

## PRESS RELEASE

# New action plan for the international cultural exchange

A new action plan for the international cultural exchange 2014-16 is launched by the Ministry of Culture, the Ministry of Foreign Affairs and the Ministry of Business and Growth alongside a group of prominent cultural institutions.

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### Minister of Culture Marianne Jelved says:

*“The international cultural exchange is important, because it is often in the encounter with our surrounding world that we learn to understand ourselves. Arts and culture have a special capacity for facilitating such intercultural dialogue. This is so whether we showcase Denmark abroad or vice versa. The new action plan provides a solid foundation for a continued increase in the international cultural exchange and the internationalisation of the Danish cultural life.”*

### Focus of the international cultural exchange

With the new action plan Coherence, Synergy and Cooperation the international cultural exchange will be focussed on the themes Sustainability, Children/Youths as well as on Dialogue, Democracy and Participation. The geographical focus will be on the BRICS-countries (Brazil, Russia, India, China and South Africa) and on the Middle East. Besides being exciting new cultural markets, these regions are also important sources of inspiration for Danish arts and culture with rich opportunities for increased intercultural dialogue and cultural exchange.

### Purpose of the international cultural exchange

The purposes of the international cultural exchange are: 1) development and renewal of Danish arts and culture, 2) promotion of Denmark as a country, 3) promotion of cultural exports and 4) promotion of intercultural dialogue.

It is characteristic of the Danish international cultural exchange that these purposes first and foremost are pursued in accordance with the principle of high artistic value as the prerequisite of any initiative or project.

### The International Cultural Panel

The new action plan for the international cultural exchange is made by the Ministry of Culture, the Ministry of Foreign Affairs and the Ministry of Business and Growth in close cooperation with the International Cultural Panel. This panel convenes a list of prominent cultural institutions that all share an international perspective in their work.

As of January 1st the members of the International Culture Panel are: The Danish Arts Foundation, The Danish Cultural Institute, Danish Architecture Centre, Danish Design Centre, Danish Film Institute, Centre for Culture and Development, Danish Agency for Culture, Ministry of Foreign Affairs, Ministry of Business and Growth and the Ministry of Culture.

[Read more about The International Culture Panel](#)