



**UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expression  
Bringing the UNESCO Convention to Life: Policies and best practices for Cultural Diversity and  
Capacity Building**

Monday, 26 November 2007, Paris, UNESCO Headquarters, (Fontenoy, Hall XI)

**Speakers**

**Abdoul Aziz DIENG** is Musician, Composer and the owner of the studio Midi Music; Président de l'Association des Métiers de la Musique (AMS) and Member of OSIRIS (Observatoire sur les Systèmes d'Information, les Réseaux et les Inforoutes au Senegal. Since 2001, he has been the Président du Conseil d'Administration du Bureau sénégalais du droit d'auteur (BSDA); in this role, he acted as an advisor on the new Senegalese Law on Authors Rights and co-operated in the World Bank project "Developing cultural industries in Africa – Partnership for the 21<sup>st</sup> Century". He has co-authored the feasibility study "Bureau Export de la Musique Africaine (BEMA, 2006) and the yearbook "En Avant, La Musique!" (published by siggi enda art, Dakar, 1999).

**Avril Louise JOFFE** is an economic sociologist, specialising in industry strategy and labour market policy. In the last ten years, she has focused on creative industries and cultural policy. As a Policy Specialist, she is currently a consultant to the Gauteng Department of Arts and Culture, South Africa, elaborating the implementation of the Gauteng Provincial Cultural Industries Development Framework. She is a contributor to the upcoming Creative Economy Report 2007, to be launched by the Partnership UNCTAD/UNDP Special Unit for South-South Cooperation in May 2008. In 2002, she has been the lead researcher and drafter of South Africa's paper to the INCP Cape Town Summit, "Cultural Diversity in Developing Countries – the Challenges of Globalisation".

**Ranulfo Alfredo MANEVY de Pereira Mendes** is the Secretary of State for Cultural Policies at the Ministry of Culture, Brazil; the Ministry has been pro-active in using the concepts of the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expression for the formulation of its new cultural policy strategy. M. Manevy leads the Task Force which is developing

the national implementation of the Convention, in close cooperation with cultural organisations and civil society. Brazil is actively pursuing the systematic exchange of public policies for cultural diversity through the Inter-American Committee for Culture (CIC), hosting an international seminar in June 2007 and a bilateral Canadian-Brazilian Seminar on the same subject in March 2007.

**Christine M. MERKEL** is a historian and psychologist, specialised in international relations, capacity building and multi-stakeholder dialogue. Since 2002, she has been Head of the Division for Culture and Communication (Memory of the World) of the German National Commission for UNESCO, Germany; since 2004, Executive Co-ordinator of the Federal Coalition for Cultural Diversity and elected Member of the Bureau of the Council of Europe Steering Committee for Culture. Former professional positions include the European Parliament (Brussels/Strasbourg, Political Affairs Committee, senior Adviser) and trans national civil society organisations (Director of the International Study Centre El Taller/Tunis).

**Odile QUINTIN** is since January 2006 the Director General for Education and Culture at the European Commission in Brussels, with the entities lifelong learning policy issues and international affairs, culture, multilingualism and communication, youth, sport and citizenship and resources. She was previously Director-General of the DG “Employment, Social Affairs and Equal Opportunities (2000 to 2005). Beginning her career in the European Commission in DG Agriculture and DG External Relations, she has been in the Employment and Social Affairs field for the past 25 years. Odile Quintin holds a post graduate degree in Public Law, Political Sciences and Comparative Public Law.

**Helga TRÜPEL** is since 2004 Member of the European Parliament for the Greens/European Free Alliance. She is the Vice-Chairwoman of the Committee on Culture and Education, Member of the Committee on Budgets and of the Delegation for relations with the People’s Republic of China. Former Vice-President of the Bremen Regional Assembly (2003-2004) and Senator for Culture and Integration of the Hanseatic City of Bremen (1991-1995). Helga Trüpel holds a doctorate in literary studies. Since 1994, she has been Member of the Executive Committee of the Kulturpolitische Gesellschaft e.V.; among other things, she contributed the chapter “Improving Europe. Cultural Policy of the European Parliament and its Cultural Committee” to the 2007 Yearbook for Cultural policy.