



# Creative industries: Catalyst for development

Experts from Asia and Europe advocate strategies for ASEM Culture Ministers

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## Press Release

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### For Immediate Release

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### More Information

<http://tinyurl.com/asefcreativeind>



International civil society and government experts will gather at the “7th ASEF Public Forum: Enabling Crossovers” on 18 October (4:30pm) in Amsterdam, the Netherlands (Pakhuis de Zwijger) to discuss inputs for the upcoming 6th ASEM Culture Ministers’ Meeting on creative industries (19-21 October 2014, Rotterdam). They will focus on the rapidly-growing creative industries sector of Asian and European economies as a key means of addressing social and economic challenges.

Given their potential to foster innovation and promote the overall creativity of societies, the creative industries present themselves as catalysts for sustainable human-centred development, particularly in fast-growing cities.

H.E. Jet BUSSEMAKER, Minister for Education, Culture and Science, the Netherlands, the host of the upcoming 6th ASEM Culture Ministers’ Meeting will open the Public Forum.

The discussions will focus on creative skill building, cultural entrepreneurship and creative cities and highlight successful case studies from Asia and Europe. The Forum will include, among others, Charles LANDRY (UK), an international authority on the use of imagination and creativity in urban change; Mary-Ann SCHREURS (The Netherlands), Deputy Mayor, Eindhoven; Ragnar SIIL (Estonia), independent creative industries consultant; Anmol VELLANI (India), founder, India Foundation for the Arts; and Ada WONG (China), Supervisor, Lee Shau Kee School of Creativity, Hong Kong.

“The topic of creative industries has gained the attention of Asian and European Culture Ministers and is now featured as a significant priority on the cultural agenda of the Asia-Europe Meeting (ASEM),” says Asia-Europe Foundation (ASEF) Executive Director, Ambassador ZHANG Yan.

The “7th ASEF Public Forum: Enabling Crossovers” is organised by ASEF in partnership with the Ministry of Education, Culture and Science, Netherlands and Het Nieuwe Instituut, Netherlands and with the support of the European Cultural Foundation.

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

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## Organiser

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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, economy, education, governance, public health and sustainable development.

ASEF is a not-for-profit intergovernmental 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 650 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.

For more information, please visit [www.asef.org](http://www.asef.org)

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## In partnership with

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Ministry of Education, Culture and Science

The **Ministry of Education, Culture and Science** works to create a smart, skilled and creative environment in the Netherlands. Its mission is to ensure that everyone gets a good education and is prepared for responsibility and independence. The Ministry also wants people to enjoy the arts, and aims to create the right conditions for teachers, artists and researchers to do their work.

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**Het Nieuwe Instituut** is a Netherlands based institution involved in activities focused on the values of design and innovation. The institute aims to foster discussions on topics related to the field of design. Het Nieuwe Instituut organises exhibitions, lectures and fellowships, carries out research and development projects, and publishes reports on the outcomes of its projects. The institute was established from a merger of the Netherlands Architecture Institute; Premsele, the Netherlands Institute for Design and Fashion; and Virtueel Platform, the e-culture knowledge institute.

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## In the framework of

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Building on the outcomes of the previous ASEM meetings, the **6th ASEM Culture Ministers' Meeting (CMM)** aims to further contribute to a shared future between Asia and Europe. Countries from both the regions share the experience of fostering the creative industries for job and wealth creation and promoting sustainable development, social inclusion, regeneration and empowerment. The 6th ASEM CMM will focus on the exchange of experiences and discuss the benefits and challenges of the creative industries.

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## With the support of

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**European Cultural Foundation (ECF)** is an independent foundation based in the Netherlands that has been operating across Europe for 60 years. ECF initiates and supports cultural exchange and creative expression across wider Europe. ECF shares and connects knowledge across the European cultural sector, and campaigns for change through culture on all levels of political decision-making.

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