



# Cultural Creative Deve

The Sixth Cross-Straits Cultural Creative Industries Fair (CCCIF) was held in Xiamen, Fujian Province on October 25-28. Officials and scholars from both sides of the Taiwan Straits came together at a forum during the event, exchanging ideas on how to promote cooperation in cultural industry development and facilitate creativity on the common ground of Chinese culture. Excerpts of the CCCIF forum follow:

## Huang Chao-sung

Adviser of Taiwan's Straits Exchange Foundation



Developing cultural industries is hard work. Not only does it need creative ideas, but also the establishment of an integrated industrial chain.

The Chinese mainland has vowed to develop cultural industries as part of the 12th Five-Year Plan (2011-15), and strive to increase the value of cultural industries to over 5 percent of the GDP by 2015. In Taiwan, cultural creation has been a part of life. In fact, good ideas are often drawn from everyday life. Chinese culture has a history of more than 5,000 years and is the common root of the cross-Straits relationship.

Both the mainland and Taiwan have an abundance of talented people. The two sides should work for closer cooperation in cultural creative industries, which could not only produce more business opportunities, but also be of great significance to Chinese culture. The future development of cross-Straits cultural creative industries is unlimited.

## Chen You-Chiou

Taiwanese pianist and writer, former President of the National Theater Concert Hall in Taipei



As early as 2002, Taiwan authorities drew an outline for developing culturally creative industries. The purpose was to upgrade industries by means of culture and arts as well as scientific and technological innovation. The range of culturally creative industries is too vast to mention in detail.

In brief, cultural creativity could be divided into three parts: land utilization, service and products. For example, in Taiwan, we established a cultural center for communities and constructed museums and galleries for the public, offering various troupes and artists convenient service, while facilitating enterprises in designing products with cultural and artistic value. Today, advancing culturally creative industries has become a strategic policy in Taiwan's development.

In order to fulfill our objective, we have taken action in several aspects of improving the environment and legislating laws



and regulations, as well as giving priority to technological innovation. The training of professional personnel is also very important. The critical step is to establish an integrated industrial chain for cultural creativity and maintain such operations.

As for developing new products, Taiwan is abundant in both culture and scenic spots, which could be turned into infinite ideas.

In recent years, Taiwanese industries have made considerable achievements in product

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**CURTAIN RAISED:** The 2013 Cross-Straits Cultural Industries Fair kicks off

innovation and brand promotion. The cultural and artistic environment on the island has improved greatly.

## Chen Shaofeng

Professor of philosophy and social sciences, Deputy Dean of Institute for Cultural Industries, Peking University



Over the past few years, cultural-related industries have grown rapidly on the Chinese mainland. In particular, the digital industry is playing an increasingly important role in economic growth.

The combination of digital products and the Internet services has pushed entertainment to a new high. Most types of culture and entertainment, including literature, games, TV series and films, can be integrated with the Internet platform.

Besides, 4G mobile Internet technology is coming into service, further improving the digital experience.

People aged between 10 and 35 are the main consumers of digital products and the Internet services. They like new gadgets and are more adept at mastering new technologies. For this reason, most digital products and applications are centered on teenage consumers.

However, the booming digital industry is facing some problems. First, the Chinese lifestyle is progressively changing under the influence of new technologies. Intangible cultural heritages are disappearing by the day. Most digital content is not well integrated with traditional culture. Furthermore, there is a lack of originality in culture-related industries. Plagiarism and duplication are rampant. Many enterprises develop cultural products with a manufacturing mind. For example, in recent years, many cities have constructed buildings, industrial parks and museums, but with real estate aspirations instead of thoughts on culture.

I have some suggestions for promoting cooperation on cultural industries between the Chinese mainland and Taiwan. First, the mainland market has ▶▶

huge potential. So Taiwanese enterprises should attach great importance to it. Second, Taiwan is leading in design and innovation, which is a distinct advantage for both sides. Enterprises should cooperate with universities closely. Xiamen is suitable for Taiwan enterprises seeking cooperation opportunities in developing cultural industries. Last but not least, both sides need to establish an integrated industrial chain.

## Yu Hong

Deputy Director of the Economic Bureau at Taiwan Affairs Office of the State Council



Integrating culture into industries can advance upgrade and transformation, which is critical to economic development for both the mainland and Taiwan. Cultural industries, featuring hi-tech and high added-value, promise much. The Chinese mainland and Taiwan have respective advantages, which can complement each other through cooperation. That is why both sides should work together on cultural industry development.

Chinese culture is our common ancestral root. Both the mainland and Taiwan have solid foundations in manufacturing, which provides favorable conditions for developing cultural industries. Up to now, both sides have signed a number of economic cooperation agreements. In June, they reached the Economic Cooperation Framework Agreement (ECFA) in Shanghai, which is expected to further strengthen economic ties. Accordingly, the mainland will open 80 service sectors to Taiwan, while the latter opens 64 sectors to the mainland. Many culture-related industries, including design, film and TV, exhibitions and so forth, are specifically listed in the ECFA. It will make it more convenient for enterprises from either sides to seek co-

operation opportunities.

The Chinese mainland and Taiwan have established communication channels over the years. As for cultural industries, we are making efforts to provide more platforms for enterprises to cooperate such as the annual CCCIF in Xiamen. In future, we could establish a mechanism for closer cooperation in industry and culture. Protecting and promoting Chinese culture are our common goal.

## Apex Lin, Pang-Soong

Well-known designer, Professor and Director of the Department of Fine Arts at National Taiwan Normal University



On the Chinese mainland, it is called culture industries; while in Taiwan, it is called cultural creative industries. What is the difference? I think, the mainland emphasizes industry, while Taiwan focuses on originality. The latter developed its cultural creative industries earlier than the mainland. In 2005, we divided cultural creative industries into 15 sectors. Compared with manufacturing, I think research and development, design, and marketing are more important for industrial chains.

Culturally creative industries should be comprehensive. In many regions of the Chinese mainland, real estate development has become a major part of such industries. In Taiwan, land resources are scarce. So we attach importance to training people. Over the past decade, Taiwan education authorities have established five centers for training professional designers and send college students abroad to learn advanced techniques every year, offering them jobs back home following graduation. We encourage students to take part in international design contests, where they have performed well.

As for brand marketing, I'd like to take Franz, a well-known luxury porcelain product, as an example. Invested by Taiwan entrepreneur Franz Chen, the company is based in Jingdezhen of Jiangxi Province, China's porcelain center. The best Chinese porcelain craftsmen are there. But more importantly, Franz has over 6,000 distributors around the globe, while the company cooperates with many renowned designers. As we know, Jingdezhen has the best ceramic techniques, but it lacks creative designs and good marketing. So many porcelain producers there are OEMs (original equipment manufacturer).

Taiwan's experience is worth learning from. Through cooperation, Chinese cultural industries have a promising future.

## Li Xianting

Renowned artist, critic and curator of fine arts, the earliest entrepreneur of Beijing's 798 Art Zone



I want to talk about some problems in the development of cultural industries. Beijing's 798 Art Zone gradually became famous after 2003. Today, many cities are duplicating our experience. Though, in my opinion, most such newly built cultural areas are merely for real estate purposes. Such areas have been constructed with rapid speed on the Chinese mainland in recent years, though influential cultural products remain few. In certain places, artistic works are duplicated or forged on a large scale. Besides, there is a lack of art education for children, while many people are unaware of traditional Chinese culture. Therefore, in a bid to develop cultural industries, it is necessary to improve people's aesthetic standards and raise awareness on protecting intellectual property. ■

(Text by Bai Shi, photos by Wei Yao)