

**SG Speech**  
**at the Opening of the IOV's Conference Folklore and Popular Arts: Culture and Development and Management**

**Saturday 3 July 2021 20:00 - 22:30**

Dear friends,

I would like to thank the Principal, the professors and the pedagogical department of the University in Brazil for inviting me to this event. I would like to congratulate the University on the importance of the Folklore specialization course for IOV. And congratulations to many students who will follow the Advanced Course in Folklore and Popular Arts: Culture and Development and Management

I am pleased to convey the greetings of IOV's Executive Board, and their pride in the successful organization of this Congress. We have great hopes for young people and their efforts to bring change. The slogan **'Time to Change'** was launched at the IOV General Assembly in Bergamo with the support of all members. It signifies that the next years will be a time of comprehensive change, a time to recommit to our vision and achieve our goals in light of the challenging circumstances in the world around us.

Dear Students You are in one of the best America's countries in terms of heritage, civilization, and contributions to heritage, and its people are among the most peace-loving in the world.

Students you will have a possible participation in the IOV world conferences with the presentation of your scientific and cultural articles on cultural heritage.

Dear students, dear professors and directors of the university, I want to emphasize the importance of Folklore students, scholars and researchers in the IOV Organization.

You are starting a journey that will be the guideline for many other nations in the world, this example of yours is brilliant and will certainly be followed by the other IOV sections around the world, for this you can be proud.

We began working to enhance the IOV's role many years ago. The IOV's activities in the world is under the umbrella of UNESCO and in collaboration with partner organizations and the governments of sponsoring countries.

We need your youthful energy to flow into the roots of this tree so that it will bear fruit.

I doubt that anyone fails to realize the magnitude of the challenges facing all cultures, religions, races and languages as a result of the conflicts among sects and races and the coronavirus leave to us. These challenges leave heritage - one of the most important components of culture - vulnerable.

Our hopes lie in the IOV's youth, whom you represent, and in young people playing a vital role in the course of events. Today we invite all the young people, to take action to preserve material and intangible cultural heritage, which are inseparable.

We hope the organization of this Congress will help to improve the IOV. I would like to thank the organizers and the Chair Dr. Clerton Vieira and all the members of the IOV's Brasil branch for their work over the years.

I would like to invite the Vice-Rector, Mr. Fernando Jaime González, to present this project of the University's Folklore Course at the next IOV World Conference.

I thank you and wish you every success with this Congress.