

Philippines hosts meeting of ASEAN Cultural Ministers and designates Clark, Pampanga as the ASEAN City of Culture 2010-2011



The Fourth Meeting of the ASEAN Ministers Responsible for Culture and Arts (AMCA) and the Fourth Meeting of the AMCA Plus Three (AMCA+3), comprising the ASEAN Member States and the People's Republic of China, Japan and the Republic of Korea, were held 25-26 March 2010 in Clark, Pampanga, Philippines.

During the Meetings, the Ministers agreed to enhance ASEAN cooperation in the areas of culture and arts focusing on human resources development; the protection, preservation and promotion of ASEAN cultural heritage; and the development of small and medium-sized cultural enterprises by endorsing the Work Plans of the Working Groups set up by the ASEAN Senior Officials Meeting on Culture and Arts (SOMCA) for the three aforementioned areas.

At the AMCA+3 meeting, the Ministers agreed to step up the cooperation between ASEAN Member States, the People's Republic of China, Japan and the Republic of Korea by shaping an ASEAN Plus Three Work Plan containing concrete programmes and projects to steer cultural cooperation between the ASEAN Member States and the Plus Three Countries.

In conjunction with the meetings, the Philippines hosted the 4th ASEAN Festival of Arts (AFA). With the theme “The Best of the ASEAN: From Ancestral Roots to New Artistic Routes of Expression Mobilizing Cultural Diversity for the UNMDGs”. The festival highlighted the creativity of the artistes and fostered the exchange of ideas among the best artistes from ASEAN countries. Each ASEAN Member State showcased one of their finest works in their chosen field of art (theater, music, literature, film, or dance).

The Philippines, being the Chair of the 4th AMCA meeting, designated Clark, Pampanga, as the inaugural “ASEAN City of Culture”. The ASEAN City of Culture initiative was first proposed and agreed by the Ministers at the Third AMCA at Nay Pyi Taw, Myanmar on 12 Jan 2008. The objective of this initiative is to strengthen the ASEAN identity and raise the profile of ASEAN within the region and internationally by celebrating the ASEAN arts and culture and promoting the growth of the region’s creative industries.

For the next two years, the Philippines will showcase its rich cultural heritage through cultural programs and festivals, linked with the dynamism of the traditions and artistic manifestations of ASEAN Member States to promote awareness, understanding and appreciation of ASEAN and to project in the global stage the wealth of talent in the region.

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