

## Asia-Pacific Cultural Creative Industrial Association

- **Asia-Pacific Cultural Creative Industrial Association (CCIA) co-organized three major fairs in China:**

Under the globalization and technological development, the creative industry has gradually received attention. The "international market", "brand service" and "creative design" have become the trend of the cultural creative industries.

CCIA acted as a platform for the integration of the Asia-Pacific cultural. Gathering professionals from industry, official, and academic fields to interact and collaborate, CCIA serves to integrate diversified opinions for effective global strategies and flexibly use of global resources. Also, CCIA dedicates in the cultural and creative industry by setting up industrial parks, supporting exhibitions to promote the beauty and diversity of culture and arts.

As for promoting the cultural and creative industry, CCIA is committed to the three major fairs in China, which are China Yiwu Cultural Product Trade Fair 、 The Cross-strait (Xiamen) Cultural Industries Fair and the China Shenzhen International Cultural Industries Fair.

### 1. China Yiwu Cultural Product Trade Fair

- **Fair direction: marketization, specialization and globalization**

China Yiwu Cultural Product Trade Fair (CCPF) is a national fair of Chinese cultural products, serving the cultural products as the core of promoting the Chinese culture and the industry. Based on the idea of "new ideas, highlights, and characteristics", CCPF aims to become the platform for trading Chinese cultural products and the window for Chinese and foreign cultural exchanges.

- **Further integration of industries**

CCPF promotes a deeper integration of the Internet into various fields of the cultural industry to diversify industries of culture and creativity, technology, finance, sports and tourism, focusing on the concept of "new six" in the cultural industry. With an exhibition area of 60,000 square meters, a total of 1,325 companies participated, CCPF displays cultural products and works from 45 countries and regions around the world, attracting 100,000 overseas buyers and visitors and achieving a transaction volume of \$5.321 billion RMB. After 13 years of development, in the field of cultural product, CCPF has become an essential platform for display, trade, exchange and cooperation and was included in one

of the key fairs supported by the Ministry of Culture of China government during the "Twelfth Five-Year Plan" period.

### **CCIA brings Taiwan's multi-culture to CCPF**

As the co-organizer of the fair, CCIA organized 95 Taiwanese cultural and creative enterprises to participate in the 13th CCPF, and supported 132 booths in the D1 section.

These enterprises exhibited ceramics, wood carvings, lacquerware and handicrafts. In addition to the world-renowned porcelain company "FRANZ collection", there were also a number of Taiwanese cultural startups, such as the creative design brand "iThinking", which reinterpreted the local culture as some creative creation. "Nanfeng Liangye", which has won many awards at the Taiwan Craftsmanship Market, designed products mainly made up of metal crafts and craftsmanship. "Jussi Studio", using the unique craft of hidden metal inlays and provides silversmiths and handcrafted gold work, was a brand started by independent Taiwanese designers.



CCIA had supported over hundreds of Taiwanese companies and startups in cultural and creative industry in the CCPF, showing the beauty and diversification of Taiwanese culture and art.

## **2. The Cross-strait (Xiamen) Cultural Industries Fair**

- **Comprehensive Cultural Industry Exposition held by Mainland China and Taiwan**  
Since 2008, The Cross-strait (Xiamen) Cultural Industries Fair (CCCIF) has been committed to promoting and diversifying the cultural and creative industry. Dedicating in the "international market", "brand service" and "creative design", CCCIF served as a platform for information and resources exchanges among industry, offices and academic fields.
- **The 11th CCCIF**

The main idea of CCCIF is “One Generation, Creative Future”. Covering the fields of arts and crafts, creative design, cultural and creative tourism, CCCIF promotes cross-strait cultural exchange, industrial cooperation and integration of markets across the Taiwan Straits. For example, the 11th CCCIF was divided into four sections related to cultural and creative industries

**1. Financial support of the growing industry**

Last year, CCCIF focused integrating fields of investment, financing and cooperation to meet the financial needs of the thriving Chinese enterprises in cultural and creative industry.

**2. Handicrafts section**

CCCIF invited contemporary art masters and craftsmen from Taiwan and China to exhibit their works, from porcelain, sculptures to various art pieces.



**3. Inspiring young generation**

Taiwanese and Chinese students, from different art fields of graphic design, hand-made design, commercial design, and more, gathered in CCCIF to share their creative achievements and work closely with some clients and customers to learn through the interaction.



**4. Creative Tourism section:**

Bringing the diversified culture and creative products from Taiwan to Xiamen, CCCIF held the “Taiwan Cultural and Creative Life Festival” and established the “World Cultural Travel Style Square”.

### **CCIA assists in promoting Taiwan's cultural and creative enterprises**

- **Taiwan Life Museum**

CCIA, as the organizer, assisted the 11<sup>th</sup> CCCIF in setting up Taiwan Life Museum for the first time, with more than 1,100 exhibitors, and 424 stands from Taiwan. CCIA also invited the FRANZ collection, old Zhennan, Jingshengyu, Ayuan soap, and more well-known cultural and creative brands from Taiwan to participate.



CCIA shows the charm of Taiwan's culture and creativity, and also adds the diversity of the Taiwan culture to the CCCIF.

- **Promote Taiwan's local characteristics and traditional culture**

CCIA has helped Taiwan's five prefectures and cities to set up a special theme pavilion, as well as Taiwan's cultural and creative shopping festival center, showing Kaohsiung's art, the Danshui Fisherman's Wharf, the Yingge Ceramics Street, and other features of Taiwanese culture.



### **3. China Shenzhen International Cultural Industries Fair**

- **China's International Comprehensive Cultural Industry Exposition:**

With the focus of exhibitions and transactions, China Shenzhen International Cultural Industry Fair (ICIF) acts as a platform for trading Chinese cultural products, promoting cultural and creative industries and enhancing the international exchanges and interactions between various industries. Since

2005, the 1<sup>st</sup> ICIF, the number of exhibitors had increased from more than 700 to 2,308 in last year 2018. The number of countries and regions participated in has also increased from 10 to 101, with a total turnover of more than \$1.7 trillion RMB.



- **Diversified Contemporary Cultural Fair:**

This year, 15th ICIF will focus on arts and crafts, film art and cultural exchanges. There will be 9 pavilions, and over 2,308 units of government agencies and enterprises are invited. Also, 130 units from 42 countries and regions will participate in.



**CCIA promotes the Mainland China and Taiwan cultural exchanges  
and integration of industry in ICIF:**

The well-known international enterprise FRANZ collection participated in the 14<sup>th</sup> year of the ICIF. Through the efforts of CCIA as a co-organizer, the company was able to be known by many Shenzhen shopping malls and people. Today, FRANZ collection has nearly 100 branches across China. The company uses top-level craftsmanship, combining the traditional Chinese elements to design

bright and beautiful products, which are loved by the Chinese people, and this good relationship and interaction between corporates and people of different cultures and areas is what CCIA is happy to see.

