

FOR IMMEDIATE RELEASE

London Met hosts International Cultural Showcase

London Metropolitan University has played host to a major gathering in London of leading international cultural and creative industry experts.

As London's Fashion Week and Design Festival drew to a close, another element of London's global competitiveness came to the forefront at the third symposium of the International Alliance of Cultural and Creative Industries (IACI) on September 30.

The event, held at the House of Lords, was attended by more than 40 experts in the cultural and creative industries.

Hailing from the UK, China, Australia, the Americas, South Korea, the Middle East and Europe, the industry leaders were able to network with an exciting VIP guest list in the magnificent Lords Cholmondeley Room.

With a key aim of facilitating dialogue between East and West cultural and creative industries experts, the event provided a truly unique opportunity for knowledge transfer between academics, policy makers and industry professionals.

The emphasis on how the East and West could learn from each other provided fruitful discussion around the issues of business practices, models, regulatory approaches and cultural influences.

The event was hosted by esteemed London Met Alumnus Lord Karen Bilimoria, the President of the UK India Business Council and the founder of Cobra Beer.

Dr Hardy Xiang from Beijing's Peking University used the event to propose the Alliance form an association, aimed at generating training courses, research collaboration and funding opportunities.

The fourth symposium will be held in South Korea in 2011.

The IACI was formed in 2009 by London Met, China's Peking University and Shih

Chien University in Taiwan, with membership growing to include partners from universities and businesses from around the world.

- Ends -

Notes to Editors:

For more information

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