

**Third Globalization Forum
&
World Forum on Cultural Diversity**

Introduction

Nowadays, the information revolution and globalization are hard hitting nearly every aspect of human society, making a great impact on people's manner of thinking and living customs, and bringing closer interdependence in the whole world. As the United Nations Secretary-General Mr. Kofi Annan stated in his congratulatory letter to the Globalization Forum, "In today's world, no trend can be so arguing as the globalization that inspires people's imagination. Information and communication technologies enable people to become more powerful, bring great benefits to both developed and some developing countries. These technologies also provide poor nations an opportunity to develop dramatically so that they will avoid the long and suffering process that other countries have to endure."

Obviously, economic globalization has brought new economic growth opportunities and has proven beneficial to developed countries. However, most of developing countries have been excluded from globalization's benefits. These unfair phenomena and facts lead to political unrest and social disruption, threaten peace and security for human, widen the gap between the rich and the poor, and seriously challenge national sovereignty and world's culture diversity. From the 911 event to the Iraq war, their impacts have been spread throughout the world. Behind these phenomena and worries, many developing countries call for the respect for cultural diversity and the sharing of human rights for every earth citizen endowed by the United Nations Charter and Universal Declaration of Human Rights — freedom, happiness and dignity. Countries, no matter large or small, rich or poor, should have equal opportunity in the globalized world and share the resources. Global integration and cultural diversity should develop harmoniously, and should promote the establishment of new partnerships based on the respect for countries' traditional culture.

China has 5,000 years of history and resplendent culture, and was one of the world's four ancient civilizations. Early in the Spring and Autumn Period and the Warring States Period (770BC-221BC), the Chinese culture was formed by fusion of various regional cultures. At the beginning of the first century AD, Indian Buddhist culture entered China in a peaceful way, and created the situation of coexistence of two different cultures. Chinese ancient thinkers and "way of change" philosophy think that cultures can coexist harmoniously regardless of their differences. So no war was incurred because of the cultural differences between the external Indian Buddhism and Chinese domestic Confucism and Taoism, and these three cultures coexisted peacefully in China. Exchange between different cultures advances the development of humanity's civilization history. This law has also been proved by the development of western civilization history. Greeks learned from Egypt, Egyptians used Rome for reference, Europeans in the Middle Age imitated Arabs, and Cultural Renaissance in Europe absorbed cultural tradition from various nationalities, creating enormous impact on western civilization. Throughout the history of world's civilization development, we can see development and innovation created by mutual absorption and fusion between different cultures. In the future globalization era, a splendid culture of any country or region belongs not only to the specific nationality, but also to the mankind.

In recent years, profound changes have taken place in the whole world, while information revolution and globalization have brought us to an era of coexistence of civilizations and respect for cultural diversity. At the thirty-second session of the General Conference of UNESCO in October 2003, French President Jacques Chirac called for the constitution of a Convention on Cultural Diversity, because although the Universal Declaration on Cultural Diversity echoed common aspiration of the international society, the Convention on Cultural Diversity can enshrine the principles in law. We are facing all kinds of serious challenges, and therefore should draw upon vitality from the entire world to realize true global cooperation. This is a historical mission for all members in the international society. Through the Third Globalization Forum and the World Forum on Cultural Diversity, we will agglomerate global

wisdom to create a harmonious world with political unity, economic prosperity, equality and mutual benefits and respect for cultural diversity. This is the mission and objective of the Forum.

As UN Under-Secretary-General Shashi Tharoor stated in his congratulatory remark on the Forum, “I am confident it (the Forum) will make an invaluable contribution to intercultural dialogue. In a world where people fear a clash of civilizations, the need for tolerance and dialogue has never been stronger. We must all take responsibility for conveying the message that it is our diversity that gives the human species its splendor and our diversity that has enabled us to make progress. We learn and we gain from the very differences in the human experience. I would be grateful if you would communicate this message, and my congratulations and best wishes, to the Forum.”

The Foundation for Globalization Cooperation, in cooperation with the People’s Daily newspaper and UNESCO’s Global Alliance for Cultural Diversity, will hold the Third Globalization Forum and the World Forum on Cultural Diversity in Hangzhou, China, on 8 – 10 November 2005. The organizing committee of the Forum will invite Chinese leaders, UN leaders, internationally important political figures (Presidents, Prime Ministers, Former Presidents, Ministers), CEOs of multinational corporations, world’s cultural celebrities (philosophers, artists, educators and famous scholars), as well as Chinese government officials, entrepreneurs and CEOs of media groups to attend the Forum and deliver speeches.

Organizing Committee

Third Globalization Forum and World Forum on Cultural Diversity



The Third Globalization Forum

Forum Agenda

November 7, 2005

9:00—22:00 **Registration**

14:00—15:00 **Press Conference**

November 8, 2005

8:30—9:00 **Opening Ceremony** Chaired by People's Daily
Speeches by national leaders of China and UN leaders

9:00—12:30 **Speeches by national leaders of China, UN leaders and internationally important political figures (presidents, former presidents, former prime ministers, ministers)**

Background: The information revolution and economic globalization are rapidly breaking the modes and rules of the industrial era, changing both the way of production and the mindset of people. Economy, culture and politics must be coordinated properly during the process of development. The design and establishment of a globalization standard and management system have been put on the agenda. The creative power embedded in globalization cooperation is beyond comparison with that owned by any single country. Based on respecting cultural diversity, we should draw upon and coordinate vitality from the entire world and adhere to sustainable development, only through which we can create the splendor of our era.

Focus:

- To promote the spirit of cooperation among mankind, to establish new types of partnership, and to establish a fair and harmonious international society.
- How to design globalization standard and construct globalization management system to diminish the gap between the rich and the poor.
- Cultural diversity in the era of globalization: respect, tolerance and dialogue.

12:30—14:00 **Lunch**
Hosted by the Foundation for Globalization Cooperation

14:00—18:00 **Speeches by leaders and ministers from the State Council of the People's Republic of China**



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14:00—17:30 **Roundtable Discussion: Responsibilities of Business Leaders in the Era of Globalization**

Chaired by Global Compact, the United Nations

Background: On January 31, 1999, UN Secretary-General Kofi Annan proposed the Global Compact in a speech at the World Economic Forum. On July 26, 2000, the Global Compact was formally launched at the UN headquarters, and was brought into the implementation stage. The Secretary-General invited business leaders to join an international initiative - the Global Compact - that would bring companies together with UN agencies, labour and civil society to advance principles of social responsibility and environmental protection. Today, more than 2,000 multinational corporations are engaged in the Global Compact, including 50 large state-owned enterprises in China.

Speakers: Mr. Georg Kell, Executive Head of the United Nations Global Compact Office
Chief Representative in Beijing, United Nations Industrial Development Organization
CEO of Multinational Corporation (Member of the Global Compact)
CEO of Chinese Enterprise (Member of the Global Compact)

18:30—20:00 **Banquet**
Hosted by Hangzhou Municipal Government

20:00—21:00 **Firework Display**

November 9, 2005 Globalization Cooperation Summits

9:00—17:00 **Concurrent Session 1: Special Topic Conference on Globalization Theory**

Chaired by Kennedy School of Government, Harvard University

Background: In today's world, no trend can be so arguing as the globalization that inspires people's imagination. Today, the globalization moves forward more quickly, deeper, further and more economical. "Further" means that it influences many more places. Nearly every continent and every country is under its effect. There is an essential conflict in the information age, that is, the conflict of deficiency. When the information becomes more and cheaper, the public attention is deficient. What kind of information shall we pay attention to?

Focus:

- Why the knowledge of globalization theory and the



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information revolution has become part of the new economy?

- How should economic globalization advance the coordination between the value of resources and the value of ecology in the world?
- Economic globalization should not be simply the amplification of the market scope, the production scale or wealth. It must be built on the diversity in development so as to achieve complementary advantages.

Speakers: Scholars from Harvard University, Yale University, Cambridge University, Stanford University and other famous universities and research institutions.

9:00—17:00

Concurrent Session 2: Global Integration and Cultural Diversity

Chaired by People's Daily

Background: World multipolarization, economic globalization and cultural diversity are three important trends in today's international development, and they also form the international environment in which Chinese modernization must meet in the long run. Globalization has its unique technologies: computerization, small, digitalization, satellite communications, photoconduction and Internet. These technologies have accelerated the integration of global economy, and have also promoted interdependence among people. Therefore, it is our historical responsibility to expand cultural diversity in the course of globalization and to respect and recognize the diverse civilizations and value systems owned by different countries, and this is also the spirit of unite of opposites and harmony.

Focus:

- In the course of economic globalization, we must recognize human civilization values embedded in diverse cultural forms, value systems, and development modalities, in order to establish a fair rule-based system among all the countries in the world.
- Cultural heritage, cultural fusion, and complementary value systems.
- How to handle the relationship between global integration and cultural diversity, and how to strengthen multilateral cooperation.

Speakers: Internationally important political figures, Chinese government officials, famous scholars.

9:00—17:00

Concurrent Session 3: New Paradigm of Capital Increase in



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The Globalization Economic System

Chaired by Asia Office of the International Monetary Fund

Background: By the year 2003, the currency in cross-border circular was on average 2.5 trillion US dollars to 3.5 trillion US dollars every day, 20 times more than that in 1995, 1,500 times of the every-day newly-added GDP of dollars, and 15% of the total market value of global security markets. This global trend of wealth liquidity will undoubtedly be deeper and stronger.

Focus:

- Value management and capital increase in the era of globalization
- How to achieve complementary advantages at the global level based on the diversity in development.
- The exploration of regional aggregates that can optimize national economic efficiency and minimize development cost.

Speakers: CEOs of multinational corporations,
CEOs of internationally-renowned consulting firms,
Presidents of international investment banks

9:00—17:00

Concurrent Session 4: Summit on Regional Economy of The Yangtze River Delta

Chaired by Hangzhou Municipal Government

Background: In the era of knowledge economy, knowledge is a special asset. Traditional industrial structure and theory of regional economy are not sufficient as the basis for making strategies, because they cannot help business leaders understand how value is created. The keys of keeping the economic increase of the Yangtze River Delta are to maintain the quality of business leaders and to establish the value management system.

Focus:

- The impact of globalization on the Yangtze River Delta. Search for regional aggregates that can optimize economic efficiency and minimize development cost. Economic revolution and structure transformation in the Yangtze River Delta.
- Search for the global value of economic regionalization, specialization and characterization.
- How to utilize the economic advantages and cultural characteristics of the Yangtze River Delta, to establish wide cooperation both domestically and internationally, and to realize sustainable development of the Yangtze River Delta.

Speakers: Hangzhou Municipal Government Officials,



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	Government officials or business leaders from Shanghai Municipality and Jiangsu Province, Internationally famous economists, Senior officials of the World Bank
9:00—17:00	Concurrent Session 5: Roundtable Discussion for Leaders of Nongovernmental Organizations Chaired by the Foundation for Globalization Cooperation Background: Globalization is an inevitable trend in human development. It is influencing the economic system and international relations, and is advancing a revolution on global relations. National governments, multinational corporations, private enterprises and nongovernmental organizations interact in global networks and form interactive institutions. Managing globalization is not merely governmental responsibility, while nongovernmental organizations and nongovernmental allies are playing increasingly important roles. Speakers: Leaders of nongovernmental organizations, Chairmen of international financial institutions and foundations, Presidents of international chambers of commerce
9:00—17:00	Concurrent Session 6: Roundtable Discussion for Leaders of International Chambers of Commerce Chaired by Hong Kong General Chamber of Commerce Speakers: Presidents of international chambers of commerce
November 10	Closing Ceremony
9:00—10:00	Speeches by internationally important political figures Chaired by People's Daily
10:00—10:10	Declaration on Globalization Cooperation and Global Cultural Diversity
10:10—10:50	Signing Ceremony for the Global Alliance for Cultural Diversity, UNESCO
10:50—11:30	Signing Ceremony for the United Nations Global Compact



The World Forum on Cultural Diversity

UNESCO's Universal Declaration on Cultural Diversity raises cultural diversity to the level of "the common heritage of humanity", "as necessary for human kind as biodiversity is for nature". This diversity creates a rich and varied world which increases the range of choices and nurtures human capacities and values. It therefore is one of the roots of development, understood not simply in terms of economic growth, but also as means to achieve a more satisfying intellectual, emotional, moral and spiritual existence. Globalization offers unprecedented possibilities for this diversity to flourish, nurtured as it is by constant exchanges and interaction between cultures that are facilitated by the rapid development of information and communication technologies. At the same time, these processes carry with them the risk of uniformity, standardization of lifestyles and cultural practices and thereby impoverishing diversity.

The World Forum on Cultural Diversity will analyze these issues and offer a platform to develop innovative models of cooperation and partnerships between public authorities, civil society and the business community so as to build a harmonious global society that truly reaps the benefits of globalization.

Preliminary Programme

November 7, 2005

- 9:00—22:00 **Registration**
- 14:00—15:00 **Press Conference**
- 15.30 – 17:30 **Presentation of the Global Alliance for Cultural Diversity**

November 8, 2005

- 8:30—9:00 **Opening Ceremony**



The World Forum on Cultural Diversity

9:00—12:30

High Level Panel with Ministers of Culture

This opening panel will offer an overview of opportunities and challenges for cultural diversity as experienced in the different world regions.

Chaired by the Deputy Director General of UNESCO

Confirmed Speaker:

Mrs Maria Consuelo Araujo, Minister of Culture, Colombia

Invited Speakers:

Mr. José Nun, Secretary of Culture of the Presidency of the
Argentine Nation

Minister of Culture (China)

Minister of Culture (India)

Minister of Culture (Singapore)

12:30—14:00

Lunch

Hosted by the Foundation for Globalization Cooperation

14:00—17:30

Plenary Panel

Sustaining diversity in cultural goods and services:

Cultural Industry Development

National markets for cultural goods and services need an enabling environment to grow. This can only be reached through the partnership of public and private stakeholders. Likewise, trade and non-trade barriers to the international trade in cultural goods and services need to be addressed through international frameworks for cultural and trade policy that reinforce cultural production capacities, promote the emergence of viable local markets, facilitate access to the global market and distribution networks for the cultural goods and services of all countries, assure the free movement of creative artists and promote the transfer of technology and know-how.



The World Forum on Cultural Diversity

Confirmed Speakers:

Fernando Zapata, Director General of Copyright Office,

Colombia

Emiliano Martinez, President of Santillana Holding (Spain)

Simon Evans, Director of Creative Clusters, UK

Ritu Sethi, Founder and Managing Trustee, Craft Revival Trust,

India

Luciana Castellina, ARCI Cultural Advisor, President of the

European Film Festival in Italy

Sing Wang, CEO and Executive Director, TOM Group limited

Invited Speakers:

Mr Hugh Stephens, Senior Vice President, International

Relations & Public Policy (Asia Pacific), Time Warner Inc.

(USA)

Mr Kazuhiko Yazaki, Felissimo Corporation (Japan)

Ahmed Attia, CTF Films (Tunis)

November 9, 2005

Creative City Development and Cultural Diversity

Creative cities support pluralism of ideas and make creativity an essential element of their economic development. In an era of globalization, local leaders become more aware of their potential involvement in international commercial and cultural exchange. By linking those leaders through a network of strategic cooperation, innovation is cultivated through the exchange of know-how, experiences and technological expertise.

9:00—12:30

Panel

Chaired by Milagros del Corral, Deputy Assistant Director General
for Culture, UNESCO (confirmed)

Confirmed Speakers:

Aníbal Ibarra, Buenos Aires City Mayor (Argentina)

Larry A. Delgado, Santa Fe City Mayor (USA)



The World Forum on Cultural Diversity

Invited Speakers:

Hangzhou City Mayor (China)

Montreal City Mayor (Canada)

Edinburgh City Mayor (UK)

Durban City Mayor (South Africa)

12:30—14:00 **Lunch**

14:00 – 17:00 **Roundtable Discussion**

Speakers of the morning panels and Mayors of Chinese cities

Parallel Sessions

9:00—12:30 **Human aspects of cultural diversity in a globalized world**

Cultural diversity is a rich asset for individuals and societies. Its promotion implies the guarantee of human rights and fundamental freedoms such as freedom of expression, information and communication. It needs an increased recognition of the importance of human creativity, linguistic diversity, traditional cultural expressions and traditional knowledge.

Confirmed Speakers:

Adama Samassekou, President of the African Academy of
Languages (Mali)

David Throsby, Macquarie University, Sidney (Australia)

Rajeev Sethi, Vice Chairman of the Taskforce for Creative
/Cultural Industries at the Planning Commission,
Government of India; Founder of Asian Heritage
Foundation

Invited Speakers:

Breyten Breytenbach, University of Natal (South Africa)

Arjun Appadurai, New School University (USA)



The World Forum on Cultural Diversity

14:00—17:00 Cultural Renaissance in the Globalization Era

Development, if it is to be sustainable, has to be founded on the values of any given society and on the ways in which populations perceive their relations with others and with nature. Cultural diversity by no means divides individuals, societies and peoples but, on the contrary, it unites them by constituting a shared fund richly composed of immemorial heritage, current experience and future expectations. The respect for the diversity of cultures, tolerance, of dialogue and cooperation, in a climate of mutual trust and understanding are among the best guarantees of international peace and security.

Confirmed Speaker:

Mounir Bouchenaki, Assistant Director General for Culture,
UNESCO

Invited Speakers:

African Union

Mercosur

ASEAN

European Union

Arab League

17:00—18:00 Closing Ceremony

19:00 Farewell Dinner

Joseph S. Nye

Former Dean of Kennedy School of Government Harvard University



Joseph Nye received his bachelor's degree summa cum laude from Princeton University in 1958. He did postgraduate work at Oxford University on a Rhodes scholarship and earned a Ph.D. in political science from Harvard University. He joined the Harvard Faculty in 1964, and taught one of the largest core curriculum courses in the college. In December 1995, he became Dean of the Kennedy School.

Mr. Nye has also worked in three government agencies. From 1977 to 1979, he served as Deputy to the Under Secretary of State for Security Assistance, Science and Technology, and chaired the National Security Council Group on Nonproliferation of Nuclear Weapons. In recognition of his service, he received the Distinguished Honor Award, the Department of State's highest commendation. In 1993 and 1994, Mr. Nye was chairman of the National Intelligence Council, which coordinates intelligence estimates for the President. He was awarded the Intelligence Community's Distinguished Service Medal. In 1994 and 1995, he served as Assistant Secretary of Defense for International Security Affairs, where he also won the Distinguished Service Medal with an Oak Leaf Cluster.

A Fellow of the American Academy of Arts and Sciences and of the Academy of Diplomacy, Mr. Nye has also been a Senior Fellow of the Aspen Institute, Director of the Aspen Strategy Group, and a member of the Executive Committee of the Trilateral Commission. He has served as a director of the Institute for East-West Security Studies, a director of the International Institute for Strategic Studies, a member of the advisory committee of the Institute of International Economics, and the American representative on the United Nations Advisory Committee on Disarmament Affairs. He has been a trustee of Wells College and Radcliffe College.



3rd Globalization Forum
World Forum on Cultural Diversity
Foundation for Globalization Cooperation

Foundation for Globalization Cooperation

Introduction

The Foundation for Globalization Cooperation (“the Foundation” hereafter) collaborates with the United Nations agencies, international organizations, nongovernmental organizations, Harvard University and other famous academic institutions to integrate global resources for the establishment of a just, reasonable and human global system. The mission of the Foundation is to promote the spirit of cooperation among mankind, to diminish the gap between the rich and the poor, to encourage the sharing of resources and interdependence, and to create a new era with political harmony, multilateral cooperation and culture diversity.

The Foundation founded the Global Cooperation Forum, which has gained support from the United Nations Secretary-General Mr. Kofi Annan and has achieved great success and international influence. The Foundation has established strategic partnership with the Global Alliance for Cultural Diversity, UNESCO, and founded the Global Forum on Cultural Diversity to create a new platform for international cooperation and for the promotion of cultural renaissance in the globalization era. The Foundation has also established cooperation with more than 100 governmental organizations, nongovernmental organizations, international foundations and business associations, including the African Union, League of Arab States, the European Union, the World Bank, the International Monetary Fund (IMF), Hong Kong General Chamber of Commerce.

The Foundation has research institutes and representative offices in Europe, the United States, Hong Kong, Beijing, and Japan. The foundation has made an eight-year long-and-medium-term strategic plan, aiming to draw upon innovative resources and vitality from the entire world. The Foundation invites leaders from international society, CEOs of multinational corporations, professors and experts from internationally-renowned universities and research institutions as advisors in the advisory committee, establishes human resources department for the training of young scholars and experts in management who will take the responsibility of globalization.

The Foundation concerns the fundamental changes brought about by the information revolution and globalization in the fields of politics, economy, culture, environment and education, provides consulting service to developing countries on how to integrate into globalization and on the reform of national administrative system in the interest of world people and effective resolving methods to governments, multinational corporations and small-and-medium-sized enterprise

Address: Room 305, Bright ChangAn Building Tower 1, JianguomenNei Avenue, Beijing, P.R.China, 100005

Tel: (0086) 10 65171319, (0086) 10 65170089 Fax: (0086) 10 65171318

Web Site: www.fgcnet.org E-mail: globalforum@sohu.com contact@fgcnet.org



3rd Globalization Forum
World Forum on Cultural Diversity

**Third Globalization Forum and
World Forum on Cultural Diversity**
(Also known as **Hangzhou Xihu Forum**)

Theme: Respecting Cultural Diversity • Building a Harmonious World

Date: 8-10 November, 2005

Venue: Hangzhou, China

Co-organizers: People's Daily, China
The Global Alliance for Cultural Diversity, UNESCO
Foundation for Globalization Cooperation

Undertaker: Municipal Government of Hangzhou

Expected Number of Attendees: 1000

Invited Speakers/Attendees: International Statesmen (Presidents, Prime Ministers, Former Premiers); UN Leaders; Chinese Leaders; Leaders of International Organizations; Mayors of world cities; Multinational Corporations; CEOs of International Media and Press; International Academicians; Presidents and Professors from Harvard University and other world class Universities; Presidents of International Business Associations.

Composer of Forum Theme Song: Maestro Sauonne, Italian renowned composer

Librettist of Forum Theme Song: FANG Yi, Chinese respected artist

Art Director of Forum: Ms NING, Canadian respected artist

Tel: +86 10 6517 1319, 6517 0089

Fax: +86 10 6517 1318

Website: www.fgcnet.org

Email: globalforum@sohu.com contact@fgcnet.org



3rd Globalization Forum
World Forum on Cultural Diversity

Honorable Mr. Constantine Simitis,

I have the honor of bringing to your attention The 3rd Globalization Forum and World Forum on Cultural Diversity to be held in Hangzhou, China on November 8-10, 2005, which is co-organized by The Foundation for Globalization Cooperation, The Global Alliance for Cultural Diversity, UNESCO and People's Daily, China.

The information revolution and globalization are rapidly transforming the world, and we share common historical mission to deal with great challenges brought about by this transformation. I deeply believe that, this Forum will create a platform for global cooperation and global sharing of opportunities, and, in accordance with the Millennium Development Goals proposed by UN Secretary-General Kofi Annan, it will bring benefits to more poor people and create immeasurable influence on the future world. As UN Under-Secretary-General Shashi Tharoor stated in his congratulatory remark on the Forum, "I am confident it (the Forum) will make an invaluable contribution to intercultural dialogue. In a world where people fear a clash of civilizations, the need for tolerance and dialogue has never been stronger. We must all take responsibility for conveying the message that it is our diversity that gives the human species its splendor and our diversity that has enabled us to make progress. We learn and we gain from the very differences in the human experience. I would be grateful if you would communicate this message, and my congratulations and best wishes, to the Forum."

Given your great influence in international affairs, I sincerely hope that you will support this honorable cause, and would be honored if you could agree to address the Third Globalization Forum by sharing your views relating to the theme of the Forum — *Respecting Cultural Diversity and Building a Harmonious World*. It will also be our great pleasure to invite you to participate in the Opening Ceremony of the Cultural Diversity Festival to be held after the closing of the Forum. If you cannot take the time out of your very busy schedule to address the Forum, we would also appreciate if you could express in a letter your opinion relating to the theme of the Forum.

Yours sincerely,

Sun, Fang

Founder and Executive Chairman

Third Globalization Forum and World Forum on Cultural Diversity

Tel: +86 10 65171319, 65170089

Fax: +86 10 65171318

Website: www.fgcnet.org

Email: globalforum@sohu.com contact@fgcnet.org

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16 March 2005

Dear Chairman Sun:

Please accept my sincere congratulations on the successful launch of the Forum on World Cultural Diversity and Development. I am confident it will make an invaluable contribution to intercultural dialogue. In a world where people fear a clash of civilizations, the need for tolerance and dialogue has never been stronger. We must all take responsibility for conveying the message that it is our diversity that gives the human species its splendour and our diversity that has enabled us to make progress. I would be grateful if you would communicate this message, and my congratulations and best wishes, to the Forum.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Shashi Tharoor', with a stylized flourish at the end.

Shashi Tharoor

Under-Secretary-General

for Communications and Public Information



Dr. Sun Fang
Chairman

Foundation for Globalization Cooperation
Globalization Cooperation Forum Founder
World Culture Diversity Forum Founder

Add: Room A305, Brighi China Chang An Building, No.7, Jianguomen
Nei Avenue, Beijing P.R.China 100005

Tel: 86-10-65171319 65170089

Fax: 86-10-65171318

E-mail: contact@fgcnet.org

[Http: www.fgcnet.org](http://www.fgcnet.org)



孫 放 博士 主席

全 球 化 合 作 基 金 會
全 球 化 合 作 論 壇 創 始 人
世 界 文 化 多 樣 性 論 壇 創 始 人

地址：中國·北京·東城區建國門內大街7號光華長安大廈1座305室
電話：86-10-65171319 65170089
傳真：86-10-65171318 郵編：100005
郵箱：contact@fgcnet.org 網址：www.fgcnet.org