



DEWAN FILHARMONIK PETRONAS
KUALA LUMPUR, MALAYSIA



THE MALAYSIAN PHILHARMONIC ORCHESTRA RE-EVALUATES BUSINESS MODEL

For more than 20 years, the Malaysian Philharmonic Orchestra (MPO), housed in the Dewan Filharmonik PETRONAS (DFP), has been an integral part of the cultural landscape in the country, offering world-class music experiences to Malaysians and visitors alike.

The MPO has also been instrumental in nurturing local musical talents and inculcating interest in orchestral music as part of the larger efforts to promote a wholesome development of Malaysian society, while at the same time providing an avenue for growth and advancement in the country's music industry.

However, the persistent and unprecedented challenging market conditions brought about by the COVID-19 pandemic have made it necessary for the MPO to re-evaluate its business model to remain relevant and viable in the long run, adapting to the changing times and more importantly to the requirements of its audiences.

The situation is not unique to the MPO alone, as other major orchestras around the globe have also been impacted by the pandemic and have had to take decisions and measures to re-invent or transform themselves.

During this transitional period, the MPO continues to explore a strategic way forward to lay the foundation for the long-term sustainability of both the MPO and DFP.

It remains committed in fulfilling its aim to showcase Malaysia's diverse music offerings and talents and to promote arts and culture in the country.

Keeping the Music Alive. Building a new destiny for the MPO.