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Culture as a Conduit for Comprehensive Partnership: The Indonesian Cultural House (RBI) in Tianjin as a Model for Synergistic Diplomacy



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The Tianjin RBI: A Strategic Foundation

The RBI in Tianjin, established through a pioneering collaboration between Tianjin Foreign Studies University and Universitas Brawijaya (UB), is more than just a physical space. It is a dynamic hub designed to be the epicenter of Indonesian studies in Northern China.

Its core mission is twofold:

To promote Indonesian language, arts, and heritage through classes, workshops, and performances.

**Cultural
Promotion**

**Academic
Anchor**

To strengthen the academic framework for Indonesian studies, supporting the growing interest in Sinology programs across China.

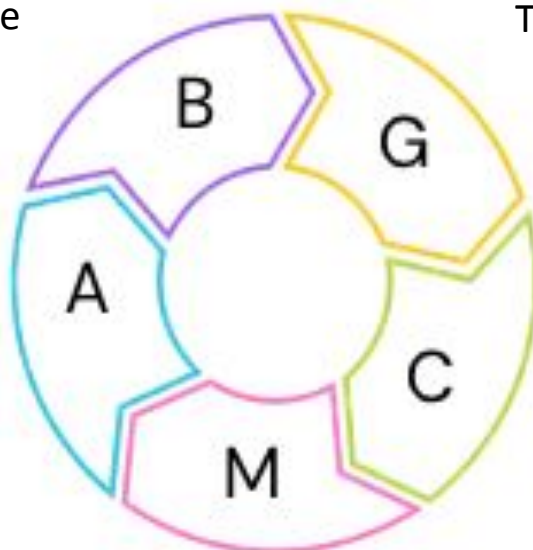
The ABG-CM Model: A Framework for Sustainable Impact

The sustainability and future development of the RBI hinge on a powerful synergy we call the ABG-CM model:

This model transforms the RBI from a cultural venue into a platform for comprehensive public diplomacy.

Academic

TFSU provides the home, and UB provides academic resources, guest lecturers, and cultural content. They are the operational heart.



Media

Strategic partners in both countries help us amplify our narrative, celebrating not just our culture, but also our economic and innovative potential.



Business

This is where we innovate. The RBI serves as a physical showcase and testing ground for Indonesian MSMEs. We are integrating Chinese e-commerce platforms to create a direct digital bridge for these products, turning cultural interest into economic transaction.



Government

The Indonesian Embassy provides overarching support and facilitation. Crucially, Indonesian Local Governments are key partners, proactively curating and promoting their best MSMEs to be featured in this overseas outlet.

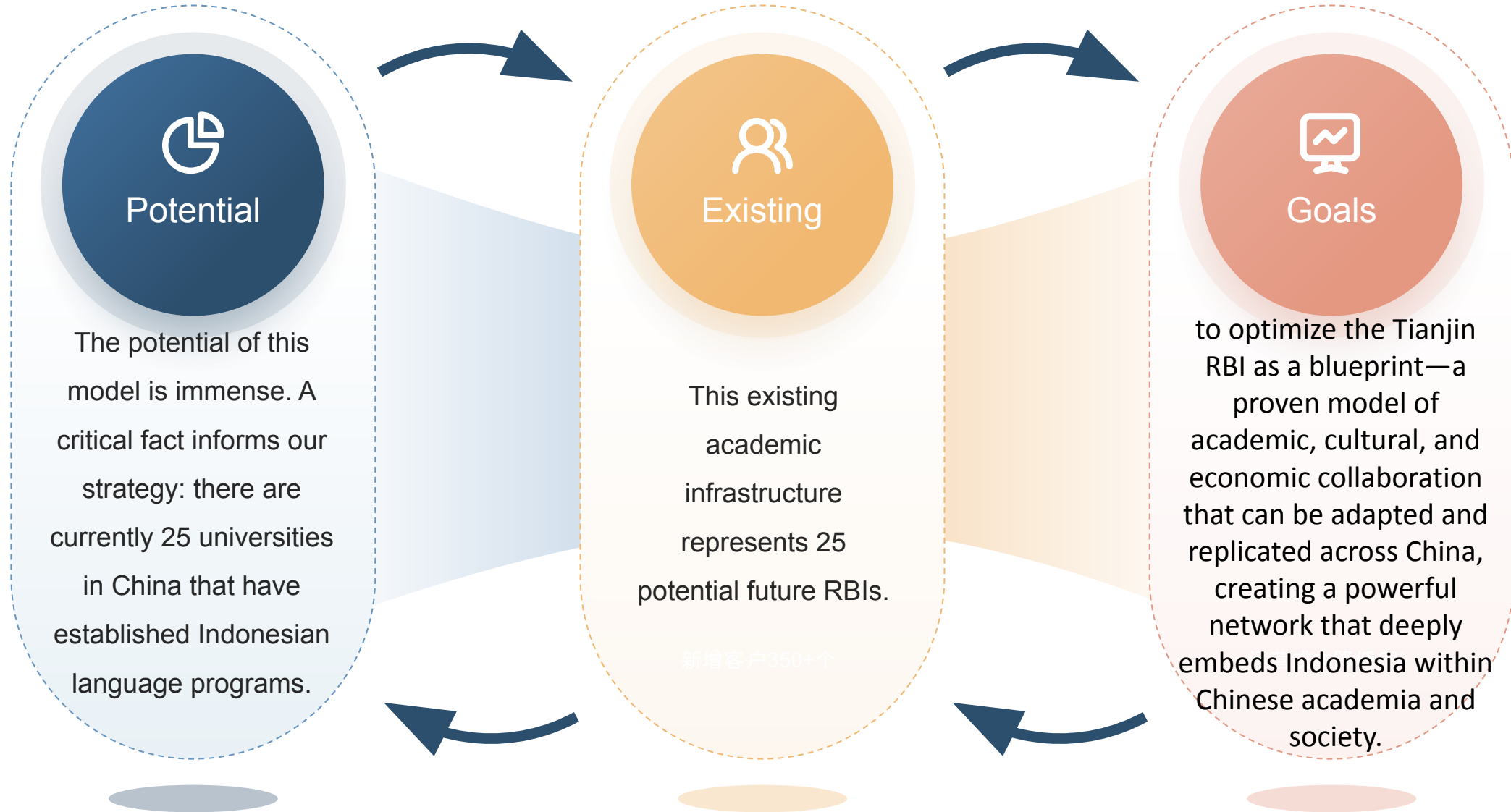


Community

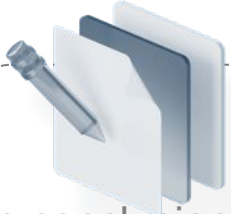
The Indonesian student community in China and the local Chinese community are our participants, audience, and cultural ambassadors.



The Replicable Blueprint: A Network of Hubs



Conclusion: CHANDI in Action)



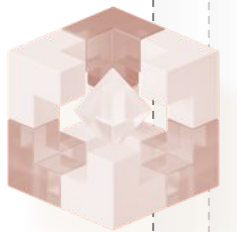
Conclusion

In conclusion, the RBI Tianjin is a practical manifestation of the CHANDI principles. It is about:

- Culture and Heritage as our foundation.
- Arts as our engaging language.
- Narratives of a modern, creative, and economically vibrant Indonesia.
- Diplomacy that is collaborative and synergistic.
- Innovation in leveraging e-commerce and the ABG-CM model for tangible economic benefits.

We believe this holistic approach is the future of cultural diplomacy, and we are committed to expanding this network across China.

Thank you. 谢谢 Xie Xie Terima Kasih



THANKS



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