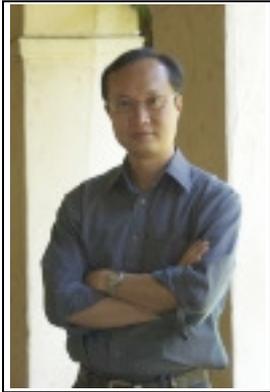


## Culture Management in China 2010

### 2010 Self Reflection: David Tsui



David Tsui obtained his MBA from the Australian Graduate School of Management and received doctoral degree in the Graduate School of Chinese National Academy of Arts. He has experience working in various commercial sectors responsible for administration and management duties. From 2001 David started working for cultural and creative organizations in both PRC and Hong Kong, specializing in corporate administration and management. He was the Finance and Administration Manager of the Hong Kong Repertory Theatre Ltd, then moving to the Shantou University Cheung Kong School of Art & Design where he was the Director of Administration and Administrative Officer. David is now Associate Professor, Vice Head of Design Philosophy Department, Leader of the Creative Industry Marketing and Management Major of the School, and member of the Hong Kong Arts Administrators' Association.

David's major research areas include cultural and creative industry management studies, commercial operations best practices benchmarking cultural and creative industries. He also provides consultancy services for cultural and creative organizations.

### Reflection, December 2010

The KUMA IN CHINA program has its own uniqueness and merits when compare with other international exchange programs. Apart from the extensive and detailed planning and management of the program by the organizers – the Goethe-Institut China and the Institute for Arts and Media Management of Freie Universität Berlin, and the substantial support from the Stiftung Mercator, program participants are able to make contributions at different degrees as well as to earn different rewards according to their professions and interests as well as the preparation that they had made for the program.

The design of the program is multifaceted including German language learning, theory courses, institutional visits and exchanges, and personal short internships. Participants are able to progressively acquaint and build up professional knowledge and capability that successful cultural managers must possess. During the Berlin official visits participants have opportunities to discuss and exchange ideas freely in open atmosphere with government officials, government subvention organizations, social-cultural organizations as well as private equity cultural enterprises. This has given participants a multidimensional view about the German culture status and affairs as well as the circumstances of the German cultural management profession. Participants could also brief their German counterparts the culture situation and development of the cultural management profession in China. This program not only offers the opportunity for exchange and learning between cultural managers from the two countries but also contributes to the building up of closer relationship between the two nations.

One important element for a successful international exchange program is the diversity of background and specialty of the participants. I have the honour to join this program together with a group of young, energetic, professional China cultural managers who possess diverse backgrounds and are friendly and eager to learn. I am always so happy seeing them each day!

China has made the cultural industry as one of the country's mainstay and strategic industries in its latest 12th Five Year Plan. The development of the cultural industry and the cultural management profession will see a fast and continuous era. Add on the solid foundation built by the last year program, the rich and fruitful results harvested by the KUMA IN CHINA 2010 program must continue to develop, to create more learning and training opportunities for China cultural managers, and to contribute to the profound advancement of the China cultural management profession in the future.

Source: <http://www.goethe.de/ins/cn/lp/kue/kuma/kpr2010/de7044204.htm>

**Get Together Party (Beijing)**



**City-tour / Institutional visits (Berlin)**



**Networking Party (Beijing)**

