culture: key to sustainable development

HANGZHOU INTERNATIONAL CONGRESS CHINA

文化：可持续发展的关键
国际会议
2013/05/15-17

DEFINITIVE PROGRAMME
### 14 May 2013

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<th>Time</th>
<th>Event</th>
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<tr>
<td>08:30 am – 07:00 pm</td>
<td><strong>Registration</strong>&lt;br&gt;(South Lobby, Dragon Hotel)</td>
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<tr>
<td>07:00 pm – 09:00 pm</td>
<td><strong>Welcome Reception and Art Performance</strong>&lt;br&gt;(Crystal Ballroom, Dragon Hotel)</td>
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### Day 1: 15 May 2013

**PLENARY SESSION** | **Official Opening Session**<br>(Zhejiang People’s Great Hall)

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<tr>
<td>09:30 am – 10:30 am</td>
<td><strong>Welcoming Speeches by the representatives of the People’s Republic of China</strong></td>
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<td></td>
<td>• Opening of the Congress by the Opening Ceremony Chair, Zhao Shaohua, Vice-Minister of Culture</td>
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<td>• Remarks by Huang Kunming, Secretary of the Communist Party of China Hangzhou Committee</td>
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<td>• Remarks by Li Qiang, Governor of the People’s Government of Zhejiang</td>
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<td><strong>Introductory Speeches</strong></td>
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<td></td>
<td>• Irina Bokova, the Director-General of the United Nations Educational, Scientific and Cultural Organization (UNESCO)</td>
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<td>• Liu Yandong, Vice Premier, State Council of the People’s Republic of China</td>
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<td><strong>Closing of the Opening Ceremony</strong></td>
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<td>Zhao Shaohua, Vice-Minister of Culture of the People’s Republic of China</td>
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<tr>
<td>10:30 am – 10:50 am</td>
<td><strong>Coffee break</strong></td>
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<tr>
<td>10:50 am – 11:30 am</td>
<td><strong>PLENARY SESSION</strong></td>
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<td>Setting the context of the Congress: Can sustainable development be achieved regardless of culture?</td>
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<td></td>
<td>• Zhao Shaohua, Vice-Minister of Culture of the People’s Republic of China</td>
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<td>• Video message from Michael D. Higgins, President of Ireland</td>
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<td>• His Highness the Aga Khan, Chairman of the Aga Khan Development Network and 49th hereditary Imam of the Shia Imami Ismaili Muslims</td>
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<tr>
<td>11:30 am – 01:15 pm</td>
<td><strong>PLENARY SESSION</strong></td>
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<td><strong>Culture in the Post-2015 Sustainable Development Agenda</strong></td>
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<td></td>
<td>• Irina Bokova (Panel Chair), the Director-General of the United Nations Educational, Scientific and Cultural Organization (UNESCO)</td>
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<td><strong>Panellists</strong></td>
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<td>• Sir Fazle Hasan Abed, Founder and Chairman of the BRAC Foundation</td>
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<td>• His Highness the Aga Khan, Chairman of the Aga Khan Development Network and 49th hereditary Imam of the Shia Imami Ismaili Muslims</td>
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<td>• H.R.H. Prince Sultan bin Salman bin Abdulaziz Al-Saud, President of the Saudi Commission for Tourism and Antiquities (SCTA)</td>
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<td>• Petko Draganov, Deputy Secretary-General, United Nations Conference on Trade and Development (UNCTAD)</td>
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<td>• Rt. Hon. Michaëlle Jean, Co-Founder and Co-President of the Michaëlle Jean Foundation (FMIF) and former Governor of Canada</td>
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<td>• Zhang Lin, Executive President of the Dalian Wanda Culture Industry Group</td>
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<td>• Wiendu Nuryanti, Vice-Minister of Education and Culture for Cultural Affairs of the Republic of Indonesia</td>
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<tr>
<td>01:15 pm – 02:30 pm</td>
<td><strong>Lunch</strong></td>
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PLENARY SESSION
High-level discussion segment 2
Peace and reconciliation: how culture makes the difference
(Crystal Ballroom, Dragon Hotel)

- Stephen Cole (Moderator), Journalist, Senior Anchor, Al Jazeera International
- Francesco Bandarin, Assistant Director-General for Culture of the United Nations Educational, Scientific and Cultural Organization (UNESCO)
- Emmanuel Habuka Bombande, Executive Director of the West Africa Network for Peacebuilding (WANEPI)
- Jean-Michel Jarre, Musician and Composer, UNESCO Goodwill Ambassador
- Olusegun Obasanjo, Former President of the Federal Republic of Nigeria
- Jan Pronk, Professor and President of the Society for International Development

04:15 pm – 04:30 pm  Coffee break

2 sessions will take place in the afternoon: 1A and 1B

**Session 1A**
Culture, Poverty and Wellbeing
(Crystal Ballroom, Dragon Hotel)

04:30 pm – 05:00 pm  **Keynote address 1A**
Cultural approaches to addressing poverty
- Clement Mbom, Professor at City University of New York

05:00 pm – 06:45 pm  **Panel discussion 1A**
Defining Poverty and Measuring Progress: where does culture stand?
- Helena Norberg-Hodge (Moderator), Director, International Society for Ecology and Culture

Panellists
- Michele Lamont, Professor at Harvard University
- Cristina Ortega Nuere, President of the European Network Leader in Cultural Management and Policies Education (ENCATC)
- Katherine Scott, Vice-President for Research and Policy at the Canadian Council on Social Development

Questions and Answers session with the public

**Session 1B**
Culture and Local Governance
(Pearlroom, Dragon Hotel)

05:00 pm – 05:15 pm  **Keynote address 1B**
Culture and Local Governance
- Feng Tianyu, Senior and Distinguished Professor, Research Institute of Chinese Traditional Culture, Wuhan University

05:15 pm – 06:30 pm  **Panel discussion 1B**
Culture and Local Governance
- Jordi Pascual (Moderator), Coordinator, Agenda 21 for Culture, United Cities and Local Governments (UCLG)

Panellists
- Ibene Bengoetxea, Deputy Mayor and City Councillor for Culture and Education in Bilbao City Council
- Fan Zhou, Dean, Institute of Culture Development, Communication University of China

Additional intervention
- Carlos Javier Vilasenor Anaya, President of Cultural Interactivity and Development
02:45 pm – 04:20 pm  
**High-level Business Forum**  
(Diamond Ballroom, Dragon Hotel)  

**Welcoming words**  
- Hans d’Orville, Assistant Director-General for Strategic Planning of the United Nations Educational, Scientific and Cultural Organization (UNESCO)  

**Introduction**  
- Hans d’Orville, Assistant Director-General for Strategic Planning of the United Nations Educational, Scientific and Cultural Organization (UNESCO)  

**Keynote Speech**  
- Sha Zukang, Former United Nations Under-Secretary-General, Secretary-General of the United Nations Conference on Sustainable Development (Rio+20)  

**Panel discussion**  
- Hans d’Orville, (moderator) Assistant Director-General for Strategic Planning of the United Nations Educational, Scientific and Cultural Organization (UNESCO)  

**Panellists**  
- Nasser D. Khalili, Founder of The Khalili Collections, Chairman of the Maimonides Foundation, Chairman of the Nour Foundation and UNESCO Goodwill Ambassador*  
- Zhang Lin, Executive President of the Dalian Wanda Culture Industry Group  
- Simon Campostini, Senior Member Relation Manager, EU Chamber of Commerce, Shanghai  
- Wayne Wan, President of the Shenzhen Ruby Group  
- Xie Yong, Vice President of the Zhongkun Group  
- Han Wangxi, spokenman of Shenzhen  
- Xu Ning, Chief of City Communication Department, Nanjing Municipality  
- Chen Dongling, Beijing Municipal Science and Technology Commission  
- She Leming, Deputy Secretary General of Municipal government of Jingdezhen  
- Juliane Kremer, Head of Corporate communication, Great China, LANXESS Chemical  
- Master Gu Wenda, Chinese American painter  
- Jiang Qionger, Founder and CEO of Shanghxia  
- Chen Yuqian, Dean of Jingdezhen Ceramic Institute  
- Xiong Chengyu, National Research Center of Cultural Industries in Tsinghua University  
- Doctor Zhu Dingchen, practitioner of Yi Zhichan, Chinese medicine and intangible heritage  
- Isabel Wolte, Austrian culture forum Beijing head  
- Chen Dongliang, Director of Beijing Industrial Design center  

Questions and Answers session with the public

04:20 pm – 04:30 pm  
**Business Forum high-level Closing Speech**  
- Irina Bokova, the Director-General of the United Nations Educational, Scientific and Cultural Organization (UNESCO)
Day 2: 16 May 2013

3 Parallel sessions will take place in the morning: 2A, 2B, 2C

<table>
<thead>
<tr>
<th>Time</th>
<th>Session 2A</th>
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| 09:00 am – 09:30 am | **Keynote address 2A**  
Poverty alleviation: where does culture make a difference?  
- David Throsby, Professor of Economics, Macquarie University |
| 09:30 am – 09:45 am | **Case study 1**  
Community Empowerment  
- Tran Tuyet Lan, General Manager of CRAFT LINK |
| 09:45 am – 10:00 am | **Case study 2**  
Participation  
- Carol Lawes, Cultural Advisor |
| 10.00 am – 10.15 am | **Case study 3**  
UNESCO Culture for Development Indicators Suite  
- Anne Lemaistre, Head of Office and Representative in Cambodia, National Office to Cambodia of UNESCO |
| 10:15 am – 10:30 am | **Coffee break** |
| 10:30 am – 12:00 pm | **Panel discussion 2A**  
How does culture contribute to sustainable economic growth and jobs creation?  
- Gwang-Jo Kim (Moderator), Director of UNESCO Bangkok, UNESCO Asia and Pacific Regional Bureau for Education  
**Panellists**  
- Luigi Cabrini, Director-Advisor of the Secretary-General on Sustainability, the United Nations World Tourism Organization (UNWTO)  
- Trevor C. Clarke, Assistant Director-General on Culture and Creative Industries Sector of the World Intellectual Property Organization (WIPO)  
- Daniel Etounga-Manguelle, Associate Professor of Economics at the Ecole Supérieure Internationale de Guerre de Yaoundé  
- Xavier Greffe, Professor at University Paris I – Sorbonne and President of the French Commission on Artistic Employment  
- Elizabeth Ofosu-Agyare, Minister for Tourism and Culture for the Republic of Ghana  
- Walter Santagata, Professor at the University of Turin |
| 12:00 pm – 12:30 pm | **Questions and Answers session with the public** |
| 12:30 pm – 02:00 pm | **Lunch** |
Session 2B
Culture: a driver and an enabler of social cohesion
(Cristal Ballroom 3, Dragon Hotel)

09:00 am – 09:30 am
Keynote address 2B
Achieving social inclusion and equity: how does culture make effective change?
• Cao Jin, Professor at Fudan University
• Aníbal Gaviria Correa, Mayor of Medellin

09:30 am – 09:45 am
Case study 1
Culture-sensitive and context-based policies in sustainable development
• Jon Hawkes, Resident Cultural Analyst, Cultural Development Network (Victoria)

09:45 am – 10:00 am
Case study 2
Empowerment of women and youth
• Elba Agustí, Cultural Development Program Coordinator, Inter-American Development Bank Cultural Center (IDB)

10.00 am – 10.15 am
Case study 3
Addressing urban violence through investment in culture
• Martha C. Fajardo, CEO of Grupo Verde Ltd., Former President of the International Federation of Landscape Architecture (IFLA)

10.15 am – 10.30 am
Case study 4
Arts education for development
• Stephen Chifunyise, Chairman of the CHIPAWO Arts Education for Employment and Development

10:30 am – 10:50 am
Coffee break

10:50 am – 12:00 pm
Panel Discussion 2B
How does culture drive and enable social cohesion and inclusion?
• Charles Vallerand (Moderator), General Secretary of the International Federation of Coalitions for Cultural Diversity
Panellists
• Ibone Bengoetxea, Deputy Mayor and City Councillor for Culture and Education in Bilbao City Council
• Luis Fernando Carrera Castro, Minister of Foreign Affairs for the Republic of Guatemala
• Frederic Jacquemin, General Director of Africalia
• Jin Xiaoyi, Professor of the Institute for Population and Development
• Studies of Xi’an Jiaotong University
• Nasser D. Khalili, Founder of, The Khalili Collections, Chairman of the Maimonides Foundation, Chairman of the Nour Foundation and UNESCO Goodwill Ambassador
• Tu Weiming, Director of the Institute for Advanced Humanistic Studies at Peking University
• Carlos Javier Vilasenor Anaya, President of Cultural Interactivity and Development

12:00 pm – 12:30 pm
Questions and Answers session with the public

12:30 pm – 02:00 pm
Lunch
Session 2C

Culture: An enabler for environmental sustainability
(Pearl Room, Dragon Hotel)

09:00 am – 09:30 am  
**Keynote address 2C**  
**Culture and Nature: two sides of the same coin**  
- Jian Liu, Director, International Ecosystem Management Partnership, United Nations Environment Programme (UNEP-IEMP)

09:30 am – 09:50 am  
**Case study 1**  
**Culture and Bio-diversity**  
- Carlotta Baitone, East Asia Director of Slow Food

09:50 am – 10:10 am  
**Case study 2**  
**Traditional knowledge in Disaster Risk Management**  
- Rohit Jigyasu, UNESCO Chair Professor at the Research Center for Disaster Mitigation Urban Cultural Heritage, Ritsumeikan University

10:10 am – 10:30 am  
**Case study 3**  
**Conservation and other ecological practices in architecture and urban planning**  
- Helena Norberg-Hodge, Director of the International Society for Ecology and Culture

10:30 am – 10:45 am  
Coffee break

10:45 am – 12:00 pm  
**Panel Discussion 2C**  
How does culture enable environmental sustainability?  
- Rohit Jigyasu (*Moderator*), UNESCO Chair Professor at the Research Center for Disaster Mitigation of Urban Cultural Heritage, Ritsumeikan University

Panellists
- Sidney Bartley, Permanent Secretary in the Ministry of Youth and Culture for Jamaica
- Amareswar Galla, Professor of World Heritage and Sustainable Development at Split University and Executive Director of the International Institute for the Inclusive Museum
- Aroha Te Pareake Mead, Chair of the IUCN Commission on Environmental, Economic and Social Policy (CEESP)
- Lisa Prosper, Director of the Willowbank Centre for Cultural Landscape
- Tan Dun, Musician and Composer, UNESCO Goodwill Ambassador
- Henriette Walter, Professor of Linguistics, President of the International Society for Functional Linguistics and member of the International Council of French Language
- Yang Guorong, Professor, Director of Modern Chinese Thought and Culture Institute of East China Normal University

12:00 pm – 12:30 pm  
Questions and Answers session with the public

12:30 pm – 02:00 pm  
Lunch

2 Parallel sessions will take place in the afternoon: 3A, 3B

Session 3A

Sustainable Cities, Heritage and Creativity
(Crystal Ballroom 2, Dragon Hotel)

02:00 pm – 02:45 pm  
**Keynote address 3A**  
The challenges of sustainable cities: where does culture make a difference?  
- Zhang Jianting, Deputy Mayor of Hangzhou Municipal Government  
- Charles Landry, Urbanist and Founder of Comedia

02:45 pm – 03:00 pm  
**Case study 1**  
**Built Heritage and Sustainable Development**  
- Jyoti Hosagrahar, Professor at Columbia University, Srishti School of Art, Design and Technology
03:00 pm – 03:15 pm  
**Case study 2: Intangible Heritage and Sustainable Development**  
- Sayantani Raychaudhuri, Assistant Secretary of Contact Base, India

03:15 pm – 03:45 pm  
- Danielle Cliche, Chief, Section of the Diversity of Cultural Expressions, Secretary of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (UNESCO)  
- Francisco Simplicio, Assistant Director in Programme and Funds Management of the UN Office for South-South Cooperation (UNOSSC)  
- Bonapats Onguglo, Chief of Cabinet of the Division on International Trade and Commodities, United Nations Conference on Trade and Development (UNCTAD)

03:45 pm – 04:00 pm  
**Coffee break**

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**3 Parallel panel discussions will take place in the afternoon at the end of Session 3A**

04:00 pm – 05:45 pm  
**3A-a Introducing Cultural Heritage in the Sustainable Development Debate**  
(Crystal Ballroom 2, Dragon Hotel)  
Panel Discussion  
- Kishore Rao (**Moderator**), Director of the UNESCO World Heritage Centre  
- Dinu Bumbaru, Policy Director of the Fondation Héritage Montréal  
- Alishandra Cummins, Chairperson of the Executive Board of the United Nations Educational, Scientific and Cultural Organization (UNESCO)  
- Michael Houlihan, Chief Executive of the Museum of New Zealand  
- Eduardo Rojas, Independent Consultant on urban development  
- Ritu Sethi, Director of Craft Revival Trust, Indian crafts industry specialist.  
- Wang-Riese Xiaobing, Professor of the Institute of Chinese Intangible Cultural Heritage Research Center of Sun Yat-Sen University  
- Zhang Xingsheng, President of IUCN and President of the World Heritage Institute of Training and Research for the Asia and the Pacific Region

05:45 pm – 06:30 pm  
**Questions and Answers session with the public**

04:00 pm – 05:45 pm  
**3A-b The Contribution of Creativity to Sustainable Development**  
(Cristal Ballroom 3, Dragon Hotel)  
Keynote Address (15 minutes)  
- Xiang Yong, Associate Professor, Vice-Director of the School of Arts of Peking University, Vice-Director of the Institute for Cultural Industries of Peking University

Panel Discussion  
- Michael Paul van Graan (**Moderator**), Executive Director, African Arts Institute  
- Mercedes Giovinazzo, Director of the Interarts Foundation and Chair of the Executive Committee of Culture Action Europe  
- Yudhishtir Raj Isar, Professor of The American University of Paris  
- Avril Louise Joffe, Founding Director of the Specialist Research Consultancy at Culture Arts and Jobs (CAJ)  
- Justin O’Connor, Professor of Communications and Cultural Economy at Monash University  
- Michel Ouédraogo, General-Delegate of the Pan African film festival, FESPACO  
- Frans de Ruiter, Professor of the International Music Council (IMC)  
- Zhou Xiao, Associate Professor at Fudan University

05:45 pm – 06:30 pm  
**Questions and Answers session with the public**
3A-c Culture’s contribution to achieve sustainable cities
(Diamond Ballroom 1/2, Dragon Hotel)
Panel Discussion
- Wang Shu (*Moderator*), Architect and Professor at the China Academy of Art

Panellists
- Milica Bajic-Brkovic, President International Society of City and Regional Planners (ISOCARP)
- Eui-Sung Yi, Director of the New Institute
- Jyoti Hosagrahar, Professor at Columbia University, Srishti School of Art, Design and Technology
- Gora Mboup, Chief, Global Urban Observatory, United Nations Human Settlements Programme (UN-HABITAT)
- Cynthia E. Smith, Curator of Socially Responsible Design at the Cooper-Hewitt National Design Museum, Smithsonian Institution
- Yang Jianlong, Chief Professor of Modern Literature, Shanghai Normal University
- Minja Yang, President and Professor of the Raymond Lemaire International Centre for Conservation, Leuven

05:45 pm – 06:30 pm   Questions and Answers session with the public

**Session 3B**
Public Private Partnerships in the culture sector
(Pearl Room, Dragon Hotel)

02:00 pm – 02:40 pm   **Keynote address 3B**
Partnersing with the private sector in achieving sustainable development
- Chen Ling, Professor; Executive Director, Academy of Global Zhejiang Entrepreneurs, ZJU; Director, Institute of Family Business, Zhejiang University
- Luis Monreal, General Manager, Aga Khan Trust for Culture, Aga Khan Development Network

02:40 pm – 03:00 pm   **Case study 1** Various types of successful Public Private Partnerships in the area of culture
- Jane Thompson, Project Manager, Herculaneum Conservation Project

03:00 pm – 03:20 pm   **Case study 2** Opportunities for Technology transfer, capacity building, jobs, Social and economic impact
- Richard Hsu, China TEDx Ambassador 2013-2014 and Lecturer at Tongji University, Shanghai on Multi-Disciplinary Thinking, Brand Development and Urban-Rural Bridging

03:20 pm – 03:40 pm   **Case study 3** Cultural philanthropy
- Luisa Jorge Grullon, Executive Director of the Fil-Armonia Foundation

03:40 pm – 04:00 pm   **Case study 4** Corporate Social Responsibility
- Ronnie C. Chan, Chairman of Hang Lung Properties

04:00 pm – 04:25pm   Coffee break

04:25 pm – 06:10 pm   **Panel Discussion 3B**
Creating win-win situations: How can the Private Sector boost the Culture Sector and vice-versa?
- Helene George (*Moderator*), Managing Director, Creative Economy

Panellists
- Anna Somers Cocks Allemandi, Founder Editor and CEO of The Art Newspaper
- Claudio Espector, Director of “Orchestra and Choir Programme for the Bicentennial, Youth Orchestras, Argentina” (Programa de Orquestas y Coros para el Bicentenario)
### Day 3: 17 May 2013 (Morning only + optional ½ Day)

#### Session 4
**Integrating Culture in the Post-2015 Sustainable Development Agenda**
(Crystal Ballroom, Dragon Hotel)

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| 09:00 am – 10:30 am | **PLENARY SESSION** Panel Discussion 4  
Challenges and identified gaps: Opportunities and future perspectives |
| 10:30 am – 11:00 am | **Coffee break**                                                                         |
| 11:00 am – 11:30 am | **PLENARY SESSION**  
Presentation and adoption of the “Hangzhou Proclamation on Culture and Sustainable Development”  
(Crystal Ballroom, Dragon Hotel) |
| 11:30 am – 12:00 pm | **PLENARY SESSION** Keynote address 4  
Closing Speeches  
(Crystal Ballroom, Dragon Hotel) |

#### Organizers
- The United Nations Educational, Scientific and Cultural Organization (UNESCO)
- Ministry of Culture of the People’s Republic of China
- National Commission of the People’s Republic of China for UNESCO
- Hangzhou Municipal Government

#### Co-organizers
- The State Council Information Office of the People’s Republic of China
- Ministry of Foreign Affairs of the People’s Republic of China
- Ministry of Education of the People’s Republic of China
- People’s Government of Zhejiang Province

#### Supported by
- Shaoxing Municipal Government
- Phoenix TV