



From left: Models pose in intricate outfits made from paper-cutting at the Fujian pavilion during the ongoing 12th Cross-Straits (Xiamen) Cultural Industries Fair. A variety of folk performances including puppetry impresses attendees at the fair. HU MEIDONG / CHINA DAILY



Cross-Straits fair flies the flag for cultural assets, diversity

Important national event aims to create more exchanges across multiple areas

By YUAN SHENGGAO

The 12th Cross-Straits (Xiamen) Cultural Industries Fair is taking place in Xiamen, a port city in East China's Fujian province, with the region's wealth in talent and cultural creativity on full show, organizers said.

Starting Friday, the four-day event covers 75,000 square meters with 3,512 booths, in which the achievements and latest trends in arts and crafts, creative design, cultural and creative tourism, as well as film and television are being highlighted.

Organized by the Taiwan Affairs Office of the State Council, the Ministry of Culture and Tourism, the National Radio and Television Administration and Fujian Provincial government, the event is one of the top-level cultural exhibitions in the country.

The annual Xiamen cultural fair, launched in 2008, is a key platform for cross-Straits cultural trade and exchanges.

For the first time, the fair has set up the "guests of honor" exhibition, with this year Ningbo of Zhejiang and Taichung of Taiwan selected. Top organizations and enterprises from both cities have been invited to showcase their special cultural products.

Big players in the cultural industry across 15 provinces, municipalities and special administrative regions, including Chongqing, Hebei, Jiangsu, Henan, Shaanxi, Guizhou and Macao, as well as Nantou, Changhua and Jinmen in Taiwan are exhibiting their specialties in themed pavilions.

A 6,500-sq-m exhibition area has been set up to showcase top crafts from Taiwan.

Masters in traditional and modern handicrafts, inheritors of intangible cultural heritages, as well as ceramics enterprises from Jingdezhen in Jiangxi province are also displaying their meticulously crafted works.



Fujian province displays its leading cultural brands and products at its pavilion at the fair. HU MEIDONG / CHINA DAILY

Art and design centered around China's tea culture are the focus of a competition held at the fair, with release of new tea pot and cup designs, furniture and tea-drinking rooms.

Original works from 49 colleges from both sides of the Straits are also being exhibited, among them 13 colleges have their individual exhibition booths.

A total of 10 original Taiwan cultural brands, including those engaged in sketching and painting, will showcase their interpretations of the current aesthetics popular in their fields.

The cultural and creative tourism area of the fair is focusing on the integration of cultural and tourism industries, gathering a large number of projects in those areas.

Another highlight of this area is the promotion of a Taiwan shopping festival for cultural and creative products, which has attracted leading content-producing enterprises and startups from the cities of Chiayi, Hsinchu and Kaohsiung in Taiwan.

The digital content and media section is showcasing the latest develop-



An artist from Taiwan displays her handicrafts at the fair. HU MEIDONG / CHINA DAILY

ments and achievements in Xiamen's film and television industry, as well as introducing financial capital and cutting-edge technologies to boost interdisciplinary collaboration.

This year's fair is hosting 39 supporting activities including themed forums, matchmaking meetings, promotional activities and agreement signing ceremonies.

A cross-Straits matchmaking meeting for talent in the creative culture industry, a key opportunity for Xiamen to introduce talent from Tai-

wan, runs from Friday to Saturday.

The sixth session of cross-Straits college student creative culture forum will be held on Sunday. High-profile leaders from academic organizations and art research centers have been invited to share expertise in their fields.

An IP conference centering on cross-Straits culture and tourism industries is another highlight of the fair. Business insiders and researchers from organizations and companies from the Chinese mainland, Hong Kong Special Administrative Region and Japan will discuss ways in which to incubate new cultural brands.

The Fujian pavilion, set up by the Fujian provincial government, is showcasing the major achievements of the province in cultural tourism since the founding of the People's Republic of China, highlighting the effects of industrial integration.

A total of 28 branch venues have been set up in Xiamen's cultural industrial parks, tourism attractions and key cultural and tourism enterprises, with the aim of exploring local cultural and tourism resources.

Provinces pool resources in hunt for top talent

By YUAN SHENGGAO

Talent from Taiwan and Xiamen, Fujian province, are gathering at the ongoing 12th Cross-Straits (Xiamen) Cultural Industries Fair to seek work in the cultural and creative industry.

A matchmaking event for talent engaged in culture and creative industries, launched by the fair for the first time, is a key event for people from the two regions. The goal is to get them holding more exchanges and reaching cooperative projects, organizers said.

The event is crucial to attracting talent, especially from Taiwan, for Xiamen's cultural and creative enterprises, organizers said.

In cooperation with Taiwan's cultural and creative associations and universities, the event has welcomed more than 100 people from Taiwan. Some of them are institutional representatives and college students seeking jobs and opportunities for startups.

The event has attracted 36 local cultural and creative companies in Xiamen, which have posted 256 positions for 641 job hunters. They include operation management, marketing planning, design, network engineering and education jobs.

In addition, colleges and universities such as the Xiamen University Tan Kah Kee College and the Xiamen University of Technology are attending the event to show their job requirements in culture and art, information technology and press and publishing.

Among the positions available, senior posts such as curator, producer, director, assistant to the president, master of mobile games, senior game designer, artificial intelligence engineer, master of game planning, director of big data development, senior interior designer, software designer and professional teachers are required.

According to the organizers, the salary level of the positions in this event is generally high. There are 229 positions with a monthly salary of more than 8,000 yuan (\$1,135) and 136 positions with a monthly salary of more than 20,000 yuan.

Among them, the salary level of education, design and manage-

ment positions is generally above average, organizers said.

As a key port city in East China, Xiamen secured a special economic zone and was approved as a national comprehensive reform pilot area, a free trade pilot area and a national marine economic development demonstration area.

Thanks to its advantages in geography and economic growth and with decades of development, Xiamen has become a demonstration area for cross-Straits cooperation in emerging industries and modern service industries, a southeastern international shipping center, a cross-Straits regional financial service center and a trade center.

256

the number of positions posted at a matchmaking event for talented professionals at the 12th Cross-Straits (Xiamen) Cultural Industries Fair

In recent years, the city has gradually formed a high-speed and high-quality development trend of local cultural and creative industries under the protection of good geographical advantages, policies and business environment, local officials said.

Since ancient times, Xiamen and Taiwan have shared similarities in geography, literature and commerce.

With such a relationship, Xiamen has been dedicated to rolling out the pilot and preferential policies for Taiwan in a bid to create a sound investment environment.

The development of cultural and creative industries has become an important engine of modern economic growth, local officials said.

They believe a talented workforce is essential to the development of cultural and creative industries and plays a role in promoting cross-Straits industrial exchanges.

The event was mainly organized by the publicity and organization departments of the CPC Xiamen municipal committee; the Taiwan, Hong Kong and Macao affairs office of the Fujian provincial Party committee.



A matchmaking event for professionals engaged in cultural and creative industries is launched at the 12th Cross-Straits (Xiamen) Cultural Industries Fair. HU MEIDONG / CHINA DAILY

Spotlight shines bright on 'guest of honor' Ningbo, Taichung pavilions

By YUAN SHENGGAO

The opening ceremony of the Ningbo and Taichung pavilions were held on Friday morning, and proved highlights of the ongoing 12th Cross-Straits (Xiamen) Cultural Industries Fair.

The two cities, invited as "guest of honor", attended the exhibition to showcase their famous products and promote cooperation across cultural projects.

The Ningbo pavilion focuses on the city's literary industry, creative projects, music industry and film industry.

Ningbo's Tianyi Pavilion — one of China's oldest and most well-preserved book repositories, has become a cultural brand of the city, playing an important role in its image and tourism.

Tianyi Pavilion has joined hands with the time-honored Xinhua Bookstore as well as movie and TV studio Xiangshan Global Studios to showcase the authentic Zhejiang province culture.

The Taichung pavilion is centered on local flavors. The best booths have been given to famous local food brands including its miso-brewing culture museum and



From left: A representative at the Taichung pavilion answers journalists' questions at the 12th Cross-Straits (Xiamen) Cultural Industries Fair. Creative products from Taiwan attract attendees to the fair. HU MEIDONG / CHINA DAILY

Xiaolin Pancake. It is hoped these brands can provide visitors with a true taste of Taichung.

Showcasing the latest trends in integrating tourism with cultural industries, a matchmaking conference for important projects was held at the fair.

Hosted by the culture and tourism administrations from the Chinese mainland and Taiwan, it was attended by the top 30 cultural companies and the top 20 tourism companies from the Chinese mainland, according to organizers.

On Saturday morning, Fujian

provincial government announced a new project named "all-fortune tourism". This project will showcase Fujian's cultural tourism resources and major achievements made by the province in recent years, as well as introduce the local investment environment and investment poli-

cies to the outside world.

A digital creative industry conference, discussing the current issues on content creation via digital technologies and 5G platforms, was also organized by the fair's organizing committee, a cultural creative industry association from

Taiwan, Chinese music brand Migu and the Beijing University of Posts and Telecommunications.

In recent years, many entrepreneurs in Taiwan have stepped out of its borders and experienced the rapid development of the cultural industry in the Chinese mainland, said Zhang Zhencheng, a representative of a creative cultural industry association based in Taiwan.

After 10 years' effort, the fair, which was launched in 2008, has grown into a first-tier platform for Taiwan enterprises to stride into the mainland market.

The number of signed projects in the previous 11 sessions totals 1,225, with an estimated signing value of 275.7 billion yuan (\$39.2 billion). The trade volume ranks among the top for cultural exhibitions in China, according to Huang Weizhou, deputy director of Fujian Provincial Department of Culture and Tourism.

The 12th session's exhibition area covers 75,000 square meters, with more than 3,500 standard booths in total, a respective increase of 2,000 sq m and nearly 600 booths compared with the session held last year.