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MOU SINERGI

03/07/2024 / Unit Komunikasi Korporat APB



Shah Alam, Selangor – UiTM Shah Alam played host to a vibrant celebration of International Chinese Language Day on April 26, 2024. The 2024 BFSU (Beijing Foreign Studies University) Overseas Art Tour Program, titled “Enjoy Music of the Silk Road and Pursue Shared Prosperity,” brought the rich cultural heritage of China to life through a captivating performance.

This collaborative effort between the Academy of Language Studies (APB) of UiTM and the Confucius Institute of the University of Malaya showcased the exceptional talent of the Beijing Foreign Studies University (BFSU). Over the course of the program, the

audience, consisting of students and staff, was treated to a total of eight unique and mesmerizing performances.



The program served as a delightful exploration of the musical traditions of the Silk Road, a historic network that facilitated cultural exchange for centuries. The audience embarked on a sonic journey, experiencing the beauty and diversity of music from this fascinating region.

The 2024 BFSU Overseas Art Tour Program proved to be a resounding success, fostering a deeper appreciation for Chinese culture and language among the UiTM Shah Alam community. The program's emphasis on collaboration – between universities and institutions – further echoed the spirit of shared prosperity embodied by the Silk Road.

This event offered a valuable opportunity for cultural exchange and artistic expression. With its captivating performances, the BFSU left a lasting impression on all who attended.



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