



**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**

8.15-9.00 am Registration

9.00-9.30 am **Opening Ceremony**

Welcome remarks by  
Karsten WARNECKE, Deputy Executive Director, Asia-Europe Foundation (ASEF),  
Sarah GARDNER, Executive Director, International Federation of Arts Councils and  
Culture Agencies (IFACCA) &  
NGUYEN Van Tinh, Director General, Department of International Cooperation,  
Ministry of Culture, Sports and Tourism (MCST), Vietnam

Launch of the cultural policy profiles of India and South Korea for *WorldCP-  
International Database of Cultural Policies*

- Overview of *WorldCP* by Karsten WARNECKE, ASEF & Sarah GARDNER, IFACCA
- Launch of the profiles in the presence of partners (IFACCA, ASEF) and authors,  
Kiwon HONG, Ashish RAJADHYAKSHA & Raghu TENKAYALA

9.30-11.00 am **Panel 1: Issues, Trends and Challenges in the Development of Creative Economy**

**Moderator:** Jordi BALTA, Interarts Foundation

**Panellists:** ; Candra DARUSMAN, World Intellectual Property Organization (WIPO);  
Pratibha MEHTA, UN1, Vietnam tbc; Erminia SCIACCHITANO, Council of Europe;  
Hermineke VAN BOCKXMEER, Ministry of Education, Culture and Science, The  
Netherlands; UNESCO, Paris name tbc

**Respondents:** Tom FLEMING, Tom Fleming Creative Consultancy, UK & Anmol  
VELLANI, Regional Editor, *WorldCP-Asia*

11.00-11.15 am Coffee break

11.15 am-12.45 pm **Panel 2: Policy Strategies for the Creative Economy: Innovative Approaches from Asia  
and Europe**

**Moderator:** Sarah GARDNER, IFACCA

**Panellists:** Kiwon HONG, Korea Culture and Tourism Institute & author of the cultural  
policy profile of South Korea for *WorldCP-Asia*; Ritva MITCHELL, ERICarts European  
Institute for Comparative Cultural Research & author of the cultural policy profile of  
Finland for the *European Compendium*; Ashish RAJADHYAKSHA, Centre for the Study  
of Society and Culture, India & author of the cultural policy profile of India for  
*WorldCP-Asia*; Rasmus WIINSTEDT TSCHERNING, Centre for Cultural and Experience  
Economy, Denmark; WONG Hong Suen, Ministry of Culture, Community & Youth,  
Singapore; and, Norihiko YOSHIOKA, Japan Foundation.

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 tbc  
**Panellists:** Tamara ABED, BRAC, Bangladesh tbc; Jordi BALTA, Interarts Foundation; Peter INKEI, Budapest Observatory; Laure KALTENBACH, Forum d'Avignon; Adelina M. SUEMITH, National Commission for Culture & the Arts, Philippines; TRAN Tuyet Lan, General Manager, Craftlink, Vietnam.

3.30-3.45 pm Coffee break

3.45-4.15 pm **Summary of Day's Proceedings**  
Natasha EVES, IFACCA & Raghu TENKAYALA, *WorldCP* 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 Deputy Minister, Ministry of Culture, Sports and Tourism (MCST), Vietnam tbc

(9.10-9.20 am) Launch of the cultural policy profile of Vietnam for *WorldCP-Asia*

- *WorldCP-Asia* overview 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 of the national creative industries strategy of Vietnam

- Introductory remarks by MCST, Vietnam, UNESCO-Hanoi Office & British Council
- Presentation of the strategy by Tom FLEMING, Tom Fleming Creative Consultancy, UK

(9.45-10.00 am) Coffee break

10.00-11.20 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 tbc; Ashish RAJADHYAKSHA, Centre for the Study of Society and Culture, India & author of the cultural policy profile of India for *WorldCP-Asia*; Rasmus WIINSTEDT TSCHERNING, Centre for Cultural and Experience Economy, Denmark.

11.15 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