



Activity Title and Number: EU-China Cooperation in Growing the Cultural Industry and Implementing the 2005 UNESCO Convention (Study Visit); A156-C1

Beneficiary: Ministry of Commerce (MOFCOM)

Location and Date: Brussels, France, Italy;
15-26 October, 2012

Stakeholders: Ministry of Culture; State Administration of Radio, Film and Television (SARFT); Publicity Department of the Central Committee

Brief Activity Report

Relevance and Impact

China and the EU both place significant importance on furthering trade growth in the area of Creative and Cultural Industries (CCIs), with the EU being one of China's main trading partners in this field. To support CCIs, the EU established a five year [Cultural Programme](#) (running from 2007-2013) aimed at investing more in European cultural and creative industries, encouraging transnational circulation of cultural and artistic outputs, and fostering a strong intercultural dialogue. In China's Twelfth Five Year Plan on the Development of Trade in Services, promotion of the development of culture and innovation has also been identified as a key action on its agenda. By 2015, China aims to have high value-added services (including CCIs) accounting for over 45% of its total trade.

As follow-up to the April 2012 [Workshop on EU China Cooperation in Growing the Cultural Industry and Implementing the 2005 UNESCO Convention \(A112-C1\)](#), a study visit on this same theme was organised in October 2012 to deepen exchanges on supportive policies to promote CCIs, and to inform Chinese policymakers and regulators by drawing on European experience in developing the cultural industry and regulating the trade of cultural products and services.

Activity Description

8 delegates, led by Deputy Director General HONG Xiaodong from the Department of WTO Affairs at MOFCOM, participated in the study visit, which ran from 15-26 October, 2012. The attending delegates represented relevant Chinese ministries such as MOFCOM, the Central Committee of the PRC, and SARFT.

Topics discussed during the study visit included:

- 1) European policies on cultural trade, experiences in regulating the import of cultural products and services, and developing local cultural industries
- 2) Measures on supporting and protecting the development of the European film industry – especially regarding the production, distribution and exporting of films
- 3) Regulations on the book publishing trade and industry (including the development of digital libraries)
- 4) European experience in protecting cultural heritage

Results and Dissemination

- ✓ After the study visit, the two sides agreed on two future activities to deepen exchanges and further cooperation in this area:
 - 1) A seminar on how to develop policies supporting the development of CCIs. It could be held in Shanghai or Beijing and would be followed by a half-day visit to a creative and cultural park
 - 2) A follow-up study visit to Europe to help Chinese delegates better understand CCIs there and to support both regions in identifying the challenges, and policy and technological requirements involved when developing domestic CCIs.
- ✓ The study visit also helped China and the EU develop future cooperation mechanisms in creative and cultural clusters, further cooperation between small and medium-sized creative and cultural enterprises, and enhance cooperation in CCIs at the local level.