

## **Invitation to the First ASEM Culture and Arts Festival**

At the 7<sup>th</sup> Asia-Europe Meeting (ASEM Summit) held in Beijing in October 2008, the initiative of an “ASEM Culture and Arts Festival” held in China was warmly welcomed and endorsed by ASEM partners and was written into *the work programme 2009*.

In this regard, the Ministry of Culture, Ministry of Foreign Affairs, the State Administration of Radio, Film and Television, the General Administration of Press and Publications (GAPP) of the People’s Republic of China and the People's Government of Beijing Municipality China will co-host the first ASEM Culture and Arts Festival in Beijing from 2 to 8 September 2009. It is believed that a successful Culture and Arts Festival will create a favorable environment for the economic and social development of the ASEM partners by fostering better understanding and cooperation among its peoples, and serve for the consolidation of a new overall Euro-Asia partnership.

China warmly welcomes artists, art troupes, scholars and government officers from ASEM partners to participate in the Festival. The details of the Festival are as follows:

### **1. Aim and Objective**

To promote cultural exchange among ASEM partners in respect for the cultural diversity of different countries; to promote dialogue on arts and civilization between the two continents for the ultimate goal of common development and prosperity.

### **2. Theme**

Diversified Cultures and Arts; Creativity Sharing

### **3. Date**

From 2 to 8 September 2009 (7 days in total)

### **4. Venues**

- Major theatres and exhibition centres in Beijing
- Parks and squares

### **5. Contents**

- Music, dance, theatre and other performing arts
- Fine arts and cultural relics exhibitions
- Forums on Culture and Arts
- Exhibition of Books and Audio-Visual Products
- Televised Film Week
- Other forms of cultural and arts exchange

## **6. Resources**

Each ASEM partner is requested to recommend and contribute its representative art works, artists and troupes.

## **7. Financial Arrangements**

China will be responsible for the organizational costs of all the programmes, the accommodations of the participants during the Festival, internal transportations of participants, stage properties and art works.

Dispatching party is responsible for the international travel of the participants and the transportation of the stage properties and artworks.

## **8. Major Events and Ceremonies**

- Press conference for official release of the Festival in July or August 2009
- Opening ceremony with a launching performance at National Center for Performing Arts on 2 September 2009
- Closing Ceremony with a closing performance on 8 September 2009

## **9. Other relevant information and requests:**

- a. Each ASEM partner is cordially invited and welcomed to actively participate in and contribute to the Festival. Any support would be appreciated.
- b. Each ASEM partner is kindly requested to nominate a coordinator for the Festival. We hope his/her contact information could be provided at an early date.

## **10. For further information please refer to the details of each event.**