

Communiqué  
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**KEA member of the EC Delegation, headed by Commissioner Vassiliou, attending the 2nd EU-China High Level People-to-People Dialogue (HPPD)**

The CEO of KEA European Affairs, Philippe Kern, has been invited to attend this 2<sup>nd</sup> EU-China High Level People-to-People Dialogue (HPPD) to take place in Beijing on 6 September 2014, hosted by Commissioner Vassiliou and the Chinese Vice-Premier Liu Yandong.

He has been invited to speak on the Creative Hub in Shenzhen that is promoting matchmaking between European culture and creative industries and Chinese industries and investors. Philippe Kern is member of the internationalization strategy committee of the city of Shenzhen.

This event is part of the ongoing cooperation between the EU and China on culture and education. It follows on from initiatives such as the EU-China Year of Cultural Dialogue launched in February 2012 in Brussels at which Philippe Kern was a key-note speaker.

**What is the HPPD?** *The EU-China High Level People-to-People Dialogue (HPPD) has been functioning since 2012 as the third pillar of EU-China relations, complementing the other two pillars – the High Level Economic and Trade Dialogue and the High Level Strategic Dialogue. The HPPD is the overarching mechanism which accommodates all EU-China joint initiatives in the field of people to people exchanges.*  
[http://ec.europa.eu/education/international-cooperation/china\\_en.htm](http://ec.europa.eu/education/international-cooperation/china_en.htm)

**KEA**

*Founded in 1999; consultancy and research centre specialised in cultural, audiovisual policy and issues related to culture and creative industries. The company provides research and consultancy services in the field of culture and creative industries as well as sport. KEA acts as a creative hub for collaboration on CCIs projects networking cities, regions and businesses internationally.*

*KEA has been active for the last 7 years in China. Activities began at the request of the Chinese Ministry of Trade to advise on the EU-China Trade Programme. KEA also worked in collaboration with the largest Chinese CCI fair in Shenzhen to organize trade missions (ICIF). Kern worked as expert to the China/EU IPR2 programme. In this context KEA wrote the first ever EU/China mapping on culture and creative industry (2011) as well as a report on IP Licensing to encourage trade in cultural goods. KEA opened an office in Shenzhen, China in March 2013. Philippe Kern is a member of the Advisory Committee on the Internationalization of Shenzhen.*

More on culture for the EU and China: KEA Article “In the mood for love” <http://www.keanet.eu/in-the-mood-for-love/> (English and Chinese versions)

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