

The Malaysia Batik - Crafted for the World movement is the vision and initiative of Datin Paduka Seri Endon Mahmood, the late wife of the 5th Prime Minister of Malaysia, to revitalize pride in Malaysian crafts, both locally and internationally.

Activities under the movement include the annual Batik Week/International Batik Festival, the establishment of the annual Piala Seri Endon batik design competition, local and international road shows and the Kuala Lumpur International Batik Convention & Exhibition. This is foreseen as one large annual event of an international standard that highlights the Malaysian batik industry and reinforces batik as an inherent part of the Malaysian identity and personality.