

Conference on Cultural Diplomacy and Creative Industries in China and Italy

26th June 2014, Thursday

09:30-09:50 10min/	<p>Welcoming Speeches by:</p> <p>M.C.: Gong Jianzhong - Vice President of CPDA</p> <p>1. Lv Fengding - Vice President of the China Public Diplomacy Association (CPDA)</p> <p>2. Alberto Bradanini - Ambassador of Italy to the P.R.C.</p>
09:50-10:20 15min/	<p>Opening Ceremony, addressed by:</p> <p>1. Liu Jianchao - Assistant Minister, Ministry of Foreign Affairs</p> <p>2. Dario Franceschini - Minister of Culture and Tourism (Video)</p>
t.b.c.	<p>Signing of the Memorandum of Understanding on Future Cooperation between:</p> <p>China Public Diplomacy Association and Associazione Priorità' Cultura</p>
10:20-11:00 20min/	<p>Keynote Speeches delivered by:</p> <p>1. Li Zhaoxing - President of CPDA: "<i>China-Italy</i></p>

	<p><i>Cultural Exchange: Paragon of Dialogue between Civilisations</i></p> <p>2. Francesco Rutelli - Chairman of Associazione Priorita' Cultura; Chairman of the Institute for Cultural Diplomacy (Berlin): "<i>China and Italy: Culture and Creativity as Strategic Tools for Cooperation and Grow</i>"</p>
11:00-11:15	Tea Break
11:15-12:25 10min/	<p>Plenary Session</p> <p>1. Dong Junxin - Vice President of China International Culture Association: "<i>Introduction of the China's Cultural Industry Policy</i>"</p> <p>2. Mario La Torre - University La Sapienza, Rome and Representative of Ministry of Culture: "<i>China and Italy through Movies: a History of Knowledge and a Perspectives for Cultural and Economic Growth</i>"</p> <p>3. Shu Yi - Vice President of the CPDA: "<i>Cultural Lives of Modern People</i>"</p> <p>4. Francesco Profumo - Polytechnic of Turin: "<i>Education and Training for Innovation in Culture, Design, and Creative Industries. The Cooperation between Italy and China</i>"</p> <p>5. Xia Jixuan - Vice President of China Radio International (CRI): "<i>The Role of Media in Promoting the Cultural and Creative Industry</i>"</p> <p>6. Marco Iodice - Chairman Kelmer Group and Representative Gambero Rosso: "<i>Gambero Rosso Holding: a Case Study. International Development, Promotion and Education</i>"</p> <p>7. Hao Yaohua - CEO of the Silk Road Cities Alliance, Senior Editor of the Xinhua News: "<i>Culture and the Establishment of the New Silk Road and Maritime Silk Road</i>"</p>
12:25-13:00	<p>Milan 2015 Expo Video</p> <p>Q&A Session</p>
13:00-14:30	<p>Luncheon</p> <p>Speech by:</p> <p>Dong Zhenxiang - Chairman of Da Dong Group (t.b.c.)</p>

14:30-16:30	<p>Thematic Discussion I - Fashion & Food</p> <p><i>The New Concept of Fashion; Food and Wine Innovation and Quality</i></p> <p>M.C.: Song Ronghua - Secretary General of CPDA</p> <p>Deng Xiaolan - Honorary Chairwoman of the International Fur Trade Federation (IFTF), Asia: <i>“The Interaction and Promotion of Chinese and Italian Culture in Fashion”</i></p> <p>Armando Branchini - Vice Chairman Fondazione Altgamma: <i>“The Italian Alta Gamma Industry in China”</i></p> <p>Zhang Tiger - Chairman and Art Director of the NE • TIGER Fashion, United Chairman of Asia Fashion Federation of China and the Vice President of China Fashion Color Association: <i>“Tradition: Key to Shared Civilisation”</i></p> <p>Zhang Junfang - General Manager Ferrero China: <i>“Food as a Bridge between Italy and China”</i></p> <p>Representative CCTV - A Bite of China: <i>“The Touching Promotion of Native Chinese Food and Culture”</i> (t.b.c.)</p> <p>Marco Iodice - Gambero Rosso: <i>“Italian Wine and Food Markets”</i></p>
14:30-16:30	<p>Thematic Discussion II - Banking, Creative Industries and the Future of Cities</p> <p><i>The Role of Banking and Finance in Promoting the Cultural Industry; The Promotion of Cultural and Real Estate Investment in Italy; Planning of Urban Spaces</i></p> <p>M.C.: Giuseppe Rao, Counsellor, Embassy of Italy</p> <p>Song Lei - Deputy Director-General, Global Cooperation Department, China Development Bank (CDB): <i>“CDB and its Participations in Cultural Industry and Co-operation”</i></p> <p>Maurizio Brentegani - General Manager Shanghai Branch, UniCredit S.p.A: <i>“The Role of Finance in Supporting Cultural and Creative Industries”</i></p> <p>Wang Yuyun - Vice President and Official Speaker, Beijing Perfect World Network Technology Co., Ltd.: <i>“The Global Strategy of the Perfect World Network in Cultural</i></p>

	<p><i>and Creative Development”</i></p> <p>Elena Sciliberto - Director Real Estate Development and Urban Recovery, Zeis srl: “<i>Recovery Projects of Industrial Disused Areas</i>”</p> <p>Harvey Dzodin - The China Daily Columnist, Senior Adviser at the China Young Artists Project (CYAP): ‘<i>The introduction of CYAP</i>”</p> <p>Fiorella Peraro - Associazione Ville Venete: “<i>The Promotion of Cultural Real Estate Investment</i>”</p>
16:30-17:00	Signing Ceremony of the Joint Declaration
18:00-22:00	<p>Dinner and Cultural Performances</p> <p>Venue: the Embassy of Italy in Beijing</p>
18:00-18:30	Ping Pong Show Competition: Mrs. Deng Yaping - Olympic Champion and Mr. Lin Zhigang - World Champion
18:30-19:30	<p>Dinner:</p> <p>Opera Concert: Maestro Luan Feng and Disciple Musicians (Fazioli Piano)</p> <p>Piano Concert: Fazioli Piano</p> <p>Violin Concert</p>
19:30-22:00	<p>Contemporary Dance: Shengyue Company “<i>Tribute to Luciano Pavarotti’s Pop and Rock Music Duets</i>”</p> <p>Haute Couture Fashion Show: Guo Pei: “<i>Tribute to the Italian Textile Industry and to the Italian Symphonic Rock Music</i>”</p> <p>Chinese Opera</p>