



**ASEM Cultural Festival (ASEMfest)  
Side-event of the 13<sup>th</sup> ASEM Summit (ASEM13)  
Phnom Penh, Cambodia & Online**

**Invitation for Expressions of Interest**

**Important update: ASEMfest at ASEM13 to be held in mid-2021**

**Interested in partnering with ASEMfest? Contact the organisers**

**Overall Objectives and Main Elements**

The *ASEM Cultural Festival (ASEMfest)* is a public arts festival showcasing artistic excellence from and collaborations among [Asia-Europe Meeting \(ASEM\) Partners](#). The Festival takes place each year on the side-lines of ASEM Summits or Foreign Ministers' Meetings, as one of the official side events. It endeavours to explore the enormous potential and dynamic synergy of intercultural collaborations and artistic co-creations between the two continents, as a flagship cultural platform in the framework of ASEM Leaders' Meetings. The Festival also aims to increase awareness about the ASEM Process among the arts communities of both regions and the public. The Festival is a manifestation of the ASEM philosophy and value to enhance collaboration and development among ASEM Partners.

The Festival offers a diverse range of programming from Asia and Europe including performances, exhibitions, and discussions, based on two main elements:

- A) Performances:** for example, dance, digital art, film, music, theatre and visual arts, for the general public
- B) Cultural dialogue:** to facilitate exchanges between artists of the two continents

The main partner organisations are the hosts of the ASEM Summits and ASEM Foreign Ministers' Meetings, the European Union (EU) and the Asia-Europe Foundation (ASEF). The EU is the lead partner in the organisation of the Festival and provides financial support. ASEF, as the co-organiser, serves as the general co-ordinator of the theme, guardian of the content of the Festival & the website, and together with the EU works closely with the host country to implement the activities of the Festival. Additional partnerships are also established each year with ASEM Partners through their Embassies and cultural centres.

**Previous Editions**

The first [ASEM Culture & Arts Festival](#) was held from 2 to 8 September 2009, in the follow up to the 7<sup>th</sup> ASEM Summit (ASEM7) which took place in 2008 in Beijing, China.

In 2018, the [ASEM Cultural Festival: Europe Meets Asia, Asia Meets Europe](#) was held from 18 to 30 October, alongside the 12<sup>th</sup> ASEM Summit (ASEM12) which took place in Brussels, Belgium.

In 2019, the [ASEM Cultural Festival: Asia & Europe: Cultures Connect](#) was held from 11 to 15



December, alongside the 14<sup>th</sup> ASEM Foreign Ministers' Meeting (ASEMFMM14) which took place in Madrid, Spain. A [curtain raiser](#) took place in Brussels on 6 December.

### **Upcoming Edition – ASEM Cultural Festival at ASEM13**

This edition of the ASEM Cultural Festival will be held as an official side event of the 13<sup>th</sup> ASEM Summit (ASEM13). Through the celebration of artistic and cultural diversity from Asia and Europe, the Festival aims to strengthen the connections between the ASEM Partners. The Festival is co-organised by the EU, the Cambodian Ministry of Culture and Fine Arts and ASEF with financial support from the EU and the Royal Government of Cambodia.

Dates: Mid-2021

Venues: On-site events: Chaktomuk Conference Hall, National Museum, Royal University of Fine Arts, Phnom Penh and other major cultural and exhibition centres  
Virtual events: ASEM Cultural Festival website ([www.ASEMculturfestival.com](http://www.ASEMculturfestival.com)) and ASEM social media channels

Title: Asia & Europe: Cultures Connect

Theme: Enhancing ASEM partnerships through arts and culture

Audience: All events will be open to public

### **Invitation for Expressions of Interest from ASEM Partners**

Proposals are invited for:

On-site arts events such as:

- performances such as music, dance, theatre, etc.
- visual art, digital art, multi-media and photography exhibitions
- films including features, shorts and documentaries
- literary readings
- artists' talks, conversations or masterclasses
- competitions for the public

Virtual events/activities such as:

- live performance streaming, virtual concert, online exhibition, webinar, etc. (from any artistic discipline such as film, visual arts, literature, performing arts etc)
- interactive digital projects which involve audience participation featured as special events in the lead up to the Festival (physical/virtual)

Venue and local transport in Cambodia will be covered by the Festival co-organisers along with communication and marketing support (such as brochures, posters, advertising, media interaction and social media outreach). Logistical support on the ground for on-site projects and web hosting platform for virtual events will be arranged by the Festival co-organisers. For virtual events which require live streaming (such as online performances organised in the home country and requiring internet access locally), the proposing organisation will be responsible for ensuring adequate network connectivity at the said location.

All proposals to be submitted via the respective Ministry of Foreign Affairs/Ministry of Culture/public agencies in charge of culture/cultural missions/cultural organisations. The proposing organisation will be responsible for all costs related to the proposed event (travel & stay for artists and equipment; artist fees; insurance; production and technical costs). Acknowledgement as "Supporters" will be included in the communication products developed for the ASEM Cultural Festival (website, posters, brochures, press release, social media, etc.).

Proposals integrating Asian and European cultures together, such as collaborations and co-productions, which represent the core objectives of the Festival and have the potential to engage broad and diverse audiences (both virtual and on-site) are highly recommended. Some examples of such events featured in the previous Festival editions were:

2018: *Kijote Kathakali*, an Indian and Spanish co-production  
[www.bozar.be/en/activities/147482-kijote-kathakali](http://www.bozar.be/en/activities/147482-kijote-kathakali)

2019: *Kizuna*, a Japanese and Spanish musical collaboration  
[www.asemculturalfestival.com/en/actuaciones/kizuna-un-concierto-de-koto-guitarra-y-kotsuzumi-fuyuki-enokido-con-kaho-aso-y-jose-maria-gallardo/](http://www.asemculturalfestival.com/en/actuaciones/kizuna-un-concierto-de-koto-guitarra-y-kotsuzumi-fuyuki-enokido-con-kaho-aso-y-jose-maria-gallardo/)

All proposals will be considered according to the same set of criteria. The **criteria** include:

- artistic collaborations and co-productions showcasing cultural exchange from Asia & Europe
- relevance of the proposed event to the theme and objectives of the Festival
- professional and artistic merit of the programme
- profile of the artists and/or production company
- overall geographical representation and programme balance
- potential for online audience engagement
- financial implications
- technical viability
- logistical feasibility
- publicity aspect of the proposed event

All ASEM Partners are invited to actively participate in and contribute to the Festival. Proposals from diverse organisations (including cultural institutions, universities, non-governmental arts organisations and private organisations) are welcome. It is essential that the proposals are provided in the enclosed template (Proposal for the ASEM Cultural Festival at ASEM13 - Form) to be considered. The co-organisers will consider all the proposals received in the said template and the response after deliberation will be conveyed to the respective proposing organisations.

Furthermore, we would greatly appreciate any support for ASEMfest, whether financial or in-kind contributions. Please write to the contact points listed below to discuss further.

#### Contact points:

##### Ministry of Culture and Fine Arts, Cambodia

Mr KEO Kann Virak  
Director, International Relations for Culture

E: [keokannvirak11@gmail.com](mailto:keokannvirak11@gmail.com)  
T: +855 92 825 298

Mr CHAN To  
Asst. to Director, International Relations for  
Culture & ASEMfest Focal Point  
E: [chantomjp@gmail.com](mailto:chantomjp@gmail.com)  
T: +855 93 381381

##### European Union - Service for Foreign Policy Instruments (FPI)- FPI.4 Partnership Instrument

Ms Eva JUNYENT-IZQUIERDO  
Project Manager  
E: [Eva.JUNYENT-IZQUIERDO@ec.europa.eu](mailto:Eva.JUNYENT-IZQUIERDO@ec.europa.eu)  
T: +32 229-69308

Ms. Ariane COMBAL-WEISS  
Project Manager  
E: [Ariane.COMBAL-WEISS@ec.europa.eu](mailto:Ariane.COMBAL-WEISS@ec.europa.eu)  
T: +32 229-69222

##### Asia-Europe Foundation (ASEF)

Ms Anupama SEKHAR  
Director, Culture Department  
E: [anupama.sekhar@asef.org](mailto:anupama.sekhar@asef.org)  
T: +65 9183 5960

Ms Preeti GAONKAR  
Project Manager, Culture Department  
E: [preeti.gaonkar@asef.org](mailto:preeti.gaonkar@asef.org)  
T: +65 9820 3864

## About the Organisers:

### European Union

The **European External Action Service (EEAS)** is the European Union's diplomatic service. Its role is to make sure the voice of the European Union and its people are heard in the world. A key aspect of the work of the EEAS is its ability to work closely with the foreign and defence ministries of the member states of the EU and the other EU institutions such as the European Commission, Council and Parliament. It also has a strong working relationship with the United Nations and other International Organisations.

W: [europa.eu/european-union/about-eu/institutions-bodies/eeas\\_en](http://europa.eu/european-union/about-eu/institutions-bodies/eeas_en)

The **European Commission's Service for Foreign Policy Instruments (FPI)** was set up in January 2011, at the same time as the European External Action Service (EEAS). Under the direct authority of the High Representative for Foreign Affairs and Security Policy/Vice President of the European Commission, and in close coordination with the European External Action Service, its mission is to help the EU achieve its foreign and security policy objectives. The Service for Foreign Policy Instruments handles on a daily basis a diverse and complex set of financial and regulatory instruments: the Instrument contributing to Stability and Peace, the Partnership Instrument, Common Foreign and Security Policy actions, Election Observation Missions, the Kimberley Process on conflict diamonds, and the Anti-Torture Regulation.

W: [ec.europa.eu/fpi/](http://ec.europa.eu/fpi/)

### Ministry of Culture and Fine Arts (MCFA), Kingdom of Cambodia

The Ministry of Culture and Fine Arts is a governmental institution to administer and manage the culture and fine arts of the Kingdom of Cambodia by implementing policies for national cultural preservation and development in order to take part in socio-economic development. The Ministry supervises and supports designated national cultural institutions and organisations, for implementing the protection, preservation and promotion of the values of national culture and traditional customs, nurturing creativity and diversity of national culture and training artists, musicians, architects, archaeologists and other culturally related experts through the Secondary School of Fine Arts and the Royal University of Fine Arts.

W: [www.mcfa.gov.kh](http://www.mcfa.gov.kh)

### Asia-Europe Foundation (ASEF)

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, education, governance, economy, sustainable development, public health and media. ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM). ASEF runs more than 25 projects a year, consisting of around 100 activities, mainly conferences, seminars, workshops, lectures, publications, and online platforms, together with about 150 partner organisations.

W: [www.ASEF.org](http://www.ASEF.org)



## Proposal for the ASEM Cultural Festival at the 13<sup>th</sup> ASEM Summit (ASEM13)

### Form

Name/Title of the artistic proposal:

Genre: Dance, music, theatre, film, literature, visual art, others (please specify)

Type: On-site/Virtual

Format: Performance, exhibition, masterclass, conversation, others (please specify)

Language (if applicable):

Countries represented:

Description/Synopsis:

Names of artists:

Profile of the artists/artistic company:

Duration (in case of performances):

Technical rider (with the following details: number of artists/crew, number of exhibits, stage requirements, specific equipment requirements, any specific logistical arrangements, digital platform requirements, etc.):

Fee:

Website or video links:

Photos (in JPEG format):

Press articles (if available):

#### Please note:

- Proposals should provide all the above requested information to be considered.
- Proposals should be sent through official channels via email to all the contact points at the partner organisations (E: [Eva.JUNYENT-IZQUIERDO@ec.europa.eu](mailto:Eva.JUNYENT-IZQUIERDO@ec.europa.eu); [Ariane.COMBAL-WEISS@ec.europa.eu](mailto:Ariane.COMBAL-WEISS@ec.europa.eu); [keokannvirak11@gmail.com](mailto:keokannvirak11@gmail.com); [chantomjp@gmail.com](mailto:chantomjp@gmail.com); [anupama.sekhar@asef.org](mailto:anupama.sekhar@asef.org) and [preeti.gaonkar@asef.org](mailto:preeti.gaonkar@asef.org))

