

Press release

Brussels, 7 March 2013

Growing opportunities for Creative and Cultural Industries in China - KEA settles in Shenzhen

KEA, the leading European research and advisory centre on culture and creative industries, opened its office in Shenzhen on 1st March to cater for the demand of the Greater China market. It is the first European culture and creative industry consultancy to set up an office there, making its expertise available to play an active role in stimulating cultural and trade exchanges between China and the EU.

According to Philippe Kern, Director and founder of KEA, “China is looking towards Europe’s expertise in stimulating creativity and managing its cultural resources for the country to make the most of its cultural heritage but also to support the development of creative enterprises and creative cities. This is an opportunity for Europe to make the most of its culture and creative assets to the benefit of Europe’s creative entrepreneurs (designers, architects, fashion, artists, cultural organizations and enterprises)”.

- **Providing support to European and Chinese companies**

KEA wishes to support European creative SMEs and talents as well as cultural institutions in gaining access to the Chinese market and to cater for the growing hunger for creativity. It can help European cities, regions and states in their effort to promote the export of creative companies, usually SMEs, to Asia. Europe has enormous cultural and creative assets, a wealth of ideas, artists and creative people.

KEA will also provide support to Chinese companies keen to export Chinese culture goods and services and identify partners in the EU. It wishes to help local authorities in China to set the right environment for creativity to flourish and for culture heritage, such as crafts and ceramics for instance, to be preserved.

- **Culture and creative industry, a new top policy priority for China**

The development of culture and creative industries is amongst the top 5 priorities selected by the 18th Congress of the Communist Party of China (November 2012). It is part of China’s desire to develop a service and creative economy. It wants to make better use of its incredible cultural resources.

The demand for arts and entertainment is proportional to the rapid increase of per capita income in China. Peking University estimates that China’s cultural industries

total output value reached a record high of € 487 billion (4 trillion RMB) in 2012. According to the National Bureau of Statistics, added value generated by those providing cultural and entertainment goods and services in China increased 21.96% year on year in 2011. Mr. Cai Wu, Minister of Culture of the People's Republic of China, expects the cultural added value to contribute 5% to the country's GDP by 2016.

- **Pushing the EU to support trade in the culture and creative sector**

According to KEA, the European Union could take decisive actions to support the export potential of European creative industries in China and other third countries. This is the opportunity for Europe to make the most of its creative assets and respond to China's interest to engage with Europe.

The existing EU programmes to develop trade and diplomatic relations could for example be further adapted to respond to the demands of China. Increasing the visibility of the culture and creative industries in the EU policy actions would strengthen the sector's competitiveness and help to expand in new markets.

For further information about KEA, please consult our website: www.keanet.eu

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Visit our blog www.keablog.com

Since 1999 KEA is a Brussels-based strategic consultancy and research centre providing advice, support and research in relation to creative industries, cultural, entertainment, media and sport sectors. KEA acts as a European hub to foster culture and creative industries and culture-based innovation. It believes in European integration as a visionary project.