

Panel: Cultural and Knowledge Partnerships through Museums

The geo-political and economic dynamics in Pakistan and its neighbouring regions are rapidly changing with a renewed focus on regional stability, economic diplomacy and promotion of tourism. While increased interaction of population is a welcome step forward towards developing a better understanding for business and cultural cooperation, investment in knowledge networks is a critical cross-cutting theme to sustain this transition. Museums offer a fantastic collection of rich cultural heritage of this region and could be leveraged as effective platforms for knowledge partnerships and for promotion of soft image of Pakistan. In this regard, the Government of Pakistan have taken an initiative to uplift Lahore and Taxila museums as Centre of Excellence for cultural and knowledge exchange. This panel will discuss tourism, and investment in knowledge partnership potential of museums.

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