

**SECOND ASEM  
CULTURE MINISTERS'  
MEETING**

International Conference Centre

7-8 June 2005, Paris

## **PRESS KIT**

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## 01. Presentation

As the preliminary draft by UNESCO of a “Convention on the Protection of the Diversity of Cultural Contents and Artistic Expressions” is reaching a decisive stage with the third session of the intergovernmental meeting of experts lasting until June 4, the Culture Ministers of ASEM’s Asian and European Member Countries will meet in Paris on June 7 and 8, 2005, at France’s invitation. The meeting will allow them to reaffirm their strong commitment to intercultural dialogue between Europe and Asia, and the promotion of cultural diversity.

The Second Meeting of ASEM Culture Ministers – on “Cultural Diversity: Opportunities and Challenges – ASEM’s long term action plan” – is being organised by the French Ministry of Culture and Communication and the French Ministry of Foreign Affairs at the International Conference Centre (5, avenue des Portugais – 75016 Paris). The Minister for Culture and Communication will open and close the meeting.

ASEM is an informal intergovernmental process of global political dialogue between Europe and Asia created in 1996 at the Bangkok Summit of Heads of State and Government (ASEM I) and initiated by France and Singapore in October 1994. The ASEM members are: the European Union’s twenty-five Member States, the ten countries of the Association of Southeast Asian Nations (ASEAN), the People’s Republic of China, the Republic of Korea, and Japan.

The Second ASEM Culture Ministers’ Meeting will aim to continue the work launched at the first meeting in Beijing, in December 2003, on theme of “Unity in Diversity”, and to follow through on the ASEM 5 Summit of Heads of State and Government held in Hanoi in October 2004.

It will include the following four workshops chaired jointly by representatives of the eight co-sponsor countries:

- Promoting cultural exchanges and cooperation (Singapore-Poland)
- Promoting cultural and creative industries (Malaysia-France)
- Promoting sustainable and responsible cultural tourism (Indonesia-Germany)
- Promoting culture as a development factor (China-Spain)

The workshops are aimed at providing ideas for the ASEM long-term action plan to foster cultural exchanges and cooperation between Europe and Asia.

To date, twenty ministers or other members of government in charge of cultural affairs have announced that they will attend the meeting. The Director-General of UNESCO, the Executive Director of the Asia-Europe Foundation and a Senior European Union Official will also take part.

For media covering the meeting, the press office will be open on Tuesday June 7 from 8:30 to 11:30 and on Wednesday June 8 from 15:00 to 18:00. On June 8, a press conference will be held following the third plenary session at 16:45.

### Media contacts

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## 02. SECOND ASEM CULTURE MINISTERS' MEETING

Paris, 7-8 June 2005

“Cultural diversity: opportunities and challenge – ASEM’s long-term plan

### PROGRAMME

International Conference Centre (CCI)  
5, avenue des Portugais  
75016 Paris

<b>Tuesday 7 June: First day of the meeting</b>
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**8:30 - 9:30: Greeting and registration of participants**

9:30: Group photograph

**9:45 - 12:45: First plenary session:** Room 3

9:45 – 10:00: Opening remarks by the French Minister for Culture and Communication

10:00 – 10:15: Speech by the Director-General of UNESCO

10:15 – 11:15: Statements by co-sponsor countries

11:15 – 11:30: Break

11:30 - 12:45: Statements by other Ministers

**13:00 – 14:30: Working lunch:** Room 2

Chaired by the French Minister Delegate for Tourism

**15:00 – 17:30: Second plenary session:** Room 3

15:00 – 17:30: Continuation of statements by the Ministers and other Heads of Delegation

**19:30 – 23:00: Evening entertainment**

19:30 – 21:30 For Heads of Delegation

“Orphée and Eurydice” at Opera Garnier  
(Place de l’Opéra, 75009 Paris)

19 :30 – 21 :15 For other participants :

cocktail and visit of the collections at the Musée Guimet  
(Musée national des Arts Asiatiques, 6 place d’Iéna, 75116 Paris)

21:30 – 23:00 For all participants:

Dinner in Opera Garnier, Grand Foyer  
(Place de l’Opéra, 75009 Paris)

<b>Wednesday 8 June: Second day of the meeting</b>
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**9:00 – 12:00: Workshops**

Workshop 1 (co-chaired by Poland and Singapore): Room 8  
Promoting cultural exchanges and cooperation

Workshop 2 (co-chaired by France and Malaysia): Room 3  
Promoting cultural and creative industries

Workshop 3 (co-chaired by Germany and Indonesia): Room 5  
Promoting sustainable and responsible cultural tourism

Workshop 4 (co-chaired by China and Spain): Room 7  
Promoting culture as a development factor

**13:00 – 14:30: Lunch**

Heads of Delegation: Lunch hosted by the French Minister Delegate for European Affairs, Palais des Affaires étrangères, 37 quai d'Orsay, 75007 Paris

Other participants: Working lunch at the International Conference Centre, Room 2

**15:00 – 16:45: Third plenary session:** Room 3

15:00 – 16:30: Presentation of work in workshops and discussion

16:30 - 16:45: Chairman's Final Statement

**16:45 – 17:15: Press conference with co-sponsor countries:** Room 8

### 03. LIST OF HEADS OF DELEGATION<sup>1</sup>

<b>AUSTRIA</b>	<b>Amb. Dr. Emil Brix</b> Director General for Cultural Politics, Ministry of Foreign Affairs
<b>BELGIUM</b>	<b>Mr. Henry Ingberg</b> Secretary General, Ministry of the Francophone Community
<b>BRUNEI</b>	<b>The Honourable Pehin Dato Haji Awang Hussain Haji Mohd Yusof</b> Minister for Culture, Youth and Sports
<b>CAMBODIA</b>	<b>S.A.R. Prince Sisowath Panara Sirivuth</b> Minister for Culture and Fine Arts
<b>CHINA</b>	<b>Ms. Meng Xiaosi</b> Deputy Minister for Culture
<b>DENMARK</b>	<b>Mr. Peter Schønning</b> Head of International Affairs, Ministry of Culture
<b>ESTONIA</b>	<b>Mr. Andres Talvik</b> Estonian Ambassador to France
<b>EUROPEAN COMMISSION</b>	<b>Mr. Michel Vanden Abeele</b> Head of the European Commission Delegation to the OECD and UNESCO
<b>FINLAND</b>	<b>Ms. Riitta Kaivosoja</b> Director General, Department of Culture, Youth and Sport Policy
<b>GERMANY</b>	<b>Mr. Rolf Dieter Schnelle</b> Director of the Department for Culture and Education, Federal Ministry of Foreign Affairs
<b>HUNGARY</b>	<b>Mr Sandor Csernus</b> Cultural Adviser, Hungarian Embassy in France
<b>INDONÉSIA</b>	<b>Mr. Jero Wacik</b> Minister for Culture and Tourism
<b>IRELAND</b>	<b>Mr. Philip Furlong</b> Secretary General, Department of Arts, Sport and Tourism
<b>ITALY</b>	<b>M. Antonio Martusciello</b> Deputy Minister for Cultural Goods and Activities
<b>JAPAN</b>	<b>M. Hiroshi Hirabayashi</b> Japanese Ambassador to France
<b>LAOS</b>	<b>Dr Phandouangchit Vongsa</b> Minister for Information and Culture President of the National Heritage Board
<b>LATVIA</b>	<b>Ms. Helēna Demakova</b> Minister for Culture
<b>LITHUANIA</b>	<b>M. Vladimiras Prudnikovas</b> Minister for Culture
<b>LUXEMBOURG</b>	<b>Ms. Octavie Modert</b> Secretary of State for Culture, Higher Education and Research
<b>MALAYSIA</b>	<b>The Honourable Datuk Seri Utama, Dr Rais Yatim</b> Minister for Culture, Arts and Heritage
<b>MALTA</b>	<b>Mr. Peter Portelli</b> Permanent Secretary, Ministry for Tourism and Culture
<b>NETHERLANDS</b>	<b>M. Henk Heikamp</b> Senior Adviser on International Cultural Policy, Ministry for Education, Culture and Science
<b>PHILIPPINES</b>	<b>M. Lamberto Ocampo</b> Chairman, National Commission for Culture and Arts (NCCA)
<b>POLAND</b>	<b>M. Waldemar Dąbrowski</b> Minister for Culture
<b>PORTUGAL</b>	<b>M. Mário António Pinta Vieira de Carvalho</b> Secretary of State for Culture
<b>SINGAPORE</b>	<b>Dr. Lee Boon Yang</b> Minister for Information, Communication and Arts

<b>SLOVÉNIA</b>	<b>Ms. Tanja Orel Sturm</b> Head of the Department for International Cooperation Member of Cabinet
<b>SOUTH KOREA</b>	<b>M. Byoung Soo Lim</b> Assistant Deputy Minister for Culture and Tourism
<b>SPAIN</b>	
<b>SWEDEN</b>	
<b>THAILAND</b>	<b>M. Uraivan Thienthong</b> Minister for Culture
<b>UNITED KINGDOM</b>	<b>M. Michel Helston</b> Senior Official for Media and Sports
<b>VIETNAM</b>	<b>M. Pham Quang Ngh</b> Minister for Culture and Information

<b>ASEF</b>	<b>M. Cho Won-il</b> Executive Director
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<sup>1</sup> subject to changes

## 04. WORKSHOP THEMES

The declaration adopted by the Heads of State and Government of the ASEM member countries at the Hanoi Summit on 8 and 9 October 2004 emphasises the importance of dialogue between cultures and civilisations and requests Ministers of Culture to put in place a long-term plan to promote dialogue between civilisations and to develop cultural exchanges between Asia and Europe. It is in this context, and taking into account the objectives indicated in the Hanoi declaration, that the four planned workshops will be conducted – and which may lead on to concrete proposals for co-operation.

### 1. Promotion of cultural exchanges and co-operation :

a. The necessity of promoting cultural exchanges and cooperation between ASEM member countries has been clearly recognised, as has also the role that ASEF can play in this connection. This is so because the task is to promote a threefold approach to cultural exchanges and cooperation: between States, between civil societies, between the latter and States.

The first workshop, input for which may come from the conclusions reached in the debates organised by ASEF prior to the meeting, could address the following issues:

- The possibility of more intensive exchanges of expertise and best practices between Europe and Asia: regular meetings between the Ministers of Culture of ASEM member countries, reciprocal meetings between experts on cultural management, meetings between professionals on the margins of festivals, fairs and biennales, and participation in networks of professionals.
- The promotion of exchanges in the audiovisual field: exchanges of programmes, incentives for co-production, reciprocal internships, cooperation between television channels, reciprocal meetings on public, legal and financial support mechanisms in favour of cultural diversity.
- The promotion of exchanges in connection with the visual and live performance arts, books and reading, museums: touring of shows and exhibitions, incentives for co-production, reciprocal residencies for young artists, cooperation between theatres, festivals, art centres, libraries and museums.

b. It is undeniable that ASEF has a driving role to play in promoting cultural exchanges, as has already been acknowledged, whether this consists of providing contacts between cultural actors in civil society, or possibly making recommendations to institutional actors following specialist meetings. This workshop could provide an opportunity to identify priority themes on which the Foundation could base its action and programmes to be developed as a priority with regard to actions undertaken since the Beijing meeting in 2003. A great deal has in fact already been accomplished, and the task is now to concentrate the efforts of the Foundation on a small number of landmark activities and priority themes (the ASEMUS network, exchanges of artists, or joint documentaries for example).

### 2. Promotion of cultural and creative industries :

The UNESCO Universal Declaration on Cultural Diversity asserts that “cultural policies must create conditions conducive to the production and the dissemination of diversified cultural goods and services through cultural industries that have the means to assert themselves at the local and global level.”

On the basis of the legitimatisation of cultural policies put forward in the UNESCO Universal Declaration and further developed in ongoing negotiations for a specific convention, the following issues might be discussed:

- The role of the public authorities: Does the specific nature of cultural goods and services justify public intervention? Must the authorities intervene in order to provide the public with a

diversified offering and contribute to its artistic and cultural education? What is the role of the authorities with regard to the new technologies? What international cooperation should there be, most notably in favour of developing nations?

- The means for action available to the authorities: financial and fiscal measures (subsidies, aid for distribution, reductions in VAT, tax credits), legislative and regulatory measures (unified prices, quotas), international cooperation.
- Protection of intellectual property rights: protection of intellectual property for sustainable cultural development (legitimate payment for right-holders, economic impact of piracy, consequences on cultural diversity), initiatives for the protection of intellectual property (legal means, governmental measures, private initiatives, international co-operation,...).

### 3. Promotion of sustainable and responsible cultural tourism :

Heritage and creation, as expressions of cultural identity, are essential parts of a country's development, particularly given that cultural tourism contributes to improving the economic and social attractiveness of a city, a region or a country. Cultural tourism should be compatible with respect for the traditions of the local populations and preservation of the sites and monuments visited.

Three types of issue could be addressed in this workshop:

- The economic impact of cultural tourism: job creation (heritage-related occupations, festivals, etc.), development of ancillary commercial activity, effects on a region's economic attractiveness, and so on.
- Cultural tourism as a factor in local development: involvement of local people, development of craft activities, creation of festivals, addition of value to local heritage.
- The respect of sites and monuments, guarantee of sustainable development : cultural routes, heritage classification, qualitative labelling of sites; guide training, harmonizing of diplomas/degrees; educating the public with regard to sites, the environment, the fight against looting.

### 4. Promotion of culture as a development factor :

Culture is a development factor in two respects. Directly, insofar as the production of, and trade in cultural goods and services (publishing, phonographic production, live performance, audio-visual products, multimedia, architecture, design) is a major source of wealth and jobs. Indirectly, but no less importantly, because access to culture for the general population is a source of positive externalities beneficial to growth, such as individual creativity, social cohesion, openness to the outside world, and so on. It is for this reason that development policies increasingly include a cultural dimension.

With this in mind, three themes could be addressed in the workshop:

- Conditions for the development of cultural enterprises in developing countries,
- Networks and institutions that contribute to cultural development: libraries, museums, live performance venues, educational television,
- Mechanisms and practices in the provision of development aid in the cultural field: experience gained in the areas of aid for creative work, public readings, film and audiovisual production, and the new technologies; evaluation of the results.

## **05. ABOUT ASEM (ASIA-EUROPE MEETING)**

### ⇒ **Member states**

- **Europe:** the 25 European Union Member States (Austria, Belgium, Cyprus, The Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, The Netherlands, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, The United Kingdom) and the European Commission
- **Asia:** the 10 members of the Association of Southeast Asian Nations (Brunei, Burma/Myanmar, Cambodia, Indonesia, Laos, Malaysia, The Philippines, Singapore, Thailand, Vietnam), China, South Korea and Japan

### ⇒ **Influence in the world**

- ASEM countries account for 58.25% of world trade of goods
- ASEM countries account for 47.4% of world GDP
- ASEM countries account for 39.3% of the world population

### ⇒ **Objectives**

- To enhance political dialogue between the Member States on key issues in international current events, including sensitive subjects
- To identify common concerns and areas of cooperation in priority fields

## **I. ASEM origins and organisation**

The creation of Europe-Asia dialogue (at the founding Bangkok Summit in March 1996), on the initiative of France and Singapore aimed to strengthen relations between the two regions, which at the time had not yet achieved their potential.

ASEM wished to set itself apart from existing forums: it is an informal and comprehensive intergovernmental political dialogue. The dialogue is based on a series of regular meetings at the highest level (summits every two years) and at ministerial level (regular meetings of Foreign Affairs Ministers and Economy and Finance Ministers; ad hoc meetings of Environment ministers, Culture Ministers, Science and Technology Ministers, and Interior Ministers). However, ASEM is neither an international organisation nor a development agency. Senior Officials' Meetings (SOM) follow through on action started at ASEM and prepare political meetings. A group of coordinators also meets at regular intervals, bringing together the presidencies of the European Union and the European Commission and, on the Asian side, a Southeast Asian country (Indonesia) and a Northeast Asian country (South Korea).

Aiming to promote dialogue at all levels and to fuel debate in order to achieve better mutual understanding, ASEM also brings together elected representatives through biennial Asia Europe Parliamentarian Meetings (ASEP) and civil society through the action of the Asia-Europe Foundation (ASEF).

At the Hanoi Summit in October 2004, ASEM for the first time welcomed thirteen new members: the ten countries which had recently joined the European Union, and Burma/Myanmar, Cambodia and Laos. Burma/Myanmar's joining ASEM does not in any way imply that the European Union is satisfied with the situation in that country.

## **II – Main activities of ASEM**

The dialogue within ASEM is organised around three main fields or “three pillars”:

### **1 – Major issues in international current events**

Political consultations are now reaching maturity. Many common focal points have emerged between Europe and Asia, such as the need to reinforce multilateral cooperation, to address world challenges, and to control economic globalisation. ASEM meetings also provide the opportunity to jointly address security issues, such as combating terrorism (including its financial aspects), fighting the proliferation of weapons of mass destruction, transnational organised crime, illegal migration, and the situation in the Korean peninsula. Human rights are addressed in the framework of informal seminars and a progressive approach makes it possible to broach sensitive subjects (such as human rights and international immigration at the Suzhou seminar in September 2004).

## **2 – Economic and financial issues**

When ASEM was created, the number of exchanges between Europe and Asia was well below what it could have been. Two instruments were therefore introduced to develop exchanges between Europe and Asia: a Trade Facilitation Action Plan (TFAP) and an Investment Promotion Action Plan (IPAP). The Hanoi Summit (October 2004) recalled the need to stay in tune with current trade developments and stressed the importance of the Asia-Europe Business Forum (AEBF), an informal meeting place for business communities.

ASEM's "second pillar" also offers its members an opportunity to address the major economic issues of the day. The Hanoi Summit identified the following priorities in the separate Declaration on Closer ASEM Economic Partnership: reinforcing cooperation on international multilateral issues (particularly on the current WTO negotiations), energy issues (energy supply and clean technology development), transport, small and medium-sized businesses and intellectual copyright protection.

ASEM also pays particular attention to financial questions. Three main topics are addressed within this framework: strengthening the international financial system, preventing financial crises, developing means of Euro-Asian cooperation in the financial and monetary fields. The Hanoi Summit recalled the priority given to the development of cooperation on monetary and tax policies, the development and monitoring of financial markets, debt management, structural reforms, the fight against terrorist financing and money-laundering. The possibility of setting up an Asian bond market based on a currency basket (euro/yen/dollar, "YES-bond") should be further examined at a later date.

## **3 – Other areas**

Bringing the peoples of Europe and Asia together and enhancing dialogue among their cultures and civilisations are major ASEM objectives. Many areas have been covered since its inception. Priority issues can be the subject of Member States' initiatives around which other interested Member States can rally. This flexibility in terms of organisation and participation contributes to the success of such initiatives.

Particular progress has been made in the following areas:

Dialogue among cultures and civilisations as well as the promotion of cultural diversity priorities, as seen by the declaration adopted on that subject at the Hanoi Summit. The interest generated by the First ASEM Culture Ministers' Meeting (Beijing, December 2003) led France to host the Second ASEM Culture Ministers' Meeting in June 2005 and Malaysia the third in 2007.

Education is the subject of regular meetings. In this area, France, South Korea and Singapore, later joined by Denmark, have created the DUO Fellowship Programme, which aims at promoting a balanced increase in exchanges of students, teachers and researchers between Europe and Asia. France is trying to strengthen the multilateral quality of that original programme, to link it with Europe's priorities and to promote it among ASEM's other partners.

The environment is now the subject of regular ministerial meetings. The Lecce meeting (Italy, 2003) addressed the follow-up to the Johannesburg World Summit on Sustainable Development and multilateral environmental agreements, desertification, biodiversity and climate change. This dialogue should now be linked to the energy concerns discussed in the framework of the economic pillar.

Science and technology are also the focus of regular meetings. A ministerial meeting was held in Beijing, in October 1999, and resulted in the creation of task forces and a network of correspondents. Among the issues discussed were forest conservation and sustainable development, water management and clean technology.

Health has become a major concern for Europe and Asia, following the SARS and avian flu epidemics. A seminar focusing on the crisis management of epidemics, proposed by China and co-sponsored by France, was held in October 2003.

France and Korea sponsored a major initiative in the field of information technology, the creation of a Trans-Eurasian Information Network (TEIN), in which the European Commission is now participating substantially. The Hanoi Summit provided the opportunity for other initiatives to be developed.

### **III – Civil society in ASEM**

The founders of ASEM did not want to limit the Euro-Asian dialogue to the political level only, but to create the conditions for better mutual understanding between the civil societies in Europe and Asian.

Apart from initiatives proposed by governments, to which specialised members of civil society may be associated along with experts on certain issues, the Asia-Europe Foundation (ASEF) was created in February 1997 with the specific purpose of “promoting exchanges between research institutes, people and cultural groups”. Based in Singapore, ASEF co-organises and funds seminars and exchange programmes in those areas, with the power to initiate and propose action.

## 06. ASEM WORK PROGRAMME (2004-2006)

### 2004

Activities	Dates	Location
ASEM Bali Initiative Workshop on Deposit Insurance System and Valuation	19-23 January	Jakarta, Indonesia
4 <sup>th</sup> Meeting of Taskforce for Closer Economic Partnership	11-12 March	Bangkok, Thailand
3 <sup>rd</sup> Asia-Europe Parliamentary Partnership (ASEP)	25-26 March	Hue, Vietnam
ASEM Senior Officials' Meeting	16-17 April	Kildare, Ireland
6 <sup>th</sup> Foreign Ministers' Meeting - FMM 6	17-18 April	Kildare, Ireland
5 <sup>th</sup> Meeting of Taskforce for Closer Economic Partnership	16-18 May	Barcelona, Spain
Expert Group TEIN (Trans-Eurasia Information Network)	20-21 May	Kuala Lumpur, Malaysia
15th ASEF Board of Governors' Meeting	27-28 May	Dublin, Ireland
3 <sup>rd</sup> Asia-Europe Youth Dialogue	28 June – 2 July	Hanoi, Vietnam
ASEM Seminar on Future of Employment and Labour	1-2 June	Berlin, Germany
ASEM Symposium on "Iron Silk Road"	17-18 June	Seoul, South Korea
ASEM Senior Officials' Meeting	6-7 September	Hanoi, Vietnam
6 <sup>th</sup> Informal Seminar on Human Rights	16-17 September	Suzhou, China
9 <sup>th</sup> Asia-Europe Business Forum	7-8 October	Hanoi, Vietnam
ASEM 5 Summit	8-9 October	Hanoi, Vietnam
ASEM Conference on Anti-Terrorism	18-20 October	Berlin, Germany
ASEM Workshop on EU-Asia S&T Cooperation on Clean Technology	3-4 November	Hanoi, Vietnam
4 <sup>th</sup> ASEM Conference on e-Commerce "e-Solutions for a Global Economy"	22-23 November	London, United Kingdom
16th ASEF Board of Governors' Meeting	25-26 November	Hanoi, Vietnam
8th ASEM Young Leaders' Symposium	30 November – 3 December	The Hague, Pays-Bas

### 2005

Preparatory Meeting for the 2 <sup>nd</sup> ASEM Culture Ministers' Meeting	January	Malaysia
Standards and Conformity Assessment Conference	Early 2005	Japan
7 <sup>th</sup> Foreign Ministers' Meeting	6-7 May	Kyoto, Japan
ASEM Youth Games	2-8 June	Bangkok, Thailand
2 <sup>nd</sup> Culture Ministers' Meeting on Cultures and Civilisations	6-8 June	Paris, France

3 <sup>rd</sup> Environment Ministers' Meeting		
Follow-up Workshop on e-Commerce		France and China
6 <sup>th</sup> Finance Ministers' Meeting		China
6 <sup>th</sup> Economy Ministers' Meeting		
ASEM Trade and Investment Exposition		China

**2006**

ASEM 6 Summit	14-15 September	Finland
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## 07. THE ASIA-EUROPE FOUNDATION (ASEF)

### 1. Origins and objectives

The decision to create the Asia-Europe Foundation was made by the ASEM Heads of State and Government in 1996 on the initiative of Singapore and France. It expressed the political desire for an instrument to “promote better mutual understanding between the peoples of Asia and Europe through greater intellectual, cultural, and people-to-people exchanges”. By fostering contacts between European and Asian civil societies, ASEF should also help further dialogue among their cultures and civilisations.

ASEF should definitely be viewed within the ASEM framework while enjoying a certain amount of institutional autonomy. It can thus initiate non-governmental activities in partnership with others, after approval by its Board of Governors, and therefore play its role fully as a facilitator of contacts between civil societies.

### 2. Structure and operations

ASEF’s objectives and operating procedures are ruled by the “Dublin Principles” adopted in 1996 and amended at the Hanoi Summit (October 2004). Based in Singapore, the Foundation is governed by local law. It is headed by Executive Director, Ambassador Cho Won-il, and Deputy Executive Director, Mr. Hendrik Kloninger. A Board of Governors made up of representatives from the ASEM countries and the European Commission meets twice a year to determine the Foundation’s priorities and approve its projects.

ASEF’s activities are divided between four departments:

**Intellectual Exchanges.** This department organises seminars and symposia bringing together experts on different topics relating to ASEM’s priorities: security, major environmental issues, the dialogue among cultures and civilisations (including interfaith dialogue). It is also co-organiser with Sweden and France of the Informal Seminars on Human Rights.

**People to People Exchanges.** This department is responsible for organising meetings between representatives from the civil societies of the different Member States, such as university summer school programmes, meetings between young parliamentarians or youth leaders, educational hubs, etc.

**Cultural Exchanges.** This department organises expert seminars in various fields of culture, takes part in festivals and contributes to the networking of cultural institutions (e.g. the ASEMUS network for museums).

**Public Affairs.** This department organises seminars for journalists, promotes audiovisual coproductions and circulates information on ASEM.

Since it was founded eight years ago, ASEF has organised more than 310 meetings bringing together more than 14,000 participants, researchers, artists, and academics on a variety of subjects, including human rights.

<http://www.asef.org>

**08. THE BEIJING STATEMENT (December 4, 2003)  
AT THE CLOSE OF THE FIRST ASEM CONFERENCE  
ON CULTURES AND CIVILISATIONS**

The ASEM Conference on Cultures and Civilizations was held in Beijing, China from December 3 to 4, 2003, aiming at common progress based on cultural diversity, and was attended by ministers in charge of culture or relevant portfolios from the 26 partners and eminent members from civil societies of ASEM countries. After extensive discussions, the following consensus was reached:

The Ministers noted that dialogue and cooperation among cultures and civilizations is one of the effective means to enhance knowledge, understanding and tolerance and to avoid misunderstanding and conflicts among different nations and countries. The Ministers also observed that progress in science and technology and growth of economic globalisation have brought about both opportunities and challenges to the world peace and development. On one hand, the world has become more open, more inter-linked and more integrated at least by means of communications. On the other hand, the world is far from tranquil and mankind is facing many grim challenges including terrorism. Conflicts arise time and again from perceived ethnic and religious contradictions, racism, xenophobia and intolerance. This has attracted worldwide concern since the end of the Cold War.

It is in this context that the Ministers welcome the opportunity to meet on this important topic in Beijing. They observed that cultural diversity is a fundamental feature of world cultures and a form of manifestation of world civilizations. The ASEM family is home to some of the world's oldest and richest civilizations. ASEM can and should make a contribution to the promotion of dialogue, understanding and mutual respect among different cultures and civilizations of the world.

The Ministers noted that sound and sustained cultural ties secure an all-round development of international relations. Dialogue between cultures and civilizations as rich and diverse as those of Europe and Asia has created a platform for transcending a model of globalisation that seeks to impose uniformity, and for the definition of responses to the diversity of situations and complexity of the international situation, in a spirit of mutual respect, without loss of identity and by means of complementary approaches.

Geographic convenience and long-standing interaction have laid a favourable foundation for enhanced cultural exchange and cooperation among ASEM partners. Fortified by their long history of ordeals, positive experiences, contributions and mutual enrichment, Europe and Asia consider cultural diversity to be a true source of innovation, inspiration and progress for human society. Openness to other cultures is a source of strength and may be seen as a driving force behind the development of civilizations. Respect for and promotion of cultural diversity, together with dialogue among civilizations, have imparted fresh impetus to the all-round development of relations between Asia and Europe.

The Ministers also took note of the growing degrees and instances of regional integration happening throughout the world, especially in Europe, through the European Union, and in Asia, primarily through ASEAN and ASEAN+3. Cultural diversity does not necessarily hinder integration but can be the source of richness and strength, as exemplified by ASEAN and EU. The Ministers considered ASEM to be a useful forum for Asia and Europe to exchange ideas and experiences on how to respect and promote cultural diversity, while pursuing processes of regional integration and community-building.

Based on the above consensus, the Ministers discussed the following topics with a view to realizing common progress based on cultural diversity by promoting better knowledge and understanding of the rich nature of these cultures:

1. The desire to promote cultural diversity and exchange on cultural policies in the context of globalisation that would lead to a deeper insight into the challenges confronting national cultures, as well as into the opportunities now available to States and societies to nurture dialogue among different cultures;
2. The importance to preserve and promote both traditional and contemporary forms of arts and culture, to preserve and promote tangible and intangible cultural heritage, to implement programmes on shared heritage of Asia and Europe, and to exchange best practices that support the various areas

of culture and cultural industries (publishing, cinema and audiovisual and music industries) and focus on the conditions of cultural industries;

3. The importance of educational exchanges, of mobility of artists and other cultural professionals, and of meetings and expert missions.

**The following policy directions for future co-operation were adopted:**

1. The need to expand and intensify the work of ASEM in the field of cultural and educational exchanges (e.g. the ASEMUS and the DUO programs). In this regard, the Ministers appreciated the substantial contributions that have been made by the Asia-Europe Foundation (ASEF) in promoting intercultural dialogue, mutual awareness, and understanding between Asia and Europe through its comprehensive programmes in the field of intellectual, cultural and people-to-people exchanges. The Ministers encouraged ASEF to further intensify its work in these areas, in accordance with the pluriannual action plans that it has already formulated.

2. Other relevant instruments for international cooperation could be involved, such as UNESCO's comprehensive instruments for international cooperation - i.e. in the fields of education, culture, information technology and dissemination of information. They welcome the initiative taken by UNESCO to elaborate a convention on cultural diversity.

3. A clear determination was expressed to pursue the dialogue begun here on ways to foster the conditions for vigorous, contemporary creativity, and consequently, appropriate public policies and measures in favour of cultural diversity. The Ministers invite the ASEM foreign ministers to take account of, as appropriate, cultural diversity in their policy deliberation in their next meeting in Dublin.

4. The importance to imbibe the values of mutual respect and appreciation of different cultures in our youths in schools and universities by exposing them early to the diversity and richness of different cultures.

**The follow-up actions adopted include:**

1. Continue to enhance the awareness that political, economic and cultural exchanges and cooperation are three intertwining pillars of the ASEM cooperation; 2. Encourage exchange activities between young people from Asian and European countries; 3. Encourage the organization and mutual participation of cultural and arts festivals so as to promote mutual cultural recognition; 4. Encourage media cooperation so as to facilitate the promotion of cultural diversity and mutual understanding; 5. France offers to host the next ASEM Conference on Cultures and Civilizations;

6. The Chairman's Statement will be submitted to UNESCO.

**09. THE HANOI DECLARATION (October 9, 2004)  
ON DIALOGUE AMONG CULTURES AND CIVILISATIONS**

1. At the Fifth Asia-Europe Meeting (ASEM 5) held in Hanoi, Vietnam on 8 and 9 October 2004, the heads of State and Government of 13 Asian and 25 European nations and the President of the European Commission exchanged views under agenda item "Cultural Diversity and National Cultures in the Age of Information Technology and Globalization" and agreed the following:

2. Developments in the international situation since the Copenhagen Summit (September 2002) have demonstrated the persistence of the major challenges facing the international community. Against the backdrop of the stepping up of trade liberalisation movements and growing globalisation, we are witnessing a process whereby the world is becoming more open, more inter-linked and more integrated with the development of new information and communication technologies and the emergence of globalised mass culture. At the same time, international terrorism, the proliferation of weapons of mass destruction, the spread of racism as well as racial and religious intolerance, the widening gap between the rich and the poor constitute urgent threats to the international community, challenging our capacity to build a peaceful and harmonious world.

3. In the face of these challenges, the international community needs more than ever before to define responses together. This calls for dialogue among cultures and civilizations on the basis of equality and mutual respect, which not only contributes to the prevention of potential conflicts, the promotion of common development, and the humanisation of globalisation so that it can benefit all, but also is fundamentally important for safeguarding the purposes and principles of the United Nations Charter, and promoting universal human rights as defined notably in the Universal Declaration of Human Rights and the International Covenant on Civil and Political Rights and International Covenant on Economic, Social and Cultural Rights.

4. The Heads of State and Government of ASEM reaffirmed that cultural diversity is the common heritage of humanity and a source of innovation, inspiration and an important driving force for economic progress and social development of human society. It provides a tremendous opportunity to build a more stable and peaceful world, because it calls not for exclusion, but for inclusion, tolerance, dialogue and cooperation.

5. The Heads of State and Government recognized ASEM encompasses cultures and civilisations of both the East and the West, among which geographic convenience and long-standing interaction have laid a favourable foundation for enhanced dialogue and cultural exchange. They recognized that the ASEM process should also seek to foster a sense of partnership among the peoples of the two regions. They noted with satisfaction the progress made in the dialogue among cultures and civilisations organised by ASEM, which has helped to promote mutual understanding and respect of cultural diversities and thereby enhancing a culture of peace, tolerance and harmony among societies which provide the foundation for sound and stable relations between the two regions. In this context, they underlined the important role of the Asia-Europe Foundation (ASEF) in building a bridge between civil societies by means of its programmes to promote intellectual, cultural and people-to-people exchanges.

6. The Heads of State and Government welcomed the results of the ASEM Conference on Cultures and Civilisations held in Beijing on 3 and 4 December 2003 and the recommendations adopted by the Ministers. They underlined the importance of relevant international instruments and the need for implementing the commitments they have made, in particular the Universal Declaration on Cultural Diversity adopted by consensus by the 31st Session of the General Conference of UNESCO. They called, in particular, on the ASEM States to become parties to the conventions on culture adopted at UNESCO.

7. In view of the above, the Heads of State and Government affirmed the importance of concerted actions for dialogue among cultures and civilizations and decided to continue the co-operation started in ASEM, making priorities of the following areas:

#### 7.1 Education, higher education and training:

- *Stepping up educational exchanges, in particular by means of programmes developed by ASEM, e.g. ongoing ASEM-DUO Fellowship Programme Phase I and II, Asia-Europe Institute(AEI), taking note of the Erasmus Mundus programmes set up by the European Commission, and the substantial financial contribution foreseen for Asia-Europe fellowships and exchanges;*
- *Enhancing and intensifying youth exchanges between Asia and Europe through youth-friendly programmes such as ASEM Youth Games and ASEM Young Political Leaders Forum;*
- *Giving a greater place in education to improving knowledge of other cultures and civilizations in order to promote tolerance towards ethnic, social, cultural, religious, linguistic groups and nations, creating conditions for the eradication of ethnic prejudices and religious intolerance;*
- *Facilitating exchanges of experience in education and training, including the continuation of the ASEM Life-Long-Learning initiative.*

#### 7.2.Cultural exchanges and cooperation:

- *Recognising the right of States to develop public cultural policies (audiovisual, publishing, translation, etc);*
- *Facilitating exchanges of experts in the field of arts and culture including performing arts, visual arts and literary works, as well as exchanges of information and experience relating to this field among ASEM countries;*
- *Encouraging exchanges of films, broadcasting programs, publications, exhibitions, concerts and theatrical performances among ASEM countries;*
- *Supporting participation in international festivals, fairs, fora, exhibitions, conferences, seminars and other cultural events organized by ASEM countries;*
- *Promoting cooperation in other cultural activities to enhance understanding of other cultures and civilisations, and to strengthen friendly relations among ASEM countries.*

#### 7.3.Exchange of ideas and knowledge, and promotion of creativity:

- *Sharing the new information and communication technologies to facilitate the flow of ideas between Europe and Asia;*
- *Developing co-operation between Asia and Europe to protect intellectual property and copyright;*
- *Promoting exchange of experiences in the field of creativity;*
- *Developing policies favorable to creativity and artistic innovation.*

#### 7.4. Promotion of sustainable and responsible cultural tourism:

- *Promoting preservation and rational utilization of natural and cultural heritage;*
- *Exchanging experiences in developing sustainable and responsible cultural tourism;*
- *Promoting and supporting cooperation in human resource development and other areas to expand sustainable and responsible cultural tourism as a means to bring about poverty alleviation.*

#### 7.5. Protection and promotion of cultural resources:

- *Preserving and developing both traditional and contemporary forms of arts and culture;*
- *Exchanging experiences and conducting cooperation in the protection of tangible and intangible cultural heritage;*
- *Promoting experiences exchange and cooperation on creative industry;*
- *Supporting cooperation and exchange among museums in Asia and Europe, e.g. ASEMUS.*

7.6. Strengthening the capacity of the Asia-Europe Foundation (ASEF):

- *Encouraging civil societies in Asia and Europe to actively participate in cultural exchange activities within ASEM framework;*
- *Supporting initiatives taken within the framework of ASEF, giving priority to the ongoing ASEF Cultures and Civilisations Dialogue Programmes.*

8. The Heads of State and Government reaffirmed their support for the work undertaken within the framework of the United Nations to promote the dialogue among cultures and civilisations. They looked forward to actively participating in relevant follow-up activities when UN celebrates its 60th anniversary in 2005.

9. The Heads of State and Government welcomed, in particular, the launch at UNESCO of negotiations for an international convention on the protection of the diversity of cultural contents and artistic expressions as an important potential contribution to the promotion of consolidation of cultural diversity and enhancement of intercultural exchanges at the national, regional and international levels. In this context, the specific nature of cultural goods and services should be recognized. The right for each State to define and implement the policies required to protect and develop cultural and linguistic diversity should be recognized; the current negotiations, without prejudice to their result, should also allow a proper articulation between the provisions of the convention and other international agreements. International solidarity and the development of capabilities in this area should be encouraged.

10. The Heads of State and Government expressed their appreciation for the continued dialogue among cultures and civilisations within ASEM at political level. They welcomed with satisfaction the announcement of the next Culture Ministers' Meeting in Paris in 2005, and requested the ministers to develop a long-term plan on promoting dialogue among civilizations and stepping up cultural exchange between Asia and Europe.

END