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劉江華局長、各位部長、各位代表團團長、各位代表、各位朋友：

首先，我想向香港特別行政區政府民政事務局和劉江華局長致以衷心謝意，感謝他們悉心籌辦第十屆亞洲文化合作論壇。

我是大韓民國文化體育觀光部文化藝術政策室長李宇盛。今天能夠跟在座多位亞洲國家和地區的文化部長，談談「二零一八年平昌文化奧林匹克」的籌備進度，我實在感到非常榮幸。以下就是我要講的內容。

我會先解釋一下「文化奧林匹克」這個概念，然後再介紹「二零一八年平昌文化奧林匹克」的各項計劃。你們有聽過「文化奧林匹克」這個名稱嗎？國際奧林匹克委員會（國際奧委會）把「文化奧林匹克」定義為一項包含多個文化活動的計劃，而該計劃至少會在奧運村整個開放期間內進行。文化計劃本身是奧林匹克運動會（奧運會）的部分活動，最初以藝術比賽的形式進行，其後演變成藝術節。一九八八年，漢城舉行夏季奧運會和殘疾人奧運會（殘奧會）期間，韓國舉辦了多個文化節慶活動，為時七個星期，節慶內容包括韓國獨特的民間傳說、舞蹈、戲劇和音樂。

及後，國際奧委會引入「文化奧林匹克」這個概念，即在每屆奧運會舉行前至閉幕的四年間舉辦各種文化活動。「文化奧林匹克」為東道國和主辦城市帶來莫大裨益，因為這些文化活動有助東道國和主辦城市發展文化基礎設施、推廣文化遺產，以及建立旅遊勝地的良好形象。

Secretary LAU Kong-wah, Ministers, heads of delegations, distinguished delegates, ladies and gentlemen,

First and foremost, I would like to express my sincere gratitude to Secretary LAU Kong-wah, and the Home Affairs Bureau of the Hong Kong Special Administration Region Government for the excellent arrangement of the 10th Asia Cultural Co-operation Forum.

I am Woosung LEE, the Deputy Minister of Culture and Arts Policy Office of the Ministry of Culture, Sports, and Tourism of the Republic of Korea. It is a great honour and privilege to give you, cultural ministers of Asian countries, a presentation on the progress of the PyeongChang 2018 Culture Olympiad today. Let me begin my presentation now.

I will explain the concept of “Cultural Olympiad” first, and then introduce different programmes of PyeongChang 2018 Cultural Olympiad. Have you ever heard of the term “Cultural Olympiad”? The International Olympic Committee (IOC) defines a Cultural Olympiad as a programme of cultural events which covers at least the entire period during which the Olympic Village is open. A cultural programme as part of the Olympic Games emerged first in the form of art competition and then evolved into an art festival. During the Seoul 1988 Summer Olympic and Paralympic Games, various cultural festivals were organised in Korea for seven weeks, involving its unique folklore, dance, theatre and music.

Later on, the IOC introduced the concept of “Cultural Olympiad”, which consists of four years’ worth of cultural events in the run-up to the Olympic Games until the event is over. A Cultural Olympiad brings consequential advantage to a host country and city as it seeks to facilitate the development of culture infrastructure, to promote cultural heritage, and to establish a positive image as a tourism destination.

在奧運史上，溫哥華和倫敦所舉辦的「文化奧林匹克」最為成功。溫哥華在二零一零年舉行冬季奧運會(冬奧)之前，舉辦了為期三年的「文化奧林匹克」；至於倫敦奧運會的「文化奧林匹克」，時間之長，規模之大，在現代奧運史上屬前所未有，而壓軸上演的「倫敦二零一二文化節」，更是精彩萬分。

「二零一八年平昌文化奧林匹克」又如何呢？在介紹「平昌文化奧林匹克」之前，我想簡單講解一下二零一八年平昌冬奧和殘奧會的情況。二零一八年平昌奧運會將在二零一八年二月九日至二十五日舉行，殘奧會則在三月九日至十八日舉行，而兩項賽事的賽場均設於平昌和江陵的冬季體育園區。

二零一八年平昌冬奧設有15種體育項目共102項賽事，並歸納為雪上項目、冰上項目和滑行項目三大類，而各個體育項目的參賽運動員將一起爭逐獎項。我們預計，屆時將有大約180個國家和地區共五萬多名運動員來韓參與奧運會賽事。

現在，讓我們看看「二零一八年平昌文化奧林匹克」。「平昌文化奧林匹克」的願景是「激情平昌·和諧世界」，活動內容主要圍繞「People·Connected」、「Possibility·Connected」和「PyeongChang·Connected」這三個口號。在舉行奧運會和殘奧會期間，我們將舉辦多項文化活動，包括各項表演、展覽和活動計劃，讓訪客每天都可參與文化慶典活動。

不管是誰，包括觀眾、國內外運動員、奧林匹克大家庭成員和媒體機構朋友，全都可參與韓國的傳統文化活動，包括各項表演節目、展覽、現場直播賽事、韓國流行音樂，以及由藝術家和非藝術家表演的街頭藝術。這些活動將在平昌奧林匹克廣場和江陵奧林匹克公園等多個奧運場地舉行。

我們舉辦這些文化活動的目的是要傳承奧運精神。「文化奧林匹克」讓東道國和主辦城市有機會宣揚和保存文化遺產。為了實踐「天天都是文化活動與慶典(Everyday Culture and Festival!)」這個目標，韓國政府現正籌辦多項獨特的活動，例如江原道特備展

Vancouver and London have held some of the most successful Cultural Olympiads in the Olympic history. Vancouver held its Cultural Olympiad for three years leading up to the Vancouver 2010 Winter Olympics. The London Olympic Games Cultural Olympiad, which culminated with the London 2012 Festival, is known for being the longest and the biggest cultural event so far in the modern history of the Olympics.

How about the PyeongChang 2018 Cultural Olympiad then? Before I introduce the PyeongChang Cultural Olympiad, I'd like to give you an overview of the PyeongChang 2018 Winter Olympic and Paralympic Games. The PyeongChang 2018 Olympics will be held during 9-25 February, 2018. The Paralympics will be held during 9-18 March. Both events will be staged in the Winter Sports Belt in Pyeongchang and Gangneung.

Athletes who are participating in the PyeongChang 2018 Winter Olympic Games will be competing in 102 events in 15 sports disciplines, which are categorised into Snow, Ice and Sliding Sports. Over 50 000 athletes from about 180 countries are expected to visit Korea to compete in the Games.

Now, let's look at the 2018 PyeongChang Cultural Olympiad. With its vision, "Passion. Connected.", it's mainly organised around the three slogans, which are "People. Connected." "Possibility. Connected." and "Pyeongchang. Connected." During the Olympic and the Paralympic Games, various cultural events, including performances, exhibitions and activity programmes, will be organised so that visitors can enjoy cultural events and festivals every day.

Everyone, including spectators, national and international athletes, members of the Olympic Family and members of the media organisations, can enjoy Korean traditional cultural activities: various performances, exhibitions, live broadcast of games, K-pop and street art performances engaged in by both artists and non-artists. These events will be held at various Olympic venues like PyeongChang Olympic Plaza and Gangneung Olympic Park.

Next, our events designed to create an Olympic legacy. The Cultural Olympiad provides an opportunity for the host country and city to develop and preserve a cultural legacy. In order to achieve our goal "Everyday Culture and Festival!", the Korean Government is organising unique events such as the Gangwon Province Special Exhibition, DMZ

覽、非軍事區之和平藝術節、媒體藝術特備展覽和以奧林匹克為題的表演節目。

現在，我想介紹一些全年舉行的「平昌文化奧林匹克」活動，以期製造一股奧運熱潮。請看看屏幕：我們至今已舉辦多項節慶活動、展覽和慶典。在舉辦官方倒數慶祝活動方面，由舉辦G-2年官方慶典起，直至冬奧開幕式舉行之前，每遇重要日子，我們都會記下並舉辦慶祝活動。

最近，我們亦舉辦了平昌冬奧開幕倒數100天的慶祝活動。文化體育觀光部、二零一八年平昌冬奧組織委員會和江原道有關部門一直盡一切力量，務求把二零一八年平昌冬奧和殘奧會打造成一屆具備文化氣息的運動會。

此外，「二零一八年平昌文化奧林匹克」在多名年輕人協助下，共會舉辦150項文化活動，並藉此向世人展示韓國是一個包容開放的國家。我呼籲在座各位鼎力支持，並密切留意二零一八年平昌冬奧和殘奧會的消息。希望這項世上最大型的冬季體育盛事，能有助促進朝鮮半島、東亞地區以至全世界和平穩定。

在我結束發言之前，我想播放一齣有關二零一八年平昌冬奧的宣傳短片，請各位細心欣賞。

謝謝。

Peace and Arts festival, Media Art Special Exhibition and Olympic themed performances.

Now, I'd like to introduce some of the all-year-round events to create an Olympic Boom that are being held as part of the PyeongChang Cultural Olympiad. As you can see on the screen, we have been organising lots of festivals, exhibitions and ceremonies. In regard to the official countdown ceremonies, since the official G-2 Year celebration, we have marked and celebrated all the significant days left until the opening ceremony.

Recently, we also celebrated 100 days left until the event. The Ministry of Culture, Sports and Tourism, the PyeongChang 2018 Organising Committee and Gangwon Province have been taking all measures possible to brand PyeongChang 2018 Winter Olympic and Paralympic Games as culture-friendly Games.

Furthermore, with the participation of young adults, the PyeongChang 2018 Cultural Olympiad, consisting of 150 cultural events, provides numerous opportunities to demonstrate Korea's openness to global citizens. I look forward to your support and attention to the PyeongChang 2018 Winter Olympic and Paralympic Games, the biggest winter sports festival in the world, so that the event can contribute to building peace not only on the Korean peninsula and in East Asia, but also all around the world.

I'd like to end my presentation with a promotional video for PyeongChang 2018. I hope you enjoy.

Thank you.