

2nd ASEF Policy Panel
Alongside the 2nd Senior Officials Meeting of the 7th ASEM Culture Ministers' Meeting

CULTURE AND THE CREATIVE ECONOMY:
WHAT OPPORTUNITIES FOR ASIA-EUROPE EXCHANGE AND COLLABORATION?

5:10 – 6:00 pm, 22 June 2016
Asia Culture Centre, Gwangju, Korea
Organised by the Asia-Europe Foundation (ASEF)

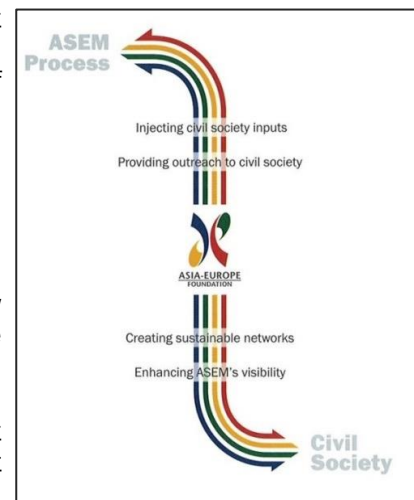
CONCEPT NOTE & PROGRAMME

The [7th Asia-Europe Culture Ministers' Meeting](#) (ASEM CMM7), organised in the framework of the [Asia-Europe Meeting \(ASEM\)](#)¹, will discuss issues, trends and challenges relating to culture and the creative economy from 23-24 June 2016 in Gwangju, Korea. The agenda of this Ministerial meeting builds on the on-going dialogue around Asia-Europe exchange and collaboration in creative industries and cultural heritage at previous ASEM Culture Ministers' Meetings ([2014, Netherlands](#); [2012, Indonesia](#); [2010, Poland](#)). In this framework, the Asia-Europe Foundation (ASEF) is organising a panel discussion with civil experts titled *Culture and the Creative Economy: What Opportunities for Asia-Europe Exchange and Collaboration?* on 22 June 2016, alongside the 2nd Senior Officials Meeting (SOM) of ASEM CMM7.

As the only permanent institution of ASEM, ASEF has an important function in connecting the views and concerns of civil society in Asia and Europe with reflections at the ASEM level. The agenda of ASEF Policy Panel closely follows the topics of the Ministerial meeting, namely the future of Information & Communication Technologies (ICT) in creative industries; traditional cultural heritage and the creative economy; and, international co-operation for revitalising the creative industries.

These contemporary issues - which acknowledge the new challenges posed by the digital environment, the need for a more balanced flow of cultural goods and services, increased transnational mobility of artists and cultural professionals and deeper integration of culture in sustainable development frameworks - have also been highlighted by UNESCO in its recent 2005 Convention Global Report, *Reshaping Cultural Policies*.²

The ASEF Panel aims to highlight good practices from Asia & Europe and identify opportunities & challenges for Asia-Europe collaboration in the creative industries. By addressing these issues, it hopes to offer some 'food for thought' to the Ministerial meeting. Key messages from the panel discussion on 22 June will be presented to ASEM Culture Ministers on 24 June.



¹ The Asia-Europe Meeting (ASEM) is an intergovernmental forum for dialogue and cooperation between Asia and Europe, focusing on political, economic and socio-cultural issues of common concern. Established in 1996, ASEM now brings together 53 partners (21 Asian and 30 European countries, the ASEAN Secretariat, and the European Union). <http://www.aseminfoboard.org/>

² *Re-shaping Cultural Policies – A Decade Promoting the Diversity of Cultural Expressions for Development, 2005 Convention Global Report* (UNESCO, 2015), p. 3; <http://unesdoc.unesco.org/images/0024/002428/242866E.pdf>

PROGRAMME

**2nd ASEF Policy Panel on
Culture and the Creative Economy:
What Opportunities for Asia-Europe Exchange and Collaboration?**

5:10 – 6:00 pm, 22 June 2016

Note: The panel discussion will be preceded by the SOM proceedings (from 3 to 5 pm & a short coffee break from 5 - 5:10 pm). The ASEF Panel will take place in the same room as the SOM.

5:10 pm *Opening remarks*
By Ambassador ZHANG Yan, Executive Director, Asia-Europe Foundation (ASEF)

5:15 *Panel discussion*

-6:00 pm Creative and cultural industries are now widely acknowledged as dynamic sectors of the world economy offering high growth opportunities. Based on the premise that culture can be a driver of economic growth, governments in Asia and Europe, in consultation with the arts sector and international institutions are directing investment towards these sectors and developing tailor-made national and local policies. On the other hand, there are growing debates around the development dimension of the creative economy. Of particular interest are issues arising out of the rapidly changing digital environment and the utilisation of heritage as a resource for the sustainable development of local communities.

In recent years, Culture Ministers from Asia and Europe have – through the ASEM dialogue process – strongly encouraged multi-stakeholder bi-regional dialogue and collaboration on culture and the creative economy. In this context, the panel will address the following questions:

- What future for Information & Communication Technologies (ICT) within the creative economy?
- Traditional cultural heritage & the creative economy: shall the twain meet?
- What are areas of common interest for Asia-Europe co-operation in the creative industries? How can we ensure balanced exchange and diverse cultural content while fostering greater connectivity between Asia and Europe?³
- What resources (intellectual, financial, technological, institutional & networks) already exist to facilitate such co-operation? How can more public-private partnerships be enabled?

Panellists: Dr Amareswar GALLA, Executive Director, International Institute for the Inclusive Museum; Ossi LUOTO, Executive Producer and CEO, Europe-Asia Roundtable Sessions (EARS) & Jérémy SEGAY, Specialist in Asian cinema & Audio-visual Attaché, Bureau Français

Moderator: Anupama SEKHAR, Director, Culture Department, Asia-Europe Foundation (ASEF)

More details at: <http://tinyurl.com/asefpanel>

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Note: The panel discussion will be followed by the Scent of Ink performance, cocktail reception & dinner.

³ For a review of Asia-Europe cultural connectivity, see *How to Promote the Diversity of Cultural Expressions?* by Dr. Nina OBULJEN KORŽINEK in *ASEF Outlook Report 2016-2017* (ASEF, 2016)

ABOUT THE PANELLISTS



Dr. Amareswar GALLA is the founding Executive Director of the International Institute for the Inclusive Museum (<http://inclusivemuseum.org/>), which brings together a large number of clusters of research and capacity building institutions, arts, museums and heritage bodies across the world for conversations on museum & heritage-related issues. He is currently Curator of Buddhist heritage in Amaravati Ancient Town in India & Visiting Professor and International Curator at the Don Bosco Museum and Don Bosco University in Shillong, India. He is an Honorary Professor at the prestigious Global Change Institute at the University of Queensland, Australia. He is the editor of *World Heritage: Benefits Beyond Borders* (CUP & UNESCO, 2012), published to mark the 40th anniversary of the UNESCO World Heritage Convention. He has also been closely associated with the Asia-Europe Museum Network (ASEMUS) as a co-founder since its inception in 2000 (asemus.museum)



Ossi LUOTO is the Executive Producer and CEO of the Europe-Asia Roundtable Sessions (EARS) based in Helsinki, Finland (<http://ears.asia/helsinki-2015/>; <http://ears.asia/>). EARS is a platform supporting creative industry collaboration by introducing the latest trends from Asia & Europe and connecting professionals of design, media and marketing, music, and performing arts from both continents. EARS was set up in 2012 and to date, EARS events have been organised altogether eight times in Helsinki, Beijing and Shanghai. The next EARS event is in Helsinki from 25-28 August 2016. Ossi has worked in culture and events for over 20 years and is a seasoned producer who also has an extensive experience as a concept designer, consultant, planner and communications officer.



Jérémy SEGAY presently serves as audio-visual attaché at the Bureau Français. He has served in this role in Asia since 2011. He is a specialist in Asian cinema. He joined the then newly-created Deauville Asian Film Festival in 1999 as programmer, moving in 2003 to the Directors Fortnight section of the Cannes Film Festival. He has also curated different film programmes for film festivals and museums both in France and abroad, including the Centre Pompidou (France) and the National Museum of Singapore. Between 2005 and 2011, he was the Film Editor for ASEF's arts & culture portal, culture360.asef.org.

About us:

The Asia-Europe Foundation (ASEF), established in 1997, is the only institution of the Asia-Europe Meeting (ASEM). ASEF facilitates dialogue, exchange and collaboration among people, institutions and organisations of Asia & Europe. It works in the areas of culture, economy, education, governance, public health and sustainable development. www.asef.org

Our work in arts & culture:

ASEF promotes various forms of cultural cooperation between Asia and Europe including policy dialogue, bi-regional networks and artistic collaborations. It fosters sustainable partnerships between Asian and European arts organisations, while also facilitating dialogue between the arts sector and government agencies responsible for culture. culture360.asef.org & <http://tinyurl.com/asefculture>

Contact us:

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