



Asia-Europe Meeting

ASEM Seminar

**Preserving and promoting the diversity of cultural expressions:
Sharing Asian and European Experiences**

Hanoi, Vietnam

15 – 16 December 2008

Hotel Sofitel Metropole Hanoi

15 Ngo Quyen Street, Hanoi

T: +84 4 3826 6919

Agenda

Time	Activity
Monday 15 December	
08:30-09:30	Registration
09:30 – 09:45 Welcome address	Mr. Tran Chien THANG, Deputy-Minister, Ministry of Culture, Sports and Tourism (MCST), Vietnam
09:45 – 10:00 Introductory speech	Mr. Sean DOYLE, Ambassador, European Commission Delegation to Vietnam
10:00 – 10:15 Intervention by UNESCO	Mrs. Ana de OLIVEIRA E SILVA, Chief a.i., Section of the Diversity of Cultural Expressions, UNESCO Secretariat
10:15 - 10:30	Coffee break
10:30 – 11:45 Panel I	<p>Public policies for cultural diversity: Asian and European experiences</p> <p>Moderator: Mr. WANG Xue Xian, Ambassador, Chinese Senior Official for ASEM, Ministry of Foreign Affairs, China</p> <p>Key-Note Introduction: Mr. Dominique GIRARD, Ambassador, Executive Director, Asia-Europe Foundation (ASEF)</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Dr. Luong Hong QUANG, Deputy-Director of Vietnam Institute of Culture and Arts Studies, Vietnam • Mr. Michael HELSTON, Head of International Unit, DCMS, United Kingdom • Mr. Patrice BUREL, Directeur du Bureau régional pour l'Asie et le Pacifique, Organisation internationale de la francophonie (OIF) • Mr Samraing KAMSAN, Under Secretary of State, Ministry of Culture and Fine Arts, Cambodia • Dr. Muzahet MASRURI, Secretary General, Malaysian Ministry of Culture, Arts and Heritage, Malaysia • Mrs. Christine M. MERKEL, Head of the Division for Culture and Communication, German Commission for UNESCO, Germany • Mr. GAURA Mancacaritadipura, Expert, Second Secretary, Indonesia National Keris Secretariat, Indonesia
12:05 – 12:45	Open floor discussion with the audience by Mr. WANG Xue Xian

12:45 - 14:30	Lunch - Le Club Bar
14:30 - 15:45 Panel II	<p>Rebalancing Cultural Exchanges in and between Europe and Asia</p> <p>Co-Moderators:</p> <ul style="list-style-type: none"> • Mr. Claude MICHEL, French Coalition for Cultural Diversity, France • Mrs. Supatchara DISTANBANJONG, Managing Director, Music Copyright Ltd, Thailand <p>Key-Note Introduction: Mrs. Laura GOMEZ BUSTOS, Researcher, International Economic Law and Policy Department, University of Barcelona, Spain</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Ms. Katelijn VERSTRAETE, Assistant Director for Cultural Exchange, Asia-Europe Foundation (ASEF) • Mr. Tay TONG, General Manager, Theatre Works Art Company, Singapore • Mr. Géza KOVACS, Hungarian National Philharmonic Orchestra Choir and Music Library, Board Member of PEARLE*, Hungary • Mr. Kisoo KIM, Professor of International Political Economy Studies Program, Sejong Institute, South Korea
15:45 – 16:45	<p>Open floor discussion with the audience by Mr. Claude MICHEL and Mrs. Supatchara DISTANBANJONG</p>
16:45 - 17:15	Coffee break
17:15 – 18:30 Round table	<p>Trade perspective(s)</p> <p>Facilitator:</p> <ul style="list-style-type: none"> • Mr. Kimmo AULAKE, Special Advisor, Finnish Ministry of Education and Culture, Finland <p>Participants</p> <ul style="list-style-type: none"> • Mr. Toshiyuki KONO, Professor of Law at Kyushu University (Kyoto), Japan and Chairperson of UNESCO Legal Committee • Mr. Julien GUERRIER, European Commission Delegation in Japan, EU-Japan Centre for Industrial Cooperation • Mr. Yvon THIEC, International Network for Cultural Diversity (INCD), Delegate General of Eurocinema, France/Belgium • Mr. Sultan Mohammad RAZZAK, INCD, Executive Director, Forum for Culture and Human Development, Bangladesh
19:30 Dinner	Dinner offered by the European Commission and the EC Delegation in Hanoi – La Veranda

Tuesday 16 December	
09:00 – 09:30	Welcome coffee
09:30 – 10:45 Panel III	<p>Acting together for Development</p> <p>Moderator: Mr. PHAM Sanh Chau, Directeur général de la diplomatie culturelle et de l'UNESCO, Ministère des affaires étrangères, Vietnam</p> <p>Key-Note Introduction: Mrs. Carolina QUINTANA, Creative Industries Programme at UNCTAD in Geneva, UN</p> <p>Discussion:</p> <ul style="list-style-type: none"> • Mr. Xavier TROUSSARD, Head of Unit 'Culture Policy and Intercultural Dialogue', Directorate General for Education and Culture, European Commission • Mr. Olaf GERLACH-HANSEN, Managing Consultant, Culture, Development & International Cooperation, Denmark • Mr A. B. LEELASENA, Addl. Secretary, Ministry of National Heritage, Sri Lanka • Mr. ZHANG Jiangang, Senior Research Fellow, Chinese Academy of Social Sciences, China • Mr. Thongsa SAYAVONGKHAMDY, Director General of the Department of Heritage, Ministry of Culture and Information, Laos
10:45 – 11:45	Open floor discussion with the audience by moderator
11:45 – 12:00	Coffee break
12:00 – 12:30 Plenary Session	<p>Conclusions of the Seminar</p> <ul style="list-style-type: none"> • summary of debates by Vietnam and the European Commission • general debate
12:30 – 14:00	Closing lunch – Le Beaulieu Restaurant
14:00 – 17:00	Free afternoon in Hanoi
Evening Event	Water Puppet performance and buffet host by Ministry of Culture, Sports and Tourism

17:00	Bus leaves Sofitel Metropole Hotel for Vietnam National Water Puppet Theatre (No. 361, Truong Chinh Road, Hanoi)
17:30 – 18:30	Water Puppet performance “The country's soul”
18:30 – 20:30	Closing buffet dinner at the Water Puppet Theatre, hosted by H.E. Mr. Hoang Tuan Anh, Minister of Culture, Sports and Tourism of Viet Nam
20:30	Bus leaves for Sofitel Metropole Hotel