

**Mr KANG Byung Koo**

**Director, Ministry of Culture, Sports and Tourism, Korea**

Your Excellencies and distinguished guests from home and abroad.

Congratulations on the opening of the 6th Asia Cultural Cooperation Forum. On behalf of the Ministry of Culture, Sports and Tourism of Korea, I would like to express my special thanks to Secretary and the Home Affairs Bureau of Hong Kong Special Administrative Region of the People's Republic of China for hosting this Forum. It is my honour to deliver a speech at this forum which holds significant meaning in discussing various social and cultural issues in Asian region.

Today, under the theme of "Arts in Living, Living in Arts", we have a chance to explore value and meaning of arts and culture, and their relationship with our daily lives through cultural exchanges. In this regard, I would like to mention our ministry's policies of this year.

Under the goal of "Cultural Korea", our ministry has endeavoured to create a forward looking, culturally centred nation by recognising and developing the social and economic value of arts and culture. The main objectives are as follows.

First, Korea is opening the era of \$20,000 per capita national income. Now, we need to move forward to be an advanced nation where everybody can enjoy benefits of development of culture, economy, and welfare. Economic development alone cannot make Korea a truly advanced nation. We need to overcome conflicts in the past and uphold principles we have set. Korea should become a culturally centred nation and people could enjoy culture and arts in their daily lives.

Culture and arts hold the key to happiness by bringing the people together, developing creativity, and promoting physical and emotional well being. The global economic crisis leads to noticeable reduction in expenditure on leisure, resulting in significantly reduced demand for the cultural enjoyment. To improve that, we have implemented a policy to provide affordable and quality cultural service for all. We believe that this could result in generating social vitality and improving public confidence.

A creative culture plays an important role in a time of global economic crisis and unemployment. Culture, Tourism, Sports sectors are appearing as a new alternative to

job creation and economic development in the era of growth without employment, and those sectors are, in themselves, low carbon and green growth industries. For these industries to grow and prosper, our ministry is laying the foundation for green cultural life to take root across Korea.

In addition, we are making an environment where values of our cultural contents are acknowledged overseas by implementing property rights law, and in doing so, we are paving the way for our creative industry to reach out to the world. On top of this, we expect that ensuring property rights be protected in our society can encourage artists to do better work.

Becoming a truly cultural Korea requires high quality of arts and culture. To this end, our ministry is aimed to be an efficient, transparent, and supportive administration that could enhance cultural capacity on the ground to create quality arts and culture.

However, our top priority is to expand pure value of culture and promote quality of arts while nurturing creative artists to be recognised by the world.

To be more specific, we set a new policy direction in handling culture and arts promotional fund.

First of all, we have transferred culture and arts support programs to many local districts to encourage artists across the nation.

To foster high quality arts, we carry out policies such as strategic support for international cultural exchanges, long-term support plan for literature writing, performance based support system, and support for culture sharing program among amateurs.

In conclusion, as in the joint statement, we fully agree that culture and arts can develop various potentials in human resources and play an important role as a driving force behind economic development. To this end, we will increase cultural programs and continue to promote them.

Once again, I would like to express my heartfelt thanks to all who endeavoured for the success of this forum. And I wish this forum's success and all of your prosperity and health. Thank you for your kind attention.