



中国文化产业新年论坛

Forum on International Cultural Industries

Opening Ceremony and Main Forum

Culture Orientated: The New Development Strategy of the Nation

Date: January 7th, Saturday Time: 09:00-12:00

Venue: Sunshine Hall, Yingjie Exchange Center of Peking University

Operators: Institute for Cultural Industries, Peking University

National Research Base for Cultural Industries Innovation and Development

Beijing Fangshan District Committee of Communist Party of China

The People's Government of Fangshan District, Beijing Municipality

Agenda:

Chairperson: **Xiang Yong**

Vice-Dean of Institute for Cultural Industries, Peking University

Opening Ceremony

08:00-09:00 Registration

09:00-09:10 Welcome speech and Guest Introduction

09:10-09:20 Addressing: **Liu Wei** Vice-President of Peking University

09:20-09:30 Addressing: **Ye Lang** Member of the 9th, 10th National Standing Committee of CPPCC,

Dean of Institute for Cultural Industries, Peking University

Main Forum: Culture Orientated: The New Development Strategy of the Nation

09:40-10:00 Speech: **Xu Jialu** Vice-Chairman of the 9th and 10th Standing Committee of NPC

President of Association for Yan Huang Culture of China

10:00-10:20 Speech: **Zhang Miao** Deputy Director of Propaganda Department

of CPC Beijing Municipal Committee

10:20-10:40 Speech: **Chiharu Nakamura** Executive Vice-President of Kobe University

10:40-11:00 Speech: **Qi Hong** Vice-Secretary of Beijing Fangshan District Committee of the CPC

Mayor of People's Government of Fangshan District, Beijing Municipality

11:00-11:20 Speech: **Chen Shaofeng** Vice-Dean of Institute for Cultural Industries, Peking University

11:20-11:40 Speech: **Li Danyang** General Manager of Beijing Gehua Cultural Development Group

11:40-12:00 Summing-up



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Forum I:

Patterns Innovation: World City and Modern Ecological Leisure City Construction

Date: January 7th, Saturday Time: 13:30-17:30

Venue: Sunshine Hall, Yingjie Exchange Center of Peking University

Operators: Institute for Cultural Industries, Peking University

National Research Base for Cultural Industries Innovation and Development

Beijing Fangshan District Committee of the CPC

The People's Government of Fangshan District, Beijing Municipality

Agenda:

Panel I: Connotation and Extension of Modern Eco-Leisure City Development

Chairperson: Zhao Jiachen

The Standing Member and Director of Propaganda Department of CPC Beijing Fangshan Committee

13:30-13:35 Guest Introduction

13:35-13:55 Speech: **Li Jiang** The Standing Member of CPC Beijing Fangshan Committee
Executive Deputy Mayor of People's Government of Fangshan District, Beijing Municipality

Topic: Idea Renewal, Model Innovation, the approach to build the Modern Eco-Leisure City

13:55-14:15 Speech: **Wong Heung Wah** Associate Professor of the School of Modern Languages and Cultures, the University of Hong Kong

Topic: The Health and Leisure City – A Humanistic Model of Modern Planning

14:15-14:35 Speech: **Qi Shuyu**
Deputy Director of Social and Culture Department, Chinese Academy of Governance

Topic: Chinese Cultural Industries in the Context of the Transformation of Economic Development

14:35-14:55 Speech: **Lee Young koo** President of Global Cultural Contents Association, Korea

Topic: The Study and Situation of Eco-City Development in Korea

14:55-15:15 Speech: **Hua Jian** Director of the Cultural Industry Research Center,
Shanghai Academy of Social Sciences

Topic: The Effect of the Culture Industries on the Development of Eco-Leisure City: From Space Reconstruction to Industries Integration

15:15-15:25 Tea Break

Panel II: The Development Model for the Modern Eco-leisure City

Chairperson: Xiang Yong

Vice-Dean of Institute for Cultural Industries, Peking University

15:25-15:30 Guest Introduction

15:30-15:50 Speech: **Shen Wangshu**
Deputy Director of Capital Culture Development Research Center,
Beijing Academy of Social Sciences



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Topic: Cultural Construction in the Eco-Leisure Region

15:50-16:10

Speech: **Li Guoping**

Dean of Institute for Capital Development, Peking University

Topic: World City Construction of Beijing and Eco-Leisure City Development in Suburb

16:10-16:30

Speech: **Guo Yicheng**

Board Chairman of Artkey Cultural and Creative Group, Secretary General of International Art Licensing Fund of Beijing Cultural Development Foundation

Topic: Art Gallery build up Modern Artistic Leisure City

16:30-17:30

Dialogue

Dialogue Guests:

Hua Jian

Director of the Cultural Industry Research Center,
Shanghai Academy of Social Sciences

Shen Wangshu

Deputy Director of Capital Culture Development Research Center,
Beijing Academy of Social Sciences

Li Guoping

Dean of Institute for Capital Development, Peking University

Guo Yicheng

Board Chairman of Artkey Cultural and Creative Group, Secretary General of International Art Licensing Fund of Beijing Cultural Development Foundation



Forum II:

Culture Regeneration: Intangible Cultural Heritage Protection and Activation

Date: January 8th, Sunday Time: 09:00-12:00

Venue: Press Hall, Yingjie Exchange Center of Peking University

Operators: Department of Intangible Cultural Heritage, Ministry of Culture, PRC

Institute for Cultural Industries, Peking University

Agenda:

Panel I: Explorations and Practices of Productive Protection of Intangible Cultural Heritage

Chairperson: Zhou Qingshan

Researcher of Institute for Cultural Industries, Peking University

Deputy Director of Department of Information Management, Peking University

09:00-09:05 Guest Introduction

09:05-09:25 Speech: **Ma Shengde** Deputy Director of Department of Intangible Cultural Heritage of Ministry of Cultural, PRC

Researcher of Chinese National Academy of Arts

Topic: The Problems in Productive Protection of Intangible Cultural Heritage

09:25-09:45 Speech: **Cao Lei**

Deputy Mayor of People's Government of Fangshan District, Beijing Municipality

Topic: Discussion on the Protection of Intangible Cultural Heritage

09:45-10:25 Speech: **Eric Messerschmidt**

Chairman of the Danish Cultural Institute

Topic: Raising Awareness of Intangible Heritage through Cultural Events

10:25-10:35 Tea Break

Panel II: Intangible Cultural Heritage and Cultural Property

Chairperson: Wang Zhengzhi

Member of *China Time-honored Brand* Trademark Appraisal Committee, Ministry of Commerce,

PRC

10:35-10:40 Guest Introduction

10:40-11:05 Speech: **Tian Qing**

Dean of Music Institute, Chinese National Academy of Arts

Topic: The Dilemma of Intangible Cultural Heritage: Protection or Development

11:05-11:20 Speech: **Chen Liheng** President of Franz Collection Inc

President of Asia Pacific Cultural and Creative Industries Association

Topic: How to Utilize Cultural Resources to Enter the International Market

11:20-11:35 Speech: **Zhou Qingshan**

Researcher of Institute for Cultural Industries, Peking University

Deputy Director of Department of Information Management, Peking University



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Topic: The Protection Problems of Cultural Property and Intellectual Property of Intangible

Cultural Heritage

11:35-12:00 Dialogue

Dialogue Guests: **Eric Chang** Director of Technology Strategy of Microsoft Research Asia

Chen Mei-O Artistic Director of the Han-Tang Yuefu Music Ensemble



Forum III:

Capital Navigation: Prospects for Cultural Industries Financing

Date: January 8th, Sunday Time: 09:00-12:10

Venue: Starlight Hall, Yingjie Exchange Center of Peking University

Operator: Institute for Cultural Industries, Peking University

National Research Base for Cultural Industries Innovation and Development

Agenda:

Panel I: Investing and Financing Assessment Service Platform Construction for the Cultural and Creative Industries

Chairperson: Deng Lili

Researcher of Institute for Cultural Industries, Peking University

09:00-09:05 Guest Introduction

09:05-09:15 Speech: **Mei Song**

Deputy Inspector of Propaganda Department, Beijing Municipal Committee of the CPC,
Director of Beijing Cultural Creativity Industry Promotion Center

Topic: Reflections on Innovation of Cultural Finance

09:15-09:30 Speech: **Xiang Yong**

Vice-Dean of Institute for Cultural Industries, Peking University

Topic: Break the Bottleneck of Invest and Bridge the Culture and Finance:

Beijing Cultural and Creative Industries Investing and Financing Service System

Construction

09:30-09:45 Speech: **Zhang Lu**

Director of Beijing Omni Culture Media Co., Ltd

Topic: An Introduction to Investing and Financing Assessment Platform Systems for the Cultural and Creative Industries

09:45-10:15 Dialogue

Dialogue Guests:

Mei Song

Deputy Inspector of Propaganda Department, Beijing Municipal Committee of the CPC,
Director of Beijing Cultural and Creative Industries Promotion Center

Yu Ping

Deputy Director of Beijing Municipal Administration of Cultural Heritage

Zhang Xin

General Manager of Small Enterprises Credit Department, Bank of Communications Beijing

Branch

Peng Zhongtian

Chairman of Supervisory Board, Creat Group

Cheng Xiang

Deputy General Manager of Hangzhou Gold Coast Culture Development Co., Ltd

Su Fei



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Vice President of GAMEBAR

10:15-10:30 Tea Break

Panel II: Capital Operation of Cultural Industries

Chairperson: Zhou Chengxiong

Deputy Director, Consultation and Research Center for Strategic Issues, Chinese Academy of Sciences

Associate Researcher of Institute for Cultural Industries, Peking University

10:30-10:35 Guest Introduction

10:35-10:50 Speech: **Shi Junling**

Deputy Inspector of the Department of the Cultural Industries of the Ministry of Culture, PRC

Topic: The Status of Investment and Financing in Cultural Industries and Policy during the 12th Five-Year Plan Period

10:50-11:05 Speech: **Xu Zongjun**

Director of Development and Reform Commission, Fangshan District, Beijing Municipality

Topic: Promote the Leap-Forward Development of Cultural and Creative Industries in Fangshan District Based on the Innovation Model of Investment and Financing

11:05-11:20 Speech: **Peng Zhongtian**

Chairman of Supervisory Board, Creat Group

Topic: Catch the Soul inside Culture, Achieve the Extra out of Economic

11:20-11:35 Speech: **Wei Pengju**

Executive Dean of Institute for Cultural and Creative Industry, Central University of Finance and Economics

Researcher of Institute for Cultural Industries, Peking University

Topic: Crisis and Opportunities: The Development Way of Culture Property Exchange

11:35-12:05 Dialogue

Dialogue Guests:

Shi Junling

Deputy Inspector of the Department of the Cultural Industries of the Ministry of Culture, PRC

Li Dajun

President, CEO of Baiyaxuan Art and Cultural Institute

Li Qingyuan

CEO of Senven String Equity Investment Management Co.,Ltd

Wu Hanqing

CEO of Vasoon Animation

Wei Pengju

Executive Dean of Institute for Cultural and Creative Industry, Central University of Finance and Economics



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Researcher of Institute for Cultural Industries, Peking University



Forum IV:

Culture Improvement: The Model and Approach of Regional Cultural Industries Development

Date: January 8th, Sunday Time:13:30-17:30

Venue: Press Hall, Yingjie Exchange Center, Peking University

Operator: Institute for Cultural Industries, Peking University

National Research Base for Cultural Industries Innovation and Development

Agenda:

Panel I: Strategy and Planning of Regional Cultural Development

Chairperson: **Wang Qiguo**

Assistant Dean of Institute for Cultural Industries, Peking University

13:30-13:35 Guest Introduction

13:35-13:55 Speech: **Liu Yuzhu**

Director of the Department of the Cultural Industries of the Ministry of Culture, PRC

Topic: The Considerations on Promoting the Development of Regional Cultural Industries

13:55-14:15 Speech: **Zhao Jiachen**

The Standing Member and Director of Propaganda Department of CPC Beijing Fangshan Committee

Topic: FUNHILL – Transforming and Upgrading the Industries by Promoting Cultural and Creative

Industries

14:15-14:35 Speech: **Xiong Chengyu**

Director of Tsinghua National Research Center for Cultural Industries

Topic: Policy and Thought of the development of Regional Cultural Industries

14:35-15:55 Speech: **Peter Dyson**

Senior Lecturer of London Metropolitan University

Topic: Cultural Industry Locations – Explaining Processes of Clustering

15:55-15:05 Tea Break

Panel II: Cultural Resources, Industrial Advantages and Innovative Models

Chairperson: **Hua Jian**

Director of the Cultural Industry Research Center, Shanghai Academy of Social Sciences

15:05-15:10 Guest Introduction

15:10-15:30 Speech: **Chen Mingjie**

The Standing Member and Director of Propaganda Department of CPC Beijing Haidian

Committee

Topic: The New Model of City Development: Integration of Culture, Art and Science

15:30-15:50 Speech: **Chen Shaofeng**

Vice-Dean of Institute for Cultural Industries, Peking University

Topic: The Innovative Views and Methodology of Development Model of Regional Cultural



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Industries

15:50-16:10 Speech: **Wang Qiguo**

Assistant Dean of Institute for Cultural Industries

Topic: Culture Resources and the Conditions of Success for the Regional Cultural Industries

16:10-17:00 Dialogue

Dialogue Guests:

Miao Ningli

Deputy Director of People's Government of Futian District, Shenzhen

Gao Shutian

Deputy Director of Propaganda Department of CPC Kaifeng Committee

Director of Administrative Office of Songdu Gucheng Cultural Industries Park Management

Committee, Kaifeng City

Li Hongliang

Director of Hengdian Chinese Film Industrial Park Management Committee,

Zhejiang Province

Yang Zhihong

Researcher of Institute for Cultural Industries, Peking University

Li Yan

Director of Department of Cultural Industries, Capital Normal University



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Forum V:

Talent Cultivation: Focus on the Construction of Human Resources in Cultural Industries

Date: January 8th, Sunday Time: 13:30-17:40

Venue: Starlight Hall, Yingjie Exchange Center of Peking University

Operator: Institute for Cultural Industries, Peking University

National Research Base for Cultural Industries Innovation and Development

Agenda:

Panel I:

Chairperson: Xiang Yong

Vice Dean of Institute for Cultural Industries, Peking University

13:30-13:35 Guest Introduction

13:35-13:50 Speech: **Sun Qiang**

The Standing Member and Director of Organization Department of CPC Beijing

Fangshan Committee

Topic: The Development of the Cultural Industries and the Aggregation of Cultural Talents

13:50-14:05 Speech: **Wang Yichuan**

Dean of School of Arts, Peking University

Topic: Creative Talent Cultivation Based on Traditional Resources

14:05-14:20 Speech: **Kiyomitsu YUI**

Professor of Kobe University

Topic: Construction of Internationally Cooperative System in Education for Cultural Industries

14:20-14:35 Speech: **Li Fengliang**

Vice President of Shenzhen University

Dean of Institute for Cultural Industries, Shenzhen University

Topic: The Integrations of Industries Results in Innovative Talents in Cultural Industries

14:35-14:50 Speech: **Ouyang Youquan**

Professor and Dean of The School of Liberal Arts at Central South University

Topic: Cultural Industry Talents Training: Contradiction and Countermeasures

14:50-15:05 Speech: **Xiao Yongliang**

Executive Dean of Institute for Cultural and Creative Industry, Beijing Normal University

Topic: Global Talent Strategy in the Era of Creative Economy

15:10-15:20 Speech: **Huang Changyong**

Vice-President of Shanghai Theatre Academy



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Topic: Creative Talents - Key Resources for the Strategy of Cultural Industry Development in China

15:20-15:30 Tea Break

Panel II:

Chairperson: Wang Yichuan

Dean of School of Arts, Peking University

15:30-15:35 Guest Introduction

15:35-15:50 Speech: **Peng Feng**

Director of Department of Arts Studies, Peking University

Topic: Cultural Industries and Interdisciplinary Education

15:50-16:05 Speech: **Zhang Shengbing**

Executive Director of National Research Center for Cultural Industries, Ocean University of

China

Topic: How to Combine Industry and Teaching in Talent Training for Cultural Industries

16:05-16:20 Speech: **Gregory Kaplan**

CEO of Bridge 21 Publications

Topic: Training and Skills Development for Creative Talent and Cultural Entrepreneurs

16:20-16:35 Speech: **Luo Zhengyu**

President of Sino-Culture Press

Topic: Cultural Enterprises and Cultural Talent Cultivation

16:35-16:50 Speech: **Huang Yukai**

Guest Professor of Faculty of Journalism and Communication, Hebei University

Topic: Talent strategy of the Professional Capacities of the Employees Working in the Digital Publishing Industry

16:50-17:05 Speech: **Li Wei**

Chairman of Rockcontrol, Experts of *Recruitment Program of Global Experts*

Topic: Applications of Internet of Things and Cultivation Cultural and Creative Talents

17:05-17:20 Discussion

Panel III: Release of *Annual Development Report of Chinese Cultural Industries (2011)*

17:20-17:40 Presentation: **Xiang Yong**

Vice-Dean of Institute for Cultural Industries, Peking University