



International Experts Sharing Forum on Cultural Communication Strategies for Sustainable Development 10 July 2024, 2:00-3:30 pm (Phnom Penh Time)

On July 23, 2024, SEAMEO TED and China-ASEAN Technical Education Cooperation Platform (CATECP) joined hands with Go Study Global Education to host the third session of the '2024 International Experts Sharing Meeting'. Centered around the theme "Cultural Communication Strategies for Sustainable Development," experts from Cambodia, Thailand, Indonesia, and China shared their insights and discussed from multiple layers and angles, attracting over 160 scholars from various countries in related fields.



The opening remarks were delivered by Mr. Khat, Deputy Director of SEAMEO TED, who highlighted that amidst the accelerating globalization and the growing frequency of cultural exchanges, cultural communication, as an important vehicle for human civilization, serves as a vital driver for social progress and sustainable development. It plays a significant role in enhancing people's understanding and recognition of sustainable development, jointly tackling global challenges, and building a harmonious and bright future. He expressed his hope that through in-depth discussions and extensive exchanges during this event, new vitality and valuable insights and experiences would be injected into the sustainable development of cultural exchanges.

Dr. Soontornpathai Chantara, Director of Udonthani Industrial and Community Education College, Thailand, Topic: Case Study: Exploring Cooperation Models between Chinese and Thai Institutions under Vocational Education and Cultural Exchange Programs

Dr. Soontornpathai presented sustainable cultural communication strategies through the lens of

vocational education cooperation and cultural exchange projects between China and Thailand, exploring the cooperative model between Chinese and Thai institutions under this framework. He began by reviewing the achievements of cooperation between China and Thailand over the past decade, highlighting the importance of vocational education and cultural exchanges. Then, he provided a detailed overview of the key components of these exchange programs, including scholarships, exchange opportunities, teaching schedules, and professional skill competitions, which have not only bolstered the professional skills of participants but also strengthened the ties and cooperation between educational institutions in both countries. Following that, he outlined the strategic objectives of Sino-Thai cultural exchanges: improving workforce readiness, fostering global teamwork capabilities, and nurturing a sense of global citizenship, which are crucial for the shared development of both countries in the context of globalization. Lastly, he offered suggestions for promoting more diversified forms of exchange, elevating the level of cooperation in vocational education, and advancing sustainable development relations.



Dr. Jing Jing, Postdoctoral Fellow at the Institute for Belt and Road and Global Governance Studies, Fudan University, China, Topic: The Pathway to Sustainable Development Communication: Decision-making, Communication, and Promotion

Dr. Jing shared an insightful analysis of the relationship between sustainable development and the Belt and Road Initiative, offering a professional perspective on the digitization of international education and technological education cooperation. She commenced by introducing the concept of sustainable development and exploring the common values of cultural exchanges within the Belt and Road Initiative framework, emphasizing the pivotal importance of clear visions, objectives, and implementation means in driving the digitization of international education and fostering technological education cooperation between China and ASEAN. Subsequently, she delved into the objectives and pathways for advancing these endeavors, discussing future trends from a cross-cultural communication perspective and outlining specific strategies for decision-making, communication, and promotion. Concluding her remarks, Dr. Jing provided recommendations on measures for effective cross-cultural exchanges, emphasizing their crucial role in future development and expressing the vision of jointly advancing sustainable development through

cultural exchanges to contribute to a more harmonious and inclusive world.

The screenshot shows a Zoom meeting interface. On the left, a presentation slide titled "How to Communicate? —Means" is displayed. The slide content includes:

- 3. Achieve sustainable development implies updates in values and views, and a profound change in human behaviour & human-society interaction patterns. To coordinate the goals across nations requires:**
- Historical/wholistic View**
- Adhere to what worked:**
e.g. Five Principles of Peaceful Coexistence
- Don't forget to give it time.**

Below the text is a photograph of a person sitting on a wooden bridge over a calm lake, surrounded by mountains. On the right side of the Zoom window, a grid of participants is visible, including a large video of a woman and a smaller grid of other participants. The bottom of the window shows the Zoom toolbar with icons for mute, video, participants, chat, reactions, share, host tools, AI Companion, application, screen share, and more.

Ms. Farah Aryanti, from the International Affairs Office, Universitas Negeri Surabaya, Indonesia, Topic: Approaches to Preserving Traditional Cultural Games in Children's Education

Drawing from personal experience, Ms. Farah shared insights into effective cultural exchange and communication in international cooperation, particularly focusing on a cultural education project in the local Surabaya community. Taking this example, she analyzed in detail the implementation paths and strategies for preserving traditional culture. Firstly, she emphasized the need for well-thought-out cultural communication strategies for sustainable cultural development, advocating for the globalization of culture through respecting diversity, promoting mutual understanding, and promoting shared values. She shared her experiences in international affairs, explored instances of effective communication in cross-cultural exchanges, and detailed the Kampoeng Dolanan community's vision, mission, ecosystem, and specific projects, playing a crucial role in preserving and transmitting traditional children's game culture and their positive impact on the community.

The screenshot shows a Zoom meeting interface. On the left, a presentation slide titled "SMALL MEDIUM ENTERPRISE (SME)" is displayed. The slide content includes:

- SMALL MEDIUM ENTERPRISE (SME)**
- Dolanan**
- SMEs in the affiliated village of "Kampoeng Dolanan." Various SMEs are engaged in the food and beverage sector, offering a wide range from traditional Indonesian to trendy options. We marketed the products by joining international partnership forum.**

Below the text is a collage of images showing people at a market stall, a menu board, and various food and beverage items. On the right side of the Zoom window, a grid of participants is visible, including a large video of a woman and a smaller grid of other participants. The bottom of the window shows the Zoom toolbar with icons for mute, video, participants, chat, reactions, share, host tools, AI Companion, application, screen share, and more.

Mr. Manith Mom, the Dean of the Faculty of Media and Communication at Paññāsāstra University in Cambodia, Topic: From Conflict to Harmony: Understanding and Practicing in

Cultural Exchanges.

In his presentation, Mr. Manith Mom delved deeply into the crucial issues surrounding social and cultural exchanges. He commenced by articulating the objectives of his talk, clarifying the meanings of 3H (Hatred, Harm, and Hitting) and 1H (Humanity), highlighting that the emergence of 3H issues stems from a confluence of societal, cultural, and educational factors and so on. Subsequently, Mr. Manith Mom thoroughly analyzed the underlying causes of 3H and proposed practical strategies and methodologies to mitigate these negative behaviors. His suggestions encompassed strengthening education, enhancing public awareness, and fostering social harmony. He emphasized the paramount importance of 1H and the spirit of humanity in building a peaceful society and elaborated on the attributes of compassionate friendships, such as kindness, understanding, and tolerance. Wrapping up his talk, Mr. Manith Mom summarized specific recommendations, encouraging the audience to embody the spirit of humanity in their daily lives and contribute to the harmonious development of society. By integrating theoretical insights with real-life case studies, this lecture provided invaluable references for both research and practice within the field of media and communication.

The screenshot displays a Zoom meeting interface. On the left, a presentation slide titled "HUMANITY" is shown. The slide features a list of attributes on the left and three numbered points on the right. The attributes are: Happiness, Understanding, Memories, Ancient, National, International, Traditional, and You. The numbered points are: 1. Sacca = honesty, integrity, trusty; 2. Kantī = Patient, humble, kindness, keep trying to do good. Keep dialogue and never let anger come out; 3. Kataññu = Gratitude, Loyalty, never forgot for whom who help you, teach you, support you. Feed you or let you stay when you are homeless and staving. The slide number 12 is visible at the bottom right. On the right side of the Zoom window, a grid of participants is visible, including a large video of the presenter, Mr. Manith Mom, and several smaller video thumbnails of other attendees. The bottom of the Zoom window shows a toolbar with various icons for meeting controls.

Attribute	Point
Happiness	1. Sacca = honesty, integrity, trusty,
Understanding	2. Kantī = Patient, humble, kindness, keep trying to do good. Keep dialogue and never let anger come out.
Memories	3. Kataññu = Gratitude, Loyalty, never forgot for whom who help you, teach you, support you. Feed you or let you stay when you are homeless and staving.
Ancient	
National	
International	
Traditional	
You	