

Brief Intro_CCIA

Background:

Under the globalization and the development of technology, the cultural creative industry has gradually received attention. The “international market”, “brand service” and “creative design” have become the trend for of the cultural creative industries around the world.

As a cultural and creative integration platform, Asia-Pacific Cultural Creative Industrial Association (CCIA) served as a platform for integrating different perspectives and opinions, planning global strategies and flexible use of global resources for the industry. CCIA also assists in establishing cultural parks and holding exhibitions to promote the beauty of culture and creativity.

Vision:

1. Dedicate in the development of cultural and creative industries.
2. Promote and establish practical training in the cultivation of talents in the cultural and creative industries.
3. Establish a platform for international exchanges of Mainland China and Taiwan and for transactions of intellectual property rights.

Purpose:

1. Development of cultural and creative industries

Under the development of technology and creative industries, related industries have undergone diverse changes, of which the impact on the cultural industry is particularly significant. CCIA invites experts from different fields from industries, offices and academic fields to interact and work together for new opinions and motivation to assist in the development of domestic cultural industries.

2. As a platform for Integration of Opinion

Cultural and creative industry has been in the trend of "International Market", "Brand Service" and "Creative Design". In recent years, due to the wide spread of cultural and creative industries, to ensure the integration and interaction of all the diversified perspectives, opinions and resources from different fields, CCIA serves as a platform for the integration of all the information and resources

3. Experiences sharing platform for companies

In the past few years, many companies have expressed their deep concern for their domestic culture and the competitiveness of their industry. They also expressed their willingness to share their experiences with other domestic enterprises. In order to promote this process, CCIA provides itself as an experience sharing platform for experienced company to interact with the

startups and small companies.

4. Cross-industry cooperation

In recent years, the diversified development of industry has become a trend. The cultural and creative industries have also embarked on the trend of combining high technology. In particular, the rapid development of cultural and creative industries and its coordination with others industries is inevitable. Therefore, scholars and experts from different industries have supported the establishment of CCIA for cross-industry cooperation.

5. Globalization

With the remarkable development of globalization and the wave of liberalization, the barriers affecting the cash flow, logistics, knowledge and information have gradually disappeared. International cooperation and exchanges have been rapidly formed. Therefore, to enact effective global strategies and integrate the global resources, CCIA serves to lead the people for planning of internationalization.

6. industrial parks

In recent years, in order to promote the cultural and creative industries, countries have set up industrial parks, combining the artwork with the consumption and entertainment of the customers to enable the designers to involve in the market. While a good industrial park requires a variety of resources to establish, from the community support, government planning and the industry's clustering effect, which needs different parties to cooperate, and bringing them together is an important purpose of CCIA.

Mission:

1. Collaborate with professionals and enterprises to promote the cultural and creative industries.
2. Establish a think tank and advisory group for cultural and creative industries, and provide consulting services and assistance to new startups.
3. Provide education and training in the management of cultural and creative industries.
4. Consolidate the opinions from various fields of the cultural and creative industries and propose to the government.
5. Handling exclusive publications of the cultural and creative industries, providing a medium to speak out.
6. Handling international activities of transaction, to integrate multi-party resources.
7. Handling exchange activities such as domestic and international exhibitions and joint product presentations.

8. Promote the establishment of the industrial parks to foster the development of cultural and creative industries.