

Ambassador Note

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In our globalised world, the ties between peoples and nations are becoming closer; our ideas, visions and goals are merging together to create a truly intercultural society. It is such a society that can tackle the challenges before us, it is through collaboration and active interaction between states, governments and people, that we can create a more prosperous world. Art and culture play an increasingly important role in this process, as they build bridges and common understandings, providing us with numerous opportunities and ways of getting to know the others.

Culture also plays a key role in diplomacy, in the relations between states, governments and people. Indeed, forty years after the start of the EU-China strategic relationships, we have moved beyond trade, economic and politics to come together through culture, history and art.

This is why I am very happy to support the contest "China Unlimited" - it is a thought-provoking, eye-opening initiative, which engages our citizens in a creative way and promotes intercultural dialogue. It gives space to imagination and inspiration, demonstrating how we really view the other culture, how China and Europe differ and on what grounds they are coming closer together. I therefore believe that this contest will foster political, social, cultural and economic integration; a sense of common purpose.

As an ambassador for "China Unlimited", I would like to underline the importance of such initiatives for enhancing collaboration and deepening mutual cultural understandings. Too often we underestimate the power of cultural exchange, which not only enriches our lives and broadens our horizons, but can also support us on the path to development and prosperity. The results of this initiative will build the ground for enhancing the partnership between China and EU's Member States and fostering respect for cultural diversity.

The increasingly interdependent world in which we live today highlights the growing importance of the EU-China relations. As two of the main actors on the global stage, China and the EU have significant roles to play both individually and collectively to shape better future.

The opportunities are indeed "unlimited". I am confident that in the next 40 years and beyond the China-EU partnership will continue to grow and bring even greater success, international peace and stability.