



# Asian Culture Festival 2014



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# Motivation

- Aalborg have good infrastructure for big events and has ambition to be more international
- Aalborg would like to have more international event to attract tourists
- There are thousands of Asian living in Nord Jutland and they do not actively participate in Danish cultural events in Denmark
- There are more and more Danes travel to Asia and show their interest in Asia culture. There are many homeless/disadvantaged Danes who could not afford to travel to Asia to experience Asian culture and food
- Aalborg Events and Aalborg kommune would like to support the festival
- I am Vietnamese and I would like to give Danes opportunities to experience Asian art, culture and food so that they can understand their Asian neighbors better and hopefully to create better relationship between them
- Sharing International need financial resources for our projects in Asia



# Purposes

- To create annual international cultural festival in Aalborg kommune in order to attract tourists to Aalborg during summer
- To introduce Asian art, culture and food to Danes in order to create an understanding and harmony between Danes and the Asian society in Denmark
- To give Danes, especially the disadvantaged people who could not afford to travel to Asia, chances to learn and experience Asian art and culture in Denmark
- To increase the integration of the Asian society in Denmark
- To give small NGOs chances to exhibit in the Danish public their work and activities in Asia
- To marketing products and services of Danish business in connection with Asia
- To create annual fundraising event for Sharing International

# Project target groups

## Primary groups

- New Asian-Danes living in Aalborg kommune who:
  - has limited Danish speaking and limited understanding about Danish culture and society
  - are lonely and have no social network
  - can hardly integrate to the Danish society
- Disadvantaged Danes living in Aalborg kommune who
  - cannot afford to travel to Asia to experience culture

## Secondary groups

- Danes, Asian, Foreign tourists to Aalborg during summer
- Small Danish NGOs
  - need chances to exhibit their work and activities in Asia
  - need chances to raise fund

# What project can help

## Primary groups

- 100 New Asian-Danes living in Aalborg kommune
  - Chances to work in the festival, to practice Danish, to learn Danish culture by interacting with Danish visitors
  - Chances to get bigger network, to be more social and hence better integration in Denmark
- Disadvantaged Danes living in Aalborg kommune
  - Chances to experience Asian culture

## Secondary groups

- 12 Small Danish NGOs
  - Chances to exhibit in the Danish public their work and activities in Asia
  - To sell souvenirs from Asia as fund raising activities
- 10.000 Danes, Asian and foreign tourists
  - Chances to experience Asian culture by interacting with Asian, hence create cultural knowledge, mutual understanding and good harmony

# Goals

- To attract 10.000 visitors
- To give strong impression and excitement for visitors with high return rate expectation
- To promote events, Aalborg kommune and Sharing International in media nationwide
- To raise 100.000 kroner for Sharing International

# Principles

- A taste of Asia
- Colorful and joyful atmosphere
- Fresh and good quality food and services
- Little bit cheap prices (compare to normal Danish price)
- Funny and lots of cultural interaction between Danes and Asian

# About the festival

- First time organized in June 2013 in Karolinelund, Aalborg
- Attracted approx. 3000 visitors and more than 100 volunteers
- Have received very positive feedback from the Danish and Asian society
- Earned 79.767 kr which will be used to support single mothers and street children in Asia. Read more about cases have received help here:  
<http://www.english.sharing-international.org/cases-received-help.html>
- Marketing channels: website + Facebook, articles on local newspapers
- Read more about festival here: <http://www.asian-culture-festival.dk/nyheder.html>





# Asian Culture Festival 2014 Proposal



# Time and Place

- Time: 20<sup>th</sup> – 22<sup>nd</sup> June 2014
  - Friday: 2pm – 10pm
  - Saturday: 10am – 10pm
  - Sunday: 10am – 5pm
- Place: Gammel Torv, Aalborg
- Free entrance



# Activities

- Area in front of Rådhus: 2 tents 3m x 6m and 1 tent 3m x 12m, 12 tables
  - Small NGOs who have activities in Asia will have chances to have a booth to introduce their work in Asia for Danish public and to sell souvenir as fundraising for their projects in Asia
- Area in front of The Design and Architecture Institute:
  - Street Kitchen to sell food and drink from Iraq, China, Vietnam, Thailand, the Philippines, Japan, Korea, Bangladesh
  - Small street performances
  - 2 tents 3m x 9m and 1 tent 3m x 30m, 24 tables for shops, 20 tables and benches
- Area in front of Student Huset: 1 tent 6m x 12 m and 1 tent 6m x 18m, 16 tables
  - To sell souvenir, Hoppeborg
  - Creative workshops, Thai massage



# Asian Parade

- Time: 6pm on Friday and 2pm on Saturday
- Lion dance with drums
- Asian with traditional clothes from China, Vietnam, the Philippines, Bangladesh, Korea, Thailand
- Street tour around center
- Cosplayers



# Street Kitchen

- To sell food and drink
  - Food is from Iraq, China, Vietnam, Thailand, the Philippines, Japan, Korea, Bangladesh





# Asian market

- To sell souvenirs from Asian



# Street performances

- Asian sports
  - Taichi, Thai boxing, Katate...
- Music



# Creative workshops

- Vietnamese traditional hats
- Mascara mask from the Philippines
- Face painting
- Calligraphy workshop from China





# Moon cake workshop

- People come and try to make moon cake themselves



# Dumplings workshop

- Chinese dumplings: people can try to make their own dumplings with the instruction from Chinese



# Thai Massage

- Thai massage with cheap prices





# Asian exhibition

- A small introduction of Asian countries in photos and paintings



# Partners

- Aalborg Events
- Aalborg Kommune
- Aalborg City
- Visit Aalborg
- Confucius Institute
- Thai Nord
- The Philippines network
- The Vietnamese network
- The Bangladesh network
- The Iraq network
- Asian sport clubs

# Financial plan

# Potential financial resources

- Aalborg Events, Aalborg Kommune, Ministry of Integration
- Sponsors
- Profit/revenue from selling food or revenue from selling place for food shops, souvenirs
- Member registration and donation

# Budget estimation

Activities	Amount (DKK)
Marketing	10.000
Asian Parade	20.000
Entertainment for children	19.000
Thai massage	10.000
Main facilities	61.755
<b>TOTAL</b>	<b>120.755</b>

Note: this budget estimation is excluding project manager salary, costs and expenses to run festival office. Please find attached file for detail budget.

# Income estimation

Items	Amount in DKK	Note
Face painting	6.000	20kr/face x 300 faces
Creative workshop	15.000	500 hats x 30 kr
Moon cake workshop	15.000	500 cakes x 30 kr
Drink	75.000	2500 families x 100 kr x 30% profit
Place renting	108.000	36 tables x 3.000kr/tables
<b>TOTAL</b>	<b>219.000</b>	



# Personnel

- **Project director:** in charge of general management and implementation
- **Volunteer manager:** in charge of coordinate with available 100 volunteers and make working plan for each shift
- **Country manager:** in charge of their country program
- **Production manager:** in charge of main facilities
- **Marketing manager:** in charge of preparing and implement marketing plan
- **Accounting manager:** in charge of financial issues
- **Fundraising manager:** in charge of contacting authorities and companies for sponsorship

# TIMELINES FOR FESTIVAL 2014



This is the timelines with details works to do for each month.

Thank you for your kind attention!