



XUNTA  
DE GALICIA



Xacobeo 2021

INSTITUTO  
GALEGO  
DE ANÁLISE  
E DOCUMENTACIÓN  
INTERNACIONAL



IGADI



Ayuntamiento de A Coruña  
Concello da Coruña



Concello de Lugo



CONCELLO DE  
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## The project "O Xacobeo 2021 e a Ruta da Seda: paths for the East-West dialogue" begins

*The project aims to promote Galicia's relations with China on the horizon of the 21st century, from the contact and dialogue between the St James' Way and the Silk Road as itineraries for the multicultural meeting.*

*The initiative was born from the call "O teu Xacobeo 2019" promoted by the Department of Tourism and Culture of the Xunta de Galicia, to which different participations will be added for its financing of the municipalities of Santiago, A Coruña, Pontevedra and Lugo.*

*Inspired by the article "["De rutas e camiños no S. XXI"](#)" (2015) of the founder and Honorary President of the IGADI, Xulio Ríos (Chinese Chair Award 2018), the project will be held between October 1, 2019 and April 30, 2020.*

**Pontevedra, October, 10<sup>th</sup>.** The [IGADI](#), with a strong relationship since its founding in 1991 with both official Galician external action, as well as with China and Asia, promotes the realization of this project in the current context of the Xunta-promoted Galician Strategy of External Action (EGAEX) since March 2018. Thus, the explicit intention of the project seeks a holistic approach in Galicia's relations with China, beyond the tourist positioning of Xacobeo 2021.

To shape this goal, the project aims first to identify a network of Galician-Chinese interests of a multidimensional nature: institutional, economic-commercial, academic and socio-cultural or tourist, that functions as a plural and effective hub for relations with the Asian giant on the 21st century horizon. In this sense, the IGADI encourages users to provide any relevant contact that may be of interest to the project through [info@igadi.org](mailto:info@igadi.org).

Secondly, after the identification of the key players in Galicia's relations with China, IGADI will develop during the months of the duration of the project a study that identifies the strengths and weaknesses, opportunities and threats, Galicia-China relations, which involve the definition of an action plan for the positioning of Galicia and the 2021 Xacobeo in China.

Finally, the project aims to strengthen the role of Galicia and specifically Santiago de Compostela within the European Union, as the capital of the EU-China dialogue. In this way on October 23<sup>rd</sup> the project will be presented in Santiago de Compostela in the context of the 32nd anniversary of the Declaration of European Cultural Itinerary and will end with the

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presentation of the final study around the Galicia-China relations, in a great conference in April 2020, with the participation of Galician, Chinese and European institutions.

Throughout the months of the project, it will have specific channels on the social networks of [Twitter](#) and [Facebook](#), as well as on the Chinese social network, WeChat.

The project will have the collaboration of Casa Asia, a public diplomacy body created in 2001 and composed of the Ministry of Foreign Affairs, European Union and Cooperation, the Government of Catalonia and the municipalities of Barcelona and Madrid.

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