



**ASEM Cultural Festival (ASEMfest)  
Side-event of the 13<sup>th</sup> ASEM Summit (ASEM13)  
Phnom Penh, Cambodia & Online**

**Invitation for Expressions of Interest**

**Deadline for submission extended to Tuesday, 7 September 2021  
Invitation open to virtual events & activities**

**Overall Objectives and Main Elements**

The *ASEM Cultural Festival (ASEMfest)* is a public arts festival showcasing artistic excellence from and collaborations among [Asia-Europe Meeting \(ASEM\) Partners](#). The Festival takes place each year on the side-lines of ASEM Summits or Foreign Ministers' Meetings, as one of the official side events. It endeavours to explore the enormous potential and dynamic synergy of intercultural collaborations and artistic co-creations between the two continents, as a flagship cultural platform in the framework of ASEM Leaders' Meetings. The Festival also aims to increase awareness about the ASEM Process among the arts communities of both regions and the public. The Festival is a manifestation of the ASEM philosophy and value to enhance collaboration and development among ASEM Partners.

The Festival offers a diverse range of programming from Asia and Europe including performances, exhibitions, and discussions, based on two main elements:

- A) Performances:** for example, dance, digital art, film, music, theatre and visual arts, for the general public
- B) Cultural dialogue:** to facilitate exchanges between artists of the two continents

The main partner organisations are the hosts of the ASEM Summits and ASEM Foreign Ministers' Meetings, the European Union (EU) and the Asia-Europe Foundation (ASEF). The EU is the lead partner in the organisation of the Festival and provides financial support. ASEF acts as the general co-ordinator of the Festival and together with the EU works closely with the host country to implement the activities of the Festival. Additional partnerships are also established each year with ASEM Partners through their Embassies and cultural centres. Detailed information about the Festival is available on [www.asemculturalfestival.com](http://www.asemculturalfestival.com), the official website of the Festival.

**Previous Editions**

The first [ASEM Culture & Arts Festival](#) was held from 2 to 8 September 2009, in the follow up to the 7<sup>th</sup> ASEM Summit (ASEM7) which took place in 2008 in Beijing, China.

In 2018, the [ASEM Cultural Festival: Europe Meets Asia, Asia Meets Europe](#) was held from 18 to 30 October, alongside the 12<sup>th</sup> ASEM Summit (ASEM12) which took place in Brussels, Belgium.

In 2019, the [ASEM Cultural Festival: Asia & Europe: Cultures Connect](#) was held from 11 to 15 December, alongside the 14<sup>th</sup> ASEM Foreign Ministers' Meeting (ASEMFMM14) which took place in Madrid, Spain. A [curtain raiser](#) took place in Brussels on 6 December.



## Upcoming Edition – ASEM Cultural Festival at ASEM13

This edition of the ASEM Cultural Festival will be held as an official side event of the 13<sup>th</sup> ASEM Summit (ASEM13). Through the celebration of artistic and cultural diversity from Asia and Europe, the Festival aims to strengthen the connections between the ASEM Partners. The Festival is co-organised by the European Union (EU), the Cambodian Ministry of Culture and Fine Arts and the Asia-Europe Foundation (ASEF) with financial support from the EU and the Royal Government of Cambodia.

Dates: 22-26 November 2021

Venues: Virtual events: ASEM Cultural Festival website ([www.ASEMculturfestival.com](http://www.ASEMculturfestival.com)) and ASEM social media channels  
On-site events: Chaktomuk Conference Hall, National Museum, Royal University of Fine Arts, Phnom Penh and other major cultural and exhibition centres

Title: Asia & Europe: Cultures Connect

Theme: Enhancing ASEM partnerships through arts and culture

Audience: All events will be open to public

### Invitation for Expressions of Interest from ASEM Partners

Given the impact of the pandemic on travel and the safety measures being implemented, the proposals for the Festival programme now include virtual events/activities.

Proposals are invited for:

Virtual events/activities such as:

- virtual performance/concert, online exhibition, webinar, etc. (from any artistic discipline such as film, visual arts, literature, performing arts, etc)
- interactive digital projects which involve audience participation featured as special events in the lead up to the Festival
- artists' talks, conversations, workshops or masterclasses
- literary readings
- competitions for the public

On-site arts events such as:

- visual art, digital art, multi-media and photography exhibitions
- films including features, shorts and documentaries

Venue and local transport in Cambodia will be covered by the Festival co-organisers along with communication and marketing support (such as brochures, posters, advertising, media interaction and social media outreach). Logistical support on the ground for on-site projects and web hosting platform for virtual events will be arranged by the Festival co-organisers. For virtual events which require live streaming (such as online performances organised in the home country and requiring internet access locally), the proposing organisation will be responsible for ensuring appropriate internet connectivity at the said location.

Proposals can be submitted via the respective Ministry of Foreign Affairs/Ministry of Culture/public agencies in charge of culture/cultural missions/cultural institutions (including universities, arts organisations and private organisations). The proposing organisation will be responsible for all costs related to the proposed event (travel & stay for artists, shipping costs for excess baggage & equipment; artist fees; insurance; production and technical costs). Acknowledgement as

“Supporters” will be included in the communication products developed for the ASEM Cultural Festival (website, posters, brochures, press release, social media, etc.).

All ASEM Partners are invited to actively participate in and contribute to the Festival. Proposals from diverse organisations (including cultural institutions, universities, non-governmental arts organisations and private organisations) are welcome as well. It is essential that the proposals are provided in the enclosed template (Proposal for the ASEM Cultural Festival at ASEM13 - Form) to be considered.

Furthermore, we would greatly appreciate any support for ASEMfest, whether financial or in-kind contributions. Please write to the contact points listed below to discuss further.

**Proposals integrating Asian and European cultures together, such as collaborations and co-productions, which represent the core objectives of the Festival and have the potential to engage broad and diverse audiences (both virtual and on-site) are highly recommended.** Some examples of such events featured in the previous Festival editions were:

**2018: *Kijote Kathakali***, an Indian and Spanish co-production

[www.bozar.be/en/activities/147482-kijote-kathakali](http://www.bozar.be/en/activities/147482-kijote-kathakali)

**2019: *Kizuna***, a Japanese and Spanish musical collaboration

[www.asemculturalfestival.com/en/actuaciones/kizuna-un-concierto-de-koto-guitarra-y-kotsuzumi-fuyuki-enokido-con-kaho-aso-y-jose-maria-gallardo/](http://www.asemculturalfestival.com/en/actuaciones/kizuna-un-concierto-de-koto-guitarra-y-kotsuzumi-fuyuki-enokido-con-kaho-aso-y-jose-maria-gallardo/)

All proposals will be considered according to the same set of criteria. The **criteria** include:

- professional and artistic merit of the programme
- profile of the artists and/or production company
- relevance of the proposed event to the theme and objectives of the Festival
- collaborations and co-productions integrating Asian and European cultures, as outlined above
- overall geographical representation and programme balance
- potential for online audience engagement
- technical viability
- financial implications
- logistical feasibility
- publicity aspect of the proposed event

The **deadline** to receive proposals is **extended to 7 September 2021**. Proposals received after the deadline will not be considered. Proposals will be reviewed on a first-come, first-served basis. We encourage early submission of proposals to ensure adequate time for discussion and planning. The response to the submitted proposals after deliberation by the co-organisers will be conveyed by **30 September 2021**.

#### Contact points:

##### Ministry of Culture and Fine Arts, Cambodia

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Director, International Relations for Culture

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Asst. to Director, International Relations for  
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##### European Union - Service for Foreign Policy Instruments (FPI)-FPI.4 Industrialised Countries & Foreign Policy Support

Ms. Ariane COMBAL-WEISS, Project Manager

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### **Asia-Europe Foundation (ASEF)**

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### **About the Organisers:**

#### **European Union**

The **European External Action Service (EEAS)** is the European Union's diplomatic service. Its role is to make sure the voice of the European Union and its people are heard in the world. A key aspect of the work of the EEAS is its ability to work closely with the foreign and defence ministries of the member states of the EU and the other EU institutions such as the European Commission, Council and Parliament. It also has a strong working relationship with the United Nations and other International Organisations.

W: [europa.eu/european-union/about-eu/institutions-bodies/eeas\\_en](http://europa.eu/european-union/about-eu/institutions-bodies/eeas_en)

The **European Commission's Service for Foreign Policy Instruments (FPI)** was set up in January 2010, at the same time as the European External Action Service (EEAS). FPI reports directly to the European Union's High Representative for Foreign Affairs and Security Policy and Vice President of the European Commission, Josep Borrell Fontelles. It works hand-in-hand with all Commission services and coordinates closely with the EEAS and EU Delegations on a daily basis. It puts EU foreign policy into action – fast and flexibly – in a policy-driven approach. It acts as first responder to foreign policy needs and opportunities, focusing on conflict prevention and peace, building alliances and leveraging the EU's influence in the world. The Service plays a central role in implementing the European Commission's political priorities in line with the EU's Global Strategy for Foreign and Security Policy.

W: [ec.europa.eu/fpi/](http://ec.europa.eu/fpi/)

#### **Ministry of Culture and Fine Arts (MCFA), Kingdom of Cambodia**

The Ministry of Culture and Fine Arts is a governmental institution to administer and manage the culture and fine arts of the Kingdom of Cambodia by implementing policies for national cultural preservation and development in order to take part in socio-economic development. The Ministry supervises and supports designated national cultural institutions and organisations, for implementing the protection, preservation and promotion of the values of national culture and traditional customs, nurturing creativity and diversity of national culture and training artists, musicians, architects, archaeologists and other culturally related experts through the Secondary School of Fine Arts and the Royal University of Fine Arts.

W: [www.mcfa.gov.kh](http://www.mcfa.gov.kh)

#### **Asia-Europe Foundation (ASEF)**

ASEF promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, governance, economy, sustainable development, public health and media. ASEF is an intergovernmental not-for-profit organisation located in Singapore. Founded in 1997, it is the only institution of the Asia-Europe Meeting (ASEM). ASEF runs more than 25 projects a year, consisting of around 100 activities, mainly conferences, seminars, workshops, lectures, publications, and online platforms, together with about 150 partner organisations.

W: [www.ASEF.org](http://www.ASEF.org)



Proposal for the ASEM Cultural Festival at the 13<sup>th</sup> ASEM Summit (ASEM13)  
2021

Form

Name/Title of the artistic proposal:

Genre: Dance, music, theatre, film, literature, visual art, others (please specify)

Type: On-site/Virtual

Format: Performance, exhibition, masterclass, conversation, others (please specify)

Language (if applicable):

Countries of application:

Description/Synopsis:

Names of artists and their nationalities:

Profile of the artists/artistic company:

Duration (in case of performances):

Technical rider (with the following details: number of artists/crew, number of exhibits, stage requirements, specific equipment requirements, any specific logistical arrangements, digital platform requirements, etc.):

Showcasing Fee:

Website or video links:

Photos (in JPEG format):

Press articles (if available):

**Please note:**

- Proposals should provide all the above requested information to be considered.
- Proposals should be sent through official channels via email to all the contact points at the partner organisations (E: [Ariane.COMBAL-WEISS@ec.europa.eu](mailto:Ariane.COMBAL-WEISS@ec.europa.eu); [keokannvirak11@gmail.com](mailto:keokannvirak11@gmail.com); [chantomjp@gmail.com](mailto:chantomjp@gmail.com) and [preeti.gaonkar@asef.org](mailto:preeti.gaonkar@asef.org))
- Please note that the deadline for submission of proposals is **7 September 2021**. Proposals received after this date will not be considered. Early submission of proposals is encouraged, as proposals will be reviewed on a first-come, first-served basis.

