



MEDIA RELEASE

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SINGAPORE AND MALAYSIA JOINTLY SUBMIT CHINGAY FOR INSCRIPTION ONTO THE UNESCO REPRESENTATIVE LIST OF THE INTANGIBLE CULTURAL HERITAGE OF HUMANITY

Singapore, 7 April 2025 – Malaysia and Singapore have officially submitted the joint nomination to inscribe “*Chingay: a street parade that showcases multiculturalism, traditions, and artistic displays of communities*”, onto the UNESCO Representative List of the Intangible Cultural Heritage (ICH) of Humanity on 27 March 2025. This marks Singapore’s third UNESCO nomination to the Representative List, and second multinational nomination to the same List¹.

2 The joint nomination celebrates *Chingay* as a form of shared heritage in both countries and an ICH element that transcends ethnicity and time, uniting multicultural communities across national borders. It continues to be actively practiced in Singapore, Penang and Johor Bahru, adapting and evolving over time to connect with new audiences while retaining essential cultural knowledge and skills passed down through its dedicated practitioners. The nomination also commemorates the 60th bilateral anniversary between Singapore and Malaysia in 2025, and presents an opportunity for both countries to promote cross-cultural exchanges and collaborations.

3 In Singapore, the official submission follows eight months of preparation where the National Heritage Board (NHB) and the People’s Association (PA) actively involved community groups and individuals, such as local practitioners, volunteers and representatives from cultural associations, in all stages of the nomination process. These included focus group discussions with about 90 *Chingay* stakeholders, comprising volunteers, choreographers, arts and dance groups, and community artists. The discussions sought views and information relating to the social and cultural significance of *Chingay* and proposed safeguarding measures.

¹ Singapore’s first UNESCO nomination to the Representative List of the ICH of Humanity is *Hawker Culture*, a single-country nomination which was successfully inscribed in 2020. Singapore’s second UNESCO nomination is *kebaya* which was jointly nominated with Brunei Darussalam, Malaysia, Indonesia and Thailand.



4 To raise awareness and garner public support for the nomination, NHB and PA also launched a digital microsite (<https://supportchingaysg.gov.sg/>) for visitors to pen their support for the nomination, which has garnered more than 2,000 messages so far, along with a digital #ChingaySG campaign with more than 5,500 posts to-date where public share their experiences of the Chingay Parade SG. Members of the public also contributed more than 30,000 support cards where public pen their support for the joint nomination. Communities from Singapore and Malaysia participated in two joint workshops in Singapore and Johor Bahru, Malaysia respectively, to exchange experiences, discuss safeguarding measures for *Chingay* as well as draft the nomination documents.

5 Ms Chang Hwee Nee, Chief Executive Officer of NHB, Singapore, said: “Since we announced the intention to nominate *Chingay* onto the UNESCO Representative List, we have received strong support from Singaporeans across diverse communities, from practitioners to spectators and volunteers. We hope that such nominations and efforts continue to deepen pride in our multicultural living heritage, enabling them to remain relevant to Singaporeans across generations. Through this joint nomination, which marks our second time working with our counterparts in Malaysia following the successful inscription of the *kebaya*, we hope to further strengthen cross-cultural collaborations while ensuring that *Chingay* continues to thrive and inspire future generations.”

6 Mr Jimmy Toh, Chief Executive Director of PA, Singapore, said: “With over 50 editions, *Chingay* has become a cherished celebration of Singapore's multiculturalism and diversity, as well as a national platform for artistic exploration and expression. This would not have been possible without the support of our residents, performers, volunteers, community and corporate partners. The joint nomination serves as a recognition of *Chingay* as a shared heritage that unites us all. Following the nomination submission, PA and NHB will continue to raise awareness of *Chingay*, especially among the young, in ensuring the continued relevance of *Chingay* as a living heritage, which we plan to do so through our outreach efforts with our partners and future editions of *Chingay* via roadshows and exhibitions.”

Nomination documents and criterion

7 The nomination file submitted to UNESCO includes:

- the official nomination form;



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- a set of 10 photos representing how *Chingay* is practiced and safeguarded in Singapore and Malaysia;
- letters of consent and support from community representatives from Singapore and Malaysia;
- two videos featuring statements, consent and support for the nomination by community members from Singapore and Malaysia;
- a 10-minute video on the joint nomination of *Chingay* to provide the Evaluation Body and the Intergovernmental Committee for the Safeguarding of the ICH, which will be assessing our submission, a better understanding of how *Chingay* is practised and safeguarded in Singapore and Malaysia.

8 UNESCO will evaluate the nomination file submitted by Singapore and Malaysia based on these five criteria (Please refer to **Annex A** for a summary of the nomination form for the multinational nomination):

1. How “*Chingay: a street parade that showcases multiculturalism, traditions, and artistic displays of communities*” meets UNESCO’s definition of ICH;
2. How the potential inscription of “*Chingay: a street parade that showcases multiculturalism, traditions, and artistic displays of communities*” contributes to visibility, awareness and dialogue of ICH, and sustainable development;
3. Safeguarding measures that may protect and promote ““*Chingay: a street parade that showcases multiculturalism, traditions, and artistic displays of communities*””;
4. Community participation in the nomination process and consent; and
5. Inclusion of *Chingay* in the ICH inventories of participating countries.

9 The evaluation period would depend on the total number of files submitted to UNESCO by all States Parties in that particular cycle. After processing the file, the secretariat will inform States Parties the approximate year in which the results will be announced. (Please refer to **Annex B** for milestones of the “*Chingay: a street parade that showcases multiculturalism, traditions, and artistic displays of communities*” UNESCO nomination journey.)



Promoting greater awareness of *Chingay* through public outreach

10 NHB and PA have coordinated a series of *Chingay* community engagement programmes to raise awareness for the joint nomination. These include the *PAssionArts x Chingay Community Floats* held from October to December 2024 where the public participated in co-creating the floats for Chingay 2025. Additionally, the Chingay National Education Assembly Programme will continue to be held in Primary and Secondary schools in Singapore this year to allow students to understand the meaning behind *Chingay* and appreciate the multiculturalism and diversity of Singapore.

11 Beyond these efforts, further outreach programmes on *Chingay* are being planned. These include island-wide roving *Chingay* roadshows at more than 30 locations over the next two years, a book on *Chingay* for pre-schoolers accompanied by reading sessions, a Chingay Education Truck which will bring *Chingay* to the heartlands, and a stamp design competition. (Please refer to **Annex C** for more information on the safeguarding efforts for *Chingay*)

12 For more information, please visit NHB's [website](#) and refer to:

- **Annex A:** Summary of the Nomination Form for “*Chingay: a street parade that showcases multiculturalism, traditions, and artistic displays of communities*”
- **Annex B:** Milestones of the UNESCO Nomination Journey of “*Chingay: a street parade that showcases multiculturalism, traditions, and artistic displays of communities*”
- **Annex C:** About the Safeguarding Efforts for *Chingay*
- **Annex D:** Quotes by Community Profiles who were involved in Chingay 2025
- **Annex E:** About the UNESCO Representative List of the Intangible Cultural Heritage of Humanity

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About National Heritage Board



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The National Heritage Board (NHB) was formed on 1 August 1993. As the custodian of Singapore's heritage, NHB is responsible for telling the Singapore story, sharing the Singaporean experience and imparting our Singapore spirit.

NHB's mission is to preserve and celebrate the shared heritage of our diverse communities, for the purpose of education, nation-building and cultural understanding. It manages the national museums and heritage institutions, safeguards and promotes intangible cultural heritage, and sets policies relating to heritage sites, monuments and the national collection. Through the national collection, NHB curates heritage programmes and presents exhibitions to connect the past, present and future generations of Singaporeans. NHB is a statutory board under the Ministry of Culture, Community and Youth. Please visit www.nhb.gov.sg for more information.

About the People's Association

The People's Association (PA) is a statutory board established on 1 July 1960. Our mission is to spark and nurture community participation for a caring and united Singapore. Our network includes 2,000 Grassroots Organisations (GROs), over 100 Community Clubs, five Community Development Councils, six PAssion WaVe outlets, imPAct, and the National Community Leadership Institute. For more information, please visit www.pa.gov.sg.



ANNEX A

Summary of the Nomination Form for “Chingay: a street parade that showcases multiculturalism, traditions, and artistic displays of communities”

Some of the key points included in the nomination form include:

A) How “Chingay: a street parade that showcases multiculturalism, traditions, and artistic displays of communities” Meets UNESCO’s Definition of ICH

- *Chingay* is an annual street parade held in Singapore and Malaysia (Johor Bahru and Penang) which started in the 19th century with religious roots. These have since evolved into large-scale multicultural street parades that feature vibrant costumes, dazzling floats, and cultural performances from diverse communities, and involve extensive preparations and community participation.
- *Chingay* is inclusive and showcases various ethnic groups, ages (including youths), genders, and backgrounds, and the wider public actively participates. The skills and knowledge are actively transmitted between generations and communities; and there are exchanges and interactions between *Chingay* communities in Singapore and Malaysia.

B) Safeguarding measures that may protect and promote “Chingay: a street parade that showcases multiculturalism, traditions, and artistic displays of communities”

- Joint safeguarding measures by both Singapore and Malaysia include joint research initiatives and regular exchanges among practitioners to deepen capabilities and cultural knowledge of *Chingay*.
- Chingay Parade Ambassadors in Singapore will undergo training to effectively share information on *Chingay* with members of the public during the Parade and roadshows.
- Singapore is exploring a documentary on *Chingay*, while ongoing efforts like live webcast and television broadcasts, social media campaigns, and bringing *Chingay* to different residential areas through *Chingay@Heartlands* will continue.
- PA will continue providing funding and secretariat support, while various government agencies will continue assisting with permits, crowd control, and safety measures.

C) Community participation in the nomination process and consent

- In all participating countries, communities, groups and individuals actively participated in the nomination process, where they shared their views, proposed safeguarding measures and helped to draft the nomination form. These stakeholders also provided consent for the joint nomination via letters and video footage, some of which were included in the videos, as well as photos for the nomination file.



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- PA and NHB launched a digital campaign to raise awareness of *Chingay Parade*, its socio-cultural significance, as well as the joint nomination. The public was encouraged to pen messages on the microsite as well as on postcards and photocards that were made available at multiple locations across Singapore and at various public outreach events and school outreach programmes organised by PA.
- NHB and PA organised a series of focus group discussions for Singapore *Chingay* stakeholders, and attended two joint workshops in November 2024 and February 2025, organised by Singapore and Malaysia respectively, where representatives from both countries discussed and worked together to prepare the nomination file to be submitted to UNESCO.



ANNEX B

Milestones of the UNESCO Nomination Journey of “Chingay: a street parade that showcases multiculturalism, traditions, and artistic displays of communities”

- **June 2021 to October 2022:**
NHB conducted focused group discussions and a public engagement survey to identify suitable ICH elements for Singapore’s future UNESCO ICH nominations. *Chingay* was one of the top elements selected by Singaporeans because of its multicultural nature and familiarity to Singaporeans.
- **August - October 2024:**
NHB and PA organised five FGDs to seek consent and support from about 90 key *Chingay* stakeholders for the joint nomination, their views on *Chingay* and the nomination, as well as existing and suggested safeguarding measures for *Chingay*.
- **November 2024:**
Announcement of the joint nomination with Malaysia for the inscription of *Chingay* onto the UNESCO Representative List of the Intangible Cultural Heritage (ICH) of Humanity.
 - Singapore and Malaysia agreed to work together on this joint nomination as *Chingay* reflects the shared heritage of both countries and continues to be actively practiced in Singapore, Penang and Johor Bahru. The nomination also commemorates the 60th bilateral anniversary between Singapore and Malaysia in 2025.
 - Singapore hosted a joint workshop, where communities and state representatives from both countries shared and proposed safeguarding measures, drafted the form and supported the nomination.
- **February 2025:** Malaysia hosted a joint workshop, where communities and state representatives from both countries discussed the revised nomination form and provided additional information to the nomination file.
- **March 2025:** Singapore and Malaysia submitted the nomination file to UNESCO for evaluation and decision on the inscription.



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ANNEX C

About the Safeguarding Efforts for *Chingay*

Further outreach programmes on *Chingay* are being planned to continue to create awareness of *Chingay* and its road to UNESCO.

- Ongoing roving roadshows at more than 30 locations over the next two years including Suntec City, City Square Mall, Republic Plaza, United Square, Kinex, VivoCity, selected MRT stations, HDB Heartland Malls, Republic Polytechnic, Our Tampines Hub, Heartbeat@Bedok, One Punggol, etc.
- The launch of a Chingay Children's Book for pre-schoolers to learn more about *Chingay* as a people's parade that showcases multiculturalism, traditions and artistic display of communities. Families can also look out for children's book reading sessions in malls, libraries and community events from June 2025.
- From January 2026, members of the public can look out for a Chingay Education Truck in their neighbourhoods, where children can create their own *Chingay* story, design their own float and try on *Chingay* costumes. It will be an immersive experience not to be missed!
- SingPost and People's Association will be co-organising a Chingay Stamp Design Competition in March 2026. More details will be released in January 2026.

For more information on the outreach programmes, please visit www.chingay.gov.sg/chingayunesco/

VOICES OF CHINGAY

No.	Name/Designation	Quote
1	Pooja Sankar (Ms) Performer PA Narpani Indian Contingent	<p><i>Chingay is a highly inclusive celebration that vibrantly blends the different cultures together to showcase Singapore's multiculturalism and diversity to the world</i></p> <p>"As part of the Indian Contingent in <i>Chingay 2025</i>, I presented the different Indian foods through both the dance choreography and costume with pride. I am truly energised by the enthusiasm shown by those around me. I also brought along my Chinese course mate from NUS to join the Indian Dance contingent and this further showcases the diversity of Singapore as a society, and how we live together in harmony.</p> <p>As a dancer with more than 10 years of experience, <i>Chingay</i> opens new doors for me by allowing me to perform alongside with my mother, Meena, for the first time ever this year, demonstrating how <i>Chingay</i> not only fosters bonds between different cultures, but also across different generations."</p>
2	Som Binti Mohamed Said (Ms) Founder Sri Warisan Som Said Performing Arts Ltd Singapore	<p><i>Chingay celebrates different ethnicities and cultures and is a platform for performers to participate and learn the arts and craft of other ethnicities</i></p> <p>"Sri Warisan has been an active group participating in the <i>Chingay Parade</i> celebrations within the Chinese contingent since 2013. We wanted our members to expand their knowledge and skills beyond the Malay arts and craft to understand and appreciate the different cultures better. Participating in the <i>Chingay Parade</i> has always been an honour as it is an event that celebrates different ethnicities and cultures for the audience to enjoy and appreciate, and for Sri Warisan, a great way for us to start is by participating and learning the arts and craft of other ethnicities."</p>
3	Christian Tide van Huizen (Mr) Eurasian Dance Contingent Performer Eurasian Association Singapore	<p><i>Chingay provided me with an opportunity to appreciate diverse cultures while sharing my own</i></p> <p>"I have been an active volunteer in the Eurasian Association for the past three years, dabbling in various roles and responsibilities. However, this is my first time volunteering as a performer in <i>Chingay</i> under the Eurasian Contingent after I was</p>

		mesmerised by the celebrations of the parade. The experience has been pleasant and exciting, I was able to make a lot of friends from different contingents to find out more about their cultures, especially their foods since <i>Chingay's</i> theme this year is told through the eyes of a food wonderland. I hope to continue to participate in future <i>Chingay Parades</i> so I can continue sharing the vibrancy of our Eurasian heritage."
4	Nico Elijah van Huizen (Mr) Eurasian Dance Contingent Performer Eurasian Association Singapore	<i>Chingay is more than just an event - it is an embodiment of harmony, connections, and togetherness</i> "This was my first year participating as a performer under the Eurasian Dance contingent. What drove me to be a part of this year's <i>Chingay</i> was the desire to be involved in a project bigger than myself. <i>Chingay</i> is more than just an event - it is an embodiment of harmony, connections and togetherness, which was something that I wanted to be a part of. As a performer, I was involved in the dancing with the beautiful costume showcasing iconic Eurasian food. Moreover, I was able to meet people from a variety of backgrounds. I am happy to say that the number of friends I have made has increased tremendously. Participating in this dance contingent has allowed me to share and showcase the vibrancy of my Eurasian heritage"
5	Juansa Cheng (Ms) Chingay Ambassador Chingay UNESCO Roadshow	<i>Chingay is beyond a community event, it is a shared legacy of the communities that make Singapore.</i> My <i>Chingay</i> experience started as an audience 10 years ago. This year, <i>Chingay</i> was exceptionally meaningful as I got to be involved in the float-making with my Tampines Central Community Arts and Culture Club members and family and also as a <i>Chingay</i> Ambassador at the <i>Chingay</i> UNESCO roadshow. Watching residents from all walks of life and volunteers coming together to celebrate our community efforts at <i>Chingay@Heartlands</i> , as our community float paraded through the streets with special appearance by Chingay performers, was most heartening. Truly a part of our SG identity of embracing and celebrating multiculturalism! The joint nomination is a meaningful milestone to recognise <i>Chingay</i> as a cultural legacy that should be extended to generations to come.



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ANNEX E

About the UNESCO Representative List of the Intangible Cultural Heritage of Humanity

The UNESCO Representative List of the Intangible Cultural Heritage of Humanity comprises the diverse cultural practices and expressions of humanity, and seeks to raise awareness of the importance of such practices and expressions, encourage dialogue that respects cultural diversity, as well as give due recognition to the practices and expressions of communities worldwide.

The successful listing of an element on UNESCO's Representative List by a country does not imply that this element belongs to, originates from, or exists only in the submitting country. Since the Representative List was developed in 2008, a total of 667 intangible cultural heritage elements have been inscribed as of December 2024.

Some of the intangible cultural heritage elements on UNESCO's Representative List include Hawker culture in Singapore, community dining and culinary practices in a multicultural urban context (2020), Timber rafting (a joint nomination by Austria, Czechia, Germany, Latvia, Poland and Spain; 2022), Alheda'a, oral traditions of calling camel flocks (a joint nomination by Saudi Arabia, Oman, and the United Arab Emirates; 2022), and Rotterdam Summer Carnival (a single-state nomination by The Netherlands; 2023).