

Invitation Letter to the “International Conference on the Development of Local Arts and the Promotion of Cultural Exchanges Between China and Cameroon”

Dear Scholars, Artists and Cultural Promoters:

In recent years, China and Africa have become culturally closer as the relationship and diplomatic ties between both sides have grown in leaps and bounds. China-Africa relations have therefore been highly valued in the world stage, opening up a new era of cooperation and exchanges between China and African Countries. The recent FOCAC summit in Dakar once again have drawn blueprints for the co-development of China-Africa relations in this new era. Among the major programs jointly settled by Chinese and African leaders was the “*The Cultural and People-to-People Exchange Program*”, aiming at strengthening the mutual understanding between the people of China and Africa through the co-development of the artistic and the cultural industries. The Chinese foreign minister called the Dakar summit “the largest entity diplomatic activity abroad jointly organized by China since the outbreak of COVID-19”.

Cameroon is known to be “the Africa in miniature” for its cultural diversity and its geostrategic position in the heart of Africa, and have enjoyed stable and friendly diplomatic ties with China since march 1971. In the wave of promoting the China-Cameroon cultural exchange, many events have already been held between both countries including the frequent high level intergovernmental visits, the mutual visits of cultural and artistic groups, the art exhibitions, the creation of cultural institutions such as the Confucius Institute at the University of Yaoundé II, as well as the most recent co-organization of the 3rd China-Africa Cooperation Forum on Film and Television between the Normal University of Zhejiang (China) and the University of Yaoundé II (Cameroon) in 2018, etc.

Following the same trend, the *Institute of African Studies of Zhejiang Normal University (China)* through its *Center for African Film and TV* and its *African Museum*, is co-organizing an “*International Conference on the Development of Local Arts and the Promotion of Cultural Exchanges between China and Cameroon*” in partnership with the University of DSCHANG through its *Institute of Fine Arts of Fouban* and its *Faculty of Letters and Human Sciences*.

The conference releases multiple interests on several plans:

Internationally

The conference aims at highlighting the traditional friendship and friendly cooperation between China and Cameroon. The spirit of win-win cooperation promoted between China and Africa in general, relies heavily on cultural exchanges and mutual understanding. The recent FOCAC (Forum on China Africa Cooperation) summit in Dakar have once again drawn the blueprints for a co-development and co-prosperity of China-Africa relations in this new era. Among the major programs jointly settled by Chinese and African leaders was the “*The Cultural and People-to-People Exchange Program*”, aiming at strengthening the mutual understanding between the people of China and Africa

through the co-development of the artistic and the cultural industries. This conference on arts development and cultural exchanges is therefore an aftermath of a global agenda of a community with shared future between the people of China and Cameroon.

Academically

The conference aims primarily to strengthen academic cooperation on subject matters involving arts developments, cultural exchanges and intercultural communication between China and Cameroon.

Besides, the study and promotion of Cameroonian languages in China and Chinese language in Cameroon is of great importance. In fact, language is the road map of a culture, it tells you where its peoples come and where they go. Communication is at the heart of all human contacts, and language is the basic tool for human communication and understanding. Therefore, strengthening academic cooperation on Cameroonian and Chinese languages between the University of Dschang and Zhejiang Normal University is of paramount importance.

Moreover, as our world is getting digitalized along with the internet revolution of the century, the cinematographic arts and digital art-works are becoming essential parts of cultural exchanges in this 21st century planetary village. The Center for African Film & TV of Zhejiang Normal University have already been engaged on the path of promoting cultural exchanges through digital arts work by realizing a series of documentaries films such as <Africans in Yiwu (China)>, <TANZARA>, etc. showing case of the livelihood of Africans in China and that of Chinese in Africa and so opening new windows for mutual understanding between the people of China and Africa. The present conference also aims at stretching cooperation in the field of Performing and cinematographic Art between the University of Dschang and Zhejiang Normal University, and open a digital window for the Sino-Cameroonian cultural Exchanges.

Locally

The conference aims at gathering local artists of all fields and provide them a space and context to exhibit their artistic know-how, show their talents and promote their local and cultural products to the Chinese and African markets. More specifically, the conference aims at the promotion and mediatization of local cultural industries' products and brands in order to open up the local cultural industries to local and international markets. In this regard, the conference aims at providing an attractive platform for Chinese companies and investors of the cultural industries as well as local businesses to seek business opportunities that could create jobs and employments possibilities through the development of the local arts industries. Local and national businesses seeking to invest in youth and help develop local brands and talents are very welcome as well. In a word, this cultural event could provide the youth with the unique opportunity to share the light on their art works, artistic talents and open up their cultural products to the local, national and international markets.

At this occasion, we welcome Scholars, Researchers, Artists, Cultural promoters, Media and Businesses from China, Cameroon or any other country to join us in this academic and cultural event between China and Cameroon. The guiding lines of the Conference are as follows:

I. Time and venue of the Conference

Date: From April 27th (Wednesday) to April 28th (Thursday) of 2022 (two days)

Location: Dschang City, Cameroon

Venues:

Wednesday 27th of April: Cinema Hall of the University of Dschang.

Thursday 28th of April: Yard of the Civilization Museum, Dschang city

II. Conference Theme

The theme of the conference is *“Development of Local Arts and the Promotion of Cultural Exchanges between China and Cameroon”*.

III- Call for Papers

To help boost research and innovation on the development of local arts and in order to better promote the cultural exchanges between China and Cameroon, Scholars, Researchers, Artists, filmmakers and cultural promoters from all background and research perspectives, are very welcome to submit research proposals, opinion articles or paper works on the broad research area of Arts Development & Cultural Exchanges between China and Africa in general, and China-Cameroon in particular.

Specific topics include, but are not limited to:

- 1. China-Cameroon Arts Development & Promotion: Challenges & Strategies*
- 2. China-Cameroon Museum Cooperation & Research*
- 3. Sino-Cameroonian Cultural Exchanges: History, Evolution & Prospects*
- 4. Sino-Cameroonian People-to People Communication*
- 5. African Studies in China and Chinese Studies in Africa*
- 6. Sino-Cameroonian Language Cooperation: Status quo and Expectations*
- 7. Cross-Cultural Communication in the context of China-Cameroon*
- 8. China-Africa Media portrayal or Media Representation*
- 9. China-Africa Film and Television Cooperation*
- 10. Sino-Cameroonian Performing & Cinematographic Arts Cooperation*
- 11. Kung-Fu Films & Chinese Martial Arts Practices in Cameroun*
- 12. Development of African Martial Arts Films & Actions Movies*
- 13. African Martial Arts and Combat Traditions in Africa*

NB: Outstanding papers, articles or works will be considered for publication in our partners journals and media.

IV. Request for participation

The Conference will showcase of scholarly ideas and artworks of Chinese and African scholars, experts and artists. Therefore, are invited to this international conference: Authorities, scholars, artists, creative minds, media practitioners and independent

filmmakers from China and Africa. Participants are requested to submit their speech, articles, papers or works to the following email address drtaling@gmail.com, before **February 28 (2022)**, and the full paper or complete work should be submitted at the same address by **March 10 (2022)**. You can also subscribe to this conference through our online platform IJAMACT (click the following link, fill and submit the [participation form](https://ijamact.com/index.php/2022/01/30/participation-form-to-the-international-conference-on-the-development-of-local-arts-and-the-promotion-of-cultural-exchanges-between-china-cameroon/) online <https://ijamact.com/index.php/2022/01/30/participation-form-to-the-international-conference-on-the-development-of-local-arts-and-the-promotion-of-cultural-exchanges-between-china-cameroon/>)

Please make sure you fill the form and submit before the due date of **February 28 (2022)**.

V- Allowance & Accommodation

This Conference does not take in charge conference stipends, air tickets, visas, accommodation, etc. Participants are required to support their own expenses. Participants residing in China and other countries than Cameroon may not be able to travel due to Covid-19 travel measures or restrictions, the organizing Committee therefore will arrange a Zoom Visio-conference. Additional details for the zoom-meeting Rooms and Passwords will be communicated later.

VI. Contacts

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Zhejiang Normal University, China)

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Subscribe to this conference through internet via the link below:

<https://ijamact.com/index.php/2022/01/30/participation-form-to-the-international-conference-on-the-development-of-local-arts-and-the-promotion-of-cultural-exchanges-between-china-cameroon/>

The Organizing Committee of the *International Conference on the Development of Local Arts and the Promotion of Cultural Exchanges between China and Cameroon*

January 31, 2022



Response to the “*International Conference on the Development of Local Arts and the Promotion of Cultural Exchanges between China & Cameroon*”

Name of the Participant		Gender	
Position and Working Institution			
cellphone		E-mail	
Title of Your Paper or Speech			
Abstract or a Brief Introduction of Original Article (300-500 words)			
Keywords (3 to 6)			
Submitted date			

Note: Please fill in this form and feedback before **February 28**, e-mail: drtaling@gmail.com

Or/And click the link below to fill and submit the online [participation form](#)

<https://ijamact.com/index.php/2022/01/30/participation-form-to-the-international-conference-on-the-development-of-local-arts-and-the-promotion-of-cultural-exchanges-between-china-cameroon/>