise
 - Network partners
- Programming and activities
- Sustainability initiatives in design and in function
- Communications and promotion through the creative economy
- Setting a standard - inclusivity, sustainability, partnerships

THANK YOU

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