

## Conference on Cultural Diplomacy and Creative Industries in China and Italy

**26<sup>th</sup> June 2014, Thursday**

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

	<p><i>Cultural Exchange: Paragon of Dialogue between Civilisations</i></p> <p><b>2. Francesco Rutelli</b> - 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><b>Plenary Session</b></p> <p><b>1. Dong Junxin</b> - Vice President of China International Culture Association: <i>"Introduction of the China's Cultural Industry Policy"</i></p> <p><b>2. Mario La Torre</b> - 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><b>3. Shu Yi</b> - Vice President of the CPDA: <i>"Cultural Lives of Modern People"</i></p> <p><b>4. Francesco Profumo</b> - Polytechnic of Turin: <i>"Education and Training for Innovation in Culture, Design, and Creative Industries. The Cooperation between Italy and China"</i></p> <p><b>5. Xia Jixuan</b> - Vice President of China Radio International (CRI): <i>"The Role of Media in Promoting the Cultural and Creative Industry"</i></p> <p><b>6. Marco Iodice</b> - Chairman Kelmer Group and Representative Gambero Rosso: <i>"Gambero Rosso Holding: a Case Study. International Development, Promotion and Education"</i></p> <p><b>7. Hao Yaohua</b> - 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><b>Q&amp;A Session</b></p>
13:00-14:30	<p><b>Luncheon</b></p> <p>Speech by:</p> <p><b>Dong Zhenxiang</b> - Chairman of Da Dong Group (t.b.c.)</p>

14:30-16:30	<p><b>Thematic Discussion I - Fashion &amp; Food</b></p> <p><i>The New Concept of Fashion; Food and Wine Innovation and Quality</i></p> <p>M.C.: <b>Song Ronghua</b> - Secretary General of CPDA</p> <p><b>Deng Xiaolan</b> - 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><b>Armando Branchini</b> - Vice Chairman Fondazione Altagamma: <i>“The Italian Alta Gamma Industry in China”</i></p> <p><b>Zhang Tiger</b> - 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><b>Zhang Junfang</b> - General Manager Ferrero China: <i>“Food as a Bridge between Italy and China”</i></p> <p><b>Representative CCTV - A Bite of China</b>: <i>“The Touching Promotion of Native Chinese Food and Culture”</i> (t.b.c.)</p> <p><b>Marco Iodice</b> - Gambero Rosso: <i>“Italian Wine and Food Markets”</i></p>
14:30-16:30	<p><b>Thematic Discussion II - Banking, Creative Industries and the Future of Cities</b></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.: <b>Giuseppe Rao</b>, Counsellor, Embassy of Italy</p> <p><b>Song Lei</b> - Deputy Director-General, Global Cooperation Department, China Development Bank (CDB): <i>“CDB and its Participations in Cultural Industry and Co-operation”</i></p> <p><b>Maurizio Brentegani</b> - General Manager Shanghai Branch, UniCredit S.p.A: <i>“The Role of Finance in Supporting Cultural and Creative Industries”</i></p> <p><b>Wang Yuyun</b> - Vice President and Official Speaker, Beijing Perfect World Network Technology Co., Ltd.: <i>“The</i></p>

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