



**Message to Germany from the Hon Christopher Finlayson
Minister for Arts, Culture and Heritage, New Zealand**

The opportunity to be Guest of Honour at the Frankfurt Book Fair is very significant.

Not only can we highlight 100 of our best books at this prestigious event, but we will also be showcasing the full range of our arts and culture, over the course of a year, in one of the great cultural centres of the world.

We have had a chance to present our culture to international visitors during the Rugby World Cup. Now we are proud to bring this to the European stage.

New Zealand has a unique cultural heritage, drawing on our position as a Pacific nation, the legacy of our tangata whenua Māori and the European roots of many of our peoples. Today's artists are taking this heritage forwards, exploring links between our different traditions and looking to engage with overseas markets.

The Frankfurt Book Fair is the biggest opportunity yet to show all that we have to offer.

New Zealand has strong cultural links with Germany. Many of our top musicians have studied here and our artists and writers have benefitted from an artist-in-residence programme in Berlin. Last year we were proud to send our NZSO to perform in Frankfurt and six other German cities and were thrilled at the response it received.

We value the presence of the Goethe Institut promoting German culture in New Zealand and were pleased to host a German Film Festival in 2009. German funding went into one of our most acclaimed feature films, *Whale Rider*, and our ongoing co-production agreement with Germany paves the way for further collaboration in film.

New Zealand looks forward to building on these cultural ties and strengthening our links with many other nations through our year-long presence in Frankfurt.

Hon Christopher Finlayson

Minister for Arts, Culture and Heritage, New Zealand