

**Message from Mr Koïchiro Matsuura, Director-General of UNESCO,  
on the occasion of the Third World Forum on Cultural Diversity**

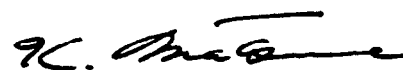
**Hangzhou, China, 7-9 November 2005**

I am truly delighted that the Foundation for Globalization Cooperation, in partnership with UNESCO's Global Alliance for Cultural Diversity, has chosen to dedicate its Third World Forum to the theme of cultural diversity, a question that has been at the very core of UNESCO's international agenda since its inception sixty years ago. It is particularly pertinent that this Forum is being held here in China only a few weeks after the adoption by the 33rd session of the General Conference of UNESCO of a new Convention on the Protection and Promotion of the Diversity of Cultural Expressions. The Convention reinforces the fundamental idea, already expressed in the UNESCO Universal Declaration on Cultural Diversity adopted unanimously in 2001, that cultural diversity must be considered a 'common heritage of humanity' and that its defence is an 'ethical imperative, inseparable from respect for human dignity'.

I would therefore like to extend my congratulations and gratitude to all those who have helped organize this Forum which is addressing such an important issue. In particular, I would like to praise the President of the Foundation for Globalization Cooperation, Mr Sun Fang, for his admirable efforts to unite Chinese enterprises with UN agencies in the framework of the UN's Global Compact. Mr Fang and his team have recognized the growing need for public-private partnerships in this era of accelerating globalization and, accordingly, have aligned their goals with those of the Global Alliance for Cultural Diversity, a pioneering initiative that provides a global platform for supporting local cultural industries.

It is only through international co-operation and solidarity, fostered by gatherings such as this World Forum, that we may all work together to preserve and celebrate cultural diversity. I sincerely hope that this fruitful collaboration between the Chinese public and private sectors and UNESCO will continue for years to come.

I wish all the participants a most successful conference!



Koïchiro Matsuura