



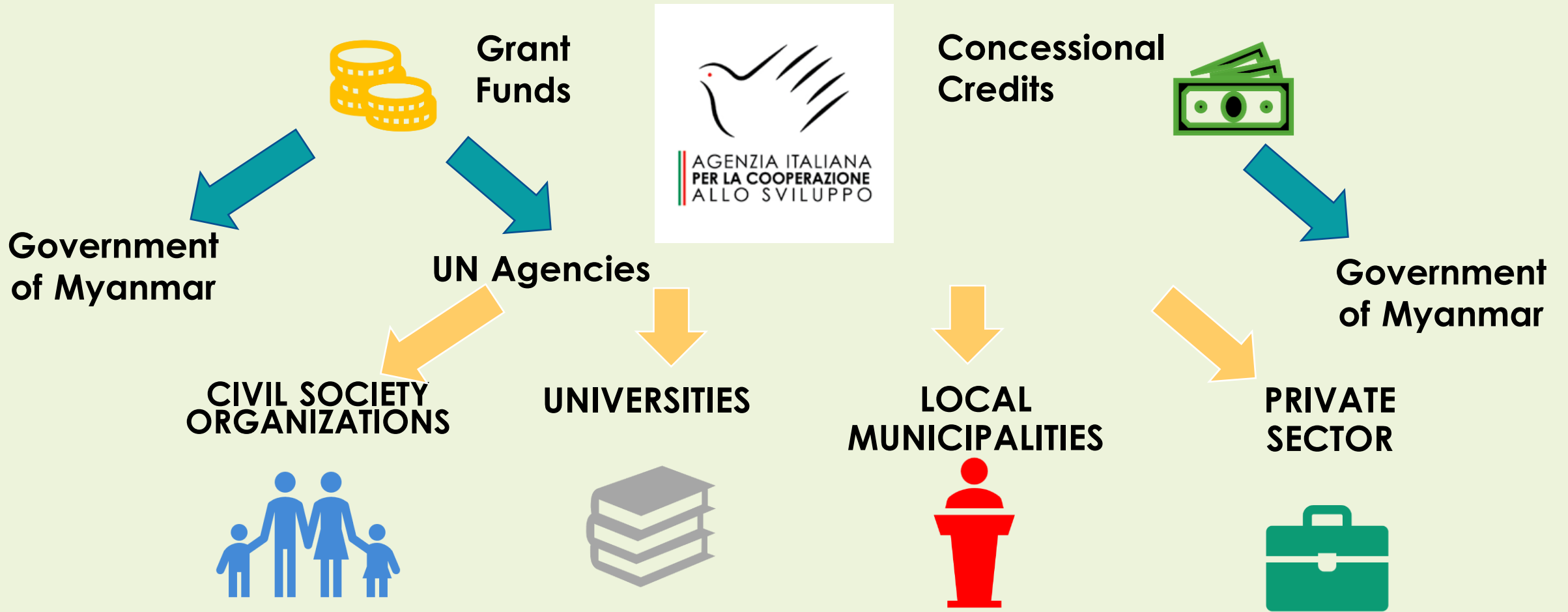
Aics Yangon **Italian Agency for Development Cooperation**

Heritage Preservation & Sustainable Economic Development

Heritage Preservation Yangon – Business Round Table Discussion

13 September 2018

Italian Agency for Development Cooperation AICS



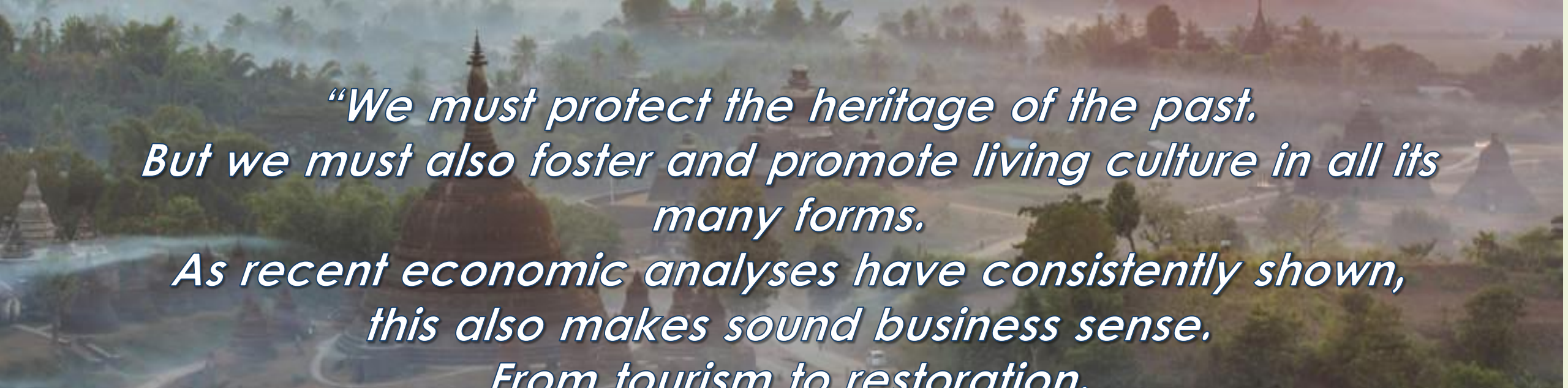
Myanmar is a priority country for partnership and collaboration



**RURAL
DEVELOPMENT
AND SOCIAL
INCLUSION**

**Governance
and Peace
Process**

**Economic
Development**



*“We must protect the heritage of the past.
But we must also foster and promote living culture in all its
many forms.*

*As recent economic analyses have consistently shown,
this also makes sound business sense.*

From tourism to restoration,

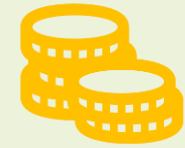
*investments in cultural heritage and related industries
promote labor-intensive economic activities that generate
wealth and income.”*



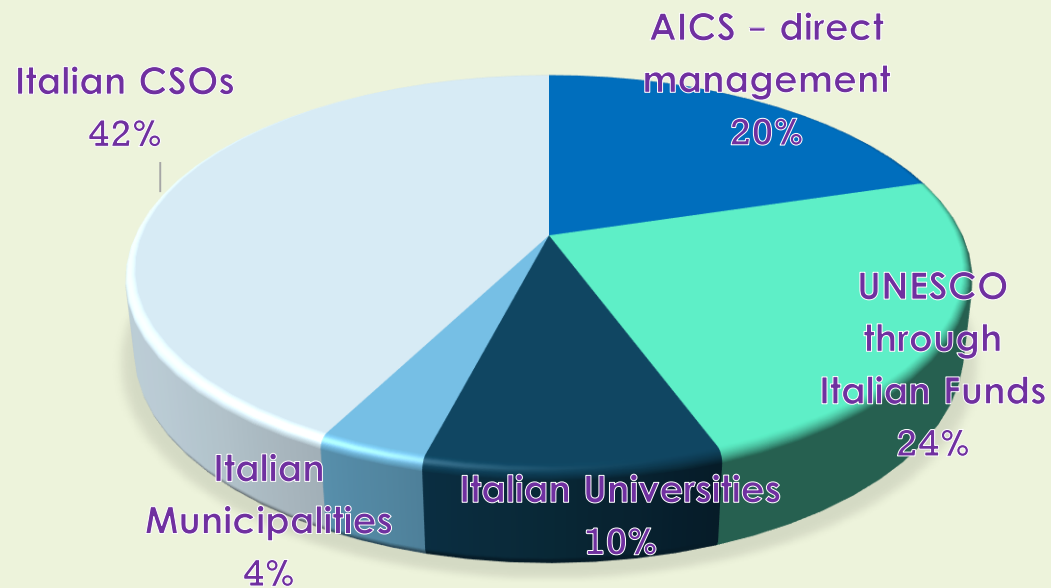
James D. Wolfensohn – Former President of the World Bank

Italian Grants to Cultural Heritage & Sustainable Tourism in Myanmar

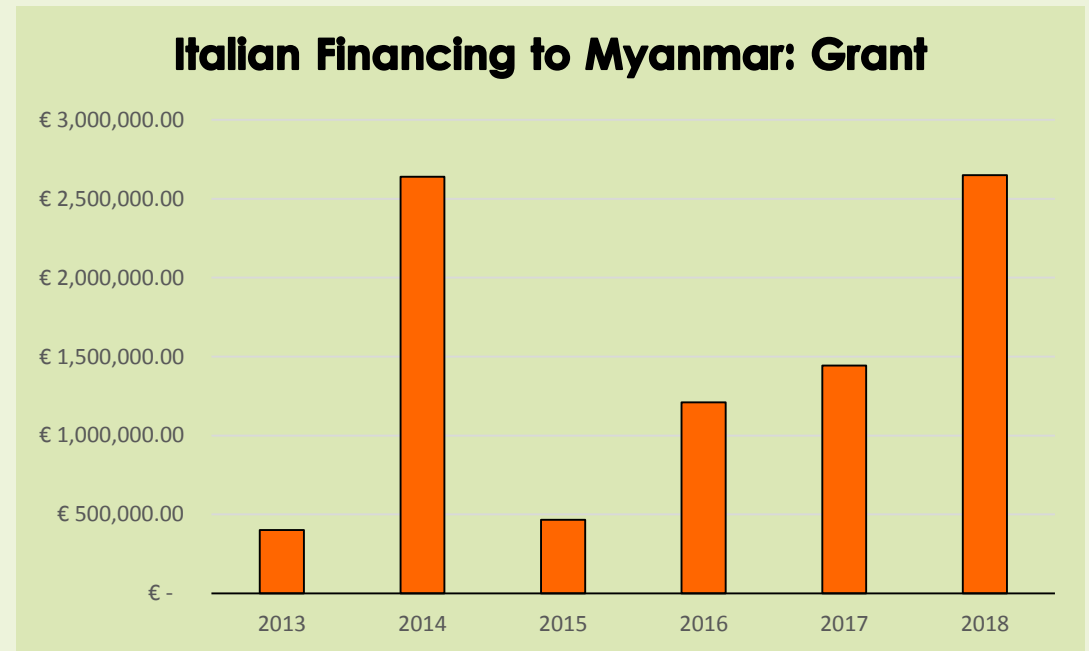
Nearly 9 million Euro over the period 2014-18



Italian Funds by Implementing Institution



Italian Financing to Myanmar: Grant





Economic Development

Main initiatives for cultural heritage valorisation and sustainable tourism

1. **“Tourism and Cultural Heritage – Phase 1” (TOUCH 1)** – AICS direct management
2. **“Support to the Social and Economic Development of Rakhine State through the Safeguard, Management and Valorisation of Mrauk U site”** – AICS direct management
3. **“Support the safeguarding, management and valorisation of Mrauk U”** – Italy funded initiative implemented by UNESCO

“Tourism and Cultural Heritage – Phase 1” (TOUCH)

3 main components:

**1. Valorization
of Yangon
historical
heritage**

**2. Institutional
Strengthening**

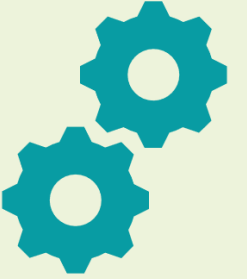
Focus: Destination
management for cultural
heritage sites

**3. Community
involved
tourism**

Focus: South Rakhine

TOUCH – Component 1

Working with Yangon Regional Government



AICS Contract with Yangon Heritage Trust

- **Documentation & Inventory of Yangon heritage**
- **Recommendations on Yangon heritage protection/upgrading/valorisation**
- **Guidelines for enforcing the legal framework**
- **From theory to practice: identification of a tangible example of requalification**



**Valorization of Yangon's
Historical Heritage**

AICS support to Yangon Heritage



- Promote best practices of heritage preservation



- Encourage sustainable re-use of historical buildings



- Engage public & private sector, foster investment



- Promote Yangon as cultural tourism destination





THANK YOU

THE ITALIAN AGENCY
FOR DEVELOPMENT COOPERATION YANGON

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