

**UNESCO Congress  
Culture: Key to Sustainable Development  
High-level Business Forum Agenda  
15-17 May 2013  
Hangzhou, China**

**15 May morning:**

- Opening ceremony
- High-level Panel on Culture in Post 2015
- Official Lunch

**15 May afternoon: 14:30 – 18:30:**

- High-level Panel on Peace and Reconciliation: How Culture Makes the Difference
- Opening of the Business Forum by the UNESCO Director-General and Chinese Officials
- 3 Keynote Speeches highlighting: Culture-related Businesses, Social Corporate Actions in the field of culture, Successful Public Private Partnerships in the area of culture
- Panel discussion concerning the themes of the keynote speeches: “Business and Culture: the Value Added”

**During the day:**

- International and Chinese media will be convened
- A lounge with business facilities will be at the disposal of the Business Forum participants to interact and/or undertake interviews with the media
- A television set by Phoenix Television will cover the event and organize interviews with the Business Forum participants

**Evening:**

- Gala dinner with the Congress’s VIPs and the Business Forum participants