

Looking forward to lay strong foundation with India: Chinese Assistant Minister of Culture

NEW DELHI, 4 July 2015: In order to cement future partnership in culture between India and China, **FICCI** on Friday (3 July 2015) hosted Mr. Liu Yuzhu, Assistant Minister of Culture, People's Republic of China at a luncheon session. Mr. Yuzhu was accompanied by a high-powered delegation comprising key policy-makers in the cultural space.

Mr. Liu Yuzhu said "he looks forward to laying a strong foundation of partnership with India through FICCI's help. Indian culture has had a very strong influence on China. The Chinese are great lovers of Indian art and crafts, films & TV and cuisine. Given the fact that both countries have over a billion mobile phone users it is only natural that both cultures should connect through mutual synergies."

He invited Indian cultural stakeholders to China and also mentioned that Chinese cultural enterprises would welcome Indian markets opening up to them.

Flagging off the luncheon, **Dr Arbind Prasad**, Director General, FICCI said, "Our two nations are both in possession of a vibrant and rich cultural heritage – we are buoyed by our indigenous wealth of visual arts, exquisite crafts, tapestries of colourful regional events based on ancient traditions of history and folklore. For FICCI, it would be of utmost importance if our two countries can come together and mutually add to our heritage and make commerce through culture first on our partnership agenda."

The session was moderated by **Mr Sanjoy Roy**, Founder, Teamwork Arts and an important cultural stakeholder who said that India and China will go furthest if they travel together. He also mentioned that the in the forthcoming Shanghai Arts Festival, India is the country of focus.

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