

6 January 2010

Dear Sir or Madam,

On behalf of SIEN Foundation and **ICWiP, the International Culture Week in Pécs** Hungary, I wish to introduce you **ICWiP2010**, to be held from the 24 July to the 1 August 2010.

The International Culture Week in Pécs is one of the most popular thematic youth festivals of Central Europe and the Alps-Adriatic region, combining a summer university, which is organised in close co-operation with the Business School of the University of Pécs, and a cultural festival in order to enhance understanding and co-operation among youth communities. The main objective of the festival is to increase tolerance and enhance intercultural dialogue.

The theme of ICWiP2010 is *The Balkans: Re-loaded*, which stems from the concept of the original European Capital of Culture application of the city of Pécs. The geopolitical area of the Balkans is unique and at the same time very multicultural. In 2010 Pécs may become the first European Capital of Culture to open a gateway to the rich multiculturalism of the Balkans, including its Islamic heritage.

During the conference and festival we will be discussing what a “Balkans identity” is or whether it even exists. How does today's youth reflect the national identities in relation to a possible “Balkans identity”? How does the youth view the future of the area? The formation process of the Balkan nations is important from the viewpoint of democracy. Keeping this in mind we have invited lecturers also from other countries and continents to share their views and experiences on the democracy development in practice.

SIEN Foundation is a non-governmental youth organisation seated in Pécs, Hungary. It aims at promoting cultural diversity, student mobility, and active participation of youth in social life, as well as in international communication and activities.

Attached are a short information document about ICWiP and Pécs (pdf), this cover letter (pdf), the first issue of ICWiP2010 journal and a leaflet (pdf) of the Festival (colour and black-and-white versions), which I complaisantly ask you to distribute among your students, partners and interest group, either in bulletins, forums/portals, newsletters or other publications you could include ICWiP in, in order to reach as many young people as possible. Thank you very much!

We hope there will be credits available for your students by attending the conference and writing an essay on either about the presentations in conference or about some focused issue connected to the theme of the conference or some of the lecturer's topic. If you gather a group of five participants, you will have 20% discount from the participation fee (basic: 190 €, group: 152 €/person). Notice that the early bird fee until 15 April is 140 euro/person. If you come from the Balkan countries (Albania, Bosnia Herzegovina, Croatia, Kosovo, Macedonia, Montenegro, Serbia), participation fee is 120 €/person. (See info document.)

There is also a possibility for students to present their own research in the workshops of the conference. The performers gain valuable experience in presenting a paper and discussing in an international community. Call for papers will be published on www.icwip.hu. Please follow the web pages.

The **preliminary frame** of the conference and the whole festival is available on our web sites: www.icwip.hu.

Please, contact if you have any questions or you require printed leaflets to distribute at your facilities. We would like to hear from you! Thank you for your co-operation. Feel free to deliver this message/invitation forward and spread the word about ICWiP2010!

I kindly ask you to forward this message to the right person in case it did not come to a right address (as well as inform me about this). Thank you.

Best Regards,

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ICWiP International Communications, SIEN Foundation intern