



31 October 2015

Greetings from International Council of Museums-Philippines!

The International Council of Museums-Philippines (ICOM-Philippines) is pleased to invite you to the ICOM Asia Pacific Conference and General Assembly 2015 on December 3-7, 2015 in Iloilo City, Panay Island, Central Philippines.

Titled “**Pathways: ICOM-ASPAC 2015**”, the event gathers representatives of ICOM Asia Pacific Alliance’s 24 participating countries, ICOM’s global network, policy makers, academics, partners from the business and development sectors, and other stakeholders. It serves as the platform for knowledge exchange, networking among colleagues and raising public awareness on the role museums play in the sustainable development of societies. This celebration kicked off with the conduct of the ICOM Philippines 2015 Bacolod Conference on 18-21 August 2015 at the University of Saint La Salle in Bacolod City.

Building on the success of previous ICOM Asia Pacific General Assemblies and Conferences, and ICOM-Philippines’ 2015 Bacolod Conference, the event’s theme is “**Pathways for Museums for a Sustainable Society**” which was adapted from the 2015 International Museum Day theme that highlighted museums’ role in promoting sustainable development and adapting sustainable practices in museum work and the heritage field.

We would appreciate if you and the representatives from your organization can join us in this event as conference delegates. We also invite you to participate in the event’s ICOM-ASPAC 2015 Museums Fair, which will provide the venue for promoting and marketing your organizations. We will be sending you the fair mechanics and registration forms in the next mail.

At the event, there will be opportunities for you to gain new insights on museums and sustainable development from our museum colleagues all over the region and from the ICOM network, and to voice your concern and views on issues affecting the work of museum professionals and stakeholders. You shall also get a chance to meet and establish possible partnerships with peers and other involved organizations in museum and culture building sector.

The host city of Iloilo, like many places in the Philippines today, is undergoing rapid urbanization amid challenges of sustaining and promoting its rich culture, history, and unique environment. It is now striving to regain its old stature as the Queen City of the South, an important entrepote for trading up to the present.

Attached are the *Pathways: ICOM ASPAC 2015* Conference Brief and the Conference Registration Form with Registration Fee details and the CHED Memorandum from the Chairperson. Should you have any query, you may reach our Secretariat at the contact numbers indicated on this letterhead.

Thank you. We look forward to seeing you in Iloilo City, Philippines!

Sincerely



GINA BARTE

Chair, ICOM-Philippines

