



Activity Title and Number: Study assignment on the role of culture and creativity in regional and local development; A353-C1

Beneficiary: Ministry of Culture (MOC)

Location and Date: Germany, Spain, Belgium; 2-11 December 2014

Stakeholders: Ministry of Finance (MOF); Shenzhen Municipal Bureau of Culture, Sports and Tourism; The European Centre for Creative Economy; L'Institut Català de les Empreses Culturals, Creative Wallonia

Brief Activity Report

Relevance and Impact

Creativity and culture represent a significant growth potential for Chinese local and provincial governments. China's spending on entertainment and leisure activities rose 56% from 2010 to 2011 while the annual growth rate for China's media and entertainment industry between 2010 and 2015 is estimated to be 17%. This trend is expected to continue in the next years. However, China is still facing several challenges in the field of Creative and Cultural Industries which could hinder further development of the industry. There is a clear need for integrated strategies at the local, regional and national levels.

To support China's efforts in the field of Creative and Cultural Industries, EUCTPII organised a study assignment to Europe on the role of culture and creativity for local and regional development.

Activity Description

Five officials from the Ministry of Culture, Ministry of Finance and Shenzhen Municipal Bureau of Culture, Sports and Tourism led by Mr. SUN Jianhua, Deputy Director General of the department of external relations of China's Ministry of Culture participated in the study assignment.

The delegation visited various creative zones, most of which are located on former industrial wasteland in the Ruhr region, Catalonia, and Wallonia. These three regions have set up innovative policies to promote the development of creative and cultural industries. Both Essen, representing the Ruhr region, and Mons in Wallonia have been nominated (in 2010 and 2015 respectively) European Capitals of Culture (ECC). ECCs are beneficial to host cities as they help foster urban regeneration and bring cultural, social and economic opportunities. The concept has already been translated to the East Asian context with the organisation in 2014 of the Culture Capital of East Asia in China, Japan and Korea. Finally, the delegation met with Catalan and Walloon officials in charge of designing implementing both regions' internal and external cultural policy agendas.



***The delegation meets the
Department of Culture of
the Government of
Catalonia***

Results and Dissemination

The study assignment provided the delegation with concrete and successful case studies on how creative and cultural industries can promote growth and create cultural capital. It also enabled the delegation to establish fruitful connections with their counterparts in Europe.