



NATIONAL DAY OF ITALY

The Daily Star

SPECIAL SUPPLEMENT

November 4, 2000

Culture Counts in Sustainable Development

Excerpts from the Address by **H E Lamberto Dini** Minister of Foreign Affairs of Italy, to the conference "Culture Counts: The Financing, Resources and the Economics of Culture in Sustainable Development" Held in Florence in 1999

Mr President, Mr Mayor, Distinguished Ministers, Ladies and Gentlemen,

I am happy to welcome you here as an Italian, and as a native of Florence. Our meeting could not have hoped for a more appropriate venue than this city, and this region, one of the crossroads of our great history. A region in which extraordinary civilizations, tangible rooted in the particular features of the localities yet universal in scope, have emerged on different occasions and under various circumstances throughout history. Cultures of fragments but fragments that are able to encompass the world.

The international economy is becoming increasingly interdependent. Globalization unites and divides, leveling down but bringing out new differences. It

is redesigning the markets, causing the virtual disappearance of full employment in the advanced countries. At the same time it is opening up the frontiers allowing the world's disinheritance to migrate on a massive scale.

The collapse of vast entities has been a liberation. Returning to national roots has, in itself, a renovating power. But we must be careful to prevent what we unfortunately see happening today: we must not allow it to lead to an absolute affirmation of new sovereignties, the rejection of any superior international authority, needless clashes between different cultures and ethnic groups, and the rejection of the admittedly limited and imperfect moral and political authority of United Nations.

In today's world, which is

changing so rapidly, culture lies at the very heart of growth and communication. It is a vital component of identity and participation. Culture and economics, sentiments and signs, practices and values can no longer be dissociated. Whole countries, individuals and groups are committed to combining the ability to participate in the world of technology and the markets, with the conservation of their own memory.

It is now acknowledged that culture and development are interdependent, and we know thus to be true from our own daily experience and practice. This has been one of the foundation stones of international strategy since the world Conference on Cultural Policies in Mexico City, which throughout the Nineties was the backbone of human development promoted by the United Nations. The concept has been strongly reaffirmed at the international Conference on Cultural Policies for Development, held in Stockholm in 1998. This is the approach that underpins the work of the World Bank, in particular. At the September 1998 Washington Conference, the World Bank once again repeated its pledge to take account of the Cultural dimension in all its projects, particularly with reference to justice, social inclusion, poverty alleviation, and the need to involve the local people in safeguarding their own historical heritage.

I am quite sure that the Florence Conference will also make a contribution to defining sound parameters for a new strategy. Parameters that will take account of new factors: the fact that so many traditions are dying out the need for individual independence; the newly emerging meeting between the world's great cultures; the risk of new forms of fundamentalism; collective migration, which is increasing the number of multiethnic societies; the concentration of wealth and knowledge. And the impact of science and technology on new ways of thinking and producing. This is why our work must draw inspiration, in my opinion, from the following principles:

a) Interaction between culture and sustainable development. Programmes and projects must be incorporated into development policies in line with the problems of identity, community, solidarity and culture.

b) Safeguarding identity and cultural diversity. Intercultural dialogue is an essential component part of sustainable development and we have a twofold task before us: to save the extraordinary cultural diversity that has been created by the diaspora of humanity, and at the same time build up a common language. It is a twofold process of putting down roots in the past and projecting ourselves towards the future, involving in particular the emerging countries.

c) Synergy between the public sector and the private sector. Safeguarding our heritage by investing in them the resources of private individuals and large corporations has been one of the most reassuring facts that have emerged in recent years.

This is particularly visible in Italy, to protect that immense open-air museum which Italy is, and which André Malraux once defined as the 'mysterious胎land of all the arts'.

d) The development of our partners' operational capacities. Enhancing the value of our heritage depends on educating and training people to work to conserve and restore it and to manage our cultural sites.

Italy's policy is helping to raise the quality and quantity standards of the education system in several countries. The future belongs not only to those who will have raw materials at their disposal or those who dominate manufacturing. It will also belong to all those who are able to develop the industry of science and of information in a free and competitive climate. Investment in education is the only way to guarantee the survival of a nation in the coming century.

Italy has always held a prominent position in enhancing and bringing out the value of cultural heritage in every part of the world. Obviously, our own history accounts for much of this sensitivity, where art and culture have a particular vocation. Italy is a country in which knowledge and innovation are interwoven. A country where it is not difficult to find people, like Christopher Columbus, who are ready to launch out on impossible adventures. Or to continue, like Galileo, believing in their own observations, in the face of the scepticism of the learned. Or to contemplate the perfection of the human body with the acute vision of Leonardo.

Perhaps it is also because of our close familiarity with art that our cooperation in overseas development, particularly in the latter half of the Eighties, has aimed at combining economics, society, culture, and the discovery and preservation of the past.

This has been the thinking underlying so many of the restoration ventures we have carried through, particularly in the Middle East, such as our contribution to creating the new Egyptian museum in Cairo, and the new Library in Alexandria.

Not to mention the restoration schools set up in Slovenia or Jordan, and the university training programs in the Maghreb. But we have looked further than our immediate horizons, to be able to play a part in establishing the School of Restoration in the People's Republic of China, in revitalizing the ancient city of Sana'a, and supporting vocational training programs in Ethiopia, Eritrea, Angola and Mozambique.

At the multilateral level I would like to mention the substantial financial contribution that Italy makes to Unesco, second in volume only to Japan.

Numerous projects are also being financed by Italy through



C A Ciampi
President of Italy

From City-States to Global Village

Italy's productive activity rests on the success of a network of small and medium size enterprises that since the Renaissance continue to be the building blocks of a strong economy.

By Mario Baldassarri

Of the world's seven most advanced countries, Italy has undoubtedly experienced the most recent, most intense and, in many aspects, most atypical process of industrialization. Even as recently as the early 1950s Italy had, statistically, a "mainly agricultural" economy: the primary sector still accounted for half of GDP and more than half the workforce was employed in agriculture.

The post-war reconstruction period therefore, played an important role in its growth and placed Italy's production systems in a growth orbit which, over only a few decades, made Italy one of the world's most advanced and industrialized countries.

This great transformation took place basically over the span of only one generation. The economic-production transformation was accompanied by enormous social changes which involved almost the whole population in important processes of economic and civil growth. It also engendered significant social mobility as well as, particularly in the 1950s and 1960s, the strong flows of internal migration from the regions of the South to those of the North, that reacted to the spur of growth, the opening of the markets and the historical insertion of the Italian economy in the strong network of the international economy. In the meantime Italy

also had its first taste of republican democracy, also managed, albeit amidst innumerable difficulties and uncertainties, to gradually consolidate the roots of its market economy and representative democracy, thus positioning it firmly in the area of the great western democracies.

The speed and intensity of Italy's industrialization process of these past decades can be fully comprehended and appreciated only if these two characteristics are linked to the "atypicality", the "specific" manner in which Italy achieved widespread industrialization which gradually spread, as though by involving entire regions hitherto "outside" the industrialization process, mainly the North-East and the Centre but also important areas scattered in the southern regions, which despite the persistent lags and difficulties, also enjoyed important economic and social growth processes.

The most specific characteristic of the growth and present structure of Italy's industry and indeed of the economy as a whole is an intersectoral and territorial fabric which, with fine and small, but packed threads "holds" together Italy's entire production structure and makes Italy, albeit within its limits, uncertainties and difficulties, one of the world's strongest economies.

This is why the top of the production pyramid is occupied

by a few big companies which see below them million of "bricks", perhaps quite small ones, which however, when taken together, are a solid construction which can successfully weather the winds of international competition, the challenges of technology, and the social and political risks of other capitalisms which are more concentrated and for this reason much less liberal and much more unjust.

The Historical Roots of Italy's Production Fabric

If it is true that Italy's industrial growth is, as regards its quantitative dimension, "recent history", it is equally true that a careful reading enables the qualitative roots of this growth to be traced back to "distant" eras.

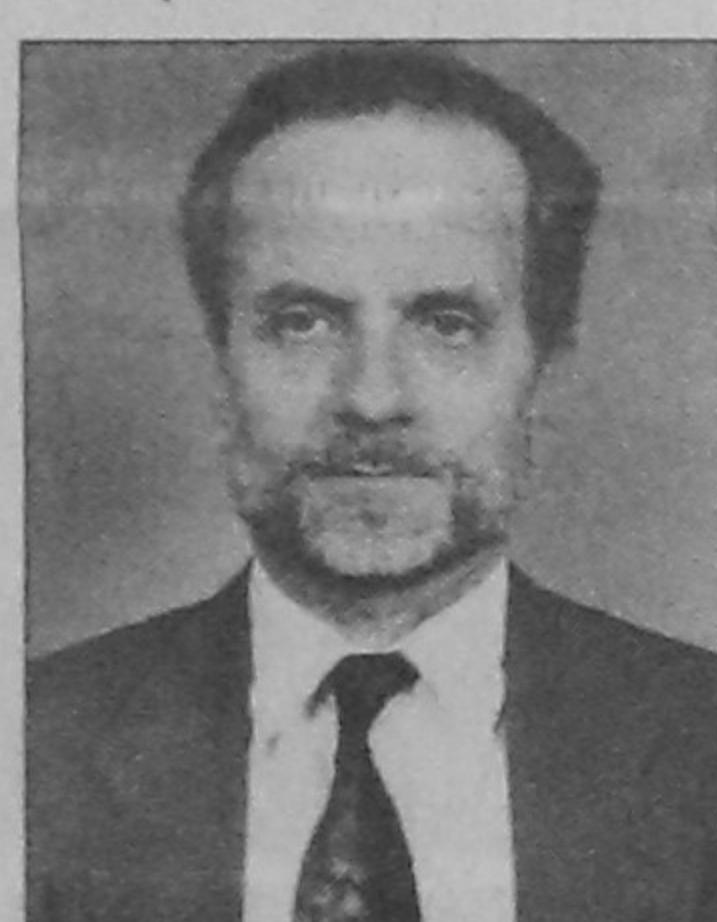
Without wishing to contradict historians, the history of Italy and most of its present "configuration" is clearly marked by two rooted and profound "events", two events which have "passed but not clapped" as the great Italian writer Alessandro Manzoni was to put it: one of these is the strategic, production, communications and commercial organization of the Roman Empire, the other, the experience of autonomy, self-sufficiency and self-management of the Comuni (self-governed cities)

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MESSAGE

On the occasion of the celebration of the National Day of Italy I would like to extend to our imports from Bangladesh increasing by 24 per cent and our exports by 41.8 per cent. Notwithstanding those figures I am sure there is still ample room for more intense and diversified economic relations between our two Countries as there is for cultural exchanges.

I look forward to strengthening our mutual support in order to become closer partners in development.



Mario Filippo PINI
Ambassador of Italy
in Bangladesh

In the recent past contacts between Italy and Bangladesh have been growing rapidly. Our relations are becoming more comprehensive and closer in the economic, cultural and development cooperation fields. As recognition of the strengthening of our ties our Prime Minister came here in 1998 and I sincerely hope that this visit will be soon reciprocated.

The data of the first four months of this year show that our trade interchange has signalled a significant improvement

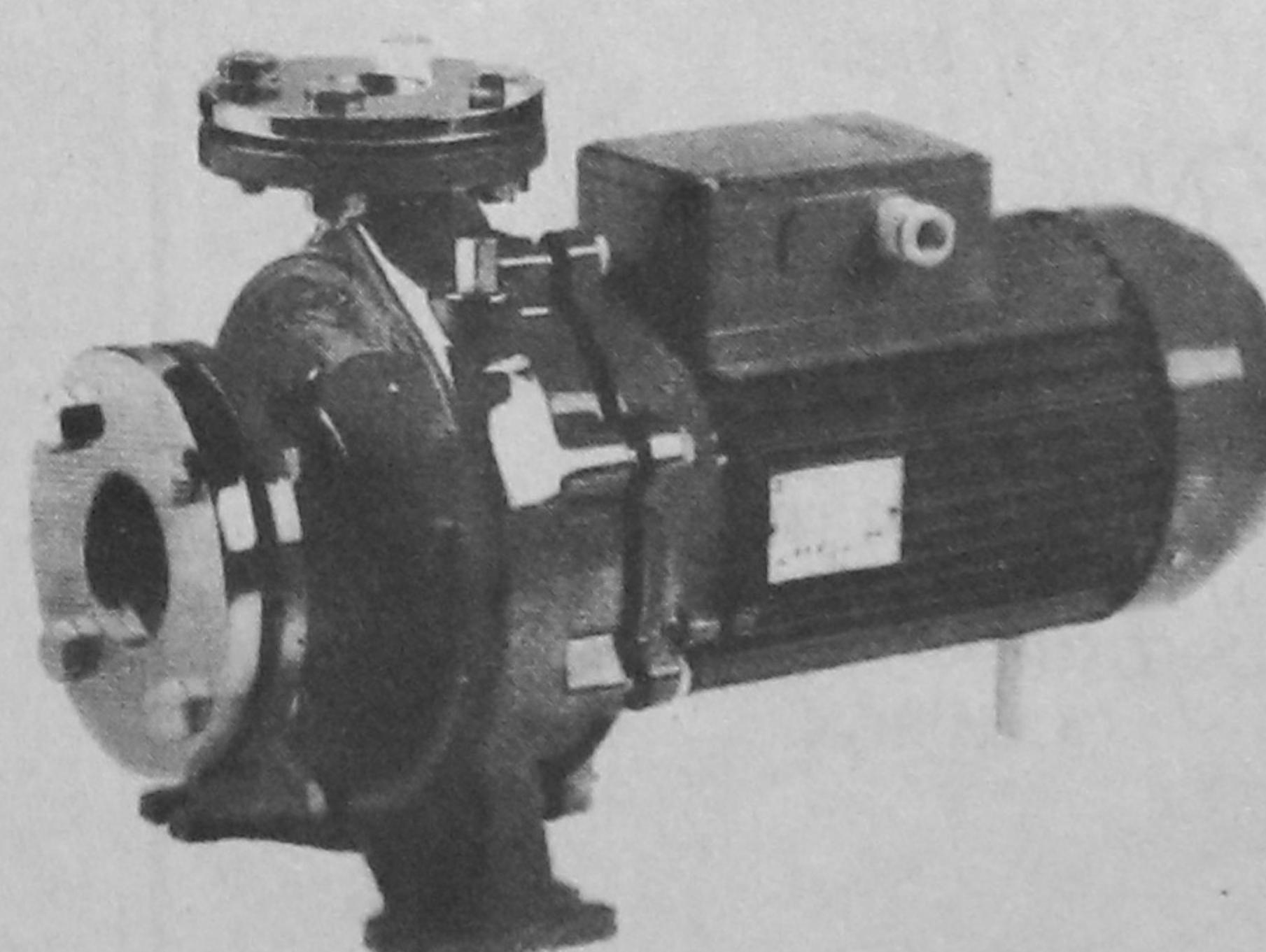
Our heartiest congratulations to the Government & the People of the Republic of Italy on their NATIONAL DAY

celebrate the occasion
we are going to hold
a three-week long
Italian Food Festival
from 06-26 November,
2000, time: 07-11 p.m.

at
HOTEL
LA VINCI

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**HEARTY GREETINGS
TO THE GOVERNMENT AND THE PEOPLE OF
THE REPUBLIC OF ITALY
ON THE OCCASION OF
NATIONAL DAY**



PEDROLLO
WATER PUMPS

RAPID AD