Cultural diplomacy promotes Vietnam’s soft power

Cultural diplomacy has contributed to promoting the image of Vietnam, a peace loving country with a rich culture and extensive integration into the world community. Cultural diplomatic activities particularly grew in 2016.

Vietnam's cultural values are honored

In 2016, Vi dam singing, a part of the Nghe Tinh region and Mother Goddess Worshipping were recognized as intangible cultural heritages of humankind.

Before them, Thang Long Imperial Citadel, Ho Ancient Citadel, Xoan singing, Hung Kings Worshipping Rituals, and southern amateur singing were also recognized as tangible and intangible cultural heritages by UNESCO.

The Head of the Cultural External Relations Department of UNESCO Vietnam and the Secretary General of UNESCO Vietnam in Paris Pham Sanh Chau said the titles reflect the international community’s recognition of the legality, rarity, and uniqueness of Vietnamese heritages: “Vietnam is blessed with a range of natural and cultural heritage which is the source of our national pride.

We need to promote this heritage to attract tourists to Vietnam in order to contribute local and national socio-economic development.”

In 2016, Associate Professor Nguyen Thi Hien became the first Vietnamese representative to the Advisory Board for UNESCO’s Intangible Cultural Heritage Committee.

These successes were attributable to Vietnam’s effective foreign policy and its efforts to preserve and promote its heritages. The former UN Country Director in Vietnam Pratibha Mehta said:“Vietnam has preserved its culture even while developing very fast. And it's very proud of its culture. And I think that it's very food thing.
People should be proud of their culture. I think Vietnam has so much in the present that also need to be publicized, but I think the Vietnamese culture is very unique and I think this is part of the culture also. Culture is not just about Ha Long Bay and My Son, the culture is the day-to-day life."

**Strengthen friendship and solidarity**

This year, Vietnam organized cultural exchanges, art exhibitions and Vietnamese cultural heritage days in many countries. Preparations for promoting Vietnamese culture at the APEC Summit 2017 in Vietnam were made. Ambassador Nguyen Nguyet Nga is Senior Consultant to the Secretariat of APEC 2017: “As the host of APEC 2017, Vietnam aims to promote the image and culture of Vietnam, its soft power, tradition of humanity, and cultural values.

Amidst security challenges in the region and the world, Vietnam focused enhancing friendship between people, solutions to protect peace and stability in the region and th world. The more exchanges and connectivity and increased cultural understanding and mutual respect will help increase dialogue and cooperation and maintain peace”.

Throughout Vietnam’s history, cultural diplomacy has been used effectively in dealing with conflicts and establishing long-standing friendship with other countries.

Developing a long-term strategy for cultural diplomacy and increasing efforts to raise Vietnam’s position in the world continue to be priorities for Vietnam’s foreign policy in 2017.

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