

**OPENING REMARKS FOR
GEORGE TOWN HERITAGE CELEBRATIONS 2018
PRESS CONFERENCE
BY
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PENANG TOURISM DEVELOPMENT, HERITAGE, CULTURE AND ARTS
COMMITTEE CHAIRMAN
FRIDAY, 1 JUNE 2018 | 9.30AM
GEORGE TOWN WORLD HERITAGE INCORPORATED OFFICE**

(VIP SALUTATIONS)

Respectable Members of the Community
Members of the Press
Ladies and Gentlemen

A very good morning to everyone. Thank you for being with us today and welcome to the press conference for George Town Heritage Celebrations 2018.

Organised by George Town World Heritage Incorporated with the cooperation of the Penang Island City Council, Penang Global Tourism and Malaysian National Commission for UNESCO, and in partnership with 44 programme partners, the Celebrations is an annual event held to celebrate George Town's listing as a UNESCO World Heritage Site.

On 7 July 2008, 'Melaka and George Town - Historic Cities of the Straits of Malacca' were jointly inscribed by UNESCO as World Heritage Sites. As Penangites, we are indeed proud of this significant recognition. Following the inscription, Penang, and George Town in particular, gained a stronger international status for cultural heritage tourism, bringing in more tourists who come here to admire our architecture and experience the local culture. They are also drawn to the living multicultural heritage that make up our outstanding universal values.

The theme for this year's Celebrations is **POTENTIAL - Of the Past, In the Present, For the Future**. Now that it's been 10 years since the inscription, we would like to explore the potentials of George Town moving forward based on its past narratives and current experiences. Incidentally, POTENTIAL also contains the word "ten" to represent the 10th anniversary of George Town as a UNESCO World Heritage Site.

George Town Heritage Celebrations 2018 will feature site excursions and the much-anticipated Street Festival on the 7th of July 2018. The site excursions will take visitors to explore 8 places of worship in George Town, giving them the opportunity to learn more of the religions and cultures that co-exist in our multi-ethnic society.

In the Street Festival on the 7th of July, George Town will open its doors and welcome people from all walks of life to meet and interact with our local communities. Visitors are encouraged to participate in the community workshops and indulge in the performances and cultural shows to discover for themselves the richness of the culture and traditions to be found here in George Town.

Ladies and Gentlemen,

I am deeply honoured to be entrusted with handling the portfolio of tourism development, heritage, culture and arts for the state of Penang. All of us play a part in the heritage conservation of our city, George Town. We need to ensure that even though more visitors are coming in to the city, their presence will not affect the outstanding universal values which led to our listing as a World Heritage Site by UNESCO.

Let's work together as we implement and adopt the best practices to protect our cultural heritage and strive towards sustainable tourism. George Town is truly an authentic city, with its multicultural trades, heritage, traditions and unique architecture. The 10th anniversary of George Town's listing as a UNESCO World Heritage Site is an incredible milestone for all of us. We are proud of our home and at the same time, we welcome local and international tourists to sustainably experience our way of life.

Thank you.