



Norwich City Council
City Hall
Norwich
NR2 1NH

Andrej Fajgelj
The President of the Organising Board of
the City of Novi Sad, for European Capital
of Culture 2021
Kulturni Centar
Novog Sada
Katolička porta 5
21000 Novi Sad

16 December 2014

Our reference NR/dlm

Dear Andrej

European City of Culture - 2021 bid

Following the recent successful visit to Norwich by your colleague, Jelena Stevanovic, I would like to confirm our continued support in your bid for Novi Sad to become City of Culture in 2021.

The connection between our two cities was established over 40 years ago, with the Norfolk and Norwich Novi Sad Association subsequently being set up in 1985.

There are many similarities between our cities, not least the importance we place on the power of culture, as both an economic and creative force. Norwich has seen the benefit of bidding to become European capital of culture; the lasting legacy of the bid was to help our city build a reputation as a regional cultural capital with a national reputation. The very act of bidding for this title allows a city and its people to come together around a common goal.

In Norwich we believe that without bidding to be European capital of culture we would never have become the first English UNESCO City of Literature.

We wish you well in your bid and hope it brings your city many cultural rewards.

Yours sincerely

Nikki Rotsos
Executive head of customers, communications and culture
Norwich City Council