



ASEF Presents Proposals to Enhance Creative Industries to ASEM Culture Ministers

Press Release

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Media Contact

Theresa CUA (Ms)
Communications Executive

Asia-Europe Foundation (ASEF)
E theresa.cua@asef.org
T +31 6 4569 0434
www.asef.org

More Information

<http://tinyurl.com/asefcreativeind>



ASEF Executive Director, Ambassador ZHANG Yan, presented recommendations from cultural experts and creative professionals to some 40 Ministers of Culture from Asia and Europe at the 6th ASEM¹ Culture Ministers' Meeting (ASEM CMM6) held from 20-21 October 2014 in Rotterdam, the Netherlands.

The recommendations focused on what governments can do by way of policy to support the creative industries, specifically on the key areas of creative cities, skills and entrepreneurship.

The recommendations were developed and discussed during the “7th ASEF Public Forum on Creative Industries: Enabling Crossovers in Asia and Europe”, which was held on the eve of the ASEM CMM6 on 18 October in Amsterdam.

Creative industries are seen as the new movers of innovation, enabling the crossovers between different sectors of government, business, science and education. “Creative Industries are best able to harness the creativity of the human mind,” said Ambassador ZHANG Yan, in his remarks to the Ministers.

Ministers expressed their appreciation and positively received the recommendations, and also acknowledged the ASEF-commissioned publication, [Enabling Crossovers: Good Practices in the Creative Industries](#) as a useful input to the Ministerial meeting.

They also commended ASEF on its body of work on Culture, such as the **ASEF Culture360 website**, the **Asia-Europe Museum Network (ASEMUS)**, **Creative Encounters**, and **Creative Networks**.

For more information, please visit <http://tinyurl.com/asefcreativeind>

For images from the event, please visit http://bit.ly/ASEM_CMM6

¹ Asia-Europe Meeting (ASEM)

About the organiser



The **Asia-Europe Foundation (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, economy, education, governance, public health and sustainable development. ASEF is a not-for-profit intergovernmental organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM).

Together with about 700 partner organisations ASEF has run more than 650 projects, mainly conferences, seminars and workshops. Over 17,000 Asians and Europeans have actively participated in its activities and it has reached much wider audiences through its networks, web-portals, publications, exhibitions and lectures.

For more information, please visit www.asef.org
