



II Sub-reports

B. 2 An Analysis of the Development of “the Belt and Road” Cultural and Tourism Industry Cooperation

Liu Linxiao / 031

Abstract: This paper summarizes the overall situation of cultural tourism industry from the aspects such as tourist arrivals and cultural exchanges between China and other countries along “the Belt and Road”. It points out the existing problems of infrastructure, resource development, marketing publicity and competition pattern in China’s tourism industry, and gives respective recommendations and suggestions.

Keywords: Tourism Industry; Smart Tourism; Tourism Market Standards

B. 3 An Analysis of the Development of “the Belt and Road” Performing Arts and Entertainment Industry Cooperation

Ma Ming, Li Xiaochang / 049

Abstract: Depending on the platform and mechanism of “the Belt and Road” and Propelled by the high-technology, the performing arts and entertainment industry has gained certain development and improvement. China has significantly expanded foreign investment in performing arts entertainment, which leads to the development of diversified types of performances, the branding of overseas centers, the expansion of scale, and communication with certain topics. However, it still needs to increase the proportion of commercial performance, reduce the cultural discount, and more to enhance the marketing ability.

Keywords: Entertainment Industry; Overseas Performance; Foreign Cultural Investment



B. 4 An Analysis of the Development of “the Belt and Road”

Arts and Crafts Industry Cooperation

Tang Xingrong / 064

Abstract: Under the downward pressure of the overall domestic and foreign economy, the arts and crafts industry, whether domestic output or import and export trade, has declined, and will face greater downward pressure in the future. However, as China attaches importance to the cultural industry, with “the Belt and Road” entering the golden period of development, the exchanges between arts and crafts culture are more frequent. As far as the whole industry is concerned, it still faces such problems as too small and too scattered enterprises, lack of innovation in products and weak brand influence. It is necessary to strengthen the integration with other industries such as modern design.

Keywords: Arts and Crafts; “The Belt and Road”; Cultural Exchange

B. 5 An Analysis of the Development of “the Belt and Road”

Digital Creative Industry Cooperation

Wu Fei / 076

Abstract: Based on the consideration of propaganda and promoting Chinese culture, the paper sets forth digital creative industry development situation of the Belt and Road in 2018, focuses on animation and game industries and supplies other media, in terms of national strategy, trade mode, problems and shortcomings and countermeasure analysis.

Keywords: Digital Creative Industry; Animation; Game; Chinese Culture

B. 6 An Analysis of the Development of “the Belt and Road”

Film Industry Cooperation

Chen Yulan / 093

Abstract: This article combs through China's in-depth film industry

cooperation with the countries along “the Belt and Road” in various approaches such as film festivals, theatrical alliances and CO production agreements. It encourages Chinese film industry to actively explore the blue ocean market in the future strategically, return to the universal value and its own culture when developing cultural content, and work on technological innovations such as digital network construction.

Keywords: Film Industry; Regional Economy; Cinema Chains; Digital Network

B.7 An Analysis of the Development of “the Belt and Road”

TV Drama Industry Cooperation

He Jiayu / 107

Abstract: In 60 years' history, Chinese television witnessed itself as political propaganda, artwork and commodity when the scale and level is not what it was. However, it must reform to meet challenges from internationalization and Internet. This article will illustrate cultural strategies from several developed countries to achieve Internationalization for Chinese Television. In the background of the Belt and Road, there are three stages for the target, internationalization of place, content and values to achieve Cultural self-confidence.

Keywords: Internationalization for Chinese Television; Cultural Self-confidence; “The Belt and Road”

B.8 An Analysis of the Development of “the Belt and Road”

Publishing Industry Cooperation

Huang Kemeng / 119

Abstract: “The Belt and Road” publishing industry has made new breakthroughs under the strong support of national policies. The export of copyright and publications is eye-catching, with political and economic subjects as



the mainstay and cultural as a supplement. The book exhibition platform, the international branch platform, and the new platforms such as “China Bookshelf” and “Reading China” have gradually expanded. But there is still room for improvement such as lack of communication depth, talent gap, and insufficient research in the local market.

Keywords: “The Belt and Road”; Publishing; China Publishing Group Corporation

B.9 An Analysis of the Development of “the Belt and Road”

Cultural Equipment Industry Cooperation

Su Manlin / 139

Abstract: The development of cultural equipment industry has shown increasing importance for China. The need for equipment of superior quality in broadcasting, printing, musical instrument and audio industry have developed rapidly in recent years. New technologies such as block chain and AI (artificial intelligence) have provided new opportunities for the development of cultural equipment industry as well. It is an obvious fact that China has a key post in cultural equipment industry world-widely, but it still needs to improve the management of national policy, scientific support and cultural innovation. It is urgent for China to establish a standard system and build a qualified brand to promote the transformation and upgrading of cultural equipment industry.

Keywords: Cultural Equipment Industry; Industrial Culture; Block Chain; Digital Copyright

III Special Reports

B. 10 Development Index of “the Belt and Road” Cultural

Industries Cooperation *Xiang Yong, Li Jinsha and Jia Bo / 151*

Abstract: The construction of cultural industries cooperative development index for “the Belt and Road” can provide an important reference for the future international collaborative development. Countries and regions along “the Belt and Road” are ranked by constructing an index system with cultural gene proximity, cultural trade smoothness, cultural construction complementarity, cultural communication closeness and cultural support compatibility as first-level indicators. According to this criteria, Russia, Thailand and the United Arab Emirates score the highest. The result points out the direction of international cooperation in future.

Keywords: Cultural Industries Cooperation; Cooperative Development Index; Cultural Gene

B. 11 “The Belt and Road” Cultural and Creative Industries Development Pattern and China’s Methods

—*Based on the Study of Cultural Public Companies from the Year
2012 to 2016* *Li Lin / 166*

Abstract: “The Belt and Road” Initiative has brought new opportunities and challenges to the development and upgrading of the cultural industries in various countries. The paper is based on data of the listed companies in China and countries along “the Belt and Road”. On the basis of multiple indicators of the front-end and overall competitiveness, the paper evaluates the current development and future potential of the cultural industry, and makes it clear the position and responsibility of China in the process of development in the cultural industries among the cultural



industry among “the Belt and Road” countries, by actively exploring the cultural integration strategies, and competition and cooperation methods.

Keywords: Cultural Industries; “the Belt and Road”; Listed Company

B.12 Selective Advantage and Key Breakthrough of “the Belt and Road” Cultural Industries’ International Cooperation

Gao Hongcun / 191

Abstract: In the face of the steady improvement of domestic cultural industries and the complicated and international trade, international cooperation in the field of cultural industries needs to strengthen the regional market while focusing on the more active cooperation areas where are the significant part of business environment. Through in-depth analysis, the research shows that China needs to focus on improving the quality of culture and tourism, promoting the innovation of domestic digital content industry. Last but not least, it is suggested to take advantages of high-end cultural services to enhance the competitiveness of manufacturing industry, so as to promote the good development of international cooperation.

Keywords: “The Belt and Road”; Cultural Industries; Industry Cooperation; Advantage Selection

B.13 Development Report on Domestic Reginal Construction of the Maritime Silk Road

—A Case Study of Fujian

Bae Hyeeyun, Zhang Yu / 209

Abstract: As the core area of the Maritime Silk Road, Fujian enjoys a huge development space with a richful history, marine culture and its economy. In recent years, with the strong support of the national government and the Fujian Provincial Government, the transportation industry, exhibition and festival

industry and cultural tourism industry have been rapidly rising. International film festivals, art festivals and other activities are held regularly to strengthen in-depth cooperation with countries along “the Belt and Road”, focusing on international exchanges so as to achieve mutual benefit and win-win results.

Keywords: Fujian; Maritime Silk Road; Marine Economy; Cultural Tourism; Exhibition and Festival Industry

B. 14 Development Report on Domestic Regional Construction of the Silk Road Economic Belt

—*A Case Study of Xinjiang*

Li Peiyong, Wei Hanmei / 225

Abstract: Xinjiang is well known as the area of “the Belt and Road” Initiative and has taken a significant role during the period of “Silk Road”. Considering that recently Xinjiang’s cultural industry has developed steadily, their cultural achievements have drawn world-wide attention, including cultural performing arts, cultural tourism, museums, festivals and exhibitions, jade and ornamental stones, and radio and television news. Now, it is suggested for Xinjiang to follow next six aspects to promote further development in cultural sector: attaching importance to leading enterprises, setting up special funds and policies, promoting integrated development, cultivating talented individuals and constructing industry associations, and cultivating markets and encouraging international exchanges.

Keywords: Xinjiang; Cultural Industries; Problem Solving

IV Country Reports

B. 15 An Analysis of the Development of Cultural Industries

Cooperation between China and Russia

Lu Zhengyuan / 243

Abstract: Russia is very important in China’s “the Belt and Road”



Initiative and the cultural industry cooperation between China and Russia will play a leading role in the westward expansion of “the Silk Road Economic Belt” in the future. The close economic, political and cultural links have laid the foundation for the cultural industry cooperation between the two countries, and promoted the cooperation development in the cultural trade, film and television media, “the Belt and Road” international museum alliance and tourism. In the future, the two countries can further cooperate in the publishing, design and cultural tourism industry.

Keywords: “The Belt and Road”; Russia; Cultural Industries Cooperation

B. 16 An Analysis of the Development of Cultural Industries Cooperation between China and Central Asia

—A Case Study of Kazakhstan

Cao Linjing, Yan Chu / 259

Abstract: The Central Asia region has maintained close contact with China for a long time. Taking Kazakhstan as an example, the industrial cooperation between China and Central Asia can be analyzed in depth. In spite of the small scale of cultural industry in Central Asia and limited industrial cooperation as of now, given the opportunity of economic development and transformation in Central Asia, it can expect a bright future. Recently, regarding the fact that increasing frequency of cultural exchange activities and China’s deep participation in local infrastructure construction, there will be various opportunities in film, publishing, arts and crafts, cultural tourism and other aspects.

Keywords: “The Belt and Road”; Central Asia; Kazakhstan; Cultural Industries Cooperation

仅供个人科研教学使用 !



B. 17 An Analysis of the Development of Cultural Industries
Cooperation between China, West Asia and North Africa
—*A Case Study of the United Arab Emirates*

Song Lingge, Sun Zhaoyang / 271

Abstract: In order to raise the economic status of our country in global trade and promoting culture exchanges, China put forward “the Belt and Road”. This initiative can conduct exchanges and enhance mutual trust between China and Arab countries.

Firstly, this article starts with researching the economic and cultural cooperation between China and the United Arab Emirates. Secondly, it analyzes the current situation of cultural industry cooperation between China and the United Arab Emirates. Constraints in its political system, power structure and religion, it may still have risks in cooperation of the economic and cultural. Lastly, this article probes that the exchanges and cooperation in exhibition industry, cultural tourism, film industry and heritage protection will be promoting wider and deeper between China and the United Arab Emirates.

Keywords: “The Belt and Road”; China; The United Arab Emirates; Cultural Industries

B. 18 An Analysis of the Development of Cultural Industries
Cooperation between China and Southeast Asia

—*A Case Study of Malaysia* *Sun Ruao, Ouyang Kepei / 283*

Abstract: This paper introduces the background and current situation of the cooperation and development of cultural industries between Southeast Asia and China in the context of the “the Belt and Road”. Taking the cooperation between China and Malaysia as an example, this paper discusses the problems and challenges it faces and looks forward to the future prospects of its cooperation and development.



Keywords: “The Belt and Road”; Southeast Asia; China; Malaysia; Cultural Industries

B. 19 An Analysis of the Development of Cultural Industries

Cooperation between China and Eastern Europe

—A Case Study of Poland

Li Anqi / 298

Abstract: Under the China-Eastern Europe “17 + 1” cooperation framework, the two sides have made great achievements in politics, economy and trade, transportation and logistics, infrastructure, culture and other fields. Among them, the traditional friendship between the Chinese and Polish people is deepening, cultural exchanges are deepening, and cooperation in the cultural industry has made some achievements in games, publishing and films, but there are still problems. Relying on the advantages of both sides and other favorable conditions, China and Poland are expected to carry out in-depth cooperation in tourism, animation, design, arts and crafts and other fields.

Keywords: Central and Eastern Europe; Poland; Cultural Industries; Cultural Trade

V Case Studies

B. 20 Exploration on Cooperative Development of Children's

Animation Industry

—A Case Study of “Super Wings” IP Development

Li Jinsha / 310

Abstract: Due to cultural distance and other related reasons, the strategy of “the Belt and Road” has faced many obstacles when it needed to promote the



communication between the people through the development of cultural industry. Multiculturalism reveals that the cultural industries with children as the audience, especially in the animation industry, has great development potential. “Super Wings” is regarded as the successful case of animation IP, which adheres to the values, image, story, multi-interpretation, commercial realization of five steps to unfold layer by layer. It contributes to providing a development strategy and standard reference model for children’s animation development.

Keywords: Super Wings; Children Cultural Industries; Animation Industry

B. 21 From “Chinese Story” to “Chinese Style”

—*A Case Study of Scenery Culture’s Development of Tourism*

Performing Arts Products

Zhang Yu / 324

Abstract: Based on the investigation of the pedigree of three kinds of Tourism Performing Arts products of Scenery Culture Company: impression-type scenery, story-type scenery and “live performance +”, this paper analyses the organic combination of regional natural resources and cultural resources in form, and finds the common spiritual core and universal value on the theme, and finally finds the Chinese style to tell a “world story”.

Keywords: Tourism Performing; Scenery Culture; Cross-culture

B. 22 Multinational Media Groups’ Development Path in Africa

—*A Case Study of Beijing StarTimes Media Group*

Shi Yixuan / 336

Abstract: StarTimes, as a multinational media enterprise, by seizing policy dividends, making use of its own advantages and innovating management modes, has gradually embarked on a unique path of development in Africa during its 11 –



year operation in the international market. The radio and television media industry and even the government can be inspired from its development process.

Keywords: StarTimes; “The Belt and Road”; Africa; Multinational Media

B. 23 An Analysis of Qihong County’s “Belt and Road” Overseas Marketing and Promotion of Local Cultural Products

Song Fei, Li Jing / 349

Abstract: Characteristic cultural products are local products with certain historical and cultural connotations, popularity, influence, economic benefits and industrial scale in a certain region. Qihong characteristic cultural products are based on the tea cultural related product, which disseminating Qimen black tea culture while selling Qimen black tea. Integrating industrial chain, enriching cultural value, unifying product standards, focusing on brand packaging, and shaping brand image are the main strategies to enhance the international competitiveness of tea culture enterprises in China.

Keywords: Characteristic Cultural Products; Overseas Marketing; Qimen Black Tea

B. 24 The Spread and Development of Chinese Digital Media in Malaysia from the Perspective of “the Belt and Road”

Chen Mobai, Wu Tong / 368

Abstract: In the recent years, the overall situation of China’s digital media projects’ overseas distribution and dissemination is not optimistic, but the Malaysian market is one of the few successful cases. This paper takes the Malaysian market as a classic case. It starts with the cultural background, and analyses the performance of Chinese digital media products in Malaysia from the aspects of film,



animation, game, etc. In addition, it provides references and inspirations for the future plan of Chinese cultural industries going abroad.

Keywords: Cultural Industries; Malaysia; “The Belt and Road”; Film

B. 25 An Analysis of the Development of Chinese and Australian
Cultural Trade and Cooperation from the Perspective of
“the Belt and Road”

Zong Zupan, Bai Xudong / 381

Abstract: The cultural exchange between China and Australia provides a cultural basis for the two countries' cultural trade. Cultural tourism is the most important part of the Chinese and Australian cultural trade, and is also one of the main sources of revenue of the Australian cultural trade. Because of cultural differences, the proportion of the two countries' core cultural products and service trade is small. Digital creative industries, industrial design services trade and other fields are the important areas of cooperation between the two countries in the future.

Keywords: Australia; China; Cultural Trade; Cooperation Trend