

'Kuala Lumpur as a Cultural & Creative City' - the cultural and creative economy report - has been published by the Cultural Economy Development Agency (<u>CENDANA</u>) in Malaysia. The research study was initiated in recognition of Kuala Lumpur's immense potential for development and growth in this sector.

The Cultural Economy Development Agency (Cendana) is set up by the Malaysian government to build a vibrant, sustainable and ambitious cultural economy for Malaysia.

This report is an evidential analysis of the cultural and creative economy of Kuala Lumpur and the Klang Valley and a proposed action plan to establish it as an internationally-recognised creative city that drives growth and contributes significantly to the Malaysian economy.

This project was initiated by ThinkCity and British Council Malaysia. Following that, other public and private partners also participated, and this included CENDANA, the Ministry of Communications and Multimedia (KKMM), Hasanah Foundation, Yayasan Sime Darby, and MyCreative Ventures. This was undertaken by a consortium comprising My Performing Arts Agency (MyPAA), Frost & Sullivan Malaysia, and Tom Fleming Creative Consultancy, a leading international expert on the cultural and creative economy.

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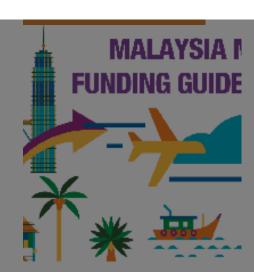
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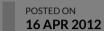
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