



Activity Title and Number: EU China Cooperation in Growing the Cultural Industry and Implementing the 2005 UNESCO Convention; A112-C1

Beneficiary: Ministry of Commerce (MOFCOM)

Location and Date: Hefei; 26-27 April, 2012

Stakeholders: Ministry of Culture, the State Administration of Radio Film and Television, General Administration of Press and Publications, Publicity Department of the Communist Party and industry associations

Brief Activity Report

Relevance and Impact

The EU is one of China's main trading partners in the creative and cultural industries (CCIs), and both sides attach great importance to further trade growth in this area. In China's 12th 5 Year Plan, promotion of the development of culture and innovation is identified as one of the key actions on its agenda and by 2015, China aims to have high-value added services (which include CCIs) accounting for over 45% of its total trade. However, since culture is difficult to quantify, it is equally difficult to measure it using only the basis of economic welfare; thus, it's necessary to find a balance between promoting the growth and protection of culture on one hand, and encouraging trade in culture on the other. Approaches to developing this balance formed a key theme for the Hefei workshop.

This workshop's timing and focus was made all the more relevant by the fact that 2012 is the year of the [EU-China Intercultural Dialogue](#). In particular, this activity aimed to deepen exchanges on supportive policies to promote cultural and creative industries, while informing Chinese policymaking by drawing on EU experience in implementing the [2005 UNESCO convention](#).

Activity Description

Approximately 40 participants attended the two-day workshop in Hefei. **Hong Xiaodong, Deputy Director-General, Department of WTO Affairs, Ministry of Commerce, and Marianne Gumaelius, Head of Trade and Investment Section, Delegation of the European Union to China**, delivered keynote speeches at the workshop.

In addition **Hélène Herschel, Head of European Affairs Bureau, French Ministry of Culture and Media** introduced the *French and EU Experience Promoting Development of Cultural Goods and Services and Trade in Cultural Goods and Services and UNESCO Convention*. **Andreas Wiesand, Executive Director, European Institute for Comparative Cultural Research** presented on the *Creative and Cultural Industries (CCI) in the EU*, including the supervision and promoting of CCIs, while **Felicia Schwartz, Director of H!Tang & China Creative Connections** talked about the *EU Promotion of Cultural Goods and Services* from an industrial perspective. Two Chinese experts, Professors **Zhang Jian'gang** and **Shi Jingxia** introduced the CCIs in China and the Chinese view on cultural goods in international trade.



Marianne Gumaelius delivers a keynote speech at the workshop

Results

- ✓ The workshop highlighted EU experience and its possible relevance to expanding Chinese policies in CCIs across several areas including: a) the relation between cultural development strategies and trade policies; b) coordination between the import of cultural services and the protection of domestic culture; c) exploration of EU-China cooperation in the context of the related international system.
- ✓ In addition, a study visit is being planned for 2012 to further support the year of the EU-China Intercultural Dialogue.