



More than 100,000 cultural products are displayed at the 17th China (Shenzhen) International Cultural Industries Fair. PROVIDED TO CHINA DAILY

## Cultural tourism promoted at global fair in Shenzhen

Regions introduce their unique assets to attract investment

By SONG MENGXING  
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The 17th China (Shenzhen) International Cultural Industries Fair hosted an investment attraction conference offering a new platform for different regions to promote their cultural tourism on Friday.

It was the first time for the fair, which opened on Sept 23 and ended on Monday, had held such an event. The conference aimed to help the fair further play a role in improving quality cultural projects, local media reported.

Wang Qiang, head of the Shenzhen publicity department, said the fair has become an influential and effective exhibition for the domestic cultural industry.

Hosting the investment attraction conference better utilizes the profile of the fair to serve the new development pattern — taking the domestic market as a mainstay while enabling the domestic and international markets to interact positively with each other, he said.

Shenzhen is promoting its cultural sector to create better quality and more economic benefits, Wang said.

Representatives from Jiangsu, Hubei and Yunnan provinces, the Tibet autonomous region and Shenzhen's Futian, Nanshan and Longgang districts promoted their cultural industry policies and cultural projects at the event. They also shared their investment success stories.

Wang Jiachong, deputy head at the Yunnan Culture and Tourism Department, promoted the province's cultural tourism investment fields.

Yunnan boasts beautiful scenery



**Clockwise from top left:**  
Cultural and creative products are highlighted at the 17th China (Shenzhen) International Cultural Industries Fair. A staff member displays the tech products at the Nanjing booth at the fair. A visitor uses the AR machine to scan a code on an antique during the fair. PHOTOS BY MAO SIQIAN / XINHUA

ranging from rain forests to plateaus and has a diverse climate biodiversity.

It is home to 26 ethnic groups among which 15 are unique to the province. The government wants to develop 160 cultural tourist attractions and provide 80 quality cultural tourism routes, Wang said. Another plan is to build 88 historically cultural cities, towns, villages and blocks which are popular among visitors.

Ten festival events in the province are being highlighted to promote Yunnan. Among them are the water-splashing festival of the Dai ethnic group and the Luoping International Canola Flower Culture Tourism Fest-

tival. The province integrates tourism with intangible cultural heritage, Wang said. It depends on 85 traditionally ethnic culture and ecology conservation areas to foster intangible cultural heritage tourism and study centers, and offers related performances including folk songs from Laodabao, a remote ethnic Lahu village in Yunnan.

Shenzhen's Nanshan district introduced its exhibition resources at the fair. Nanshan is home to more than 800 large cultural companies, nearly 70 percent of which are digital creative ones.

Eight cultural tourism projects were made into signed agreements

at the conference, involving investment totaling nearly 3.2 billion yuan (\$495.4 million). China Film Group signed a cooperation memorandum with a Beijing-based publishing and media company for a documentary project.

Shenzhen's Overseas Chinese Town Holdings, also known as OCT Group, signed strategic cooperation agreements with a Pu'er tea company and a cultural industry investment enterprise from Yunnan for modern agriculture development and distinctive cultural town projects.

The ICIF took place in Shenzhen and exhibited more than 100,000 pieces of cultural products. Marking the centennial of the Communist Party of China, it highlighted new cultural business formats, integration of culture and tourism and innovation in cultural service.

The ICIF is a major opportunity for the company to seek cooperation with foreign visitors. By displaying the rich and colorful cultural resources and excellent copyright works of Gansu province, it has broadened the channels of copyright cooperation and exchange while also promoting the development of Gansu's copyright industry, the company said.

Moreover, it showcased the cultural essence of Gansu and let more people know of the beauty and richness of the province in hopes of attracting them to Gansu for business. That achievement has also

accelerated the company's pace in reaching its worldwide partners.

By participating in this ICIF, the company has gained advanced experience from some leading cultural enterprises.

It has also strengthened information exchanges with the industry and generated more opportunities for cooperation, the company said.

Established on Aug 21, 2018, the Silk Road International Intellectual Property Center is a State-owned company under the administration of the Gansu provincial Party committee and the provincial government.

With a registered capital of 400 million yuan (\$62 million), it focuses on the services of IP creation, transaction, operation, investment, commercialization and protection.

It joined hands with the Gansu Provincial Copyright Bureau in 2020 to carry out the registration of copy-

rights in the province on newly established online service platforms and initiated digital tools such as blockchain and timestamps to strengthen the protection of copyright.

Copyright is an important part of IP and a key factor in the integrated development of culture and science and technology. The added value of China's copyright industry has accounted for 7.5 percent of GDP and has gradually become a pillar industry of national economic development, the company said.

Gansu province, endowed with rich natural heritage and cultural heritage resources, is embracing new development in the copyright industry. Some high-value copyrights will become a key engine in driving the local copyright industry and promoting the high-quality development of cultural industry in the province, according to the company.

## Provinces and territories show off unique aspects

By YUAN SHENGGAO

The 17th China (Shenzhen) International Cultural Industries Fair held from Sept 23 to 27 is the first attempt to combine online and offline exhibitions, setting up six offline exhibition halls with a total area of 120,000 square meters.

A total of 2,468 government delegations, cultural institutions and enterprises participated in the exhibitions at the main venue, 156 more than during the 15th session.

Another 868 organizations and companies participated online. For the 12th consecutive time, all 31 provinces, autonomous regions, municipalities and Hong Kong, Macao and Taiwan participated in the exhibition.

More than 100,000 cultural products were displayed at this edition of the ICIF, and nearly 4,000 cultural industry investment and financing projects were displayed and traded on site.

This year's ICIF set up 67 branch venues, planned more than 500 various activities, and the main venue, branch venues, and related event points totaled 2.05 million participants.

The Jilin provincial government set up the "Special Publications Zone to Celebrate the 100th Anniversary of the Founding of the Communist Party of China".

A group of meticulously crafted publications were unveiled for the first time, demonstrating the great achievements of the Communist Party of China in leading the people to steadfastly forge ahead.

The Jiangxi pavilion focused on the 100th anniversary of the founding of the Party and Jiangxi's characteristic cultural resources, highlighting the theme of "Red", focusing on displaying the local characteristic cultural products.

The Sichuan Long March Cadre College and the Chinese Workers' and Peasants' Red Army Forced Crossing the Dadu River Memorial Hall in the form of "video and posters" exhibited Red education and training materials in the Sichuan Pavilion.

Planning and holding the "Red Theme Exhibition to Celebrate the 100th Anniversary of the Founding of the Communist Party of China", hundreds of classic paintings by modern masters show the glorious 100-year history of the Communist Party of China.

The National Library Press exhibited nearly 120 books and cultural creations such as "One Hundred Classics of Chinese Traditional Culture", covering popular cultural reading materials such as the photocopying of ancient books, rare documents of China and classics.

The booth was also set up with a special counter for national graphics and cultural creation.

The main structure design of the Hunan pavilion refers to the shape of the four-goat square bronze ware, a national treasure unearthed in Ningxiang, Hunan. It gives people a sense of dignity, stability, and grandeur.

In the Guangdong-Hong Kong-Macao Greater Bay Area, Guangzhou's Cantonese Opera culture, Dongguan's Guanxiang culture,

and Foshan's fragrant cloud yarn are on display.

In the cultural and creative exhibition area of the Guangdong pavilion, the audience can appreciate the South African cultural heritage items such as the waking lion, jade carving, olive carving, wide embroidery, pottery and so on.

They can also learn about the expanding Lingnan culture such as "Cantonese cuisine master", "Guangdong craftsman", and "Southern Guangdong housekeeping".

In the Guizhou exhibition area, a group of "double creation" products of Guizhou's traditional culture represented by Miao embroidery and Guiyin demonstrate the unique charm of Guizhou's characteristic cultural industry.

The Fujian online exhibition area combines traditional Red culture with modern technology and intelligence, highlights the blessing of technology, and makes the cultural tourism industry both smarter and younger.

In addition, Xinjiang's special cuisine as well as its singing and dancing, Henan's high-end cultural and creative products represented by Tang Palace night banquet derivatives, and the recent series of outstanding film and television works by Jilin Changying Group have concentrated on showcasing the great development and prosperity of socialist culture in the new era.

The gratifying results of the company also demonstrate the distinctive regional and cultural characteristics.

Many new forms of cultural industries, supported by science and technology, with creativity as the soul, and through cross-border integration and development, were displayed at the ICIF.

The Henan exhibition area showcased the latest achievements of Henan's cultural system reform and the development of culture, tourism, and creativity through holographic technology, VR experience, naked-eye 3D, and scene immersive experience.

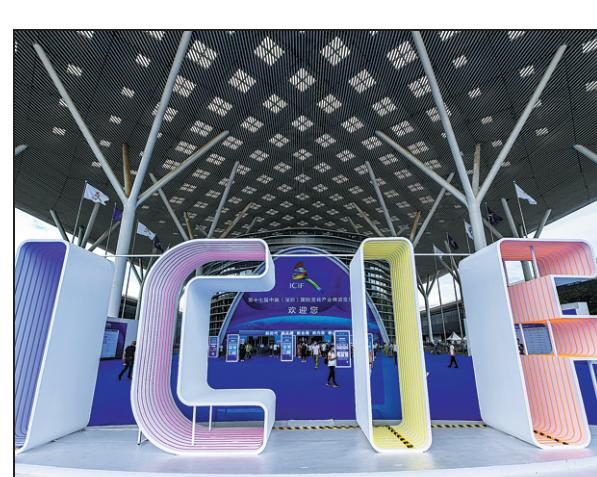
There are countless innovative and interesting trends in the Qinghai exhibition area.

The traditional cultural elements of Qinghai are incorporated into daily necessities such as mugs, mobile phone cases, keychains and scarves, which not only retain the mysterious features of folk customs, but also add fashion, creativity, and elements such as science and technology that make folk culture more lifelike.

China's encrypted artwork debuted at the ICIF, demonstrating new trends and opportunities for the integration of blockchain technology and digital media art, making it possible to collect digital artwork.

The Digital Cultural Industry Development Achievements Exhibition Area of the Ministry of Culture and Tourism has become a highlight.

Five sections, including online studios, digital art, immersive experience, digital cultural industry international standards, and digital cultural expo, showcased the country's digital cultural industry in recent years.



The 17th China (Shenzhen) International Cultural Industry Fair highlights new cultural business formats, integration of culture and tourism and innovation in cultural service. MAO SIQIAN / XINHUA

## Gansu province makes IP and copyright gains at international expo

By LI YOU  
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The 17th China (Shenzhen) International Cultural Industry Fair, which wrapped up on Monday, improved its intellectual property-themed displays by inviting new exhibitors engaged in the field for the first time.

The Silk Road International Intellectual Property Center, one of the representatives from Gansu province, participated in the ICIF and showcased Gansu at the 81 square-meter booth.

From its unique landform, magnificent scenery, historical and cultural heritage to local customs, the exhibit selected a series of excellent copyright artworks from the perspectives of Silk Road culture, covering books, videos, artworks, cultural and creative products and handicrafts.

Moreover, it showcased the cultural essence of Gansu and let more people know of the beauty and richness of the province in hopes of attracting them to Gansu for business. That achievement has also

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