

Research on Basis and Method of Fujian-Taiwan Cultural Creative Industry Connection

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Abstract. deepening Fujian-Taiwan cultural creative industry connection cooperation is of great importance to close Fujian-Taiwan relationship, forge new economic growth points, optimize and adjust industrial structure. In this paper, the opportunities, potential, basis and conditions for Fujian-Taiwan cultural creative industry connection cooperation are analyzed, and countermeasures and suggestions to deepen the connection cooperation are proposed.

Key words: Fujian-Taiwan, cultural creative industry, connection cooperation

I. Fujian-Taiwan Cultural Creative Industry Connection Cooperation Has a Brilliant Future

i. Opportunities and potential of Fujian-Taiwan cultural creative industry connection cooperation

Firstly, the industry at these two places has much room for upgrading and transformation, and cultural creative industry has been regarded as an emerging industry in the future by the government. There is relatively complete market mechanism for the development of cultural industry in Taiwan, and there is a large cultural industry market in Fujian and even the Mainland. When the two are combined together, it can burst out great vigor and aftereffect. Secondly, the effect of overseas Chinese culture is promoted in the global scale, the corresponding derivatives are attracting more and more attention in the world, there are broad markets in the Mainland, and the global market can also be expanded constantly. Thirdly, various countries in the world face up to the development of cultural creative industry generally, and especially because of the development of Korea and Japan in aspect of cultural creative industry, the development of Taiwan is extruded. Meanwhile, the rapid rise of the Mainland imposes great impact on the economy of Taiwan, which has great influences on the manufacturers that take the Mainland as market, and they are badly in need of seeking for development in the Mainland. Fourthly, the resource endowment of the cultural creative industry at Taiwan

requires to strengthen the cooperation with the Mainland. Taiwan does not have great comparative advantages in the aspect of corresponding policies for the development of cultural creative industry at Taiwan. In aspect of quantity of talents, it cannot come up to the Mainland China, Japan or Korea, but only equals Hong Kong. In aspect of technology, it obviously falls behind Japan and Korea, but is slightly superior to the Mainland and Hong Kong. Besides, its fund abundance is also obviously inferior to other countries and regions. The native market of Taiwan is too small, while the Mainland China has huge market. In aspect of internationalization competence and access commanding, Taiwan is not prominent, and the export of brand, access and service industry is always a weaker link for Taiwan. Thus, only by actively taking advantage of the market in the Mainland, and strengthening the scale economy benefits and internationalization competence of cultural creative industry of Taiwan, can Taiwan get the development prospect in the future. Especially, the cultures at Fujian and Taiwan come from the same root, and the cultural creative industries at these two places are greatly complementary. If Fujian and Taiwan can implement in-depth cooperation and complement each other's advantages, they can obtain great achievements.

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ii. Fujian has good conditions and basis to develop cultural creative industry

Firstly, it has supporting economic development level. Generally speaking, the development of cultural creative industry is basically of the same form as economic development, and the two have certain synchronism. Currently, per capital GDP at Fujian province exceeds 4000 dollars, of which, per capital GDP for permanent population at Xiamen is 62651 yuan, and that of Fuzhou is 33492 yuan. It is proved by the experience of developed countries that when per capital GDP is between 1000-5000 dollars, the major impetuses to stimulate economic growth are manufacturing, processing and traditional service industry; when per capital GDP is between 5000-10000 dollars, they are technological innovation, creative industry, high-tech industry and service industry. Secondly, it has proper geographical and cultural advantages. Fujian and Taiwan have common cultural origins, and their cultural resources waiting to be developed are abundant. In aspect of the creativity of some local distinctive cultural products, only the ordinary people at these two places can empathize with each other. For example, the worship for Mazu is an important advantage for Fujian-Taiwan cultural creative industry cooperation. It is pointed out by experts that Fujian and Taiwan can hold activities together to create "Activity Economy" business opportunity, for example, they can hold relevant activities for urban marketing jointly on the basis of historic culture or folk property at Two Shores. The can generalize and organize industry-academy cooperation via the joint cultural creative industry. As for animation and game industry, Fujian-Taiwan dealers can start from people, issues and objects that lay the foundation for the Chinese culture, seek for the animation and game theme for their cooperation by mean of the promotion center of the cultural creative industry that they jointly support, and then join hands together to enter the international market, and seize the commanding height of Sinomania on a global scale. Thirdly, in recent years, Fujian-Taiwan cultural creative industry cooperation has certain basis. If the development thoughts can be further combed up and a batch of specific carriers and projects can be planned and generated, a batch of cultural industry brands can be forged.

II. Countermeasures and Suggestions for Strengthening Fujian-Taiwan Cultural Creative Industry Connection Cooperation

i. It requires intense crisis awareness and sense of urgency

For Fujian, how to plan to develop cultural creative industry and how to accomplish Fujian-Taiwan cultural creative industry cooperation so that Fujian can remain invincible in the new economic competition is a serious issue that needs to be solved urgently at present. For various reasons, the development of cultural creative industry at Fujian Province is not satisfactory, and the problems of inadequate total quantity, small scale, weak basis, lack of creativity, and insufficient talents coexist, which are distinctively manifested at three aspects: firstly, it starts late; secondly, it develops slow; thirdly, its features are not obvious enough, it does not have an influential brand; fourthly, its ideas are not innovative enough, and measures are not powerful enough. Since the reform and opening-up policy, Fujian that has "Wuyuan" advantages with Taiwan has not obtained optimistic achievements in aspect of obtaining investment from Taiwan. Currently, it cannot fall behind any more in aspect of Fujian-Taiwan cultural creative industry

cooperation. To achieve the effect that the latercomers surpass the formers, it must introduce Taiwan cultural industry and cultural creative industry projects as it values the introduction of manufacturing industry, turn cultural creative industry into main stream, upgrade "Creative Fujian" into Fujian strategy and strategy for Western Taiwan Straits, and actually change the situation that it is important when talking about it, and it is unimportant when doing it.

ii. Planning needs to achieve high starting point and overwhelming strategies

1. Make scheming and planning for the development of cultural creative industry of the whole province by means of international bidding. Development of cultural creative industry belongs to soft power, it cannot attract attention and form "image" as easily as infrastructural projects and manufacturing projects. But once it is completed and achievement is obtained, it can also get a great influence and a good image.

2. Set up the authentic concept of "Great Creative Province", and strive hard to demonstrate the pattern of "Creative Secretary", "Creative Provincial Governor", "Creative Mayor", "Creative District Mayor" all over the province. Consult the practice of "Cultural Oriented Country" of Japan in 1980s, highlight "Creative Fujian". List specific development thoughts and measures into *Development Plan of Western Taiwan Straits Economic Zone*. The State Council supports *Opinion* of Western Taiwan Straits, and clearly points out that it needs to promote the cultural and economic integration, strive to develop cultural creative industry, set up cross-strait cultural industry cooperation center, strengthen to cultivate special, refined, characteristic and new culture enterprises, and try hard to change Western Taiwan Straits Economic Zone into an important cultural industry base in our country (Article 25 of *Opinion*); continue to complete Taiwan-related great economic, trade and cultural activities. Establish cross-strait cultural industry park, and built a batch of cultural communication and cooperation basis towards Taiwan (Article 31 of *Opinion*). Combine with *Development Plan of Western Taiwan Straits Economic Zone*, further deepen the content of *Opinion* related to Fujian-Taiwan cultural industry cooperation, and transform it into specific operating contents, of which, cultural creative industry is one of the contents to be deepened and refined. Meanwhile, this content shall be reflected in thick and heavy color in "the Twelve Five-Year Plan" to be formulated.

iii. Policies and measures need to be more powerful

As a high-growth sunrise industry, cultural creative industry still remains at the stage that it needs to be cultivated elaborately, and the support and promotion of the government are of great importance. Although Fujian has issued the policy to speed up cultural industry, the pertinence for the development of cultural creative industry is still not powerful enough, thus, it is suggested to issue specific policy to promote cultural creative industry.

On one hand, Fujian needs to actively study weighty policies and measures, including revenue supporting policy, land policy, exhibition and meeting participation subsidy policy, talent policy, etc. Such as, broaden admittance field, lower access threshold, connect Taiwan cultural creative industry comprehensively; enjoy the same preferential policies as local enterprises of Fujian in aspect of financing, land and house resources use, and government subsidy of Fujian-

Taiwan cultural creative industry; learn from the example that Changsha Government implements the policy to return cultural undertaking construction funds in full amount towards Guangdong Electric Power Group, Press Group, Cartoon Group, and other cultural enterprises, with the purpose to solve the financial problem for enterprise development, etc. On the other hand, strive for policy positively, and try hard to get support and help of related department of our country.

iv. Establish and perfect systems and mechanisms that promote development

1. Support various cities and regions to establish the mechanism to speed up development as per their characteristics. Learn from the practice of other provinces, and support various regions to make policy innovation. For example, support to positive Xiamen as cross-strait IC design talent training base, provide enterprises and training institutions with certain subsidies by referring to service outsourcing talent subsidy policy; provide office space rent subsidy, software platform and testing platform expenses subsidy for IC design enterprises that are established in Xiamen; individual income tax can be used for first car and house purchase for the staff of IC design enterprises that are established in Xiamen; provide the treatment of local registered population for Taiwan staff of IC design enterprises that are established in Xiamen in aspect of both life and work. For example, support to set up Straits cultural creative industry investment fund and risk fund, undertake some high-risk cultural investments or share some financing risks with banks. Fund can be used for loan with discounted interest, entrusting bank for syndicated loans, and strategic equity investment, etc.

2. Strengthen intellectual property protection of cultural products and services

Intensify intellectual property communication and cooperation towards Taiwan. "Father of creative industry in the world", John Hawkins, pointed out that, if intellectual property is "currency" in creative economy, people promoting the establishment of intellectual property system are people issuing "currency". It needs to encourage cultural enterprises to apply and register related rights, strike a severe blow to various behaviors violating intellectual property, and create a favorable environment for the healthy development of cultural industry. Shanghai has established intellectual property park which can provide certain reference for us. Deepen the communication with Taiwan in aspect of intellectual property protection, publicity, information, training, education, research and application for registration, constantly improve the cooperation mechanism, expand cooperation field, improve cooperation effectiveness, and construct Fujian into an important base for the intellectual property communication and cooperation between the Mainland China and Taiwan. Explore and set up dispose coordination mechanism and early warning emergency mechanism for Fujian-Taiwan intellectual property cases, as well as Fujian-Taiwan intellectual property information sharing platform to serve Taiwan-Funded enterprises in Fujian Province. Explore to set up Fujian-Taiwan intellectual property alliance, establish intellectual property same trade industry (association) protection and service mechanism at Taiwan and China, and expand cooperation influence.

3. Encourage private capital to enter cultural industry. Lower access threshold of private enterprises, encourage and

support private capital to invest and manage cultural facilities, and construct cultural undertakings or public cultural facilities that are advocated by the country; encourage and support private capital to participate reorganization and system reform of cultural institutions, set up film and television production, distribution, projection, art performance, entertainment, management in the form of holding, participation, cooperation, merger, purchase, contracting, lease, and trusteeship, and enjoy equivalent treatment as state-owned cultural enterprises; encourage and support private capital to invest and set up non-business organizations of arts and entertainment, such as culture and art intermediary, artwork collection museum, etc. Currently, it needs to try hard to set up the pilot at Fujian for private cultural studio to participate publication. At the national press and publication director conference at the beginning of 2009, it was clearly pointed out to actively study the access problem for private cultural studio to participate publication. It is suggested that Fujian take the lead to initiate this work, and strive to have one or two private cultural studios to participate. Meanwhile, it also needs to speed up the cultivation and supporting of private cultural studio.

4. Set up investment information service platform of cultural creative industry, attract various capitals

Include the entrance of overseas investment from Taiwan. Nowadays, a lot of large-scale enterprises, strategic investors and private capital are interested in investment for cultural creative industry, including capital of overseas Chinese, a large part of which belongs to substantial Taiwanese overseas Chinese, but a lot people just cannot completely understand relevant trend of the industry. It is suggested to release project, relevant information and dynamic data by means of some important introduction and marketing events, such as "9.8" fair for investment and trade, "6.18" project connection conference, cultural fair, and oversea trade fair, etc., to provide necessary conditions for qualified enterprises.

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