

Feb. 2, 2007 ~ Cultural Economy Summit III

Breakout Session: Question and Answer Session following “World Cultural Economic Forum – A Celebration of Life” PowerPoint Presentation with international representatives

Concerns mentioned:

- Lack of time necessary to put together a project of this scope.
 - Solutions:
 - Perhaps have a more specific goal for the forum of August 2007
 - Not as inclusive or ambitious as the event will eventually become
- The Vietnamese culture is dying out
- French market is a small cultural economy of its own
- Include gospel music because it draws on many traditions
- Late August?
 - Possibility of it being rainy / hot
 - Schools are not in session
 - It would be good for Louisiana students to meet students from other cultures (i.e. Saudi Arabia)
 - Children’s museum
 - August is a spiritual moment of the possible loss of a culture
 - World Economic Forum is a year-long event
 - Want a strong educational component to this but not necessarily during the showcase week
 - Horizon thinking; would like this movement to be on a continuum in the future
- Language was looked over (French, Spanish, Vietnamese)
 - State would make a better impression if attention was made to include language / literature
 - Pierre from the French embassy - The more we delve into the concept of culture, the more we include (i.e. gospel, language) which gets complicated
 - Look at Davis Economic Forum – always has a single-issue topic (i.e. global warming, globalization)
 - If you want high participation at the world level – need to prepare for the outcome before you start planning
 - What sort of outcome would you want that is satisfying for each participant?

Breakout Room with International Participants Notes

What would be most interesting for your nations to participate in?

(Netherlands)

- If you want to focus on tourism, competition comes into play
- World Tourism Organization may want to be included
- Focus should be on
 - How to use design and creative industries in business
 - Suggestion for this year: How to use design and creative industries in business practices
 - Design conferences are held around the world, but none focus on how to marry it to the economy
 - Suggestion for next year: Focus on tourism
 - Include World Tourism Organization
 - Focus on ecology

(Canada)

- We would be most interested in how to turn cultural opportunities into \$ and trade
- Unanimous that we need a focus
- Lecture series at the universities
 - Each country brings something different to the table –
 - Maybe there should be lectures and workshops across the state that culminates at the end of the week at the summit
 - Delegate from each country – and reciprocal delegates (i.e. American delegates to foreign countries)
- Spiritual event on Sunday to culminate the week
- When do you expect to have a clear plan?
 - Most likely by April 1 we would know what we were doing

(France)

- Want to promote the culture
- Idea for World Economic Forum:
 - Each year you have a forum with one single focus (core issue)
 - Around that, have an event to promote your culture (i.e. jazz) while promoting dialogue of culture
 - Perhaps invite a foreign country every year
 - First year, mainly focus on Louisiana
- The main US policy is not a dialogue of culture (as of yet), while in France is part of foreign policy
 - Our world does not have a strong dialogue of cultures
 - We need to know each other and promote respect
- Concept of cultural economy is a new idea
 - This is a strong starting step to promote this

(Landrieu)

- Spatial considerations
 - Shouldn't take place in the convention center
 - Closeness and intimacy should be considered

- A smaller place where people can walk around
- Too large doesn't allow dialogue

(Japan)

- (Small organization) The Study of Cultural Economy
 - Will talk to them to see if they are interested in participation
 - We've discussed revitalizing regional economy via culture

(Austria)

- Austria is a good model
 - Population of 8 million
 - 10-12% of their GDP is from tourism
 - Austrian government funds (martial planning funds as opposed to tax incentives) were invested in:
 - Invest in the restoration of churches and other older buildings
 - Small / medium enterprises
 - Cultural assets we have are important to keep
 - Are there countries with similar funds?
 - Idea
 - Have a representative of the Austrian tourism association to speak
 - Discuss how we can promote cultural tourism

Dialogue of culture

- The tool used to market/sell the artifacts of culture
 - In the Netherlands, the "dialogue of culture" becomes a difficult political discussion
 - Integration of people that have come to our countries
 - Doesn't include culture and economy
 - However, World Cultural Economic Forum needs to get more involved in the business community
 - Today, most of the participants were representing the cultural side
 - Need to have a discussion on how culture can improve integration but business MUST be included
 - Quality of life is a key indicator of economic development
 - Should try to get top CEOs involved
 - (Pierre Lebovics – Counsel General of France)
 - The dialogue of culture should be a tool trying to settle integration problems
 - Related to a vision of international relations
 - As opposed to a clash of cultures
 - Learn and know about other cultures, and then promote equality – political statement
 - This focus doesn't contradict having business included
 - What is culture?
 - Entertainment – comes back to business
 - By supporting greater internationalization of your culture you could promote a better and more dynamic cultural economy – the international approach will be beneficial to the various cultures of Louisiana.

(Monique McSween : Trinidad & Tobago)

Two main problems:

- How do you get businesses to invest in the business of culture?
 - How to we translate culture into a business? Translate skill and talent into \$?
 - i.e. Carnival
 - Created a costume industry
 - Steel band players are being subsidized to keep the spirit and culture alive
 - We can only get the approval to participate, if we can improve the quality of life of our people
 - Need results at the summit

Investment for foreign countries giving \$ to Louisiana

- Only major countries with 7 and 8 figure budgets
- Matchmaking needs to target people and industries that are important

(Dr. Mazyed Al-Mazyed : Saudi Arabia)

Became more confused in the breakout session

- Should I send a delegate from the private and economic sector?
- Louisiana point of view seems to be concentrated upon promoting business for investment or tourism visitors (who come to enjoy the culture)
 - Need to feel comfortable about the place you are going to, and you can if you believe that their culture will not tolerate you
- Forum that coincides with the anniversary of Katrina at the national level
 - If you want a strong international presence, you need to give them time and the summer is too soon
- We should have the children participate (like Saudi Arabian students from DC)
- Academic slice, Economic slice – not yet (need time, need to sell), Popular slice
 - Folklore, education, what people will enjoy

Perhaps it could be centered around design: “Good design is good business”

- Architecture
 - i.e. International pavilion in Austria
- Exchange with other countries and around Louisiana

Next steps:

- Create a few page framework that explains the plan of a 3-year program
- Invitation from Dr. Mazyed Al-Mazyed to meet in DC to present a plan
- What other colleagues should we bring to the table?
 - We need to include representatives from the economic and business side of this.