



ASEF Experts' Meeting and Public Forum

**Investing in Heritage Cities: Stimulus for
Sustainable Tourism and Livelihoods**

24-25 June 2013

Inya Lake Hotel

Yangon, Myanmar

Programme Booklet

www.asef.org

WELCOME

I am delighted to welcome you to the ASEF Experts' Meeting and Public Forum titled 'Investing in Heritage Cities: Stimulus for Sustainable Tourism and Livelihoods', which brings together so many inspiring participants from Asia and Europe.

Every country, city or community addresses the challenge of heritage conservation under different conditions but with similar practical problems. For instance, governments at every level often encounter the dilemma of reconciling the preservation of heritage with other important political objectives, such as economic growth, urban planning and the management of our environment. Despite a general awareness that the conservation and use of heritage resources can provide the basis for a much needed continuity for social and economic development, a dichotomy still seems to exist between the need to preserve the past and the need to plan for the future.

At ASEF, we believe that heritage conservation is an area where the countries of Asia and Europe can find much common ground for cooperation, be it by learning from each other's experiences or by supporting each other's endeavours.

The idea to promote a joint reflection on the relation between heritage and development, including the promotion of tourism, business and sustainable livelihoods, follows a specific recommendation of the Asia-Europe Meeting (ASEM) Culture Ministers who met in September 2012 in Indonesia. With this Experts' Meeting, we also aim to deliver on this recommendation.

In this context, we are particularly pleased to have brought this discourse to Yangon: a city with an amazing wealth of heritage assets, which is now facing a phase of rapid economic development and social transformations. The story of Yangon echoes the story of many other cities of Asia and Europe, which have faced or are facing a similar scenario.

ASEF would like to thank all the partners and supporters, who have assisted in promoting this initiative in Myanmar, namely, our main co-organisers, the Hanns Seidel Foundation and the Yangon Heritage Trust, as well as the Governments of Italy and France, which granted substantial financial contributions towards the organisation of this meeting. On this note, we would also like to thank the local office of UNESCO, for offering the translation services for the meeting's proceedings.

Finally, a special word of gratitude goes to the Government of Myanmar, and particularly to the Ministry of Culture, the Ministry of Hotels and Tourism, and the Chief Minister of the Yangon Region, for their valuable encouragement towards this bi-regional opportunity for dialogue, exchange and cooperation.

I wish you all a fruitful meeting and a wonderful stay in Yangon.



Mr Karsten WARNECKE
Deputy Executive Director
Asia-Europe Foundation (ASEF)

OUTLINE

Rationale

Cities, home to more than 50% of the world's population¹, are facing the growing challenge of building synergies between economic development and heritage conservation.

On one hand, it is widely accepted that the conservation and use of heritage resources can provide a much needed continuity for urban development. On the other hand, a dichotomy still seems to exist between the twin needs of preserving the past for its inherent value and facilitating development in response to changing economic trends and social environments.

In light of these ongoing debates on the future of cities, policies and practices of urban heritage conservation gain greater significance and call for a deeper analysis of other related policy challenges. Investing in heritage cities goes beyond the economic dimension, which attracts capital, tourists and talent. It also includes a social dimension that may encourage community empowerment and human capital development. Such a holistic approach is the need of the hour in cities across Asia and Europe, which currently face the predicament of reconciling urban heritage and development policies.

Yangon, the former capital of Myanmar, offers itself as the perfect backdrop for this meeting, considering that the protection and promotion of its urban heritage remains an important challenge as Myanmar undergoes unprecedented transformation.

Objectives

To share experiences and good practices in sustainable urban conservation policies and practices in Asia and Europe; and foster stronger networks among heritage professionals across the two regions.

Agenda & Format

The Experts' Meeting will commence by setting out the issues and trends in urban heritage conservation and management in Asia and Europe in **Panel 1**.

Panels 2 and 3 will encourage evidence-based discussions drawing from case studies and good practices in cities across Asia and Europe. In this framework, **Panel 2** will focus on the economic and social benefits of heritage-led urban revitalisation and **Panel 3** will focus on the challenges of promoting responsible and sustainable heritage-based tourism in cities.

The three panels will be followed by a **Public Forum** focussing on conservation strategies for Yangon's heritage. This forum will be led by the Yangon Heritage Trust.

The **Closing Session** will summarise the main findings and conclusions of the meeting, in view of drafting a series of recommendations for policymakers in Asia and Europe.

¹ "Urban Population (% of Total)" *The World Bank*. The World Bank, n.d. Web. 20 Apr 2013.

Participation

Around 30 experts from 18 member countries of the Asia-Europe Meeting (ASEM)² will participate as panellists and speakers. Participants will include representatives of civil society organisations, as well as public officials, representing both international organisations and ASEM governments.

The entire proceedings will be kept open to the public and the media by registration (limited capacity) at <http://www.surveymonkey.com/s/YLV3BY2>.

Expected outcomes

- A **Summary Report** to be distributed to all participants; to relevant stakeholders in 49 countries in Asia and Europe. The Report will also be presented and distributed by ASEF at the 6th ASEM Culture Ministers' Meeting (2014, the Netherlands).
- A **publication** titled *Investing in Heritage Cities: Stimulus for Sustainable Tourism and Livelihoods - Good Practices from Asia and Europe* will be available in print and electronic versions by April 2014.

² ASEM brings together 49 member states (Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Korea, Laos, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Norway, Pakistan, the Philippines, Poland, Portugal, Romania, Russia, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, United Kingdom, Vietnam) plus the European Commission and the ASEAN Secretariat. www.aseminfoboard.org

PROGRAMME

MONDAY, 24 JUNE 2013

09:00-10:00	Registration
10:00 – 11:15	<p>Opening Ceremony</p> <p>Welcome remarks by:</p> <p>Guests of Honour: H.E. SANDA KHIN, Deputy Minister, Ministry of Culture, Myanmar H.E. TIN SHWE, Deputy Minister, Ministry of Hotels and Tourism, Myanmar H.E. U KYAW SOE, Minister of the Yangon Region Government, Ministry of Forestry & Energy</p> <p>Organiser: Mr Karsten WARNECKE, Deputy Executive Director, Asia-Europe Foundation (ASEF)</p> <p>Supporters: H.E. Paolo BARTORELLI, Ambassador of Italy to Myanmar Mr Andre de BUSSY, Representative, Ministry of Foreign Affairs, France</p> <p>Partners: Mr Achim MUNZ, Resident Representative, Hanns Seidel Foundation-Myanmar Ms MOE MOE LWIN, Director, Yangon Heritage Trust</p>
11:15 – 11:30	Media Interaction & Coffee Break [5 mins photo opportunity for press]
11:30 – 12:15	<p>Panel 1</p> <p>Investing in Heritage Cities: Issues and Trends in Asia and Europe</p> <p>Chairs: Prof Amareswar GALLA, International Institute for the Inclusive Museum Ms Anupama SEKHAR, Asia-Europe Foundation (ASEF)</p> <p>Panellists: Mr Luigi CABRINI, World Tourism Organisation (UNWTO) Mr Etienne CLEMENT, UNESCO, Bangkok Office Ms Erminia SCIACCHITANO, Ministry for Heritage and Cultural Activities, Italy Mr Augusto VILLALON, International Council on Monuments and Sites (ICOMOS), Philippines</p> <p>Discussants: Ms Laurie NEALE, Europa Nostra Mr Geoffrey READ, International National Trusts Organisation</p>

MONDAY, 24 JUNE 2013

12:15 – 13:45	Lunch
13:45 – 14:45	<p>Panel 2</p> <p>Heritage-led Urban Revitalisation: Economic Benefits and Beyond Good Practices from Asia & Europe</p> <p>Chairs: Ms Laurie NEALE, Europa Nostra Mr Geoffrey READ, International National Trusts Organisation</p> <p>Panellists: Ms Sora KIM, Cheongju Cultural Industry Promotion Foundation, South Korea Mr Jan NORDLANDER, Fargfabriken, Sweden & Mr Joachim GRANIT, Fargfabriken, Sweden Mr Jean-Francois MILOU, studioMilou, France</p>
14:45- 15:00	Coffee Break
15:00- 16:00	<p>Panel 2 (contd.)</p> <p>Heritage-led Urban Revitalisation: Economic Benefits and Beyond Good Practices from Asia & Europe</p> <p>Chairs: Ms Laurie NEALE, Europa Nostra Mr Geoffrey READ, International National Trusts Organisation</p> <p>Panellists: Mr Kelvin ANG, Urban Development Authority, Singapore & Mr Alvin TAN, National Heritage Board, Singapore Mr Jurjen VAN DER TAS, Aga Khan Trust for Culture Dr LE Thi Minh Ly, Centre for Research & Promotion of Cultural Heritage, Vietnam Mr Navin PIPLANI, Indian National Trust for Art and Cultural Heritage Ms Laurie NEALE, Europa Nostra</p>
16:00 – 16:30	<p>Conclusions By Chairs of Panel 1 & 2</p>
19:30	Reception hosted by the Ambassador of Italy [By invitation only]

TUESDAY, 25 JUNE 2013

10:00 –
11:00

Panel 3

**Heritage-based Tourism in Cities: Ensuring Authenticity, Responsibility & Sustainability
– Good Practices from Asia & Europe**

Chairs:

Mr Luigi CABRINI, World Tourism Organisation (UNWTO)
Mr Achim MUNZ, Hanns Seidel Foundation

Panellists:

Mr Saleem BEG, Indian National Trust for Art and Cultural Heritage
Dr Toshinori TANAKA, University of Tokyo
Mr Augusto VILLALON, International Council on Monuments and Sites (ICOMOS),
Philippines
Mr Gaetano MOLLURA, City Council of Naples

11:15 –
11:30

Coffee Break

11:30 –
12:15

Panel 3 (contd.)

**Heritage-based Tourism in Cities: Ensuring Authenticity, Responsibility & Sustainability
– Good Practices from Asia & Europe**

Chairs:

Mr Luigi CABRINI, World Tourism Organisation (UNWTO)
Mr Achim MUNZ, Hanns Seidel Foundation

Panellists:

Prof Amareswar GALLA, International Institute for the Inclusive Museum
Mr Carsten PALUDAN-MÜLLER, Norwegian Institute for Cultural Heritage Research
Dr Karine PEYRONNIE, Institute of Research for Development, France
Mr U PHYOE WAI YAR ZAR, Myanmar Tourism Federation

12:15 –
13:45

Lunch

TUESDAY, 25 JUNE 2013

13:45 – 14:45	<p>Public Forum: Conservation Strategies for Yangon’s Heritage: Next Steps and Challenges</p> <p>Welcome remarks by: H.E. U HLA MYINT, Mayor of Yangon City</p> <p>Chair: Ms HLAING MAW OO, Department of Human Settlement & Housing Development, Myanmar</p> <p>Panellists: Ms MOE MOE LWIN, Yangon Heritage Trust Mr U TOE AUNG, Yangon City Development Committee Prof Frauke KRAAS, University of Cologne</p>
14:45- 15:00	Coffee Break
15:00- 16:00	<p>Public Forum (contd.)</p> <p>Chair: Prof Frauke KRAAS, University of Cologne</p> <p>Panellists: Mr Cornelis DIJKGRAAF, Assistance in Implementation and Management-Housing, Heritage and Climate Change, Netherlands Ms Takahiko MAKINO, UNESCO, Myanmar Office Mr Achim MUNZ, Hanns Seidel Foundation</p> <p>Discussants: Ms HLAING MAW OO, Department of Human Settlement & Housing Development, Myanmar Ms MOE MOE LWIN, Yangon Heritage Trust</p>
16:00 – 16:30	<p>Closing Session: Summary and Conclusions</p> <p>Chairs: Ms Sabina SANTAROSSA, Asia-Europe Foundation (ASEF) Ms Anupama SEKHAR, Asia-Europe Foundation (ASEF)</p>
17:00- 17:15	Closing Remarks
17:15- 18:15	Press Conference
19:30	Reception hosted by the Embassy of France

[By invitation only]

PROFILES

Participants



Kelvin ANG is Director, Conservation Management at the Urban Redevelopment Authority, Singapore's national planning body. He has a decade of experience in architecture and conservation planning. He has led a multi-disciplinary team to deliver several successful projects in research, planning and policy matters, including the gazette of 700 buildings in Singapore since 2003, such as the Balestier Road areas and the redevelopment of the historic Beach Road Camp. He has also advised on the restoration and rejuvenation of dilapidated areas for homes, commerce, leisure and tourism. He is also a community leader in the 1930s Tiong Bahru Conservation Area in Singapore and involved in the promotion of its intangible heritage. Mr Ang obtained his Graduate Diploma in the Built Environment (Architecture), and subsequently an MSc. in Sustainable Heritage, at the Bartlett School, University College London.



Saleem BEG is Convener, Jammu & Kashmir Chapter at the Indian National Trust for Art and Cultural Heritage (INTACH). He is also the Founder Trustee of the Indian Heritage Cities Network Foundation (IHCN), founded by UNESCO in 2006 and endorsed by the Ministry of Urban Development, Government of India as well as the French government. He has been actively involved in the field of heritage conservation for over a decade. Previously, he served as the Director General of Tourism, Government of Jammu & Kashmir (J&K). He has worked with the J&K government in various capacities in the industrial development and policy sectors for over 15 years.



Luigi CABRINI is the Director-Advisor of the Secretary-General on Sustainability and a member of the Senior Management of the UN's World Tourism Organisation (UNWTO). He is responsible for special projects corresponding to UNWTO's strategic goal of promoting the sustainable development of tourism, in line with the Global Code of Ethics for Tourism, and with a special focus on the Millennium Development Goals. From June 2007 to February 2013, he served as the Director of the Sustainable Tourism Programme, which undertakes research, develops manuals and provides guidance and training to the member states and other tourism stakeholders on sustainable tourism policies and their application to tourism destinations. During his tenure as Director, the priorities of the programme focussed on tourism adaptation to and mitigation of climate change; tourism in the green economy; establishing observatories for sustainable tourism; cultural and natural heritage and their interrelations with tourism; and, partnerships on sustainability with public and private sectors. From March 2002 to June 2007, Mr Cabrini was UNWTO Regional Representative for Europe. He has worked for other United Nations agencies since 1982.



Etienne CLÉMENT is Deputy Director, UNESCO Regional Bureau for Education in Asia and the Pacific. He was appointed to UNESCO first in Dakar (Senegal) in 1984, then at the Headquarters (Paris) in 1987, where he helped develop international standards for the protection of cultural heritage (armed conflicts, illicit trafficking, the underwater cultural heritage) and provided support to various countries for the drawing up or adaptation of their national legislation. From 1998 to 2005, Mr. Clément was Head of the UNESCO Office in Phnom Penh, where he represented UNESCO on the International Coordinating Committee for the Safeguarding and Development of the Historic Site of Angkor. In 2005, he became Deputy Director of the Bureau of Field Coordination at UNESCO Headquarters, and took on his current position in 2009. He lectures at the University of Lille (France) and has authored several books and many articles. He studied law with a specialisation in international law in Belgium.



Cor DIJKGRAAF is Director, Assistance in Implementation and Management - Housing, Heritage and Climate Change for Urban Development, which is based in the Netherlands. He is an architect and urban planner with more than 40 years of international experience. For 19 years, he served as Director, Institute for Housing and Urban Development Studies, an international institute for higher education, research and advisory services in Rotterdam, the Netherlands. From 2003-08, he was a Director at Urban Solutions in Rotterdam and he continues to be a Senior Advisor. He has worked on diverse projects and teaching assignments in Europe, Africa, Latin America and the Asia Pacific. His recent assignments have brought him to Indonesia (housing finance and consequences of climate change), Thailand (housing policy and consequences of climate change), Yemen (urban heritage policy) and Myanmar (urban heritage revitalisation). He has also served as the Chairman of the ICOMOS International Scientific Committee on Shared Built Heritage. He is a Senior Advisor to the Board and a former President of the Pacific Rim Council on Urban Development (PRCUD), as well as Senior Advisor to the Urban and Regional Development Institute in Jakarta, Indonesia.



Amareswar GALLA is founding Executive Director, International Institute for the Inclusive Museum. He is an alumnus of the prestigious Jawaharlal Nehru University in New Delhi. In the past decade, he was the Professor & Director of Sustainable Heritage Development programmes, Research School of Pacific and Asian Studies, at the Australian National University, Canberra and Australia's first Professor of Museum Studies at the University of Queensland, Brisbane. Over the years, he has also worked at the National Museum of Ethnology, Leiden and on Museums and Cultural Diversity Promotion in the Netherlands. He is the Guest Curator of International Projects with the Vietnam National Department of Cultural Heritage, especially World Heritage Sites. He is also the Editor-in-Chief of three academic journals dealing with Sustainable Heritage Development: International Journal of the Inclusive Museum; International Journal on Intangible Heritage; International Journal on Environmental, Cultural, Economic and Social Sustainability.



Joachim GRANIT is Creative Director, Kunsthalle Färgfabriken, which is a Center for Art, Architecture and Urbanism in Stockholm, Sweden. He is actively involved in the New Urban Topologies (NUT) project of Färgfabriken, which started three years ago in Eastern Europe, the Balkans, the Middle East and Indonesia and focusses on societal, physical and economic aspects of cultural heritage, emphasising history and identity in city planning. He lectures at various art schools and universities, and has been involved in several projects in architecture and urban planning in Stockholm. He has had solo exhibitions in Stockholm (Galleri Flach, Artist House, Boibrino, Gallery Engstrom), Falun, Helsinki, Mariehamn and Tokyo. He has also participated in group exhibitions in Frankfurt, Osaka, Leningrad, and Stockholm and at the Venice Biennale in 2003. Mr Granit studied at the Royal College of Art, Stockholm.



Sora KIM is the International Relations Officer at the Cheongju Cultural Industry Foundation & the Cheongju International Craft Biennale, South Korea. She also serves as the Project Officer of Cheongju Tobacco Factory Regeneration Project. Whilst studying business at Korea University, she first became interested in cultural industry as a driver of the Korean economy. Gradually, her scope of work moved to cultural policies and media studies and she went on to pursue her MA in Culture Industry from Goldsmiths, University of London.



from the Universities

Frauke KRAAS is Head, Institute of Geography, University of Cologne, Germany. She is currently a visiting Professor at the University of Yangon, Myanmar. She teaches classes on urban/social geography, global change and risks in mega cities. Her wider research includes topics related to mega urbanisation, global change and urban sustainability, as well as governance, informality, the concept of risk and urban health, with a regional focus on Southeast Asia. She is a member of Academia Europa and the German Academy of Science Leopoldina. She is also the Chair of the MegaCity Commission, International Geographical Union and the German Advisory Council on Global Change. She holds a PhD (1991) and a Habilitation (PhD. II; 1996) in Geography

of Münster and Bonn.



LE Thi Minh Ly is Director, Center for Research and Promotion Cultural Heritage (CCH), Vietnam Association for Cultural Heritage. She has over two decades of experience in cultural heritage and has worked extensively with the Ministry of Culture, Government of Vietnam during this period. Being a senior specialist in the field of intangible cultural heritage, she has contributed to developing policies and providing training in this sector in Vietnam. She has authored several articles for various publications. She holds a PhD in Culture Management from the Institute of Culture and Information, Vietnam.

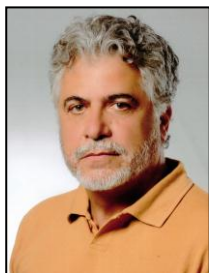


Takahiko MAKINO works with the UNESCO office in Myanmar since September 2012. He coordinates and oversees activities for the project “Capacity Building to Safeguard Cultural Heritage in Myanmar” and other culture-related projects implemented in Myanmar. Prior to that, he served at the New Delhi and Bangkok offices of UNESCO, focusing on cultural programmes.



clear and disciplined, yet highly sensitive approach to his architectural work has allowed him to direct the design and the realisation of major projects both in France and abroad.

Jean-François MILOU, the founder of studioMilou architecture, is a graduate of the Ecole Nationale Supérieure des Beaux-arts of Paris. Since 1979, he has been a member of the French Order of Architects and of the Singapore Board of Architects since 2008. For over ten years, he has carried out wide-ranging expert missions relating to the conservation of monuments, the creation of museums, and the presentation and refurbishment of collections and archaeological sites. This work has included missions on behalf of the UNESCO World Heritage Centre to India, Nepal, Indonesia and Georgia. Throughout his career, his signature sensibility to individual contexts has consistently privileged simple, legible design using appropriate materials and respecting the fabric of existing buildings within their architectural, urban, natural and cultural settings. This



Gaetano MOLLURA is an architect and the project manager of the Urban Planning Council Department of Naples. He is an expert in Urban Integrated Approach Development and has been involved in several important European Programmes promoted by the European Commission in the framework of the Urban Development Policies: URBAN I and URBACT I and II since 1994. As Project manager of Naples URBAN I, he was responsible for the activities of coordination, monitoring and accountability of projects provided in Measure 3 (Infrastructures and Environmental). As the Lead Partner of several URBACT thematic networks, he has supported exchange of experiences between projects cities, European and non-European, and implemented several topics of the Urban Integrated Approach Policies.



Achim MUNZ is the Resident Representative for the Hanns Seidel Foundation (HSF) in Myanmar, a German political foundation whose international cooperation activities seek to promote humane living conditions and to contribute to sustainable development by strengthening peace, democracy and a social market economy. Previous to his employment with HSF, Achim was an associate consultant with TRC Tourism in Vietnam, a leading tourism development and planning consultancy in the Asia-Pacific. Achim has worked on over 45 tourism planning and environment consultancies in the past 7 years, mainly in South East Asia and New Zealand. He also held the position of Chief Representative for TRC Tourism in Vietnam and worked for three years as a staff consultant in the New Zealand Office. Achim holds a Postgraduate Diploma and Master's

degree in Tourism.



Laurie NEALE has worked in the area of safeguarding Europe's cultural heritage for the past 25 years. Trained as an architect at McGill University, she specialised in her Master's Degree (Bartlett School of Architecture and Planning, UCL) on the study of the effects of our built environment on human behaviour and social interaction. During a decade at the secretariat of Europa Nostra, the Voice of Cultural Heritage in Europe, she was in turn responsible for managing the NGO's Award scheme (the European Union Prize for Cultural Heritage/Europa Nostra Awards), communications and their Heritage in Danger programme. Now a member of Europa Nostra's elected Council, she continues to advice on a number of its ongoing ambitions and towards multiple stakeholders.



Jan NORDLANDER is a Senior Advisor at Färgfabriken Center for Art, Architecture and Urbanism for their international projects. Currently, he is also the Marshal of Diplomatic Corps and Introducer of Foreign Envoys to HM the King. He was serving as the Ambassador-at-large for Human Rights, Ministry of Foreign Affairs, Sweden, when he retired in 2010. He had been working with various government departments in varying capacities since 1970. From 1999-2000, he was appointed Ambassador to Bangkok, Phnom Penh, Rangoon and Vientiane. In addition to his professional duties, he has served as the Chairman of the Executive Committee of the Board of Trustees of the Asian Institute of Technology and has been a member of various committees internationally. He holds a Bachelor's degree in Law and Liberal Arts.



the universities of Copenhagen and Cambridge.

Carsten PALUDAN-MÜLLER is General Director, Norwegian Institute for Cultural Heritage Research (NIKU). He has held central positions within museums and the cultural heritage administration in Denmark. He is active in various international contexts where cultural heritage is in focus. Within management, policy and research, his main interest is devoted to the role and meaning of cultural heritage in a contemporary context. Cultural heritage and its role in the context of conflict, peace building and development are recurring themes. He has been the Scientific Advisor to the CRIC project on cultural heritage and the reconstruction of identities after conflict, financed by the EU and coordinated by the University of Cambridge. He was educated as an archaeologist at



Karine PEYRONNIE is a Researcher at the Institute of Research for Development (IRD-Paris), Research Unit. Her main areas of research include the analysis of the control of urban development, from the identification of sensitive and remarkable areas to the study of the implementation of protection programmes of some remarkable sites exposed to tourism. She has worked on the issues such as the difficult conciliation between the sometimes conflicting interests of economic profitability and heritage conservation, analysis of planning and urban governance and their effects on territories, analysis of internationalisation of urban production and the effects of urbanisation.



Navin PIPLANI is Principal Director, Centre for Conservation Training and Capacity Building at the Indian National Trust for Art and Cultural Heritage (INTACH). He also runs his own architecture conservation practice in Delhi and has acquired knowledge and hands-on skills in historic building conservation by working on several significant architectural conservation projects in India and Europe. Since March 2002, he has been a core member of Taj Mahal Conservation Collaborative, a multidisciplinary team of conservation and management professionals, engaged in the architectural conservation of the World Heritage Site of Taj Mahal and its environs. He obtained a Master's degree from the University of York, UK.



Geoffrey READ has spent his career working on urban development issues and programmes. Working in Europe, Africa and South & East Asia presented the opportunity to be exposed to a broad range of challenges to be dealt with during policy assessment and formulation, development programme design, and physical project management and implementation. Building on extensive private sector experience, and then some 25 years working in the World Bank Group, much of it in China and Indonesia, he has had the opportunity to be exposed to a wide range of approaches adopted and lessons learned by clients addressing the challenges of urban development, infrastructure provision and urban landscape conservation, including those specifically exploring financing models for culture and heritage management and sustainability. He currently supports the International National Trusts Organisation (INTO), as one of the volunteer Directors. He has a background in civil and municipal engineering, with a smattering of applied economics.



Erminia SCIACCHITANO is General Secretary at the Ministry for Cultural Heritage and Cultural Activities, Italy. Trained as an architect, she holds a PhD in Architectural Surveys and a Master's degree in European Studies. She joined the Ministry in 2000 and since then has been working on cultural and architectural policies and sustainability. She is in charge of the relations with the Council of Europe, and works on intergovernmental cooperation activities connected to the implementation of European Heritage and Landscape Conventions. She has been newly elected as Chair of the Steering Committee for Culture, Heritage and Landscape of the Council of Europe, where she had been a national delegate since 2007. She has contributed to the Italian White Paper on creativity and managed pilot projects, guidelines and tools to improve access and participation of a wider public to museums and heritage sites in Italy.



Alvin TAN is the Director (Heritage Institutions) and was previously Covering Director (Industry Promotion, 2010-2011) at the National Heritage Board (NHB), Singapore. In his current role, he oversees the Malay Heritage Centre, the Sun Yat Sen Nanyang Memorial Hall and the upcoming Indian Heritage Centre. As the Covering Director, he headed the Heritage Industry Incentive Programme, the Museum Roundtable, International Relations, Precinct Development and has oversight of manpower capability development for the heritage sector. In addition to his dual portfolios, he introduced a number of innovative heritage projects such as heritage galleries at libraries. He graduated from the National University of Singapore in 1999 with an MA in English Literature.



Tanaka TOSHINORI is Project Assistant Professor at Graduate School of Frontier Sciences, University of Tokyo. He is a specialist in nature/culture conservation policy and sustainable tourism as well as in applying multilevel governance theory in public policy. He focusses on the frameworks and processes for consensus building and collaboration among various stakeholders. He holds a BA in History from Osaka University and Master's and Ph.D. in environmental policy from Kyoto University. After graduating from Kyoto University, he worked as an Assistant Professor at Graduate School of Law in Hokkaido University before joining the University of Tokyo.



Jurjen VAN DER TAS is Deputy Director, Historic Cities Programme (HCP) of the Aga Khan Trust for Culture. Within HCP, he is responsible for the socio-economic development of the Trust's projects in Africa and Asia. Before taking up this position in 2003, he was Director, Policy Development and Programming for the Aga Khan Foundation UK. Between 1991 and 2002, he worked at Oxfam Novib as Programme Officer for local development initiatives in Pakistan, Afghanistan, Bangladesh and the former Soviet Central Asia. In the late 1980s, he was agricultural advisor to the project planning unit of the Federal Bank for Cooperatives in Pakistan. Van der Tas has an MSc in tropical agricultural development from the University of Reading, UK.



Augusto VILLALÓN was a member of the World Heritage Committee and is presently a member of the Advisory Committee of ICOMOS (International Council of Monuments and Sites) in Paris and President of its Philippine Committee. He actively participates in World Heritage missions around the world for UNESCO and ICOMOS, and is a heritage and cultural tourism consultant for projects of international agencies and organisations. His firm, A Villalón Architects, is involved in architecture, heritage conservation and cultural tourism projects in the Philippines and other countries. In 2012, he headed the Organising Committee for the ICOMOS International Committee on Cultural Tourism Annual Meeting held in the World Heritage city of Vigan, Philippines. He was decorated by the French Government with the Chevalier de l'Arts et Lettres, received the Diwa ng Lahi Medal from the City of Manila, and was elevated to the College of Fellows of the United Architects of the Philippines. Aside from having authored a number of books on heritage and architecture, he is the heritage columnist for the Philippine Daily Inquirer.



HLAING MAW OO HOCK is an architect and planner serving as Deputy Chief Architect in the Architects Department of Public Works at the Ministry of Construction, Myanmar. She also serves as a Senior Urban Planner and Director with the Department of Human Settlement and Housing Development (DHSHD). She is involved in the urban heritage conservation of Yangon.



MOE MOE LWIN is Director, Yangon Heritage Trust. She is also the General Secretary of the Association of Myanmar Architects since 2009. She was trained in architecture (1984) at the Rangoon Institute of Technology and received her MSc in Urban Planning in 1991 from the Asian Institute of Technology, Bangkok. She has practiced as an architect for over 22 years, and has been a Partner Architect of Living Design Architects and Planners, Yangon since 2001. She has also collaborated with Sar-Oak-Zay Publishing House and published a variety of books as well as an art and architecture magazine *Ywet-Nu-Wai* from 2002 to 2008.



U PHYOE WAI YAR ZAR is Secretary, Myanmar Tourism Federation. He has been a member of Executive Committee of Union of Myanmar Travel Association since 2007. He has led Myanmar delegations to a number of tourism fairs in Asia and Europe. He chaired media briefings on Myanmar tourism for international journalists at the ASEAN Tourism Forum 2012 and the World Travel Market 2012. He was elected Chairman, Myanmar Marketing Committee in 2012 and leads the organisation to promote Myanmar as a tourist destination and seek benefit for local communities through tourism.



U TOE AUNG is Director, Urban Planning Division (UPD) of the Yangon City Development Committee (YCDC). UPD was established in 2011 under the City Planning and Land Administration Department where he still acts as the Deputy Head of Department. UPD is working on a project for the "Strategic Urban Development Plan for Greater Yangon" in cooperation with the Japan International Cooperation Agency (JICA) since August 2012. He is also responsible for recruiting and providing on-the-job training to fresh graduates from technological universities in urban planning. UPD is also cooperating with UN Habitat in slum-upgrading projects, closely working with Yangon Heritage Trust in urban heritage conservation, and involved in Yangon City Comprehensive Land Use, Zoning and Urban Design Review Working Committee.

ASEF Delegates



Karsten WARNECKE is the 6th Deputy Executive Director of the Asia-Europe Foundation (ASEF). Before joining ASEF he dealt with Germany's and the EU's involvement in ASEAN and in the ASEM Process as part of his portfolio as Counsellor at the German Federal Foreign Office in Berlin, where he served as Deputy Head of Division for Regional Organizations and Cooperation in Asia-Pacific. A seasoned career diplomat with over 23 years of experience, including 14 years with Asia, he is adept at working in cross-cultural settings and in bringing people together from diverse backgrounds. Previous postings have seen him serve in the German Consulates-General in New York and Chennai, as well as the German Embassy in Singapore. Karsten holds an M.A. in International Relations from the School of Advanced International Studies (SAIS) of the Johns Hopkins University in Washington, D.C., after studying Political Science at the Free University in Berlin.



Sabina SANTAROSSA is the Director of the Culture Department at ASEF. Prior to her appointment, she served as First Secretary at the Permanent Representation of Italy to the United Nations in Rome. She also served as First Secretary at the Italian Embassy in Bangkok, Thailand and held the position of Chief of Cultural Events at the Department for Cultural Promotion, Italian Ministry of Foreign Affairs, Rome. Before becoming a career diplomat, Sabina worked as a journalist and broadcast producer for European media organisations in Rome, Brussels, London, and Amsterdam. She obtained her Master's degree in Political Science from Rome and studied under the Erasmus Scholarship with the University of Leiden. She attended a Master's programme at the School of Oriental and African Studies in London.



Anupama SEKHAR is the Deputy Director in the Culture Department at ASEF. As Deputy Director, she is in charge of the department's day-to-day operations. She also manages ASEF's activities in the field of cultural policy research and dialogue. She is the co-editor of *Mapping Cultural Diversity – Good Practices from Around the Globe* (ASEF & German Commission for UNESCO, 2010). Anupama is a member of the U40 group of young cultural policy experts, launched by the German Commission for UNESCO and supported by the International Federation of Coalitions for Cultural Diversity. She is also a trained dancer in the Indian classical style of *Bharatnatyam*. Prior to joining ASEF, Anupama worked with the United Nations and in the arts sector in India.



Preeti GAONKAR is Project Executive at the Culture Department at ASEF. She focusses on the creation and development of projects that promote research and dialogue on cultural policy between Asia and Europe. She facilitates dialogue between government officials and civil experts on relevant issues of common interest for Asia and Europe through a series of Experts' Meetings. Prior to joining ASEF, she worked with the British Council and in the arts sector in India. She holds a Master's degree in Management Studies and a Bachelor's degree in Economics from the Mumbai University.

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About the organiser:



The **Asia-Europe Foundation (ASEF)** promotes understanding, strengthens relationships and facilitates cooperation among the people and institutions of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of governance, economy, sustainable development, public health, culture, and education. Founded in 1997, ASEF is a not-for-profit, intergovernmental organisation located in Singapore. It is the only permanently established institution of the Asia-Europe Meeting (ASEM). Together with about 700 partner organisations ASEF has run more than 600 projects, mainly conferences, seminars and workshops. Over 17,000 Asians and Europeans have actively participated in its activities and it has reached much wider audiences through its networks, web-portals, publications, exhibitions and lectures. www.asef.org

About the partners:



Since its establishment on April 11, 1967, the **Hanns Seidel Foundation** has been practicing political education work with the aim of supporting "the democratic and civic education of the German people with a Christian basis" – as the foundation's statutes say. Hence, the political education work of the Hanns Seidel Foundation is based on a human ideal that includes free personality development and autonomy as well as social responsibility and solidarity. Today, this mission is more important than ever, since requirements for more autonomy, a new "culture of independence" and an "active society of citizens" are increasingly evolving. <http://www.hss.de/southeastasia/en/myanmar.html>



The **Yangon Heritage Trust (YHT)** is a non-governmental organisation (NGO) in Myanmar. The YHT was founded in January 2012 by a group of like-minded historians, architects and businesses passionate about the protection and promotion of Yangon's urban heritage. The mission of the YHT is to promote and protect Yangon's built heritage as part of a comprehensive urban planning process. As part of its mission, the YHT will advocate for heritage protection, develop policy options, advise the government, present ideas to the public, undertake specific conservation projects, facilitate training, and organise studies and conferences. <http://yangonheritagetrust.org/>

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