

**MEMORANDUM OF UNDERSTANDING TO ENHANCE
COOPERATION ON ARTISTIC, CULTURAL AND
CREATIVE-ECONOMY AFFAIRS AND EXCHANGE FOR
MUTUAL BENEFIT**

**BETWEEN THE CALIFORNIA ARTS COUNCIL OF THE
STATE OF CALIFORNIA OF THE UNITED STATES OF
AMERICA, AND THE CHINA INTERNATIONAL
CULTURE ASSOCIATION OF
THE PEOPLE'S REPUBLIC OF CHINA**

This MOU to enhance cooperation on artistic, cultural and creative-economy affairs and exchange is entered into by the California Arts Council of the State of California of the United States of America (California Arts Council) and the China International Culture Association of the People's Republic of China (China International Cultural Association) and hereafter jointly referred to as the "Parties," in order to strengthen and coordinate efforts to increase artistic, cultural and creative-economy affairs for the mutual benefit of the citizens and residents of California and the People's Republic of China.

Article 1

Arts, Culture, Heritage and Creative Economy

With a view toward promoting cooperation in the cultural and creative economy areas, the Parties agree, encourage and support, as appropriate, and on the basis of the principle of equality and mutual benefit, the following:

- Greater cultural exchange between the Parties with a focus on artistic and cultural sectors, which may include but are not limited to the visual arts, theater, dance, literature, and music;
- Opportunities for representatives from both sides to visit and learn about the policies established to support artistic, cultural and creative economy activities, including arts education;
- Encouragement and opportunity of cooperation, as appropriate, in the creative-economy fields, which may include design, architecture, arts and cultural tourism, and other creative-economy sectors.

Article 2

Forms of Cooperation

Forms of cooperation may include the following and any other forms agreed to by both Parties:

- Sharing information and analysis regarding cultural, artistic or creative-economy matters;
- Sharing policy design of arts, culture and creative economy support programs;
- Sharing information and policy design of arts education programs, both for children of young ages as well as life-long learning opportunities for adults;
- Inviting the other Party to advise on program and policy design and processes that it developed;

- Encouragement for the exchange of visual artists and performing artists and groups in local and regional festivals within the other Party's jurisdiction or in other venues found appropriate for such exchange;
- Encouragement of meetings, conferences and other forms of participation to impart knowledge of cultural exchange requirements and creative economy cooperation.
- Opportunity for exchange and professional study in cultural, artistic and heritage subjects, as well as technical education in the creative sectors at colleges, universities and other learning centers of both Parties; and
- Any other mutually agreeable forms of cooperation that contribute to the purpose of this MOU.

Article 3

Implementation

The Parties shall, on a regular basis, inform and consult with one another on matters of common interest that represent opportunities for mutual benefit consistent with this MOU.

In order to explore specifically how to collaborate through the framework of the MOU, the Parties agree to maintain regular communication and contact between the Director of the California Arts Council and the Secretary-General (or Deputy SG) of the China International Culture Association.

All activities undertaken pursuant to this Memorandum of Understanding shall be subject to the applicable laws of the Parties, as well as the availability of funds, personnel, and other resources of each Party.

Article 4

Entry into Force, Duration, Termination, Modification

This MOU shall come into force on the date of signature by the Parties and does not create any legally binding rights or obligations for either Party.

This MOU may be amended and/or its effective term may be extended as agreed by the Parties in writing. Termination shall be on a date to be mutually agreed upon by the Parties.

Either Party may withdraw from this MOU after 45 days written notice to the other Party.

The present MOU is signed in Beijing on October 22, 2014 in the English and Chinese and languages, both texts being equally authentic.



For the California Arts Council
of the State of California
of the United States of America



For the China International Culture
Association of the People's
Republic of China

美国加利福尼亚州艺术委员会
与中国对外文化交流协会
关于加强艺术、文化与创意经济事务合作与互惠交流的
谅解备忘录

美国加利福尼亚州艺术委员会与中国对外文化交流协会（以下简称“双方”），为加强协调双方促进艺术、文化与创意经济发展方面的工作，以惠及加利福尼亚州与中华人民共和国人民，特签订本谅解备忘录，以加强在艺术、文化与创意经济事务上的合作与交流。

第一章

艺术、文化、遗产与创意经济

为促进双方在文化与创意经济方面的合作，双方同意在平等与互惠原则的基础上，以适当的方式鼓励并支持：

- 双方在艺术与文化领域更广泛的文化交流，其中包括但不限于视觉艺术、戏剧、舞蹈、文学和音乐；
- 双方代表的互访与学习，以了解双方在支持艺术、文化与创意经济，包括艺术教育等方面的政策；
- 在创意经济领域，包括但不限于设计、建筑、艺术、文化旅游以及其他方面的发展与合作机会。

第二章 合作形式

合作形式包括以下几种或经双方同意的其他形式：

- 分享与文化、艺术或创意经济有关的信息与分析；
- 分享艺术、文化与创意经济支持项目的政策设计；
- 分享艺术教育项目的信息与政策设计，其中既包括青少年儿童教育，也包括成人终身学习机会；
- 邀请对方对己方项目与政策设计及进程提出建议；
- 鼓励并支持视觉艺术家、表演艺术家及团体参与对方主管的本地及区域性节庆活动；
- 鼓励参与会见、会议以及其它论坛，分享文化交流需求与创意经济合作方面的知识；
- 提供在文化、艺术与遗产主题，以及创意领域技术教育方面的交流与业务学习的机会。交流可在双方的学院、大学及其他学习中心进行；以及
- 任何符合此谅解备忘录宗旨且经双方同意的其它合作形式。

第三章 实施

双方应定期告知对方并讨论彼此共同感兴趣、可促进双方互利并符合本谅解备忘录精神的事务。

为具体探索如何在此谅解备忘录框架下进行合作，双方同意成立谅解备忘录实施专项任务组，由加州艺术委员会主

席与中国对外文化交流协会秘书长（或副秘书长）共同担任组长。

根据本谅解备忘录开展的所有活动均应在双方国家法律允许范围之内以及双方资金、人员和其他资源许可前提下进行。

第四章

生效、有效期、终止、修订

本谅解备忘录自双方签字之日起生效，不对任何一方产生法律约束力。

本谅解备忘录可经双方同意后修订或延期，并在双方同意的日期终止。

任何一方提前 45 天向另一方提交书面通知后，可退出本谅解备忘录。

本谅解备忘录于 2014 年 10 月 22 日在北京签订，一式两份，每份均用英文和中文写成，两种文本同等作准。



美国加利福尼亚州艺术委员会

代表



中国对外文化交流协会

代表