



**ASEM WORKSHOP ON
ENHANCING ASEM VISIBILITY THROUGH CULTURAL ACTIVITIES**

TENTATIVE PROGRAMME

28th – 29th April 2010, Ha Long City, Vietnam

April 27, 2010

14.00 Transfer from Hanoi to Ha long City
19.00 Welcome dinner hosted by leaders of Quang Ninh

April 28, 2010

08.30-09.00 Registration of delegates
09.00-09.10 Opening speech by **HE Hoang Anh Tuan**, Minister of Culture, Sport and Tourism (Vietnam)
09.10-09.20 Welcome speech by **Leader of Quang Ninh Province**
09.20- 09.30 Opening speech by **Senior Official from Italy**
09.30-09.40 Opening speech by **H.E. Ambassador Ottó RÓNA Director General**, MFA Hungary – Hungarian ASEM SOM Leader
09.40-09.50 Opening speech by **Amb. Dominique Girard**, Executive Director Asia Europe Foundation
09.50-10.30 Photo session and coffee break

1st Session: Cultural Diplomacy in the ASEM framework

(This session concentrates on perspectives from different governments on ASEM visibility through cultural activities, the challenges and opportunities. The session gives feedback on proposed recommendations)
Chair: Steve Green, team leader at EUNIC, European National Institutes of Culture (UK)

10.30-12.30 Presentations and moderated discussions by:
Mr Pham Sanh Chau, Director General of the Department for Cultural Diplomacy and UNESCO, MOFA Vietnam
Mrs Helena Drnovsek-Zorko, Head of Division for International Cultural Relations - MOFA Slovenia; Slovenian governor to ASEM
Mrs Chulamane Chartswan, Director of International Economic Affairs Policy Division, Dept of International Economic Affairs, MOFA Thailand and former director of Cultural Exchange at ASEM
Xavier Troussard, Head of Cultural Policy and Intercultural Dialogue Unit, European Commission (tbc)
Ambassador András BALOGH, Embassy of Hungary to Thailand
Mr. Gu Hongxing, Deputy Director of Division of Multilateral Affairs for Bureau of External Relations of Ministry of Culture, P.R.China
Senior Official from France (tbc)
Senior Official from Italy
12.30-13.00 Questions and answers moderated by Steve Green
13.00-14.30 Lunch break

2nd Session: Role of civil society in the cultural dialogue and cultural cooperation within the ASEM framework

(This session concentrates on perspectives from civil society on cultural dialogue and cultural cooperation in the ASEM multilateral framework and how this connects with ASEM visibility. It gives feedback to the proposed recommendations)

Moderator: Anmol Vellani (director India Foundation for the Arts, India)

14.30-16.00	<u>Moderated discussion and further presentations by</u> Mr To Ngoc Thanh General Secretary, Traditional Cultural Association (Vietnam) Mr Peter Inkei , Director, Budapest Cultural Observatory (Hungary) Mrs Pooja Sood , Chairperson and coordinator of KHOJ International Artists' Association (India) Mr Tomasz Wendland , Director Mediations Biennale Poznan (Poland) Mr Tshonga Sayavongkhamdy , Director Laos National Museum (Laos) Mr Airan Berg , Artistic Director for the Performing Arts of Linz2009, European Capital of Culture (Austria)
16.00-16.30	Coffee Break
16.30 -17.30	Question and Answers moderated by Anmol Vellani
19.00	Dinner hosted by Vietnamese Government

April 29, 2010

3rd Session: ASEF' Role and Contribution to the enhancement of visibility of cultural dialogue in the ASEM process

(This session would specifically look into the role ASEF is playing in connecting civil societies between Asia and Europe and connections between civil society and governments.)

Moderator: Mr Van Tinh and Peter Inkei

09.00-09.30	Presentation by Sabina Santarossa (Director Cultural Exchange Asia-Europe Foundation)
09.30-10.00	Questions and Answers moderated by Mr Van Tinh (Director General of International Relations Department, Ministry of Culture, Sport and Tourism) and Prof. András BALOGH (Ambassador of Hungary to Thailand)
10.00-10.30	Coffee break

4th Session: Towards enhancing the visibility of the ASEM through cultural activities: Comments and Recommendations

Chair: Mr Steve Green and Anmol Vellani

10.30-11.15	Comments by Rapporteurs: Mr Ugo Bacchella President Fondazione Fitzcarraldo (Italy) and Mrs Chulamane Chartswan (Thailand)
11.15-11.30	Questions and Answer moderated by Anmol Vellani (India) and Mr Steve Green (UK)
11.30-12.00	Conclusions by Vice Minister of Foreign Affairs (Vietnam)
12.30 -14.00	Lunch
1400- 17.00	City/Bay tour for delegates
17.30-18.30	Carnaval festival hosted by Quang Ninh province
19.00	Reception and Dinner hosted by Vietnamese Government

April 30, 2010 Departure of delegates.