



**Tentative Programme**  
(updated on 23 November 2015)

## 30 November 2015 (Monday)

- 0830 Registration
- 0910 Arrival of Y.A.B. Tuan Lim Guan Eng  
*Chief Minister of Penang*

### OPENING CEREMONY

- 0920 Welcome Remarks I  
Ms. Lim Chooi Ping  
*General Manager, George Town World Heritage Incorporated*
- 0930 Welcome Remarks II  
Y.B. Zairil Khir Johari  
*Executive Director, Penang Institute*
- 0940 Opening Speech  
Y.A.B. Tuan Lim Guan Eng  
*Chief Minister of Penang*
- 1000 Group Photo and Coffee Break

### KEYNOTE PRESENTATION

- 1030 **Intangible Cultural Heritage Safeguarding, Communities, and Sustainable Development**  
Dr. Seong-Yong Park  
*International Information and Networking Centre for Intangible Culture Heritage in the Asia-Pacific Region under the auspices of UNESCO (ICHCAP)*
- 1115 Questions and Answers  
Moderator: Dr. Molly Lee N.N.
- 1200 Lunch

Organized by:



George Town World Heritage Inc.  
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International Symposium on  
Intangible Cultural Heritage:  
Innovative Practices, Sustainable Strategies, and Lessons Learnt

30 Nov-2 Dec 2015 • Bayview Hotel George Town, Penang, Malaysia

## PANEL 1: AGENCIES, INITIATIVES, AND PROCESSES

- 1300      **Journey towards Safeguarding ICH in George Town:  
Initiatives and Interventions**  
Ms. Janet Pillai  
*Independent Project Based Consultant*
- The Production of Intangible Culture Heritage in Taiwan:  
Different Approaches of Official Practices and Local Practices**  
Prof. Chia-Yu Hu  
*National Taiwan University*
- 1400      Questions and Answers  
Moderator: Dr. Khoo Suet Leng
- 1430      Intermission
- 1500      Site Visits
- 1730      End of site visits

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## 1 December 2015 (Tuesday)

0830 Registration

### PANEL 2: CONTINUATION AND TRANSFORMATION

0900 **The Making of a National Intangible Cultural Heritage Item in Hong Kong:  
Tai O Dragon Boat Water Parade**

Assoc. Prof. Tik-Sang Liu

*The Hong Kong University of Science and Technology*

**Strategies for Sustaining the Intangible Cultural Heritage of Penang: The Heritage  
Celebrations and Potehi Glove Puppet Theatre Projects as Case Studies**

Prof. Tan Sooi Beng

*Universiti Sains Malaysia*

1000 Questions and Answers  
Moderator: Dr. Mustafa Kamal Anuar

1030 Coffee Break

### PANEL 3: (REVISITING) FRAMEWORKS AND STRATEGIES

1045 **Heritage Tourism as a Kind of Knowledge Transfer:  
“Modernology” and “Four Seasons” for the Framework**

Prof. Sidney C.H. Cheung

*The Chinese University of Hong Kong*

**Mapping Intangible Cultural Heritage in Thailand’s Surin Province:  
Exploring the Pros and Cons of Mapping as a Process**

Dr. Alexandra Denes

*Chiang Mai University, Thailand*

1145 Questions and Answers  
Moderator: Dr. Wong Yee Tuan

1215 Lunch

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#### PANEL 4: REGULATIONS, CHALLENGES, AND OUTCOMES

1315 **Opportunities and Challenges:  
Macao's Intangible Cultural Heritage and its Protection**

Ms. Leong Wai Man

*Cultural Affairs Bureau of Macao SAR Government*

**Documentation and Promotion of Intangible Cultural Heritage in Singapore**

Mr. Yeo Kirk Siang

*National Heritage Board, Singapore*

1415 Questions and Answers  
Moderator: Dr. Chan Lean Heng

1445 Coffee Break

#### PANEL 5: EXPERIENCES FROM MALAYSIA AND THE PHILIPPINES

1500 **The Vigan Heritage Conservation Programme: A Tool for Development**

Mayor Eva Marie S. Medina

*World Heritage City of Vigan, the Philippines*

**Intangible Cultural Heritage under the Provision of the National Heritage Act 2005**

Mr. Khalid bin Syed Ali

*Department of National Heritage, Malaysia*

1600 Questions and Answers  
Moderator: Dr. Ang Ming Chee

#### CONCLUDING SESSION

1630 **Concluding Report**

Dr. Ang Ming Chee

*Deputy General Manager, George Town World Heritage Incorporated*

1645 **Closing Remarks**

Ms. Lim Chooi Ping

*General Manager, George Town World Heritage Incorporated*

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## 2 December 2015 (Wednesday)

(Roundtable Discussions for Invited Speakers and Stakeholders)

- 0830 Registration (with Coffee)
- 0900 **Welcome Remarks**  
Ms. Lim Chooi Ping  
*General Manager, George Town World Heritage Incorporated*
- 0910 **Introduction and Icebreaking**
- 1000 **Concurrent Roundtable Discussions I:**  
Challenges and Limitations
- 1200 Lunch
- 1300 **Sharing Session**
- 1400 **Concurrent Roundtable Discussions II:**  
Sustainable Strategies and Practices  
(with tea break)
- 1630 **Concluding Report**  
Dr. Ang Ming Chee  
*Deputy General Manager, George Town World Heritage Incorporated*
- 1645 **Closing Remarks**  
Ms. Lim Chooi Ping  
*General Manager, George Town World Heritage Incorporated*

/end of programme

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