

Report

| Development of
Creative Industries



The 12th Mongolia Development Forum



2016



The 12th Mongolia Development Forum

Development of Creative Industries

Organisers



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БУДАА ПРОДАКШН
Будда продакшн

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Preface

The “Mongolia Development Forum” was first organized in 2005 as an initiative by Mongolians living in Great Britain. The main goals are on the one hand to harness the professional expertise by Mongolians living abroad and use it for developing Mongolia and to make the Mongolian society and government aware of Mongolians living abroad on the other hand. They are informed about business and work opportunities in their home country to create new opportunities for development in Mongolia.

The forum itself developed to an international platform of exchange not restricted to Europe thanks to the close collaboration of Mongolian NGOs and the Mongolian embassy in Great Britain. It is revered as a place for exchange of knowledge and experiences and has grown every year. It is very fortunate that many former participants have returned to Mongolia and contribute to the development of business and science in Mongolia in their respective areas of expertise.

This year’s forum has the leading theme „Developing the creative industry“ which was presented in four sections. Many discussions and dialogues based on international experiences, examples, scientific results, and proposals by participants ensued. All of these are well suited to contribute the development of this area in Mongolia. The development of the creative industry is a new worldwide trend. At this point in time the collaboration between the Mongolian government and Mongolian NGOs is just starting and is brought to an entirely new level through these collaborations. The forum was able to fulfill three fundamental functions:

1. Discussing necessary measures to develop the creative industry in Mongolia and its full economic potential;
2. Precise proposals, recommendations and solutions which can be part of the politics by the Mongolian government;
3. Organizing participation of Mongolians living abroad in this development.

Many thanks to all organizers and participants as well as the Center for International Migration and Development (CIM), Buddha Productions and Eagle TV for their valued contributions and support, without which the forum would not have been possible.

It is with pleasure that we present to you this short report of the forum. It is our hope that this will lead to many new creative ideas and opportunities for future collaboration.

*The Organization Team of the Forum
Association of Mongolians in Great Britain
Tsahim Urtuu NGO
Council of Mongolians living abroad*

Mongolian Embassy in France, Paris, 29.04.2016

As a preliminary program of the 12th „Mongolia Development Forum“, the meeting of Mongolian NGOs in Europe was organized by the Council of Mongolian in Abroad in Cooperation with the Council of Mongolian and Mongolian-German NGOs in Germany. The goal of this meeting was to get to know each other and provide information concerning the activities of the different NGOs and finally to discuss about the possible future collaboration. To combine the meeting together with the forum helped to reach the intended target group, i.e., highly skilled Mongolian professionals living abroad in different countries and integrate them into the (professional) networks, initiatives, and other NGOs, in order to gain their professional competence and know-how for the development of our home country.

In addition to 39 representatives from 32 NGOs in Europe representatives from the Mongolian Government attended the meeting, namely the Ambassador in France M. Batsaikhan and Kh. Mandakhtsetseg, PR director of the Mongolian foreign ministry. Both mentioned the program called „World Mongolians“ in their welcome speeches and the promotional program of Mongolia for Foreign Territories, which the Mongolian parliament passed in January 2016. Kh. Mandakhtsetseg emphasized that these two programs urgently need to be realized. One reason for the World Mongolian Program is immigration, according to recent statistics 120 000 Mongolians live abroad since 25 years. One alarming consequence is that the next generation of the Mongolians living abroad does not get to know the Mongolian culture and language sufficiently, if the preservation of Mongolian culture and language is not sufficiently supported by the government. Further, she was pleased that she could meet Mongolian NGOs in Germany last year in Berlin (during the Diaspora Forum, which was also supported by the CIM) and this year could meet even more Mongolian NGOs from other European countries.

The greetings of the Mongolian ambassador in Germany, Ts. Bolor, were relayed by B. Enkhtuvshin (Chairman of Council of Mongolians in Abroad) to the participants and guests. In his speech, the ambassador mentioned that the Embassy of Mongolia in Germany supports the activity of the Council of Mongolian and Mongolian-German NGOs and its activities in Germany and collaborating with it closely. He invited all participants to take part in and to support the next two events to be held in Germany organized by council members: the Forum of Mongolian Business Women in Frankfurt am Main on 28.05.2016 and the 11th Basketball Tourney of Mongolians from 29.-30.10.2016 in Berlin.

B. Enkhtuvshin – chairman of the council of Mongolians living abroad – stressed in his speech that the council is more than an umbrella organization but loosely consists of several NGOs. Therefore, the active collaboration and exchange of information is necessary. To realize this goal the representatives can use the website www.mongoliansabroad.org as a platform to inform themselves about recent topics and plans. He is confident that there will be a successful collaboration of all societies in the future. This conference enables us all to present our societies and councils and to plan our future collaboration through exchange of information and opinions

The following associations and societies presented themselves and their activities. These are short summaries of their main talking points.

United Kingdom of Great Britain, Mr. D. Tserenbat – chairman of the Association of Mongolians in Great Britain and chairman of „Tсахим уртуу“ NGO – informed the representatives that the „Mongolian Association in Great Britain“ was founded in 1999 and the conference „Mongolia Development Forum“ was organized annually since 2003. Furthermore, he organizes Mongolian celebrations and interviews like „Intellectual Existence“ where scientists, intellectuals, and other important personalities from Mongolia are invited to discuss different topics with the audience.

Germany, Ts. Nansalma, secretary of the Council of Mongolian and Mongolian-German societies in Germany and representative of „German-Mongolian Gate in NRW e.V.“

The council has 18 member organizations (five Mongolian schools, twelve associations, clubs, and foundations) and wants to establish the contact between Mongolian and Mongolian-German associations, to exchange information, and to strengthen the collaboration with each other to organize events. The wishes and demands of members can be collected, summarized, and forwarded to the Mongolian ministries and offices. This year the council focused on supporting its members in the areas of financing as well as project and event management.

The representatives of all member organizations meet once or twice every year, there are also work meeting of teachers from the Mongolian schools. Information is exchanged on a regular basis by a telephone conference on a quarterly basis. The following events were organized in collaboration for all members:

- Diaspora Form „Meeting of Mongolians in Germany“ 06.03.2015 in Berlin
- Meeting of Mongolian students and absolvents 06.06.2015 in Aachen
- Culture and Sports Tourney of Mongolian children in Germany 31.04-02.05.2016 in Munich

Two events – the Diaspora Forum and the meeting of Mongolian students and absolvents – were organized with the financial support of the CIM. The council's secretary stresses the successful collaboration and wants to thank them for the support in partaking in the conference and the meeting tomorrow.

Z. Ganbold, board member of the Association of Mongolian Graduates (VMA e.V.)

Two projects of the VMA were introduced. They are realized with financial support from CIM. The project „Learning and Experiential Greenhouse for ecological education“ was initiated to establish a general ecological education in Mongolia and create a greater awareness for these issues. The old greenhouse for ecological education at the National University of Mongolia was restored with new glasses and 10 new interactive learning stations, which support new interactive ways of teaching. The current project „Advanced training in the area of recultivation and mining“ is a collaboration with the association for sustainable rural development in order to offer education in agricultural recultivation to mining companies and service providers. This includes the reestablishment of meadows in mining areas. It will be introduced and developed as an area of studies at the University for Agriculture. These two projects served as great examples for the participating NGOs to create their own developmental projects and to benefit our homeland. Mongolians living abroad and specialized in these areas can make a great contribution. The general interest in the CIM and possible sponsorship for projects was apparent.

T. Solongo, chairman of the „Otgonbayar“ Foundation

The foundation organizes different events to further the intellectual development of Mongolians. They proposed a plan to organize an exchange between young German and Mongolian politicians to share information and experience. The plan was accepted. Young German politicians will visit Mongolia in July while 30 young Mongolian politicians will come to Germany in September.

Europe, B. Batsukh, chairman of the „Knuckle-Bone-Shooting Association“ in Europe and board member of the „Association of Mongols in Europe“

The association wants to generate interest and knowledge about Mongolian culture in Europe. They organized about 20 events since its founding in 2009 including knuckle-bone-shooting tournaments. Members of the

association participated in four television reports and one documentary.

L. Altanchimeg, chairman of the society „Europe and Mongolia“ and representative of the association „Unity of Mongolians“ in Belgium

„Europe and Mongolia“ was founded in 2009 and has participated actively in many events both in Belgium and across Europe since then.

Belgium, D. Bayasgalan, chairman of the Mongolian association in Belgium and vice chairman of the „Knuckle-Bone-Shooting Association“ in Europe

In 2014 eight NGOs from the association of Mongolians in Belgium formed a council. It grew and now consists of 11 collaborating NGOs. The association plans to found a Mongolian school and began preparations. MGL radio host Batbayar moderates the program „Mongolians in Europe“. He also presents photo news not only in Europe but worldwide.

The Mongolian council of NGOs abroad and the national television's department responsible for foreign news should collaborate for a news show. Mongolians living abroad with expertise in television and media could actively participate. Professional technical equipment will be provided and legal ground rules will be created to employ media experts living abroad and pay them a wage.

France, B. Erdenekhuyag, chairman of „Uuridin mongol“ NGO

The association was founded in 2004 and visited many places with the Mongolian „Ger“ (yurt) to present the Mongolian Culture and Tradition. Every year they build the yurt at the Eiffel tower in September as a tradition. At a medieval festival they presented Mongolian history and the history of Dschingis Khan for 65.000 visitors. They invited a dancing team from Mongolia which participated in the national dance championship. Together with the national dancing association they organized a performance with 127.000 visitors. In 2017 they plan to send a Mongolian children dancing group to an international competition. They are currently organizing and preparing this.

The association asks the other associations and the council to collaborate with the Mongolian council abroad to introduce Mongolian culture and tradition in foreign countries since there is not sufficient support by the Mongolian government for cultural promotion.

B. Amartuvschin, chairman of „Northern Mongolians“ NGO

The association „Northern Mongolian“ was founded in 2015 and has organized events in different areas. They have a Mongolian school and hold French language courses for grown ups and a children summer camp in Mongolian language. They propose to hand out a French certificate in the courses accepted in Mongolia and also to enable exceptional students of the University of Culture and Arts to study in France to help the associations with presenting Mongolia. A third proposal was for the associations not to act on their own but rather support each other and collaborate.

Sweden, A. Jamsran, chairman of the Mongolian national association in Sweden

This association is very active and organizes events in many areas such as education, health, humanities, and the public sector. Special activities: Many Mongolians apply for asylum without knowing the real situation. For those they publish legal advices on their homepage and on YouTube to provide them with information.

Proposal: In Sweden there are 8.000 Mongolians according to official numbers. There are too few trained Mongolian teachers. The association asks the Mongolian government to pay attention and support teachers with a salary.

Russia, Amarbat, chairman of „Brotherhood“ NGO in Moscow

The association is active since 2013 organize events for students. Today over 1.000 Mongolian students study at 40 universities and institutions. Since there are free visas in Russia there are many immigrants travelling to Europe through Russia which lead to many problems. In the last years Moscow has become a center for immigrating Mongolians which believed in disinformation concerning high wages and better living standards in Europe and gave up all their wealth and livelihood in Mongolia. They do not have language skills and pay a lot of money for the trip; some have been tricked by criminals. The government should create awareness for this problem and provide realistic information.

Netherlands, M. Orgilbold, chairman of the Mongolian students association in the Netherlands

Founded in 2014 the association wants to bring together young Mongolians growing up abroad. In the Netherlands there are 700 to 800 Mongolians. He proposes to create a common information platform for Mongolians from all over the world.

USA, B. Tserenbat, member of the American Mongolian association in the area of Chicago

Her association has been active for 15 years. According to the latest statistics 20.000 Mongolians live in the USA, while 6.000 live in the area of Chicago. There are over 100 Mongolian firms and organizations as well as several Mongolian schools.

It would be good to have a Mongolian embassy or consulate in Chicago, since many Mongolians are living there.

In his closing address Mr. B. Batsaikhan – ambassador of Mongolia in France – emphasized that Mongolians living abroad need legal ground rules. Support is needed and necessary to be able to further offer activities like this. Therefore, parties preserving and supporting the rights of Mongolians living abroad should be elected to the Mongolian parliament.

The meeting and conversations showed that while most associations and NGOs organize different kinds of activities according to the living conditions for Mongolians in each country there is a huge interest of mutual support and collaboration. The topics chosen for possible collaboration like support for Mongolian schools and providing information about social and juristical conditions for returning to Mongolia show that there are some common problems. Another important request was to approach the Mongolian government, ministries and other offices together to have a stronger support. The Council of Mongolians living abroad needs to continue its support for the NGOs and help them direct their efforts at the development of Mongolia.

The 12th Forum „Concerning the development of Mongolian“ is directly connected to gathering the expertise and competence of highly qualified specialists living abroad and use it for developing Mongolia. It was successfully held the next day on 30th of April in Paris at the Gallery Lafayette with „Developing the creative industry“ as its leading theme. The talks and discussions are ordered in four sections and summarized; we hope they will create new ideas and insights for you.

1. Tourism Industry
2. Culture Management
3. Architecture and Design
4. Information technology

Section: **Tourism Industry**



G. Oyuntungalag - Licensed guide of the Louvre Museum and business owner at "Paris Pro", Paris, France

What can we learn from a world leading tourist attraction city - Paris

In France commercial tourism started to develop ca. 150-160 years ago with an initiative from Napoleon III. in 1855 to organize the very first World Fair in Paris which did host the event seven times. This is the basis of the worldwide popularity of Paris and the basis for tourism in France and Paris.

According to the analysis of statistics in recent years France is one of the leading tourist destinations in the world. About 84 million tourists visit France per year. This standard is achieved due to the development of a good infrastructure, a good service mentality, the heightened culture of communication in public places such as cinemas and theatres, as well as the preservation of cultural specifics and traditions and a typical building style.

Mongolia should follow this standard in accordance with its individual cultural character. For example a higher service standard should be implemented in public places. The referent stressed that Mongolia should put a lot of attention into achieving the same infrastructural standard as other parts of world, especially a friendly demeanor of service personnel would be important.



Ts. Azbileg - International Promotional Manager, Galeries Lafayette, Paris, France.

Tourism industry in the French Republic and its contribution to the Galleries Lafayette

Paris welcomes 46 million tourists per year. Not only the historical and cultural heritage and resources but also its status as a prime shopping destination is a huge tourist draw. The Gallery Lafayette has a 123 years history. There are 59 departments in this shopping mall which has over one million visitors daily. Since the gallery is closely collaborating with tourism companies it has the largest volume of sales in Europe.

The referent emphasized that Mongolia should acknowledge the approach taken by other countries to develop a shopping tourism and creatively develop its attractiveness as a tourism destination to increase the national earnings.



DISCUSSION SESSION

The referents Ts. Azbileg and G. Oyuntungalag conducted an elaborate discussion with about 140 representatives and participants which development opportunities exist for this industry in Mongolia and whether the approaches of other countries can be copied.

France has a tourism turnover of 20.8 billion €. The French center of tourism Atout France (French treasures) which works on making the country known around the world has offices in 32 countries since 1986. A proof of their success is the ratio between its 66 million inhabitants in relation to 84 million tourists. This success is based on developments in a variety of areas which attract the interest of tourists. An example for commerce and service is the gallery Lafayette which serves as a location for conferences. It was established in 1894 with 265 m² of sales area which grew to 18.000 m² today. In conclusion, France is a tourism magnet in virtue of its romantic image, delicious food, historical attractions, and buildings, as well as renowned works of art in the cities. G. Oyuntungalag thinks that we as Mongolians should adapt the methods others have developed to preserve their cultural heritage. There is a lot of potential to preserve and modernize our temples and museums. We should stress our unique values such as our nature (e.g., our clear starry skies) and our national and traditional handicraft products (e.g., cashmere and felt products).

Proposals and suggestions of participants:

Khishig-Erdene: I work in tourism since 1999. Mongolia cannot be compared to Paris. It has often been discussed and criticized that travelling with tourists in rural areas is difficult. I would wish that the Mongolian government improves the infrastructure and means of travelling between provinces on a national level. Only then, I believe, tourism can truly flourish in our country.

Ts. Munkhjijn: chairman of the German-Mongolian foundation „Otgonbayar“

It is important to educate children and adolescents in a way that makes them interested in Mongolian history and culture and enables them to acknowledge its values. Especially a project for children living in yurt quarters should be organized. The project should be realized and guided by social workers.

Erkhembayar: Programmer of „Start up“

Paris organizes elaborate and famous world fairs which draw attention and attracts tourists continuously. We should develop our own concepts such as motorcycle trips from Europe to Mongolia or trips with recreational crafts on the larger Mongolian rivers.

Uyanga: Trips on rivers are not easily organized since no cars and drivers are available or drivers do not have a proper education in safety measures, possibly being irresponsible. We have to solve these issues.

G. Oyuntungalag: It is important to take the safety of foreign tourists very seriously. If safety cannot be guaranteed, this will have a very negative effect. Tourists will discuss their experiences in Mongolia which can

be negative or positive promotion. It is important to offer courses for all service employees where they learn the following things:

- friendly communication skills in relation to tourists
- being able to provide true information about tourist attractions
- standards for tour and museum guides
- knowledge about the mentality and culture of tourists including intercultural competences, in order to create a good tourism experience

Kh. Mandakhtsetseg: PR director of the Mongolian foreign ministry

Countries organizing international fairs and conferences increase their volume of sales in tourism. Mongolia will be hosting the ASEM (Asian-European-Meeting) on 15.-16.7.2016. There are 9 other events connected to this conference. Official registration numbers indicate 5.000 participants including 1.000 journalists. Our tourism depends on the time of year. Only the three month of summer are truly profitable. Official conferences like this one can be organized independently of the time of year. Therefore, tour guides and service employees in tourism need to learn international standards and apply them to the specifics of their own country.



CONCLUSION

The most important messages in this section from the talks and discussion concerning the development of tourism:

- Creation and development of better infrastructure
- Preservation and restoration of cultural heritage
- Education of service personnel
- Establishing Mongolian brands
- Professional and friendly communication
- Guarantee of safety for tourists
- Creating a legal framework

Session: Cultural management



O. Oyuntuya - M.A. - Arts & Media Administration, Management; "Arts & Media Project Management & Consulting" NGO, Berlin, Germany

Creative international art-events and arts management as a platform for branding processes of Mongolian Art abroad

Art of Culture, the referent's NGO, works has declared as its goal to increase the public knowledge about Mongolian culture, especially fine arts, on an international level in several steps. She presents the work of Mongolian artists in Germany and internationally and develops new marketing strategies for them. One example is the yearly art exhibition „Nord-Art“. In 2015 there was a special focus on Mongolia for the first time showcasing 120 Mongolian art exhibits from 34 artists. The exhibition entitled „Modern Transformations – New Identities“ had more than 80.000 visitors. Over 30 modern artists, mostly from a younger generation, presented their art in the Mongolian pavilion at Nord-Art. This is the biggest exhibition of modern Mongolian art in Europe to date. Such a presentation of Mongolian culture is not mainly directed at profit but rather at creating public interest and attention in order to internationally showcase Mongolia as an artistic nation in contrast to seeing the country as a mere trading partner. Mongolia should be established as a brand which can be developed and used to achieve a new level of international interest. Showing their work in Europe Mongolian artist can generate this international public interest in Mongolian culture which positively reflects back on Mongolia as a whole. Only such a holistic view on Mongolia can start a sustainable development.

To realize these goals it would be a chance for Mongolia as a partner interested in international sponsorship to increase the presence of Mongolian art in international exhibitions. Germany invests 9.4 billion Euros each year for cultural projects and is the biggest investor in this sector worldwide. Therefore, Germany is especially suited to help strengthen and develop Mongolian fine arts through long term collaboration.

The effort of German and Mongolian enterprises and NGOs should be supported by establishing Mongolian cultural centers both in Mongolia and abroad and continue all current efforts. Nord-Art 2016 will again present 50 works from 16 Mongolian artists to more than 90.000 visitors. To successfully establish Mongolian culture centers collaboration with the Mongolian government is essential to take the necessary actions.



Suggestions and Recommendations:

The following steps are necessary to strengthen Mongolian culture and art on an international level:

- Establishment of Mongolian culture centers (analogous to the German Goethe institutes) in close collaboration and coordination with the Mongolian government
- Education of Mongolian cultural experts and advanced training for journalists, including continuous international exchange
- Increase of financial support for Mongolian cultural institutions and projects and respective legislation

- Strategic long term collaborations with other countries
- Creation of an arts archive which systematically includes works by artists who participated in international exhibitions



Dr. S. Ayana - Ayana International Relations Specialist at the International Opera Studio, Mezzo-soprano, Rome, Italy

The importance of Arts Management & Marketing for Opera and Opera artists

For two years Dr. S. Ayana has been developing the idea to bring classical Mongolian music especially opera to an international audience. She wants to create the opportunity for all young Mongolian singers to attend additional courses according to international standards at an international Opera Studio in Italy. Especially two classical operas from Rossini are suitable - „La Cenerentola, ossia La bonta in trionfo“ and „Il barbiere di Siviglia“ - as part of a project at the International Opera Studio Rome. Dr. S. Ayana is personally in contact with them and they will make it possible for young Mongolian scholarship holders to participate in these two productions.

The young Mongolian opera singers are offered a unique chance to present their talents on one of the most established stages in Europe and to represent their home county and its opera tradition for an international audience which already starts to recognize the high standards of Mongolian singing education. Another goal is to strengthen the contacts with other countries and general collaboration in all areas.



Suggestions and Recommendations:

1. Foundation of a Mongolian opera center responsible for establishing and building collaborations between classical singing schools in Mongolia and abroad while creating a continuous exchange of young musicians in both directions. Foreign musicians can equally benefit from the high standards of Mongolian singing education which is already acknowledged on an international level.
2. Establishment of a new singing education in Mongolia in line with international standards. In addition to lessons in vocal training, scenic design, and master classes with established singers, directors, and conductors the young singers will be presented with the opportunity to take small and bigger parts in classical operas.
3. This modernized curriculum will make it easier for young scholars to enter into the international competition
4. Training of Mongolian opera singers in Italy the native country of opera. The goal is to achieve the highest international quality in the art of singing.

Another goal is to systematically prepare young singer for international stages. This can only be achieved through professional coaching and specially developed courses and projects which are offered by an international opera studio to young artist in a transition phase between finished education and their entry into international competition.



DISCUSSION SESSION

The Mongolian government needs to invest more to help Mongolian artists and create new opportunities for them to market their art. Partnership with other countries is equally important but requires political will and action. To be successful in the long run the government needs to establish and coordinate Mongolian culture centers and support NGOs in this sector. This help for young artists will also strengthen the artistic and cultural development of young Mongolians in general and encourage more of them to become artists. This could be especially helpful for children in poor families. Young Mongolian artists should be brought to Germany which is a preferred partner for cultural exchange. They should have the chance to be trained in Europe and an international platform of systematic support should be created.



CONCLUSION

The most important points made in the talks and discussions of this section which need to be taken in account to strengthen the development of cultural management:

- Mongolian cultural centers in other countries
- More international collaboration
- Legal framework
- Political and economical strategies by the Mongolian government
- Training of specialists in cultural management
- Create opportunities for young Mongolian artists to present their work on an international level

Session: **Architecture and Fashion**



Bat-Erdene Tserendondog
Architect, InterSPA GmbH,
Stuttgart, Germany

Direct and indirect economic significance of reservation and restoration of historical and cultural buildings and architecture

Cultural heritages exist both in material and immaterial forms, they are valuable for nature, economy, history, culture, and science. Historical buildings, monuments and music instruments like horse-head violins are part of the material heritage. When the value of cultural heritage is realized and it is restored and preserved on a professional level, there is not only active contact with ones cultural past but also an investment in the cultural future. The referent cites the German standards for accepting a building as a monument as well as the method of restoring them. The referent also informed the panel about the current criteria for accepting something as cultural heritage in Mongolia.

According to the referent the situation in Mongolia is critical. Even though elaborate measures of preservation for historical buildings have been taken for 20 years, they are too few in comparison with other developed countries; there is only one institute in charge of preservation for all Mongolia.



Suggestions and Recommendations:

Mongolia has the potential to attract more tourists from all over the world, if it is able to preserve and restore its cultural heritage and historical buildings. The Mongolian people should be sensibilized for the importance of cultural heritage and monuments. The referent has following suggestions:

- A department responsible for historical buildings and monuments as part of the Ministry of Construction;
- Public investment for cultural heritage
- Education for experts in this area at the state universities (University of Science and Technology, Mongolian National University, University for Agriculture)



B. Javkhlan - Architecture,
UK



B. Solongo -Architecture,
Hungary

Outstanding architectural experiences that can be adopted into a Mongolian architectural industry

The talk answered the general question “What is Architecture?” with a quote from Michel de Montaigne: “Architecture is part of living, and is at its most successful when it seems to give expression to the life that inhabits it.” Architectural solutions both from the dawn of civilizations and modern architecture were presented. Their location,

specifics, and features were mentioned in order to transfer early solutions from old civilizations to today’s challenges.



D. Ariundelger - Initiator and designer of “The Treasures of the Empire” project, Ulaanbaatar Mongolia

Das Projekt „Schätze des Mongolischen Königreichs“, dessen wirtschaftliche Bedeutung der Verwirklichung

The project “Imperial treasury collection” has shown that Mongolian fashion design is keeping pace with the modern fashion world. This label successfully competed with original fashion design, jewelry, and accessories in Egypt, Russia, and some of the most successful fashion nations in Europe. The core concept of the project is to create collections which pay reverence to the jewelry of kings and emperors from ancient empires such as Mongolia. This was for example represented on modern silk painting. Painting styles can be combined with different textile materials.

The team is still working on establishing and strengthening the label on an international level and introducing it to famous museums and cultural institutions. They hope to contribute to the economical development of Mongolia.

Session: Information Technology



S. Badral - Founder and Director of Bolorsoft LLC, Member of Tsahim Urtuu NGO, Germany

Are we ready for the artificial intelligence revolution?

Artificial Intelligence (AI) tries to recreate human intelligence in machines. Human intelligence is imitated by programming strategies of learning through errors, pattern recognition and decision making. Even though the simplest motoric operations like holding a cup or clearing a table cannot be simply imitated modern robots are able to calculate and solve the most complex problems in short time spans. Scientists like Marvin Minsky, John McCarthy, Claude Channon and Nathaniel Rochester established this new area of research in 1956 at Dartmouth College. In the 1980s research on artificial neuronal nets based on findings in neurophysiology was vastly successful in imitating the informational structures of the human brain. This new area of research was labelled „Deep Learning“ or „Artificial Intelligence“.

Many established contemporary companies like Google, Amazon, Netflix, Facebook, Baidu, and IBM use AI technology to create new business domains and invest a lot of money in research. Some areas of applying AI are: self-driving cars, simultaneous translation, Google searches, Apple Siri, Amazon product recommendations, Netflix film recommendations, proposed friends on Facebook and LinkedIn. Google has created the biggest network with 160 billion parameters. It represents ca. 1.7 billion neurons. A single human brain has 100 billion neurons, only 2% of that are represented by Google's network.

The 19th century was the epoch of industrialization, the 20th century had nuclear fission and nuclear physics, the 21st century is definitely the epoch of information technology. Mongolians can enter the economical competition in this area and help shape this new revolution. There is a strong foundation and huge potential. In the 1990s the best graduates studied Economy and Sourcing of Material at the State University, since 2010 the most chose Mining and Geoscience instead. Mining should not be the approach taken by Mongolia in the new century but rather we should use the intellectual potential of our people for research in AI.



Suggestions and Recommendations:

International research in AI needs to be implemented in Mongolia and this should be the trend setting direction the country takes in the 21st century.

- By further establishing information technology new jobs which require new qualifications are created, while other jobs might be cut down. This includes new positions like DATA scientists. Mongolia needs to take action immediately to take a leading role in this development.
- The decisive difference to other revolutions in past epochs is that AI requires intellectual not financial superiority. One example is the web service solution „EDUGE“ developed by Bolorsoft.

- Research and development in Artificial Intelligence is not as complicated as it might be expected. More simple and detailed models enable more efficient and simple programming strategies in ongoing development.

Resource management is an important and urgent matter. Why do we need a 200 km road to a province with only 2000 inhabitants (Sum)? Why was this money not invests in AI research? Legislation and tax conditions need to be adjusted to support applications of AI, robot construction, and automation technology. By taking an active role we can get industry nations to invest in this sector and create the accompanying industry in our country.



P. Amarbat - Director of Progate LLC, Member of Tsahim Urtuu NGO, Ulaanbaatar, Mongolia

Online systems, cloud applications or software as a service

Every foundation of an enterprise, wherever it is founded and under which conditions, requires funding in different areas: rents, personnel, internet and communication, technical and systems equipment, marketing, distribution, and staff resources in all areas.

Especially small and middle class enterprise cannot afford qualified personnel in a lot of areas such as IT and web presence, communication technology, programming, application software and marketing. This disadvantage is solved by cloud based services on the international market. Cloud services can offer standardized services faster and cheaper than other enterprises even those with internal IT departments. Systems, applications, and data are hosted safely and efficiently in clouds. Safety is the key advantage since relevant data is backed up and stored in a scalable way.



Ch. Margad - Progate LLC Ulaanbaatar, Mongolia

There are 125.000 commercial units in Mongolia, 52% of which are active. Of the active ones 88% have only 1-9 employees. 1.9 million customers use 3G mobile connections but no active online service use is present. Internet connection is not available in all areas in the provinces. The degree program „Software Service Engineering“ was established in 1993. The graduates are highly qualified for the domestic and international market. Software development in Mongolia has an international standard. Products have the same functions, an error-free code, and good software engineering. Especially recent developments in cloud technology offer a chance for small IT enterprises to persist in international competition.



Suggestions and Recommendations:

Since system applications, online services, cloud services, and web services are a vastly changing area, we ought not miss the opportunity to use our prevailing chances. Mongolia can be an international competitor in this area.



Dr. D. Uyanga - IP lawyer,
Brussels, Belgium

From business ideas to property rights – intellectual property protection and enforcement

1. How can intellectual property be guarded? State regulated economy demands for a steady growth and development. The basis of this is guaranteed by laws in other countries. The following factors are required: Monetary state policy and anti-monopolism policy
2. An independent justice system
3. A successful and efficient implementation of these measures
4. A balance between intellectual property and a competitive environment
5. Public encouragement of competition

Enterprises need a guarantee of data protection for their economical data and know-how including financial status, distribution lists, lists of trusted providers, technical information and new inventions in their respective markets. Trade secrets are ranked with different levels of risk. These levels are included in the employee contracts.



Suggestions and Recommendations:

There are four different kinds of intellectual property rights for enterprises:

1. Copyright for inventors and artists
2. Trade marks
3. Product rights
4. Inventions and new designs

Ad 1. Copyright for inventors or artists exists without registration. However, I suggest to any exclusive creator of intellectual property to apply for a copyright certificate at the State Intellectual Property Office. In Mongolia a shared copyright is very problematic. European copyright societies do have a distribution system for income to inventors. A similar system is needed in Mongolia. It encourages inventors and guarantees their rights.

Ad 2. Trade marks need to be registered. European enterprises need to look out for their trade marks.

Ad 3. Product rights include the design of products for human needs. Finished products should be registered before they enter the market.

Ad 4. In most cases patent rights should be registered immediately. Advice from a patent attorney should be obtained.



CONCLUSION

There were three issues stressed in all sections which should be discussed with the Mongolian government:

1. Education of specialists in all areas
2. Establishment of legal frameworks
3. Political and economic strategies by the Mongolian government which include state funding

Summary

The 12th Forum „Concerning the development of Mongolia“ was successfully held with the leading theme „Development of the creative industry“. It had a new form for the first time since the involvement of the government and NGOs was intensified. There were many representatives of several NGOs present at the Forum. However, there also were some shortcomings regarding form and structure, since the event had to be organized via online communication, which should be solved in the future. For example, there was no common agreement how the conference, its timetable, the order of discussions, and the time for talks should be organized.

Before the Forum itself there was a meeting of representatives of active NGOs in Europe which introduced their associations and activities and their opinions in regard to future collaboration. This was important in order to develop a strategy for the „Council of Mongolians living abroad“ and to discuss reasons, possibilities and conditions for collaboration among the NGOs. The council of Mongolian and German-Mongolian associations in Germany participated in this meeting well prepared and organized. They set an example for associations in other countries. The other Mongolian NGOs made their wishes for further collaboration and information clear.

The long term goal of the forum is to invest in well educated Mongolians who are productive and successful on an international level and can ultimately benefit Mongolia at home. Mongolians working and studying in highly developed countries should help initiating developments in Mongolia. The associations from different countries intend to reach this goal through collaboration on an international level and the use of all available resources. The council of Mongolians living abroad „Tsakhim Urtuu NRO“ and the association of Mongolians in Great Britain as well as the other NGOs agreed to this goal. One prime example is the collaboration in preparing the next sub forum „Business abroad: Conditions and experiences“ which is organized by Mongolians in Canada and the Mongolian embassy in Canada as well as the Canadian-Mongolian chamber of industry and commerce on the 5th of July in Toronto.

Council of Mongolian and Mongolian-German NGOs in Germany

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