



**ASEF Experts' Meeting & Public Forum**  
**Creative Economy in Asia and Europe: Emerging Pillar of Economic Growth & Development**

4-5 December 2013

Meeting Room 12, Movenpick Hotel, Hanoi, Vietnam

**PROGRAMME**

**4 December, Wednesday**

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| 8.15-9.00 am      | Registration                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 9.00-9.30 am      | <p><b>Opening Ceremony</b><br/>Welcome remarks by<br/>Karsten WARNECKE, Deputy Executive Director, Asia-Europe Foundation (ASEF);<br/>Sarah GARDNER, Executive Director, International Federation of Arts Councils and<br/>Culture Agencies (IFACCA) &amp; NGUYEN Van Tinh, Director General, Department of<br/>International Cooperation, Ministry of Culture, Sports and Tourism (MCST), Vietnam</p> <p>Launch of the cultural policy profiles of India and South Korea commissioned for the<br/><i>WorldCP-International Database of Cultural Policies</i></p> <ul style="list-style-type: none"><li>- Introduction of <i>WorldCP</i> by Karsten WARNECKE, ASEF &amp; Sarah GARDNER, IFACCA</li><li>- Launch of the profiles in the presence of partners (IFACCA, ASEF) and authors,<br/>Kiwon HONG, Ashish RAJADHYAKSHA &amp; Raghavendra TENKAYALA</li></ul> |
| 9.30-11.00 am     | <p><b>Panel 1: Issues, Trends and Challenges in the Development of Creative Economy</b><br/><b>Moderator:</b> Jordi BALTA, Interarts Foundation<br/><b>Panellists:</b> Candra DARUSMAN, World Intellectual Property Organization (WIPO);<br/>Pratibha MEHTA, UNDP, Vietnam; Erminia SCIACCHITANO, Council of Europe; &amp;<br/>Hermineke VAN BOCKXMEER, Ministry of Education, Culture and Science, The<br/>Netherlands.<br/><b>Respondents:</b> Tom FLEMING, Tom Fleming Creative Consultancy, UK &amp; Anmol<br/>VELLANI, Regional Editor, <i>WorldCP-Asia</i></p>                                                                                                                                                                                                                                                                                              |
| 11.00-11.15 am    | Coffee break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 11.15 am-12.45 pm | <p><b>Panel 2: Policy Strategies for the Creative Economy: Innovative Approaches from Asia<br/>and Europe</b><br/><b>Moderator:</b> Sarah GARDNER, IFACCA<br/><b>Panellists:</b> Kiwon HONG, Korea Culture and Tourism Institute &amp; <i>WorldCP-Asia</i> author;<br/>Ritva MITCHELL, ERICarts European Institute for Comparative Cultural Research &amp;<br/><i>European Compendium</i> author; Ashish RAJADHYAKSHA, Centre for the Study of<br/>Society and Culture, India &amp; <i>WorldCP-Asia</i> author; Rasmus WIINSTEDT TSCHERNING,<br/>Centre for Cultural and Experience Economy, Denmark; GOH Wee Hou, Ministry of<br/>Culture, Community &amp; Youth, Singapore; &amp; Norihiko YOSHIOKA, Japan Foundation</p>                                                                                                                                       |
| 12.45-2.00 pm     | Lunch                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

2.00-3.30 pm           **Panel 3: Role of the Creative Economy in Development: Good Practices from Asia & Europe**  
**Moderator:** Christine MERKEL, German Commission for UNESCO  
**Panellists:** Jordi BALTA, Interarts Foundation; Tanvir HOSSAIN, BRAC-Aarong; Peter INKEI, Budapest Observatory; Laure KALTENBACH, Forum d'Avignon; LI Huailiang, Communication University of China; Adelina M. SUEMITH, National Commission for Culture & the Arts, Philippines; TRAN Tuyet Lan, General Manager, Craft Link, Vietnam

3.30-3.45 pm           Coffee break

3.45-4.15 pm           **Summary of Day's Proceedings by Rapporteurs**  
Natasha EVES, IFACCA & Raghavendra TENKAYALA, *WorldCP-Asia* author

#### **5 December, Thursday**

9.00-11.00 am       **Public Forum: Vietnam's Creative Industries Strategy: Next Steps & Challenges**

(9.00-9.10 am)       Key note address by H.E. HO Anh Tuan, Deputy Minister, Ministry of Culture, Sports and Tourism (MCST), Vietnam tbc

(9.10-9.20 am)       Launch of the cultural policy profile of Vietnam commissioned for the *WorldCP-International Database of Cultural Policies*  
- Introduction by Karsten WARNECKE, ASEF & Sarah GARDNER, IFACCA  
- Launch of the profile in the presence of partners (IFACCA, MCST, Vietnam & ASEF) and author, BUI Hoai Son  
- Remarks by BUI Hoai Son, Vietnam Institute of Culture and Arts Studies (VICAS) & author of the profile

(9.20-9.45 am)       Launch and presentation of the national creative industries strategy of Vietnam, prepared by MCST, Vietnam with the support of UNESCO and British Council  
- Introductory remarks by NGUYEN Phuong Hoa, MCST, Vietnam  
- Presentation of the strategy by Tom FLEMING, Tom Fleming Creative Consultancy, UK & BUI Hoai Son, VICAS  
- Concluding remarks by Katelijn VERSTRAETE, British Council

(9.45-10.00 am)      Coffee break

(10.00-11.00 am)    Panel discussion on Vietnam's creative industries strategy: next steps & challenges  
**Moderator:** Anmol VELLANI, Regional Editor, *WorldCP-Asia*  
**Panellists:** DUONG Bich Hanh, UNESCO Office in Hanoi; Tom FLEMING, Tom Fleming Creative Consultancy, UK; Christine MERKEL, German Commission for UNESCO; Ashish RAJADHYAKSHA, Centre for the Study of Society and Culture, India & *WorldCP-Asia* author; & Rasmus WIINSTEDT TSCHERNING, Centre for Cultural and Experience Economy, Denmark.

11.00 am-12.00 pm   **Closing Session: Summary and Conclusions**  
**Moderator:** Preeti GAONKAR, ASEF  
**Panellists:** Jordi BALTA, Interarts Foundation; Sarah GARDNER, IFACCA; Christine MERKEL, German Commission for UNESCO & Anmol VELLANI, Regional Editor, *WorldCP-Asia*

12.00-12.15 pm      **Closing Remarks**  
by Karsten WARNECKE, ASEF