

**Alun Ffred Jones AC/AM**  
**Y Gweinidog dros Dreftadaeth**  
**Minister for Heritage**



Llywodraeth Cynulliad Cymru  
Welsh Assembly Government

Ein cyf/Our ref

Scott Andrews  
Cardiff Confucius Institute  
AndrewsS2@cardiff.ac.uk

10 November 2009

Dear Mr Andrews

### **Wales China Creative Industries Forum**

Please accept my apologies, that due to prior diary commitments, I am unable to attend either the reception on the 11<sup>th</sup> or the forum on 12<sup>th</sup> November.

As you know, here in Wales we have a diverse and vibrant creative industries sector, embracing for example broadcasting, film, new media and music, through the arts in all its forms, to small scale and individual enterprises producing ceramics and jewellery.

Despite this diversity, practitioners have not always proactively sought international markets or collaboration and there can be numerous reasons for this. By providing information and encouragement for those interested in or considering establishing links with China this Forum will, I am sure, begin to address some of these barriers.

It is encouraging to note the support being afforded from China, including the participation of Professor Deng Lili, the Director of the Centre for Animation at the Institute for Cultural Industries, Peking University; Mr Yu Chaozhong, Vice President of Beijing Crystal DT, which was responsible for the animation for the Beijing Olympics; and Dr Zhen Ye, Executive Director Golden Bough International, the first Chinese IP Company of Golden Bough International. This is indicative of the level of interest in China in our Creative Industries. Only last month the National Dance Company Wales had a very successful tour in China.

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*Wedi'i argraffu ar bapur wedi'i ailgylchu (100%)*

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You and your planning team, which includes representatives from the Cardiff Confucius Institute, Glamorgan University, Hull University, Peking University, Wales Arts International, Cardiff City Council, National Museum of Wales and officers of the Welsh Assembly Government are to be congratulated for organising the Forum within very tight time constraints.

It just remains for me to wish all those involved a very successful and productive event.

A handwritten signature in black ink, appearing to read 'Alun Ffred Jones', written in a cursive style.

**Alun Ffred Jones AC/AM**

Y Gweinidog dros Dreftadaeth/Minister for Heritage