

**17th ASEF University
20 June – 01 July 2011 | Penang, Malaysia**

“Cultural Heritage: Challenges and Opportunities”

PROGRAMME

Time	Activity	Venue
19 June 2011, Sunday		
Whole day	Arrival of participants	Hotel Vistana
17:00	Dinner	Hotel Vistana
20 June 2011, Monday		
07:00	Breakfast	Hotel Vistana
09:00	Registration of participants	DPU
10:00	Ice-breaker activities for participants	DPU
11:00	Coffee Break	DPU Room C&D
11:30	Ice-breaker activities for participants (contd.)	DPU
12:00	Lunch	CenPRIS
14:00	Press Conference	DPU
14:30	Opening Ceremony Keynote Speaker: AR. Dato' Hijjas bin Kasturi Architect, Planner and Principal Director Hijjas Kasturi Associates Sdn	DPU
15:30	Coffee Break	DPU Room C&D
16:00	Filming Heritage: Introductions <i>Shared Heritage: As We See It</i> Mr Siddharth Chadha, Media consultant and Exhibition Co-ordinator Mr. Ahmad Zulman Senior producer Ms. Ayda Fatahiyah Abd. Malek Producer	Seminar Room, PTPM
17:00	To Hotel Vistana	
19:30	Welcome Dinner Hosted by Professor Tan Sri Dato' Dzulkifli Abd Razak Vice-Chancellor of USM	Pasiban Agung, Pusat Seni
22.30	To Hotel Vistana	
21 June 2011, Tuesday		
07:00	Breakfast	Hotel Vistana
09:00	Introducing ASEF and ASEM Ambassador Dominique Girard Executive Director, ASEF	DPU
10:00	Introducing the 17th ASEF University Ambassador Dominique Girard Executive Director, ASEF Prof. Madya Mohd. Azhari Abdul Karim Director, Center for Policy Research and International Studies (CenPRIS)	DPU

10:20	Filming Heritage: Preliminary Briefing on Shared Heritage: As We See It	DPU
11:30	Coffee Break	DPU Room C&D
11:45	Filming Heritage: Briefing on <i>Shared Heritage: As We See It</i> (contd.)	
12:30	Heritage Quiz	DPU
13:00	Lunch	CenPRIS
14:00	Site Visit : Cultural Heritage in Daily Practice: The Case of George Town	Around George Town
17:30	Trishaw Ride/Expedition/Film Shooting	Esplanade
18:30	Exploring Culinary Heritage	Gurney Drive
21:00	To Hotel Vistana	

22 June 2011, Wednesday

07:00	Breakfast	Hotel Vistana
09:00	Understanding the Past: Definition and Classification of Heritage Professor Amareswar Galla Chairperson, Cross Cultural Task Force International Council of Museums, Paris	DPU
10:30	Coffee Break	DPU Room C&D
11:00	Tangible Heritage: The Restoration of the Cheong Fatt Tze Mansion AR Laurence Loh Kwong Yu Architect, Associate Professor, Laurence Loh Arkitek Sdn. Bhd.	DPU
12:30	Lunch	CenPRIS
14:00	Intangible Heritage: Masterclass on Poetry and Oral Traditions Professor Emeritus Mohamad Haji Salleh Coordinator Projek Warisan Melayu Pulau Pinang	CenPRIS Meeting Room
15:30	Coffee Break	CenPRIS
16:00	Intangible heritage: Masterclass on Poetry and Oral Traditions (Cont.)	CenPRIS Meeting Room
17:00	To Hotel Vistana	
20:00	Cultural night	Pasiban Agung, Pusat Seni
22:30	To Hotel Vistana	

23 June 2011, Thursday

07:00	Breakfast	Hotel Vistana
09:00	What does 'Heritage' mean to Today's Youth? Pn. Khoo Salma Nasution Conservationist & Author, Penang Mr Kevin Kettle Project Development Officer Regional Centre for Archaeology and Fine Arts, Bangkok	DPU
10:30	Coffee break	DPU Room C&D
11:00	Managing the Past: Good Practices from the ASEM Region Professor Amareswar Galla Chairperson, Cross Cultural Task Force International Council of Museums, Paris Ms Niyati Mehta Program Officer, Media, Art and Culture Sir Dorabji Tata Trust and the Allied Trusts, Mumbai	DPU
12:30	Lunch	CenPRIS
14:00	Youth & heritage: Good practices from the ASEM region Pn Siti Waltraud Mayr Lecturer, USM Kevin Kettle Project Development Officer, SEAMEO-SPAFA Regional Centre for Archaeology and Fine Arts, Bangkok Niyati Mehta, Program Officer, Media, Art and Culture Sir Dorabji Tata Trust and the Allied Trusts, Bangkok Karen Chin Assistant Director, Education Asian Civilisations Museum, Singapore	DPU

15:45	Coffee break	DPU Room C&D
16:00	Filming Heritage: Workshop Session 1 Mr Siddharth Chadha Media Consultant and Exhibition Co-ordinator <i>Shared Heritage: As We See It</i>	DPU
18:00	Steaming Groups 1	DPU
19:00	Dinner	Hotel Vistana

24 June 2011, Friday

06:45	Breakfast	Hotel Vistana
07:45	Travel to Sungai Batu	
08:45	Site visit: Unearthing heritage at Sungai Batu/USM archaeological site Prof. Madya Mokhtar Saidin Facilitated by Mr. Saiful Idzwan Shahidan	Sungai Batu, Yan, Kedah
13:45	Travel to Pusat Giat Imu (campsite)	
15:00	Site visit & session: Heritage and climate change: Investigating the intersections between nature and culture	Bedong, Kedah
16:30	Mangrove Planting	
19:00	<i>Kampung</i> -style dinner & overnight stay at camping site	Bedong, Kedah

25 June 2011, Saturday

07:00	Breakfast	Bedong, Kedah
07:30	Nature Walk	
10:00	Meeting with the Princess of Kedah	Bedong, Kedah
12:00	Living Traditions: Malay Wedding To the bridegroom's residence	
13:00	Living Traditions: Malay Wedding Participants to attend as guests to a Malay Wedding	3220 Solok Terubok Seberang Jaya, 13700
16:30	To Hotel Vistana	
17:30	Free Time	
19:00	Dinner	Hotel Vistana

26 June 2011, Sunday

07:00	Breakfast	Hotel Vistana
09:00	Heritage in Words: Writing Workshop Kaylene Tan Playwright & Director, spell#7	PTPM
10:30	Coffee break	
11:00	Filming Heritage: Workshop Session 2	PTPM
12:00	Lunch	CenPRIS
13:00	Filming Heritage: Workshop Session 2 (contd.)	PTPM
16:00	Coffee Break	CenPRIS
16:30	Travel to Batu Ferringhi	
17:30	Exploring Batu Ferringhi	Batu Ferringhi
19:00	Dinner	Batu Ferringhi
21:00	To Hotel Vistana	

27 June 2011, Monday

07:00	Breakfast	Hotel Vistana
9:00	Filming of the video, Cultural Heritage: Challenges and Opportunities Mr Siddharth Chadha	DPU
10:30	Coffee Break	DPU Room C&D
11:00	Filming of the video, <i>Cultural Heritage: Challenges and Opportunities (contd.)</i>	
12:30	Lunch	
14:00	Towards Shared Heritage: Challenges and Opportunities	DPU

15:30	Coffee Break	DPU
16:00	Towards Shared Heritage: Challenges and Opportunities (contd.)	DPU
17:30	To Hotel Vistana	
19:00	Dinner	Hotel Vistana

28 June 2011, Tuesday

07:00	Breakfast	Hotel Vistana
09:00	Filming Heritage: Workshop Session 3	PTPM & School of Communications
10:30	Coffee Break	
11:00	Filming Heritage: Workshop Session 3 (contd.)	PTPM & School of Communications
12:30	Lunch	CenPRIS
14:00	Filming Heritage: Workshop Session 4	DPU
15:30	Coffee Break	
14:00	Filming Heritage: Workshop Session 4 (contd.)	DPU
18:00	To Hotel Vistana	
19:00	Dinner	Hotel Vistana

29 June 2011, Wednesday

07:00	Breakfast	Hotel Vistana
09:00	Filming Heritage: Workshop Session 5	USM Museum
10:30	Coffee Break	CenPRIS
11:00	Presentation of ASEF University Alumni Network (ASEFUAN), Election of representative(s) & Interaction with ASEFUAN members	DPU
12:30	Lunch	CenPRIS
14:00	Free time	CenPRIS
15:30	Coffee Break	CenPRIS
16:00	Evaluation of AU17 by the participants	DPU/CenPRIS
17:30	Steaming groups 2	DPU/CenPRIS
18:00	To Hotel Vistana	
19:30	USM and ASEF Co-Host Dinner for ASEFUAN	Hotel Vistana

30 June 2011, Thursday

07:00	Breakfast	Hotel Vistana
09:00	Filming Heritage: Final Briefing on <i>Shared Heritage: As We See It</i>	DPU
10:30	Coffee Break	DPU room C&D
11:00	To Hotel Vistana	
12:00	Lunch	
13:30	To USM University Museum	
14:00	Preparation for Exhibition Opening	
15:30	Closing Ceremony of AU17 and Opening of Exhibition - <i>Shared Heritage: As We See It</i>	USM Museum
19:00	Dinner (Free time)	

01 July 2011, Friday

07:00	Breakfast	Hotel Vistana
Whole day	Departures	