

[NEWS & EVENTS](#) > Mapping the Cultural and Creative Sectors in the EU and China

POSTED ON  
**23 FEB 2011**

COUNTRIES  
[CHINA](#) [EUROPE](#)

THEMES  
[CULTURAL POLICY](#)  
[ECONOMY AND SOCIETY](#)

## Mapping the Cultural and Creative Sectors in the EU and China



**Mapping the Cultural and Creative Sectors in the EU and China: A Working Paper in support to the development of an EU-China Cultural and Creative Industries' (CCIs) platform**

IPR2 has published a working paper on '**Mapping the Cultural and Creative Sectors in the EU and China**' as part of an action plan to bring the cultural and creative industries (CCIs) together to exchange information and experiences on the functioning of both markets, and to help to shape policy and legislation.

CCIs are important drivers of innovation in other industries and societies and this is a first step to better recognise the potential value of such IP rights and to seek opportunities for increased commercial exchange between Europe and China.

This working paper aims to initiate and help develop a strategic exchange platform: It identifies the key stakeholders in the cultural and creative sectors in the EU and China and maps the different activities they cover.

Furthermore, it considers the policies and IP legislation applicable to the cultural and creative industries in China, and their impact at business level; and offers a view on how trade in IP can be used as a strategic tool for business development between the EU and China.

The mapping exercise aims to increase understanding on the potential value of increased trade in IP rights, given that they, notably copyrights, are the main tools for commercial transactions in CCIs.

These transactions can take the form of IP licensing agreements to govern manufacturing and distribution of cultural goods and services, and building these business relationships is vital to the development of these industries in Europe and China. A better understanding of the intrinsic value of these IPRs should help support their enforcement and open up new business opportunities between European and Chinese companies.

"Very few economic sectors have revealed as much economic potential in China and the EU as the cultural and creative industries have over the past few years. China is leading Asia in the development of a creative economy.

Its cultural sector records ? 50.32 billion of value added, contributes to 2.45% of Chinese GDP, registering growth 6.4% higher than growth of the general economy.

European CCIs are worth 2.6% of the EU's GDP and generate a turnover of more than ? 654 billion (2003), much more than that generated by the car manufacturing industry (? 271 billion in 2001) and by

ICT manufacturers (? 541 billion in 2003).

The insufficient enforcement of IPR, the lack of IP understanding as a tool to foster trade transactions, together with the size of the cultural operators - SMEs with little access to foreign markets - as well as the lack of political awareness on the economic importance of the creative industries, are the main structural reasons for insufficient trade relationships between Europe and China in the cultural and creative sectors."

This forms part of IPR's work on helping to ensure that IPR is better understood as a strategic tool for business development.

[DOWNLOAD the report](#)

[IPR2](#) is a partnership project between the European Union and the People's Republic of China on the protection of intellectual property rights in China.

## Similar content

POSTED ON  
16 DEC 2015

Brussels | Cultural and Creative Industries in Europe | symposium



POSTED ON  
17 DEC 2019

UNCTAD meeting on creative economy and sustainable development - summarised reflections



POSTED ON  
05 JUL 2017

Mapping the Creative Value Chains | new European study

MAPPING THE CREATIVE VALUE CHAINS  
A STUDY ON THE ECONOMY OF CULTURE IN THE DIGITAL AGE



POSTED ON  
16 NOV 2012

Macau | unlocking cultural and creative industry potential



POSTED ON  
08 MAY 2013

EU Report on Export and Internationalisation Strategies for the Cultural and Creative Industries

by Judith Staines and Colin Me

ENC Report, February 2013



POSTED ON  
25 AUG 2017

Mapping the Cultural and Creative Industries in Greece



### [ABOUT ASEF CULTURE360](#)

[culture360.asef.org](http://culture360.asef.org) brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

[MORE ABOUT ASEF CULTURE360](#) | [FAQ](#)



**ASEMUS**  
Asia - Europe  
Museum Network

[Browse our Network of museums in Asia and Europe](#)