

PRESS RELEASE

INAUGURAL ASIA-EUROPE CULTURAL FORUM 5 – 6 February 1998, Paris, France

The Europe-Asia Cultural Forum will bring together, for the first time, cultural leaders from East Asia and Western Europe. This unique encounter will take place over two days, from 5-6 February 1998, at the *Centre de Conférences Internationales* in Paris. Through this Forum, ASEF aims to:

- 1) establish a network of European and Asian cultural leaders;
- 2) undertake a survey of existing cultural exchanges between East Asia and Western Europe; and
- 3) brainstorm on new and innovative ways to promote greater inter-regional cultural cooperation.

➤ **Participants**

With these aims in mind, the Forum will assemble in Paris some 130 representatives from the 25 ASEM countries (seven ASEAN countries, China, South Korea, Japan, the fifteen European Union member states). Each country has been invited to send five prominent individuals from any of the following sectors:

- national institutions in charge of cultural exchanges;
- national arts and heritage organizations;
- major cultural festivals; major centres of performing arts;
- private foundations which support culture and arts; and
- eminent individuals from the world of culture and art.

The Forum will be chaired by **Professor Tommy Koh**, Executive Director of ASEF, and **Mr Jerome Clement**, President of the French-German channel ARTE.

➤ **Organisers and Sponsors**

The Europe-Asia Cultural Forum is produced in association with the Asia-Europe Foundation (ASEF) and the French Ministry of Foreign Affairs. The initiative to bring together European and Asian cultural operators was launched by France at the ASEM Foreign Ministers' Meeting in Singapore in February 1997. ASEF and the European Commission provide the financial support.

➤ **The Asia-Europe Foundation**

The Asia-Europe Foundation (ASEF) seeks to promote better mutual understanding between Asia and Europe through greater intellectual, cultural and people-to-people exchange.

For more information, please contact the Director for Public Affairs, Peggy Kek at (65) 8384 700, or fax: (65) 732 4371 or check out <http://www.asef.org>
