



**7th ASEF Public Forum
Creative Industries in Asia & Europe**

**ENABLING
CROSS
OVERS**

18 October 2014
Amsterdam

In the framework of



In partnership with



Ministry of Education, Culture and
Science



With the support of



PROGRAMME

16:30-17:00	Registration & coffee
17:00-17:15	<p>Welcome Remarks HE Ms Jet BUSSEMAKER, Minister of Education, Culture and Science, The Netherlands Ambassador Mr ZHANG Yan, Executive Director, Asia-Europe Foundation (ASEF) Mr Guus BEUMER, Director, Het Nieuwe Instituut Ms Katherine WATSON, Director, European Cultural Foundation (ECF)</p>
17:15-18:15	<p>Panel Discussion The recent <i>Creative Economy Report 2013</i>, published by UNESCO and UNDP, reaffirms the potential of the creative economy to promote the overall creativity of societies. Creative industries are also high on the agenda of Ministers of Culture of the Asia-Europe Meeting (ASEM), who are meeting in Rotterdam from 19-21 October 2014.</p> <p>A unique feature of the creative industries is their capacity to foster innovation by enabling crossovers. In this context, the public forum will address three key questions: Should we enable a culture of entrepreneurship in the arts? How to educate for creativity? How to ensure quality of life and environmental sustainability in creative cities?</p> <p>Moderator: Mr Ragnar SILL, independent cultural policy and creative industries consultant & former Undersecretary of State for the Arts, Ministry of Culture, Estonia</p> <p>Panellists: Mr Charles LANDRY, an international authority on the use of imagination and creativity in urban change, who invented the concept of the Creative City in the late 1980s; Ms Mary Ann SCHREURS, Deputy Mayor of the City of Eindhoven, The Netherlands; Mr Anmol VELLANI, founder & former Executive Director, India Foundation for the Arts, who has directed several theatre productions over the last 35 years; and, Ms Ada WONG, staunch advocate of creative education and cultural development, who is the founder & Chief Executive of the Hong Kong Institute of Contemporary Culture & the Supervisor of the Lee Shau Kee School of Creativity, Hong Kong, China.</p> <p>Followed by interventions & Q&A</p>
18:15-18:30	Coffee break
18:30-19:20	<p>ASEM Culture Network Programme: Overview The Public Forum is the kick-off event of the <i>ASEM Culture Network Programme</i>, a gathering of 40 cultural professionals and creative entrepreneurs from across Asia and Europe, organised by Het Nieuwe Instituut, Netherlands Ms Floor van SPAENDONCK, Manager, Research & Development, Het Nieuwe Instituut</p> <p>6-on-6: Voices of Thought Leaders Six thought leaders will take the stage to share their experiences and ideas & respond to pressing issues facing the arts and creative industries: Artist or 'cultural entrepreneur' - what are we? How can policy, financial and legal structures empower artists & entrepreneurs? What is the secret of enabling crossovers? Why is 'real' collaboration so difficult?</p> <p>With Ms Tamara ABED, BRAC Aarong; Prof. Amareswar GALLA, International Institute for the Inclusive Museum; Ms Katarina LINDHOLM, DancelInfo Finland; Ms Laurie NEALE, Europa Nostra; Mr Phloeun PRIM, Cambodian Living Arts; Ms Yolanda SMITS, KEA</p> <p>Closing remarks: Mr Yudhishtir Raj ISAR, academic & independent cultural advisor</p>
19:20-19:30	<p>Summary & Concluding Remarks Ambassador Mr ZHANG Yan, ASEF</p>
19:30-21:00	Dinner