



# Sustainable Cultural Policy and Cultural Management in a Globalised World

15<sup>th</sup> and 16<sup>th</sup> December 2011

Project Partners: **Goethe-Institut, British Council, Institut Francais - L'Espace and the Ministry of Culture, Sport and Tourism (MOCST) - Department of International Cooperation**

## Program

### Thursday, 15th December

- 8.30 – 9.00     **Registration**
- 9.00 – 9.15     **Welcome and introduction**  
Mrs. Almuth Meyer-Zollitsch, Director of Goethe-Institut Vietnam
- Opening speech**  
Representative of the Ministry of Culture, Sport and Tourism,  
MoCST
- 9.15 – 9:45     **Diversity of cultural policies in Europe and innovative initiatives**  
Anne-Marie Autissier, Euromedincultures, Paris, France
- 9.45 – 10.15   **UK government policies, the role of agencies (Film London, UK  
Film council) and the private sector**  
Simon Farley, Head of Business Development, Creative Industries,  
British Council Thailand
- 10.15 – 10.30   *Tea Break*
- 10.30 – 11.00   **Vietnam's current cultural policies and measures to encourage  
investment in culture**  
M.A. Ho Viet Ha, Director General, Planning and Finance  
Department, MoCST
- 11.00 – 11.30   **Panel discussion (all experts of the first day): The role of culture  
in modern societies in a globalized world – Deliberations on  
policies and measures needed to increase investment in culture  
in Vietnam**  
Facilitator: M.A. Ho Viet Ha, Director general, Planning and Finance  
Department, MoCST (TBC)

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12.00 – 13.30 *Joint Lunch in the courtyard of the Goethe-Institut*

13.30 – 14.15 **Public and private cultural funding. Challenges, options and new partnerships – Comments from a German perspective**

Dr. Patrick Föhl, Berlin, Germany

14.15 – 14.45 **Funding the arts in Asia**

Ms. Katelijn Verstraete, ASEF, Singapore

14.45 – 15.00 *Coffee Break*

15.00 – 15.30 **Sponsoring arts and cultural activities: The perspective of the donor**

Dr. Luong Minh Viet, Lecturer, National Institute for public administration

15.30 – 16.00 **Sponsoring arts and cultural activities: The perspective of the donor**

Mr. Pham Nguyen Hong, Deputy Director Dept. of Sell and Promotion, Vietnam Airlines

16.00 – 16.30 **Panel discussion: Policies and incentives needed to enhance public-private partnerships, corporate and private donations in Vietnam**

Facilitator: Mr. Ngo Hoang Quan, Deputy Director General, Performing Arts Department, MoCST

19.00 *Joint dinner*

### **Friday, 16<sup>th</sup> December**

Chaired by Dr. Nguyen Van Tinh, Director General, International Cooperation Department, MoCST

9.00 – 9.05 **Introduction**

9.05 – 9.45 **Networking with Europe: Community programmes for cultural cooperation and co-productions (Media Mundus et al.)**

Pascal Brunet, Relais Culture Europe, Paris, France

9.45- 10:30 **Shaping the urban cultural landscape : Cultural management of the City of Munich, Germany**

Marc Gegenfurtner, Deputy director, Department of Culture of the City of Munich, Germany

10.30 – 10:45 *Tea Break*

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10.45 – 11.15 **Challenges of urban cultural policy in Vietnam using the example of Ha Noi**

Nguyen Van Truc, Head of Dept of Art Management (Department of Culture of the City Hanoi)

11.15 – 12.00 **Related short interventions and discussion: Recommendations and wrapping up of the conference**

Facilitator: Dr. Nguyen Van Tinh, Director General, International Cooperation Department

*12.00 – 13.30 Joint Lunch in the courtyard of the Goethe-Institut*

**Informal networking**

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