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, UN, 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 WINSTEDT 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