

19 November 2013

**Communiqué (chinese version scroll down)**

**Philippe Kern appointed member of Shenzhen internationalisation advisory committee**

This committee serves as a primary consultation body to Shenzhen's municipal authority to advise on Shenzhen's internationalisation strategy.

The city was founded in 1979. It is a symbol of China's reform and opening up. It counts 11 million inhabitants. Today its economy ranks fourth amongst the cities of mainland China and its GDP per capita ranks first. It is ranked second among the World's most competitive Cities in 2012 (The Economist). It is a UNESCO City of Design. Kern was invited to advise the city on its cultural policy.

Other members of the committee include: Li Zhao Xing, former Minister of Foreign Affairs, China, Lee P. Brown, former mayor of Houston, USA, Ma Weihua former CEO of China Merchants Bank, Richard Herd, OECD's Chief economist for China and India.

The committee met for the first time in Shenzhen on 17th November 2013 in the context of a Symposium on the Internationalisation of Shenzhen under the chairmanship of Xu Qin (Mayor of Shenzhen). Philippe Kern was invited to speak on the importance of culture and creative industries in making Shenzhen a world city.

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*KEA is a Brussels-based strategic consultancy and research centre providing advice, support and research in relation to creative industries, cultural, entertainment, media and sport sectors. KEA acts as a European hub to foster culture and creative industries and culture-based innovation. It believes in European integration as a visionary project.*

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菲利普·科恩先生被深圳市政府任命为深圳市国际化城市建设委员会的成员之一。这个委员会将作为主要的咨询机构协助深圳市政府，为深圳市未来的国际化发展道路出谋献策。

深圳从1979年开启自身的高速发展道路，这座城市被视为中国改革开放的最有力代表。深圳现有1100万居民，经济发展排名在中国大陆城市中位列第四，其人均国内生产总值位居全国第一。深圳更在英国《经济学人》的2012年全球城市竞争力排名中，名列世界第二。深圳也是联合国教科文组织所认可的设计之都之一。菲利普科恩很荣幸能得到邀请，为深圳市的文化政策提供专家建议。

其他委员会的成员包括：前中国外交部长李肇星、前美国休斯顿市长利·布朗、前招商银行行长马蔚华先生、经济合作与发展组织(OECD)中国和印度首席经济学家理查德·赫德。

深圳市国际化城市建设委员会的第一次会议在11月17日于深圳举行。同时，深圳市市长许勤也作为主持召开了2013深圳国际化城市建设研讨会。菲利普科恩在研讨会期间，应邀就文化创意产业对深圳发展成为世界一流城市的作用发表演讲。

关于深圳市国际化城市建设委员会及研讨会的内容，请参阅深圳外事办的官方网站：<http://www.szfaogov.cn/>

有关KEA欧洲事务所的更多资料，请访问我们的官方网站：[www.keanet.eu](http://www.keanet.eu) 及微博：[www.weibo.com/keachina](http://www.weibo.com/keachina)

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