

TITLE: Fado – The Matrix for a (new) Cultural Foreign Policy. A Cultural Strategy to Portugal

ABSTRACT

In a context of permanent crisis, financially exacerbated in this last year to see culture as a possible way for a strategic and winner solution is a part of an alternative. A key, a creative option to escape from the constrained and restricted environment as well as this fatalistic entrepreneurship.

Fado – The Matrix for a (new) Cultural Foreign Policy. A Cultural Strategy to Portugal analyze the portuguese cultural policy's issue, from New State till 2009, and the expressed need to build a cultural strategy strong and visible.

We indicate *Fado* as a possible matrix for this (re)new(ed) strategy. *Fado*, that is present in arts, in cultural events and productions, especially, in this last century. *Fado*, as a genuine and an internationalized cultural product, brings and diffuses with him the portuguese language, the particular way of being portuguese and also part of the culture that identifies each one of us. And that it's a symbol and represents the presence of Portugal in the World.

To invest in culture is not just wasting money but it's a way of rethinking a social, institutional and educational structure.

Portugal needs to leave the mist! It's right now that Portugal needs to take risks and to be fulfilled as a country!

Key-Words: Fado; Culture; Strategy; Cultural Foreign Policy; Portugal; Internationalization