

**WORLD CRAFTS COUNCIL  
ASIA PACIFIC REGION  
AWARD OF EXCELLENCE  
FOR HANDICRAFTS 2021-2022**

**PRESS STATEMENT**

**29 August 2022**

**The Awardees of WCC Asia Pacific Region  
Award of Excellence for Handicrafts 2021-2022**

**For Six Sub-Regions:**

**West Asia, Central Asia, South Asia, South East Asia,  
East Asia and South Pacific**

**The WCC Award of Excellence for Handicrafts for the years 2021-2022 has been granted to 118 submissions from a total of 152 entries in the Asia Pacific Region from 6 (six) sub-regions.**

The WCC Award of Excellence for Handicrafts aims to encourage artisans to produce handicrafts that use traditional skills, patterns and themes in an innovative way, to ensure the continuity and sustainability of these traditions. It is essential to set quality standards, raise international awareness and strengthen the promotional potential for handicraft products to enable them to compete in the global market and automatically increase the welfare of the craftsmen.

The range of submissions was highly diversified including woven and embroidered textiles, natural fibers, ceramics, wood carvings and inlay, metal work, stone carving, glass and other materials. The total of 152 submitted products originated from the six sub-regions of WCC-Asia Pacific Region, namely: West Asia (Iran, Kuwait), Central Asia (Kazakhstan, Kyrgyzstan, Uzbekistan), South Asia (Bangladesh, India, Pakistan), South East Asia (Indonesia, Laos, Malaysia, Thailand), East Asia (China) and South Pacific (Australia, New Zealand).

In the period from May 21 to May 25, 2022, an event dedicated to the Award of Excellence for Handicrafts 2021-2022 was organized in Bukhara and the First

International Festival of Gold Embroidery and Jewelry was timed to coincide with this event.

For the first time in the history of the Award of Excellence for Handicrafts, the best works of artisans from different countries was collected in one place in Bukhara (Uzbekistan). All products were carefully selected at the initial stage by experts of the sub- regions and were evaluated collectively at the international level.

A distinctive feature in the conduct of this event was the general collegial work. If earlier handicrafts were selected each in its own sub-region, then this time we managed to create a common committee for evaluating products.

Being one of the WCC-International Flagship projects, the WCC-International President, Mr. Saad al-Qaddumi was physically present to inaugurate and greet the Jurors of the WCC-Award of Excellence for Handicrafts during the evaluation.

The jury consisted of Vice-Presidents, Honorary members, Advisers from the World Crafts Council- Asia-Pacific region: Ms. Vida Tavahodi – Representative of the WCC-APR Vice President of West Asia Sub-region Dr. Pooya Mahmoudian from Iran; Mr. Aziz Murtazaev- WCC-APR Vice President of Central Asia Sub- region from Uzbekistan; Ms. Aizhan Bekkulova - WCC-APR Honorary Member & Advisor of Central Asia Sub- region from Kazakhstan; Dr. Sithhichai Smanchat-WCC-APR Vice President of South East Asia Sub- region from Thailand; Ms. Jude Van Der Merwe- WCC-APR Vice President of South Pacific Sub- region from Australia; and Ms. Layla Walter - WCC-APR Vice President of South Pacific Sub-region from New Zealand.

Taking the notes and summarizing the score results was done by Ms. Mandira Row-Representative of the WCC-AoE Coordinator Ms. Manjari Nirula of South Asia Sub-region from India.

Gathering for the first time in many years in a historical place and conduct an assessment committee of the Award of Excellence for Handicrafts was the main motive of holding this event. It was an incredible exchange of experience, an opportunity to share opinions and achievements of masters, subtly touching the skillful creations.

The international experts from all sub- regions have been observing and evaluating the submitted materials for 5 days to four (4) main key criteria: excellence, authenticity, innovation and marketability.

In the near future, a Museum of the WCC-APR will be created in Uzbekistan, which will present the best works of the Award of Excellence for Handicrafts 2021-2022 and subsequently the Museum aims to surprise its visitors with new unique handmade products.

The awardees will receive certificates in August and will be promoted through the WCC networks and other Programmes. The certificate can be used as a promotional tool (for a specific product or product line only) to attest the quality and authenticity of the awarded product.