

## **International Seminar on Digitization-Empowered Cultural Heritage Protection**

### **I. Time**

9:30-12:00 or 14:00-16:30 PM (GMT+8), November 10, 2022 (tentative)

### **II. Location**

Beijing Dongcheng Cultural Development Research Institute (No.19 Donghuangchenggenbei Street, Dongcheng District, Beijing)

### **III. Organizer**

International Center for Creativity and Sustainable Development under the auspices of UNESCO (Category 2)

Beijing Municipal Office for Conservation and Management of Beijing Central Axis

### **IV. Host**

**Mei Song**, Research-in-Chief, Beijing Cultural Industry Development Research Institute

### **V. Agenda**

<b>Time</b>	<b>Sub-Event</b>
14:00-14:05	Introduction of the theme and attending experts by the host
14:06-14:10	Speech by the leadership of UNESCO Office in Beijing
14:09-14:15	Speech by the leadership of Beijing Cultural Heritage Bureau
14:16-14:20	Speech by the leadership of Beijing Science and Technology Innovation Promotion Center
14:21-16:20	Expert presentations (15 minutes per guest speaker, 8 guests included)
16:20-16:25	Conclusion by the host
16:25-16:30	Group photo shoot

## **List of Participants for the International Seminar on Digitization-Empowered Cultural Heritage Protection**

### **I. Host**

#### **Mei Song**

Research-in-Chief, Beijing Cultural Industry Development Research Institute

### **II. Keynote Speakers *(in alphabetical order)***

#### **Chen Mingjie**

Director of Beijing Cultural Heritage Bureau

#### **Chu Xiaowei**

Director of Beijing Science and Technology Innovation Promotion Center

#### **Shahbaz Khan**

Director of the UNESCO Office in Beijing and UNESCO Representative to the Democratic People's Republic of Korea, Japan, Mongolia, People's Republic of China, and the Republic of Korea

### **III. Experts *(in alphabetical order)***

#### **1. International Experts**

##### **Duong Bich Hanh**

Programme Specialist for Culture of UNESCO Beijing Office

##### **Hans d'Orville**

Chairman of Advisory Committee of ICCSD; Former Assistant Director-General for Strategic Planning of UNESCO; Member, International Advisory Committee, EcoForum Global (Guiyang); Honorary Professor of South China University of Technology (Guangzhou)

##### **Mehri Madarshahi**

Advisory Committee Member of ICCSD; President of Global Cultural Networks; Visiting Professor of South China University for Technology (Guangzhou); Vice Chairman, Asia-Pacific Exchange and Cooperation Foundation; former Senior Economist and Management Analyst, UN Secretariat

**Michele Brunello**

Architect, Founder of Dontstop Architettura, Professor of Politecnico di Milano

**2. Chinese Experts**

**Chen Hong**

Deputy Director, Key Laboratory of Interactive Technology and Experience System, Ministry of Culture and Tourism, Beijing University of Posts and Telecommunications

**Chen Shengli**

Editor-in-Chief, China Digital Culture Group

**Shu Zhan**

Head of Tencent SSV Digital Culture Experiment, Vice President of Tencent Research Institute

**Yang Yueming**

Professor, Beijing Normal University; Vice President, Capital Institute of Cultural Innovation and Cultural Engineering; Advisory Committee Member of ICCSD

**Zhao Yun**

Director and Researcher, China Center for World Cultural Heritage, Chinese Academy of Cultural Heritage

**Zhang Xiaoming**

Researcher of Chinese Academy of Social Sciences (CASS); Vice Director of China National Center for Culture Studies; Chief Editor of *Blue Book of China's Culture*; Advisory Committee Member of ICCSD

**IV. Participants**

**1. Municipal Bureau of Cultural Heritage**

**Chen Mingjie**

Director of Beijing Cultural Heritage Bureau

**Zhou Zheng**

Deputy Director of the External Liaison Department of Beijing Municipal Office for Conservation and Management of Beijing Central Axis

**2. Beijing Science and Technology Innovation Promotion Center**

**Chu Xiaowei**

Director of Beijing Science and Technology Innovation Promotion Center

**3. International Center for Creativity and Sustainable Development under the auspices of  
UNESCO (Category 2)**

**Xiao Lan**

Executive Director of ICCSD