

GRAMMY AWARD WINNER, GIPSY KINGS AMONG 199 MUSICIANS FROM 12 COUNTRIES TO PERFORM AT SARAWAK'S RAINFOREST WORLD MUSIC FESTIVAL FROM 23 TO 25 JUNE 2023

- *STB Targets More Than 20,000 Visitors at RWMF2023*
- *RWMF's Potential to be Regional Hub for Music Tourism and Performing Arts and World-Level Sustainable, Eco-friendly Festival.*
- *Sarawak Set to Become Leading Player in Responsible Tourism and Southeast Asia's Leading Destination in Eco-Tourism.*
- *Ticket sales to open on April 15*

KUCHING 3rd APRIL 2023 - The iconic Rainforest World Music Festival (RWMF) 2023 will be making a 'physical' comeback from **23rd to 25th June at Sarawak Cultural Village**, Kuching.

The annual festival organised by Sarawak Tourism Board (STB) will see musicians and fans of world music all over the globe congregating, sharing and experiencing different sounds from across the world. The 26th RWMF will be Sarawak's unforgettable 'ambassador', delivering sounds of Sarawak, for the ears and hearts of music lovers, worldwide.

The festival's line-up will feature a total of 199 musicians from 12 countries, across more than 3 continents to perform a diverse range of music genres, including **Grammy Awards winner, Gipsy Kings from France** of such hits as 'Djobi Djoba' and 'Bamboleo' set to enthral visitors with their pop-oriented music, distantly derived from traditional flamenco and rumba genres.

Other international performers include '**Big Mountain**' from Jamaica, '**Safi Theatre**' from Tanzania, '**Rastak**' from Iran, '**Fasylive**' from Maldives, '**Afriquoi**' from the United Kingdom, '**Chatusram**' from India, '**Rizal Hadi & Folk**' from Indonesia and '**Thai Fusions Sound Band**' from Thailand. The line-up will also include performers from Japan, Hong Kong and Singapore.

Speaking at the launch of the 26th RWMF, **Sarawak's Minister for Tourism, Creative Industry and Performing Arts, YB Dato Sri Abdul Karim Rahman Hamzah** shared, "While the international performers are undoubtedly the highlight of the event, we must also **acknowledge the exceptional local performers and bands who have thrived as a result of RWMF** over the years. They are a testament to the transformative power of music and culture in creating positive impacts on our communities."



The Minister also called for support of local musical talents who will perform at RWMF2023, including Zee Avi, Suk Binie, APU, Nadir, Steve Thornton Band, Sada Borneo, Tuku Kame, Nading Rhapsody, Geng Wak Long, Buloh Berkocak, At Adau, Meruked and Orang Orang Drum.

Sharing the **theme of this year's festival, 'REFLECTIONS'**, the Minister invited the audience to reflect on the humble beginnings of RWMF, with merely 300 spectators for its first-ever concert back in 1998. The event has now grown to be **Sarawak's 'Star Festival' and internationally renowned platform, recognised as one of the 25 best International Festivals**, placing Sarawak in a position to be the **Regional Hub for Music Tourism and Performing Arts**.

Targeting more than 20,000 visitors for RWMF 2023, Sharzede added that the RWMF's international recognition had expanded from an acclaimed world music platform, to being acknowledged as **Sarawak's keystone festival that strongly advocates Responsible Tourism**, in its quest to become **one of the world's most sustainable, eco-friendly festivals**.

STB CEO Sharzede Datu Haji Salleh Askor shared, "Reflecting on the course of events 26 years ago, I am glad that STB had undertaken the task and am proud to witness and be part of the growth of RWMF – from its humble beginnings, to being recognised as a music festival of international stature. We look forward to reflecting on the next 25 years as we move towards making the RWMF a platform for Sarawak to push on sustainability and ecotourism for the next generation of music lovers."

Proactive measures had been taken by Sarawak towards creating and implementing a sustainable, **eco-friendly festival in previous editions of the festival**. Together with the State's tourism players, for the RWMF, STB had previously embarked on activities which included banning of single use plastics, encouraging upcycling used materials, exploring innovative solutions to waste management and even providing shuttle buses to ferry festival-goers to alleviate carbon emission, energy conservation and environmental education, encouraging participation in greening initiatives – all towards **making Responsible Tourism the 'norm'**.

STB invites visitors from Malaysia and around the world to RWMF for a holistic experience and emotion of the entire festival, which promises harmony, diversity, and culture, connected by music and dance. Visitors will experience various emotions in their purest and most authentic form - unforgettable, wild, tribal, cultural, and authentic expressions that are unique to Sarawak.



Ticket sales will open on April 15, with ticket prices as follows:

AWARD WINNING
RAINFOREST WORLD MUSIC FESTIVAL
 CELEBRATES 26 YEARS OF WORLD RHYTHMS!

SARAWAK | **23-25**
 CULTURAL VILLAGE | **JUNE 2023**
 KUCHING, SARAWAK, MALAYSIA

TICKET PRICES

TICKET TYPE	EARLY BIRD	PRE-SALE	DOOR SALE
ADULT (1-DAY PASS) FRI/SUN	RM190	RM230	RM260
ADULT (1-DAY PASS) SAT	RM220	RM260	RM290
ADULT (2-DAY PASS) FRI+SAT OR SAT+SUN	RM360	RM440	RM520
ADULT (3-DAY PASS)	RM480	RM590	RM650
CHILD (1-DAY PASS) FRI/SAT/SUN	RM80		

For more info, visit rwmf.net

For further information, please refer to the festival’s official website at rwmf.net.

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About Rainforest World Music Festival

The Rainforest World Music Festival (often abbreviated as RWMF) is an annual three-day music festival celebrating the diversity of world music, held in Kuching, Sarawak, Malaysia, with daytime music workshops, cultural displays, craft displays, food stalls, and main-stage evening concerts. Starting with only a few hundred people in the audience in 1998, the Festival has grown to an internationally recognized music festival, receiving awards among them as one of the Top 25 Best International Festivals awarded by Songlines Magazine for six consecutive years (2010 to 2015). The festival features a wide range of performances from traditional music, to world fusion and contemporary world music.

About Sarawak

A kaleidoscope of culture, adventure, nature, food and festivals: is the best description for Sarawak. Sarawak comprises 31 ethnic tribes with their own unique traditions, lifestyles, music and food, while sharing their warm hospitality. Malaysia's largest state, Sarawak, endowed with some of the oldest rainforests on Earth. Its vast landscape spans over 120,000 sq kms, with towering mountains and cool highlands, jagged limestone formations and mysterious cave systems, winding rivers and quiet beaches; where adventures are waiting to happen. Festivals are hosted throughout the year celebrate the eclectic blend of modern and traditional culture, food, music and religious practices that can be found nowhere else. In Sarawak, there is always 'More to Discover'.

About Sarawak Tourism Board

Sarawak Tourism Board is the key promoter for Sarawak. STB is a winner of the Asia Pacific Excellence Awards 2016 by Asia-Pacific Association of Communications Directors (APACD) and has received the ASEAN PR Excellence Award 2015 Gold Award. The Rainforest World Music Festival is a five-time Top 25 Best International Festivals recognised by Songlines World Music Magazine (2011 – 2015). Meanwhile, the Rainforest World Music Festival and Borneo Jazz Festival Virtual Experiences were recognised by World Responsible Tourism Awards 2021 as 'Ones to Watch' under Destinations Building Back Better Post-Covid and most recently the virtual experience of the 2021 Rainforest World Music Festival won the PATA Gold Awards 2022 under Sustainability and Social Responsibility Category for Culture. Sarawak Tourism Board also won the Golden City Gate 2019 five-star award, Marketing Excellence Awards 2021 for Excellence in Mobile Marketing (bronze) and PATA Gold Awards 2022 its destination video entitled 'A Journey Awaits' under the marketing category.

