



World Crafts Council - AISBL



WCC - Asia Pacific Region

**2020**

## **Annual Report**

**Prepared by:**

**President of WCC-Asia Pacific Region**

**Dr.Ghada Hijjawi-Qaddumi**



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**I. February 11-14, 2020: Evaluation visit to Beit Sahour-Palestine for endorsing it as “WCC-World Craft City for Olivewood Carving”:**

The three days visit was comprehensive including workshops, retail outlets, family home business and a number of crafts organizations. The extensive visits, and dialogues with artisans, entrepreneurs, promoters and government officials provided us with a good set of information about the artisans skills, salaries, health insurance, and about the government support in promoting the craft and creating markets for them. (See photos in page 8)

**II. March 27, 2020: WCC-APR 7<sup>th</sup> Virtual Board Meeting via GotoMeeting:**

This is the 1<sup>st</sup> APR Board Meeting of this year 2020, the 7<sup>th</sup> Board Meeting of the term 2017-2020, was held virtually via GotoMeeting due to the global lockdown following the spread of the Coronavirus.

All subregional Vice Presidents attended except for West Asia, as well as 6 advisors and the APR Secretariat. Basic matters or articles on the Agenda were discussed: administrative, membership, financial-approval of the new members, and of the financial statement and Independent Auditor’s report. The last part of the meeting was dedicated to the adverse effect of Covid-19, and the measures to be taken by the Vice Presidents and National Entities to help artisans in their respective countries.

The key subjects discussed were the nominations for Presidency in WCC-APR and WCC-International for the next term, 2021-2024: Prof.Adkham Ikramov, CEO of Uzbekistan Handicrafts Association (National Entity member of WCC-APR) for APR Presidency, and Dr.Ghada Hijjawi-Qaddumi nomination for WCC-International Presidency. Both were unanimously approved by the APR Board. Approved nominations will be reported to the General Assemblies for ratification.

Also nomination proposals for WCC-APR Vice Presidency were announced.

Action:

- Membership: 11 New Members, 3 Cancelled.
- Approval of Financial Statement of 2019.
- WCC-Award of Excellence: Submission Kit was ready for distribution
- Sharing strategies, among members to help artisans in their respective countries.
- President did not agree to the idea of raising funds for this purpose under the name of APR.

(See photos in page 9)

**III. May 1, 2020: India Craft Week-Digital (Global) Preview via Zoom:**

Responded to the invitation of Craft Village (an APR Associate Member organization in India), in collaboration with British Council-India to attend virtually the India Craft Week-Digital Preview via Zoom. This is an annual Craft Week event organized by the Craft Village which launches an annual Craft Award for different categories in the craft sector: artisans, entrepreneurs, organizations, etc. I was invited to give the Key-note address. I attended the seminars where other APR members, like

Dr. Kevin Murray, Ms. Usha Krishna, and others participated. It was a successful endeavor. It was relayed on Facebook and Youtube:

Link: <https://www.youtube.com/watch?v=Cbl9j3K6s1E&feature=youtu.be>

Following my keynote address, I circulated part of my address to all WCC-APR members, in the form of support to boost the morale of the craftspeople and express APR's concern and readiness to help. **(See photos in page 9)**

#### **IV. May 18, 2020: WCC-International Virtual Board Meeting via Zoom:**

Attended the WCC-International Virtual Board Meeting via Zoom. All Regional Presidents were present. The Chair, President of WCC-International, tabled the two reports prepared by Dr. Joseph Lo.

One was on the Craft Cities current status, where Dr. Joseph Lo outlined his recommendations to invigorate the Craft Cities. Due to the low number of response to the questionnaire it was agreed that applications guidelines should stress the provision of the necessary data required in the questionnaire, and to consider it as a requirement of the project.

The other document prepared by Dr. Joseph Lo was the Conceptual Framework of WCC to build strong Resilience for the Craft Sector especially in the post Covid-19 era, was revised by the Board.

As well an emphasis was requested for how and when the WCC-International Logo should be used.

The COVID-19 impact on the crafts sector was discussed and examples of measures to deal with were given from Asia Pacific Region and North America.

Mme President said that the Craft Cities Seminar will coincide with the 19<sup>th</sup> WCC-International General Assembly and that an agreement of collaboration between WCC-International and the British Council for funding the event was set for funding the event. It was agreed to have a Virtual event back to back with the 19<sup>th</sup> General Assembly 2020, and a physical seminar early 2021.

**(See photos in page 9)**

#### **V. May 27, 2020: WCC-Europe Virtual Meeting via Zoom:**

Appreciating the invitation of Ms. Louise Allen, Regional President of WCC-Europe, I attended WCC-Europe Virtual Meeting via Zoom, where it was very useful to get introduced to the European Craft scene during Covid-19. The members discussed problems, opportunities, and activities, and came out with the result that new focus now is on the usage of digital tools, e-marketing and e-learning. They also highlighted how many foundations have postponed or cancelled their earlier scheduled projects. All this information was deducted from the survey - questionnaire sent by WCC-Europe President to the member countries, prior to the meeting.

Ms. Rosy Greenlees gave a brief update and informed the members about moving the activities online, and most of them focusing more in using digital tools and e-learning. According to the survey, concentration was on the main challenges facing the crafts sector, whether loss of income, cancellation of sales, events postponement, shift towards digitalization, interruption to training/education, etc.

The Chair said that surveys, research, etc. can be added to a webpage on the website, as we did in APR.

WCC-President Ms. Rosy Greenlees informed the members that Farnham was awarded the title of WCC-Craft Town, and announced the two-day conference on Craft Cities to coincide with WCC-International General Assembly scheduled for October 2020. She updated the members on Dr. Joseph Lo's document Conceptual Framework, and said that Award of Excellence is in the process of being reviewed, she, as well announced of the WCC-International President nominee for the next term 2021-2024. **(See photos in page 10)**

**VI. June 12, 2020: Video Conference on COVID-19 Crisis and The Common Framework for WCC-APR:**

During the 7<sup>th</sup> APR Board Meeting, the Board brushed on the situation in each subregion and how the VPs and other members are contributing in highlighting the bad impact of Covid-19 on the artisans, and shared information how organizations in their countries are responding to the crisis, each on his own way, such as: preparing masks, giving training online, helping artisans to use e-commerce to promote and sell their products due to the closing of markets, etc. (See photos in page 10)

**VII. July 13, 2020: Meeting with Uzbekistan Handicrafts Association (UHA) – organizers of 38<sup>th</sup> APR General Assembly via Zoom:**

The CEO of Uzbekistan Handicrafts Association (UHA), Prof.Adkham Ikramov, the WCC-APR President nominee, requested to organize a special meeting with the APR President and the Secretariat, to highlight some details needed for preparation for the WCC-APR 38<sup>th</sup> General Assembly. Matters were discussed in detail: the date, the venue, the programme, the number of invitees, the hospitality, etc., etc. (See photos in page 10)

**VIII. August 10, 2020: Virtual Forum on the Online Encyclopedia of Crafts in Asia Pacific Region:**

President of WCC-Asia Pacific Region, Dr.Ghada Hijjawi-Qaddumi, and Dr. Kevin Murray – Coordinating Editor of the Online Encyclopedia of Crafts in Asia Pacific Region, called for a Forum inviting writers and editors, in the aim of facilitating connections between scholars involved in its production. The Chair addressed the invitees and introduced the members of the Editorial Board.

This was followed by a statement of Dr. Kevin Murray, who has had closer contacts with the writers and editors. The scholars introduced themselves and pinpointed their contribution. This was followed by a general discussion on the strategies of using the Encyclopedia for advocacy and support for languishing crafts.

Each of the Editorial Team members addressed the audience about their reflection on the project and expressed their appreciation to their contribution.

The Chair stated in her address the number of writers 102, and of entries 442 from 48 countries, and highlighted the differences between the subregions and the countries in terms of the number of entries, and medium, giving a statistical list highlighting discrepancy in the number of entries giving example stating a high contribution in Textiles 119 entries, 61 of Fiber, Metal 55, Wood 52 and Ceramics 44. The rest of the entries under the title miscellaneous, amount to 49 and divided to leather, lacquer, stone, glass, shell, etc. (See photos in page 11)

**IX. August 15, 2020: Ahsa, Saudi Arabia, Virtual Meeting via Zoom:**

I was invited to participate in al-Sabtiyyah (Saturdays) virtual meeting held by Mr. Ali Sultan, from Ahsa district, in Saudi Arabia. It is a weekly cultural, gathering for experts, artisans, government personnel, entrepreneurs who are invited to talk about culture focusing on Crafts and Arts. I was very pleased to introduce the World Crafts Council to the participants and audience giving them an idea about the structure, mission and objectives, as well as programmes. I emphasized the contribution of Saudi Arabia in the WCC-Award of Excellence programme, and the fact that one Saudi artisan obtained an award in the 2018 cycle. I introduced them to WCC-APR Saudi members. Meanwhile, I encouraged them to apply for the WCC-World Craft City.

I participated with the other guests in discussing the inter-relationship of the tourism sector with the craft sector. It was heartwarming to know about the accelerating surge of interest in cultural heritage and about the increasing government support to artisans, crafts NGO and business, etc. (See photos in page 11)

**X. September 9, 2020: WCC-Europe Virtual General Assembly via Collaborate & Zoom:**

Very grateful to the President of WCC-Europe for inviting me to attend the WCC-Europe General Assembly Meeting, especially that I felt it appropriate to give a short speech of vote of thanks and farewell to Ms.Louise Allen highlighting her dedication and the crucial role she played in directing, and expanding the size of membership, as well as her success and commitment to the European Craft sector. I highlighted her role in collaborating with WCC-APR Presidency to organize an Inter-Regional Craft Event in January 2019, which was hosted in Kuwait by the National Council for Culture, Arts and Letters (NCCAL). She was very helpful in organizing, with WCC-Europe VP Ms.Laura Miguel Baumann and Ms.Shauna Sweeney in organizing an Exhibition and Workshop for 16 European countries, who were given the chance to meet with a number of artisans from Asia Pacific Region. The Seminar, Ms.Allen organized in Paris, May 2019, was so rich, inclusive and informative, due to the contribution of experts, where a lively discussion took place. We also worked together in the participation of Europe Region in the 1<sup>st</sup> International Handicrafts Festival in Kokand Craft City in Uzbekistan. **(See photos in page 12)**

**XI. September 11, 2020: WCC-APR 8th and last Board Meeting for the term 2017-2020 via Zoom:**

In the welcoming address to the Board Members, the Chair welcomed Prof.Adkham Ikramov, the nominated APR President whom she invited with his team, to get introduced to the Board Members and to give the latest preparations for the APR 38<sup>th</sup> General Assembly, to be hosted by Uzbekistan. It was decided that the Assembly will be Virtual. Prof.Adkham Ikramov, whose, brushed on the 38<sup>th</sup> General Assembly of APR in December 2020.

The Board adopted the following:

1. The earlier request of the Chair to increase the number of two (2) National Entities for each country to three (3) National Entities.
2. The “Common Framework for WCC-APR to Develop more Resilient Craft Sector” initiated by Mr.Indrasen Vencatachellum and Dr.Joseph Lo was adopted/approved.
3. Approval of re-nominees and new nominees for the new Board of the upcoming term 2021-2024. Two VPs for each of the 6 subregions.
4. Postponement of Jurying of WCC-Award of Excellence (WCC-AoE) to 2021.

**(See photos in page 12)**

**XII. September 25, 2020: Special WCC-APR Virtual Board Meeting via Zoom:**

I called for a Special Virtual Meeting, September 14, 2020 to discuss 2 topics:

1. Wrapping up the procedure of nominating WCC-APR Honorary Membership which was not given enough time for discussion in the 8<sup>th</sup> APR Board Meeting, September 11, 2020.
2. To fully discuss Point number IV “The Implementation Process of the Framework” of the final version of the Common Framework for WCC-APR to Develop more Resilient Craft Sector.

**(See photos in page 13)**

**Remarks:**

**1. Late Events of December 2020:**

**XIII. December 4-5, 2020: 38th APR Virtual General Assembly:**

**XIV. December 9, 2020: WCC-AISBL 19<sup>th</sup> Virtual General Assembly via Zoom:**

**2. Pending:**

**XV. WCC-Craft City Evaluation of Bukhara-Uzbekistan**

**XVI. WCC-Craft City Evaluation of Margilan-Uzbekistan**

**XVII. WCC-Craft City Evaluation of Sharjah-U.A.E.**

***Dr.Ghada Hijjawi-Qaddumi***  
***WCC-APR President (2013-2020)***

**Presidents's Calendar for the year 2020**

February 11-14	WCC-Craft City Evaluation of Beit Sahour-Palestine as “WCC-World Craft City for Olivewood Carving”
March 27	WCC-APR 7 <sup>th</sup> Virtual Board Meeting via GotoMeeting
May 1	India Craft Week-Digital (Global) Preview via Zoom
May 18	WCC-International Virtual Board Meeting via Zoom
May 27	WCC-Europe Virtual Meeting via Zoom
June 12	Video Conference on COVID-19 Crisis and The Common Framework for WCC-APR
July 13	Meeting with Uzbekistan Handicrafts Association (UHA) – organizers of 38 <sup>th</sup> APR General Assembly via Zoom
August 10	Virtual Forum on the Online Encyclopedia of Crafts in Asia Pacific Region via Zoom
August 15	Ahsa, Saudi Arabia, Virtual Meeting via Zoom
September 9	WCC-Europe Virtual General Assembly via Collaborate & Zoom
September 11	WCC-APR 8 <sup>th</sup> & last Board Meeting for the term 2017-2020 via Zoom
September 25	Special WCC-APR Virtual Board Meeting via Zoom

**PHOTOS**

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**III. May 1, 2020: India Craft Week-Digital (Global) Preview via Zoom:**



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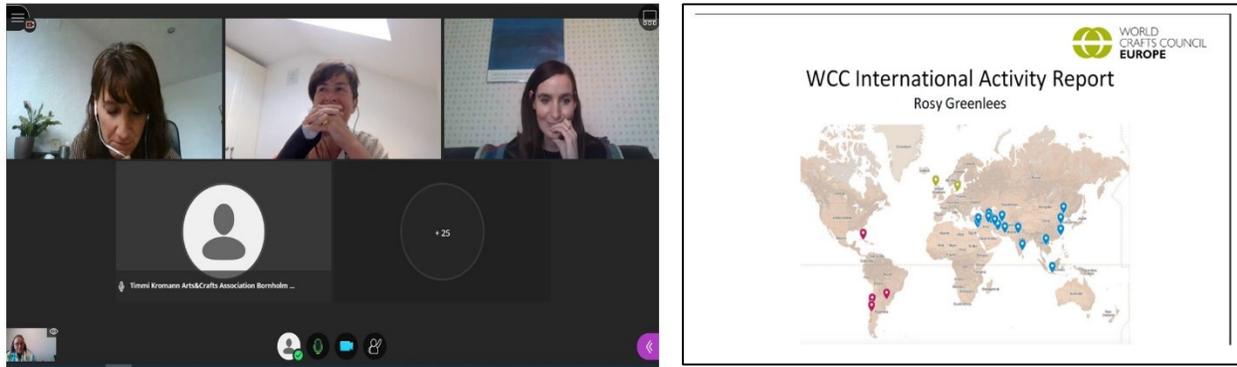
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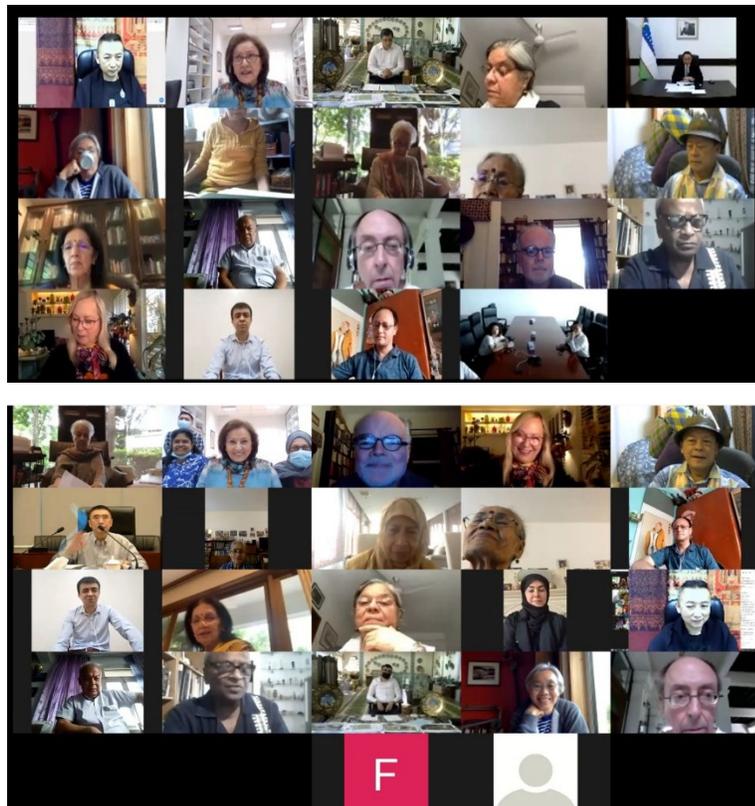
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