CH-NO 2024-70

HAAKON HJELDE & SLEMDAL BIG BAND TO CHINA

BECOME A SPONSOR FUND RAISING GOAL 250 000 NOK

On the occasion of the 70 years commemoration of the establishment of diplomatic relations between China & Norway, we are delighted that the Oslo based Slemdal Big Band (SBB) will be joining with Haakon Hjelde, former Norwegian ambassador to China (1999 - 2004) for a week long visit to China with concerts in Xi'AN, Shaanxi Province and Beijing.

Contribute to help realize this unique project by joining our fund raising drive!





2003 with Ambassador Haakon Hjelde at the Royal Norwegian Embassy in Beijing

To Contribute, Contact: Mette Husemoen e-mail: <u>mette@leida.org</u>

Or go to our Crowd Funding Campaign <u>Slemdal Storband here.</u>

Norwegian Chinese Friendship Association 誕二 挪中友协



Our local sponsor and host is the Cultural Exhange Dept. of the Chinese People's Association for Friendship with Foreign Countries (CPAFFC).

Join us together with CPAFFC for a a China -Norway Dialogie Forum reception and 70 years galla concert on 25th October at the CPAFFC-Peace Palace at #1 Taijichang St, Dongcheng District, Beijing (details to be confirmed).

Haakon Hjelde became known as the musical ambassador in Beijing (1999-2004) where he played in numerous public and private performances on his saxophone and clarinet.

Proceeds from our fund raising will contribute to the funding of international travel costs for musicians, adminsitrative and musical production costs.

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The Slemdal Big Band

The SBB is a Norwegian musical ensemble of jazz music that includes 20 musicians consisting of four sections: saxophones, trumpets, trombones, a rhythm section (base, guitar, percussion and keyboard) and a vocalist. SBB consists of amateur musicians from all walks of life and performs for all types of occasions and audiences. SBB has recruited a professional musical director -conductor and developed into one of Norway's most profiled and active Big Bands.

The music genre is mostly Classical Jazz that includes different themes within jazz. . Eg: Duke Ellington, Latin music, Frank Sinatra. However, SBB has a broad spectre in its repertoire including traditional Norwegian compositions. The band often plays with choirs and vocalists, often in the many beautiful churches of Norway. For this occasion, the band will have it's own repertoire and perform with local musicians.



PARTNERSHIP IN CULTURAL EXCHANGE

The Norwegian Chinese Friendship Association (NCFA) was established in 2018 by former parliamentarians, diplomats, businessmen and academics having worked with promoting friendly relations between our two countries over many decades. Our main aim is, using our substantial networks in Norway and China, to help facilitate development of people to people exchanges between our two countries. Our main mission is to identify opportunities for exchanges with focus on the arts, education and health arenas. These are sectors that have deep roots in our cultures and where we can learn from each other and helping to create mutual understandings between our peoples. Our partnership with CPAFFC and their over 1000 local chapters gives us an important platform for buiding potential exchange activities in a broad sector of society that ultimately can contribute to creating long term partnerships.



Chinese People's Association for Friendship with Foreign Countries (CPAFFC) is a national people's organization engaged in people-topeople diplomacy of the People's Republic of China with the purpose of enhancing people's friendship, furthering international cooperation, safeguarding world peace and promoting common development.

CPAFFC has been an important organization to promote China's policy of peace, observing the five principles of peaceful coexistence ideas that were first put forward by the then Chinese Premier Zhou Enlai in 1953 and that became part of the agreement on bilateral relations



between India and China, incorporated in the Charter of the United Nations and of the Non-Aligned Movement of the Global South. These principles are: (i) mutual respect for sovereignty and territorial integrity, (ii) mutual non-aggression, (iii) non- interference in each other's internal affairs, (iv) equality and mutual benefit, and finally and most importantly (v) peaceful coexistence.

In 1971, the CPAFFC became famous for facilitating the so-called ping-pong diplomacy that laid the ground work for the opening of diplomatic relations between China and the United States with the historic visit of U.S. President Richard Nixon to China the following year.

A project of the Norwegian Chinese Friendship Association (NCFA) & Chinese People's Association for Friendship with Foreign Countries (CPAFFC)

in cooperation with

The Norwegian Chinese Chamber of Commerce (NCCC) in Norway

The Norwegian Business Association (NBA) in China

The Norwegian Enterpreneurs Alliance Norges Grunderforeningen

Norwegian Association of Small and Medium Enterprises SMB Norge







