

What future directions for creative economy?

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The Asia-Europe Foundation (ASEF) in partnership with the International Federation of Arts Councils and Culture Agencies (IFACCA) and Ministry of Culture, Sports and Tourism, Viet Nam will organise the ASEF Experts' Meeting & Public Forum on 'Creative Economy in Asia and Europe: Emerging Pillar of Economic Growth & Development', 4-5 December 2013 in Hanoi, Viet Nam.

A group of 26 government and civil experts will gather in Hanoi, Viet Nam to discuss existing policies and strategies shaping the creative economy in Asia and Europe and their particular potential for innovatively addressing development challenges. Specific focus will rest on the nature of investments and follow-up measures needed to ensure the successful implementation of policies and strategies. The experts will also prepare policy recommendations for the 6th Culture Ministers' Meeting of the Asia-Europe Meeting (ASEM) to be held in 2014.

ASEF Deputy Executive Director, Mr Karsten WARNECKE, says, "Culture is increasingly acknowledged as a driver of economic growth. The high-growth opportunities of creative and cultural industries can also offer innovative means of addressing pressing development challenges in Asia and Europe. This dialogue opportunity in Viet Nam will encourage the sharing of innovative approaches and experiences, which could in turn inspire stronger bi-regional collaboration in this field."

The opening ceremony on Wednesday, 4 December, will also mark the launch of the cultural policy profiles of India and South Korea, commissioned for WorldCP-Asia, which is organised by ASEF in the framework of its support to the WorldCP-International Database of Cultural Policies. Furthermore, the meeting will include a public forum on Thursday, 5 December wherein the cultural policy profile of Viet Nam commissioned for WorldCP-Asia will be launched. A panel discussion on the national creative industries' strategy of Viet Nam and the path to its successful implementation will follow. The opening ceremony of the public forum will be attended by the Deputy Minister, Ministry of Culture, Sports and Tourism, Viet Nam, HO Anh Tuan.

Participants to the meeting will include representatives of governmental bodies, civil society organisations and international organisations such as UNESCO and the World Intellectual Property Organization (WIPO). The meeting is supported by the British Council, Viet Nam and the Ministry of Education, Culture and Science of the Netherlands. The entire proceedings will be open to the media and other interested parties, on a pre-registration basis. Both events will take place at the Mövenpick Hotel, Hanoi.

For more information, please visit
<http://tinyurl.com/ASEFcreativeeconomy>

ORGANISER



The **Asia-Europe Foundation (ASEF)** promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe.

ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, sustainable development, economy, governance and public health.

ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).

Together with about 700 partner organisations ASEF has run more than 600 projects, mainly conferences, seminars and workshops. Over 17,000 Asians and Europeans have actively participated in its activities and it has reached much wider audiences through its networks, web-portals, publications, exhibitions and lectures. www.asef.org

PARTNERS



The **International Federation of Arts Councils and Culture Agencies (IFACCA)** is the worldwide network of national arts funding agencies. IFACCA is dedicated to improving good practice in arts and cultural policy development, arts funding, audience development and public access to the arts.

Inaugurated in December 2000, it aims to improve the capacity and effectiveness of government arts funding agencies to benefit society through networking, advocacy and research. <http://www.ifacca.org>



The **Ministry of Culture, Sports and Tourism, Viet Nam** is the government organisation responsible for state management in the fields of culture, family, sports and tourism, and for the state management of public services in the fields of culture, family, sports and tourism, based on the provisions of Vietnamese law.

Ministry of Culture, Sports and Tourism
Socialist Republic of Vietnam

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