



SERUMPUN SARAWAK RETURNS HOME TO MULU SARAWAK'S LIVING LEGACY OF NATURE, HERITAGE, AND FLAVOUR



London. October 2025 - After inspiring audiences in Kuala Lumpur and Osaka, [Serumpun Sarawak](#) returned to its birthplace, deep within the UNESCO World Heritage rainforest of Mulu, for an extraordinary convergence of nature, heritage, and hyperlocal flavour.

Hosted by the Ministry of Tourism, Creative Industry and Performing Arts Sarawak (MTCP) and the [Sarawak Tourism Board](#) (STB), this event marked another chapter in a global journey that has carried Sarawak's stories across borders — now returning to the land and communities that inspired it.

Set against the lush backdrop of Mulu Marriott Resort & Spa, Serumpun Sarawak: Mulu Edition invited guests into an intimate rainforest experience themed *"We Are Nature, Nature Is Us — Everything is Everything."*

The programme united Sarawak's Indigenous communities, culinary artisans, and creative practitioners in a showcase that reaffirmed the state's position as a global leader in sustainable cultural tourism and regenerative storytelling.

"Serumpun Sarawak's return to Mulu is symbolic, it brings the world home to Sarawak's living heritage," said Puan Sharzede Datu Haji Salleh Askor, CEO of Sarawak Tourism Board. *"Through this initiative, we celebrate Sarawak not only as a destination of natural wonders but as a source of wisdom — where culture, cuisine, and conservation are inseparable. It is a reminder that sustainability begins with respect: for people, for place, and for purpose."*

Every detail of Serumpun Sarawak in Mulu embodied the principle of hyperlocalisation, reinforcing STB's commitment to responsible tourism that uplifts communities while preserving the integrity of the environment. Ingredients were foraged from nearby rivers and forests, table décor sourced directly from nature, and culinary practices reflected traditional wisdom adapted to contemporary sustainability standards.

The programme featured leadership salons, cultural showcases, and immersive dining experiences, each curated to illustrate the harmony between Sarawak's biodiversity and its multicultural heritage. At the heart of the experience was a 7-course gastronomic journey curated by Chef James Won, in collaboration with Sarawak's Indigenous food custodians. Each dish represented a dialogue between modern culinary innovation and ancestral memory, inspired by the collective wisdom of Sarawak's 34 ethnic communities.

Ingredients such as rainforest botanicals, freshwater produce, and traditional ferments were transformed into fine dining expressions of Sarawak's terroir, rooted in sustainability and respect for the land.

The experience was narrated by Prof. Gerard Bodeker, whose reflections on the medicinal and therapeutic properties of Sarawak's native ingredients deepened the evening's connection between wellness, ecology, and culture.

The Serumpun Salon: Conversations in the Rainforest explored how Sarawak's Indigenous wisdom aligns with global sustainability frameworks such as ESG (Environmental, Social, Governance). Panelists Joanne Flinn (Founder of the ESG Institute) and other thought leaders highlighted how Sarawak's community-based practices, from traditional agriculture to food preservation, serve as models for responsible and regenerative tourism.

The showcase featured Sarawak's most inspiring indigenous artisans and social enterprises, curated to highlight craftsmanship and storytelling as vehicles for cultural preservation. Among them were The Tuyang Initiative, CHASS represented by Datin Dona Drury Wee and Chef Laura Sim Bara, Earthlings Coffee, Dayak Lore, Penang Basket, Awing, Bera Adam Ba'kelalan, and Savo — each embodying Sarawak's creativity and its evolving cultural economy.

A standout moment of the evening was the performance of Ilun Kuai, the official theme song of Serumpun Sarawak, performed by Adrian Jo Milang and co-created with Zee Avi, Raja Farouk, and the Atlas Collective team, a deeply moving reflection of Sarawak's soul through rhythm, voice, and ancestral memory.

For STB, Serumpun Sarawak represents more than a cultural showcase, it is a living archive of Sarawak's identity, proving that sustainability, culture, and creativity can coexist as drivers of inclusive growth.

By returning to Mulu, the journey reconnected its global audience to the rainforest that sustains Sarawak's people and spirit. From the forests to the rivers, Serumpun Sarawak stands as a powerful testament to Sarawak's vision of tourism that heals, honours, and inspires.

For further information on Sarawak Tourism Board, please visit:

www.sarawaktourism.com

For further information on Serumpun Sarawak, please visit:

www.serumpunsarawak.com

###

PR Contact Details:

Jessica Hopton, PR Global Director

Tel: +44 (0) 7813 133 158

Email: jess@apac-now.com

Press Centre: <https://apacnow.prowly.com/releases/sarawak-tourism-board>

Image Gallery: <https://apacnow.prowly.com/presskits/sarawak-tourism-board>

About Sarawak

A kaleidoscope of culture, adventure, nature, food and festivals: is the best description for Sarawak. Sarawak comprises 34 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 (STB) is the key promoter for Sarawak and has built a strong track record of global recognition for its innovative campaigns, destination branding, and commitment to sustainability. In 2025, STB's "Gateway to Borneo" campaign received the PATA Gold Award for Best Destination Marketing Campaign (Destination Management Organisation – Asia) and the Bronze HSMIA Adrian Award in the Advertising Division. The same year, Sarawak was named Most Promising New Destination at the OTM's Excellence Awards, while STB earned the One to Watch Award from the International Centre for Responsible Tourism in Southeast Asia (ICRT-SEA) and the Best Performance Award at the 40th Seoul International Travel Fair.

These accolades followed a strong year in 2024, when STB was named Brand of the Year in Tourism Promotion & Development at The BrandLaureate Brand of the Year Award, received Tourism Board Campaign of the Year – Malaysia at the Travel Daily Media: Travel Trade Excellence Awards, and secured two Malaysia Public Relations Awards (MPRA) for its Sia Sitok campaign, including Campaign of the Year. Additional honours included the Bronze Award at the Putra Aria Brand Awards in the Transportation, Travel & Tourism category and the Special Award for Covid-19 (Sia Sitok Sarawak) at the Sarawak Hornbill Tourism Awards.

In 2023, STB received the Nation's Pride Award in Tourism Promotion Excellence at the Brand Laureate Best Brands Awards, Campaign of the Year at MPRA for its "Comeback Stronger" Rainforest World Music Festival campaign, and the Best Global PR Campaign Award at the DAVOS World Communications Forum Award. Previous years also saw the PATA Gold Award in 2022 for the Rainforest World Music Festival virtual experience, the Golden City Gate 2019 Five-Star Award, Marketing Excellence Awards 2021 (Excellence in Mobile Marketing – Bronze), and the PATA Gold Award 2022 for its destination video "A Journey Awaits." The Rainforest World Music Festival and Borneo Jazz Festival Virtual Experiences were additionally recognised in 2021 by the World Responsible Tourism Awards as 'Ones to Watch'.

STB's legacy of excellence stretches back more than a decade: the Rainforest World Music Festival was ranked five consecutive years (2011–2015) among Songlines World Music Magazine's Top 25 Best International Festivals, while STB itself has received the ASEAN

PR Excellence Award 2015 Gold Award and the Asia Pacific Excellence Award 2016 by the Asia-Pacific Association of Communications Directors (APACD).

Follow us on Instagram: www.instagram.com/sarawaktravel

About APAC Now

APAC Now is a dynamic and innovative travel industry marketing, PR, and events business based in the United Kingdom. With a passion for promoting travel and tourism within the Asia-Pacific (APAC) region, we specialise in crafting compelling marketing campaigns, strategic public relations initiatives, and unforgettable events that connect businesses with travellers and enthusiasts alike. <https://apacnow.prowly.com>

Follow us on Instagram: www.instagram.com/apac_now