The Chinese Government has just committed itself to using ‘culture’ and ‘public diplomacy’ as a driver to increase global understanding about China. This reflects concern that China must do better in promoting its culture at home and abroad; recognition of the part that the creative industries will play in boosting domestic demand; determination that ‘made in China’ be replaced by ‘created in China’.

To demonstrate that commitment, Vice-President Xi Jinping recently attended the signing of a major creative industry deal between Shanghai Media Group and the famous USA Dreamworks Group. Vice-President Xi’s attendance was a sign of the grasp of the importance of the creative industries at the highest level.

The implications for Britain of these culture industry initiatives by China:

The British Government wants many more business links between the UK and Chinese creative industries. The UK is recognised as being one of the most advanced creative industry centres in the world and Chinese companies know this. The UK has been a global leader in cultural industries and public diplomacy since the foundation of the British Council and the BBC in the 1930s. The government of both countries are determined to increase cooperation.

The Forum will be opened by Minister Zhao Qizheng, Chairman of the Foreign Affairs Committee of the CPPCC, and spokesperson for the CPPCC. Until recently head of the State Council’s Information Office, he is acknowledged as the pioneer of China’s public diplomacy.

The Forum on April 25 at the Palace of Westminster will draw UK attention to the recent policy changes in China, extrapolate on the implications for Britain, and provide a valuable occasion for our creative businesses to identify opportunities, and for ministers and parliamentarians to understand the potential of China partnerships.
Learning to go global

By Ding Qingfen
March 3, 2012 - 8:34am http://www.chinadailyapac.com

The nation should learn to leverage "public diplomacy" to help Chinese companies go global more smoothly and efficiently, said the spokesman of the nation's top political advisory body on Friday.

"A majority of Chinese companies are still at an early stage on the road," said Zhao Qizheng, spokesman for the annual session of the National Committee of the Chinese People's Political Consultative Conference (CPPCC).

"They lack in-depth and comprehensive knowledge about overseas markets, practices and rules, and they are not adept at conducting public diplomacy with the local communities," he told reporters at a news conference held in Beijing.

Zhao has been an advocate of public diplomacy - communication with the public of other nations to establish a dialogue designed to inform and influence.

Full story source: http://www.chinadailyapac.com/article/learning-go-global
Programme

09:00 Registration

09:45 Opening word by Mark Hendrick MP, Chair of the All Party Parliamentary China Group (APPCG).

09:50 Minister Zhao Qizheng, Chairman of the Foreign Affairs Committee of the CPPCC, and spokesperson for the CPPCC. Why China is promoting its culture and media through the world. Followed by a short Q&A session.
**Chair: Lord Clement-Jones CBE, Vice-Chair, All Party Parliamentary China Group.**

10:30 Rt Hon Jim Murphy MP, Shadow Secretary of State for Defence: The evolution of the UK’s public diplomacy policies. Followed by a short Q&A session.
**Chair: Lord Clement-Jones CBE, Vice-Chair, All Party Parliamentary China Group.**

11:00 Professor Hugo de Burgh, Director, China Media Centre, University of Westminster: China’s soft power initiatives through western eyes.
Lord Wei, Chair to the All Party Parliamentary Group for East Asian Business. Communicating Chinese culture in the 21st century, from the perspective of a British-born Chinese. Followed by a Q&A with both speakers.
**Chair: Lord Clement-Jones CBE, Vice-Chair, All Party Parliamentary China Group.**

11:45 LUNCH

12:30 **REGISTRATION (for afternoon new arrivals)**

13:00 Minister Zhao Qizheng introduces Professor Yuan Ming, Member, Foreign Affairs Committee of the National Committee of the CPPCC; Director, Institute of International Relations, School of International Studies (SIS), Peking University.

13:10 Professor Yuan Ming: China’s policies for the cultural and creative industries. Followed by a short Q&A session with both Minister Zhao Qizheng and Professor Yuan Ming.
**Chair: Lord Clement-Jones CBE, Vice-Chair, All Party Parliamentary China Group.**
13:30  Rt Hon Ed Vaizey, Minister for Culture, Communications and the Creative Industries, the Department for Culture, Media and Sport. The cultural and creative industries of the United Kingdom.
   Chair: Lord-Clement Jones CBE, Vice-Chair, All Party Parliamentary China Group.

13:45  Dr. Gerard Lyons, Chief Economist and Group Head of Global Research at Standard Chartered Bank. The roles to be played by the cultural and creative industries in rebalancing the Chinese economy, and the UK response. Followed by a short Q&A.
   Chair: Professor Geoffrey Petts, Vice-Chancellor, University of Westminster.

CASE STUDIES: Working and Creating in China.
   Chair: Professor Geoffrey Petts, Vice-Chancellor, University of Westminster.

14:10  Lord Bell, Chairman, Chime Communications plc. Getting to know each other: Communicating with the Chinese and China.


14:50  TEA BREAK

15:20  Roundtable Q&A discussion with Lord Bell, Chris Wilkinson, Chris Liu and Jo Sermon.
   Chair: Richard Graham MP, Chair of the Hong Kong Sub-Committee of the All Party Parliamentary China Group.

16.00  Conclusion by Lord Clement-Jones CBE, Vice-Chair, All Party Parliamentary China Group.

16.10  Closing remarks by Mark Hendrick MP, Chair, All Party Parliamentary China Group.