

# Press Release

## **MCC Participates in Naadam Festival 2018**

[11 August 2018] Representatives from MyChinaChannel Pte Ltd took a trip to Ulanqab in Inner Mongolia to participate at the Naadam festival 2018. The festival was held at the Gegental grassland in Dorbod Mongol Autonomous County for three days. Many traditional activities are held during the festival, namely the Mongolian wrestling, horse racing, and archery. Other cultural events such as food exhibition, music festival, photographic exhibition and the traditional Mongolian costume competition are also ongoing during the festival.

A total of a hundred thousand tourists and local Mongolians get together to experience this special culture.

MyChinaChannel Pte Ltd has been invited to the festival as a promoting representative of the China and Singapore culture. We are indeed overwhelmed by the Naadam festival in many aspects.

The grassland culture in the west of Inner Mongolia has been an essential part of the civilization as it has a rich culture, strategic geographical location, rich resources. The grassland in Inner Mongolia occupies a huge territory.

Geographically, the grassland of Inner Mongolia is located at a strategic location; Daxing'anling Prefecture and Sukexielu Mountain at its east; Mazongshanzhen of Hexi Corridor in Gansu Province at its west; the Great Wall at its south; Mongolia at its north.

The nomadic culture of the Inner Mongolians contributes to their generosity and hospitality. Tracing back to thousands of year of history, the Inner Mongolians have been developing and transforming. We can still see the locals doing animal farming on the grassland. Their nomadic lifestyle creates a race of independent and lively individuals. Generosity and strong personality are their distinct traits.



(The scenery at the Grassland of Inner Mongolia)



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Inner Mongolia has a huge territory, rich resources and various types of landform. Such vibrant geographical environment forms a special culture for the Mongolians. The Inner Mongolian culture consists of the traditional historical heritage, the rich cultural spirits and arts. All of these build up to the great Inner Mongolian culture. Throughout the history, the Mongolian culture has been prospering into a vibrant product that indeed belongs to the World.

Culture is the most important resource to Inner Mongolia as it determines the fate of this ethnic group. The Mongolians have been living in the grassland over the years. Their nomadic lifestyles are free and wild, nurturing them into a race that is bold and reckless. The danger of nature also nurtures them into a race that is aggressive.

This trip to Inner Mongolia has made us feel welcomed by the locals. Prior to the trip, we have heard stories about the beauty of Inner Mongolia. Being able to experience the nature of Naadam is beyond description. In near future, we hope to bring the grassland culture and the Inner Mongolia spirits to Singapore, allowing more fellow Singaporeans to experience the beauty of the Mongolians.





(The Mongolian yurt is typically in the shape of a circle. The structure of the yurt is built of wood, with felt covering the outer layer and secured by ropes. At the centre of the top of the yurt, there is a skylight, which is easily dismantled)



(The Mongolian Wrestler's costume is a full set of outfit which is made with traditional Mongolian techniques.)



(The herdsman uses a whip to guide the horses.)

The annual Naadam festival is the oldest traditional festival in Mongolia. It plays a huge significance in its people. The word “Naadam” originates from Mongolian, also known as “Nair” which translates to entertainment, celebrating the joy of harvest.

The opening ceremony of the Naadam festival 2018 is held at the Gegentala grassland in the Dorbod Banner. During the ceremony, locals share many touching stories that have happened at the grassland. The performance by the equestrians and the cultural groups are splendid. Moreover, the fashion art contest and the traditional Mongolian costume display are stunning.

During the festival, we get to witness the oboo ceremony and participate in the building of a Mongolian yurt. We are mesmerized by the elegant Mongolian costumes. We are able to experience the beauty of Naadam by participating in the various activities organised by the locals.

The Naadam festival has been successful in combining both the old and the new; the traditional three games and the modern bicycle show; the traditional cultural dance and the Mongolian fashion show; the beauty of Inner Mongolia is overwhelming with its rich culture and modernization.





(Mongolian Wrestling has a special name which signifies strength and eternity)



(Horseracing is one of the most important activities during the festival. Riders with colourful belts and headscarves were spread in the racecourse before the competition begins.)



(We have the opportunity to witness the sunset at the grassland. August is the best month to visit Inner Mongolia for its beautiful grassland.)

To be invited to the Naadam festival 2018 is a significant milestone for Singapore. With a deeper understanding of the traditions and cultures of the grassland, we wish to do our part to promote the uniqueness of the Naadam spirits to the fellow Singaporeans.