

**OPENING REMARKS BY H.E. MR. HO ANH TUAN, DEPUTY MINISTER OF
CULTURE, SPORTS AND TOURISM
OF THE SOCIALIST REPUBLIC OF VIET NAM
AT THE 6th ASEF PUBLIC FORUM “CREATIVE ECONOMY: EMERGING PILLAR
OF ECONOMIC GROWTH AND DEVELOPMENT”
And launch of the Draft “Strategy of Creative Economy of Viet Nam”
9.00 am, 5th December 2013
Movenpick Hotel, Ha Noi**

Mr. Karsten Warnecke, Deputy Executive Director of Asia-Europe Foundation (ASEF),

Ms. Sarah Gardner, Executive Director of International Federation of Arts Councils and Culture Agencies (IFACCA),

Distinguished delegates,

Ladies and Gentlemen,

Over the past decade, cultural industries and creative economy have been regarded as an important part of the agenda of international economic and development. Despite of global recession and the 12% decrease of international trade, the *2010 Creative Economy Report* of United Nations indicated that the commercial value of global creative goods and services would be expanded, reaching 592 billions USD, with the annual growth rate of 14% in the period of 2002-2008. It is reaffirmed that cultural and creative industries would be one of the most dynamic sectors of world economy in the last decade.

In addition to the contributions to job creation, income generation, export earnings and economic development, creative and cultural industries would play an important role in social inclusion, cultural diversity, human progress and development.

In Viet Nam, the terms “cultural industries”, “creative industries” are no longer alien. Since 2007, after Viet Nam underwent the review of its cultural policies and especially, after its ratification of the *2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions*, a number of international seminars on these topics were organized to improve the awareness and understanding of policy makers, managers, researchers and educators, cultural and arts organizations and practitioners, independent artists and enterprises.

Fully aware of the role of culture as “*the spiritual foundation of the society, as well as the aim and the driver for socio-economic development*”, “*Viet Nam’s National strategy for cultural development by 2020*” approved by the Prime Minister of the Socialist Republic of Viet Nam in 2009 identified the mission “to rapidly develop the “cultural industries”. As a policy-making agency responsible for state management of culture, Ministry of Culture, Sports and Tourism of Viet Nam recognized the importance of the preparation for a “*National Strategy for the development of cultural industries in Viet Nam by 2020, with a vision to 2030*” to re-structure the development model, create products with high competitiveness, establish national trademarks, create jobs and deal with job issues, thus making contributions to economic development. The strategy aims at nurturing and unlocking talents, promoting cultural creativity, considering it as a major means to improve the competitiveness of the country, bringing about cultural pride of the citizens, creating social inclusion and fostering national strength.

With these objectives, the Ministry of Culture, Sports and Tourism of Viet Nam assigned Viet Nam National Institute for Cultural and Arts Studies (VICAS) to formulate the “*National Strategy for the development of cultural industries in Viet Nam by 2020, with a vision to 2030*”. After 2 years (2012-2013), thanks to the support of UNESCO and British Council, the expert team have completed the draft of the strategy which are to be launched today to all of you.

Distinguished delegates,

As a newcomer in developing cultural industries, apart from challenges, Viet Nam could take full advantage of lessons learnt from other countries and draw very good experience in formulating and implementing the strategy and policies to develop the cultural industries in Viet Nam. Therefore, the Asia-Europe Experts' Meeting: "Creative Economy: Emerging Pillar for Economic Growth and Development" organized in Ha Noi this time is a good opportunity for experts, managers of Viet Nam to approach global trends, matters and challenges in developing creative economy, thus finding innovative policy solutions to deal with emerging challenges in the development path... The results of discussions of experts and the Meeting's recommendations to be submitted to the 6th Asia-Europe Cultural Ministerial Meeting to be organized in Netherlands in 2014 will be useful inputs for our completion of the Strategy to develop cultural industries.

Especially, with the launching of the Drafted Strategy, the Ministry of Culture, Sports and Tourism of Viet Nam is looking forward to receiving constructive responses from world-leading experts and communities of enterprises, artists in Viet Nam participating at the Forum, so that we could soon promulgate a feasible and effective strategy, creating breakthrough in the development of cultural industries in Viet Nam.

In this spirit, I would like to call upon delegates to make comments and inputs for the preparation of the Strategy to develop cultural industries in Viet Nam, as well as effective measures to deliver this Strategy. Your inputs will be seriously taken by the Drafting Team, so that we could complete the Draft and submit to the Prime Minister for final release in 2014.

On this occasion, I would like to extend appreciation and sincere thanks to Asia-Europe Foundation (ASEF) and International Federation of Arts Council and Culture Agencies (IFACCA) for jointly organizing the Meeting and Forum. Our thanks also go to British Council and UNESCO, who always accompany and actively assist Ministry of Culture, Sports and Tourism of Viet Nam in building and implementing cultural policies.

Thank you very much for your attention.