The voluntary position of “Goodwill Patron” was created by MOWCAP in 2005 as an advocacy strategy to provide information to the Asia/Pacific countries, Southeast Asian countries in particular, about the MOW Programme to encourage the establishment of National MOW Committees and the submission of nominations to the International and Regional Registers, with Dr. M.R.Rujaya Abhakorn taking up that position. Since then, all countries in Southeast Asia (with the exception of Singapore, Malaysia and Timor Leste) have been visited by him and consequently all ASEAN countries, with the exception of Brunei, have submitted nominations to the Regional Register, and a eight countries to the International Register.

Since the work of the Goodwill Patron depends on the travel support from UNESCO Bangkok, financial difficulties there have affected the work of the Goodwill Patron. Fortunately other members of the MOWCAP Bureau have been provided with support from other sources to visit other countries in the Asia/Pacific region and have successfully raised awareness that have led to the formation of National Committees, many of whom are attending this 7th MOWCAP General Meeting.

Dr. Rujaya has been invited in his personal capacity to join several workshops organized by Korea, China and Vietnam and continued his advocacy role in that way:

- UNESCO MoW Training Workshop in the Asia Region, Bishkek, Kyrgyzstan
  17-20 September 2014, organized by the Korean National Commission for UNESCO and the Cultural Heritage Administration of Korea.
- UNESCO Memory of the World Training Workshop in the Asia Pacific Region, Suzhou, China, 23-28 March 2015, organized by the State Archives of China.

The Goodwill Patron position is unique to MOWCAP and has never been replicated in the MoW Programme. It is identified with one person, although other members of the MoW Programme have also been involved in advocacy activities in the region. The position should be considered no longer necessary.

Rujaya Abhakorn
May 17, 2016