

The Ministry of Culture of the People's Republic of China,  
The Directorate General for Education and Culture of EU &  
The Cultural Diplomacy Platform<sup>i</sup>

present

**A SEMINAR on the cooperation between Culture Cities East Asia  
and European Capitals of Culture  
SHANGHAI – 14th & 15th November 2017**

**Venue to be confirmed**

***Title: Culture and Urban Development; cooperation and sustainability***

**DAY 1**

**09:00 Opening Ceremony**

Vice Premier Liu Yandong and Commissioner Navracsics arrive. Photos with mayors  
Vice Premier Liu Yandong and Commissioner Navracsics visit the exhibition of “Culture City of East Asia” and “European Capital of Culture”; Mayors enter the assembly hall and take their seats.

Vice Premier Liu Yandong and Commissioner Navracsics enter the hall

**Yu Qun, Assistant Minister of the Ministry of Culture of the People's Republic of China, presides over the opening ceremony.**

09:15 Introduction video of “Culture City of East Asia” and “European Capital of Culture”

09:19 Performance with local characteristics from Changsha, 2017 “Culture City of East Asia”)

09:29 Welcoming speech by Luo Shugang, Minister of the Ministry of Culture of the People's Republic of China

09:34 Speech by “European Capital of Culture” delegate

09:39 Speech by “Culture City of East Asia” delegate

09:44 Speech by Vice Premier Liu Yandong

09:52 Speech by Commissioner Navracsics

10:00 End of the opening ceremony, Vice Premier Liu Yandong and Commissioner Navracsics leave the hall, and other attendees enter the overflow room

**10:00 Coffee Break**

**10:15 Introduction to the Seminar** by Chinese moderator <blank>, Director of Sculpture Factory, Cork.

Delegates are divided into two groups. One for Mayors and one for Cultural Professional

**10:30 Start of two panels** – separate rooms will be allocated for each panel

**Mayor's panel:**

Moderators: <blank> head of China Institute, Fudan University (TBD) and <blank> head of Latvian Cultural Institute and member of the ECoC jury

Topics:

- 1) Urban Cultural Heritage Protection and valorisation in the framework of Cultural Cities/Capitals of Culture
- 2) Urban Public Culture Services and capacity building in the framework of Cultural Cities/Capitals of Culture (peer-to-peer learning)
- 3) How Cultural Cities/Capitals of Culture can promote urban transformation, remodelling and social cohesion
- 4) How Cultural Cities/Capital of Culture can inspire the shape of urban characteristics

The panel includes Mayors/Vice Mayors from 9 European Capitals of Culture and 5 Mayors from China, one from Japan and one from South Korea. There will be an audience of around 40 persons from the Ministry for Culture, delegates from the EU Delegation in China, and Ambassadors to China from European countries, Japan and South Korea.

**Panel for Cultural Professionals:**

Moderators: <blank>, National Centre for Research into Intercultural Communication of Arts and <blank>, artistic director of Linz2008 and Marseille2013 and member of the ECoC jury.

Topics: In the framework of the East Asia and EU initiatives of Cultural Cities and Capital of Culture what is the impact on:

- 1) Cultural Innovation & Urban development
- 2) Sustainable Development
- 3) International cultural communication and cooperation
- 4) Urban/regional Soft Power

The panel includes cultural institute heads from 10 Chinese, Japanese and South Korean cities 3 evaluation experts of "Culture City of East Asia" from China, Japan and South Korea and cultural professionals from 13 European Capitals of Culture.

There will be an audience of about 40 persons from cultural institutes in China, Japan and South Korea, cultural experts from Culture City of East Asia and European Capital of Culture as well as scholars from universities and research institutes in Shanghai.

**12:30-14:00 Lunch and reception**

**14:00-17:30 Parallel sessions continued** (there will a coffee break during the afternoon session)

**17:30-18:00 Plenary session: Wrap up and the way ahead**

Output and recommendations from the two parallel sessions by rapporteurs <blank>, Director of the Danish Cultural Center, Beijing and <blank>, Independent Consultant and ECoC expert & former Director of Sonderborg and Sonderjylland-Schleswig 2017 European Capital of Culture bid.

**19:00 Banquet dinner**

**DAY 2**

**09:30-12:30 Optional speed networking session**

Introduction by <blank>

An opportunity to exchange business cards and getting to know potential project partners, generating ideas for future projects, exchanging best practises etc.

**12:30 LUNCH**

**13:30** A optional visitors programme is being prepared by the Ministry for Culture

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<sup>i</sup> [The Cultural Diplomacy Platform](#) has been launched in March 2016 to support the European Union (EU) with the implementation of a new '[Strategy for international cultural relations](#)'. This Platform aims to carry out activities in order to enhance the EU's cultural engagement with third countries and their citizens. It is implemented by a consortium led by Goethe-Institut, in partnership with British Council, BOZAR/Centre for Fine Arts Brussels, EUNIC Global, European Cultural Foundation and Institut français.