CONSULTANCY STUDY ON SOCIAL, ECONOMIC AND POLITICAL DEVELOPMENTS IN PAN-PEARL RIVER DELTA REGION

ELEVENTH MONTHLY REPORT

COVERING FUJIAN, JIANGXI, HUNAN AND HAINAN

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EXECUTIVE SUMMARY

1. Among the four south-eastern provinces (Fujian, Jiangxi, Hunan, Hainan) of the Pan-PRD Region, Hunan and Fujian are leading in the development of cultural and creative industries. The Hunan province, in particular, is not only leading in the south-eastern Pan-PRD Region, but also has an influential position in the whole country. Because of their small economies and poorer cultural infrastructures, the Jiangxi and Hainan provinces are still at the starting stage in the development of cultural and creative industries. In recent years, the government of each province has put emphasis on promoting cultural and creative industries and formulated a five-year plan for their future development.

2. Fujian has been actively promoting its digital entertainment sector. Two cities in Fujian, Fuzhou and Xiamen, have built up industrial bases and promulgated a series of preferential policies to encourage and support the development of the comics and animation sector. Currently, for having started earlier in developing the comics and animation sector, Fuzhou has a larger industry than Xiamen. However, Xiamen is trying to catch up by increasing its support of capital, policies, and so on.

3. In order to develop Jiangxi from a province rich in cultural resources into one strong in cultural industries, the provincial government of Jiangxi has attached more and more importance on developing and prospering its cultural industries. This is regarded as one of the strategic goals for Jiangxi to achieve in its rise in central China. The detailed goals and key areas for developing the cultural industries are stated in “the Development Plan of Jiangxi’s Cultural Industries during the years of 2003 to 2010”.

4. After decades of reform and practice, Hunan province has achieved significant developments in the cultural industries. There is a cultural industry region centered around Changsha, three special industrial belts along the Beijing-Guangzhou railway line, in the Xiaoxiang area and in the Greater Xiangxi (West Hunan) area, and four leading sectors including broadcasting, printing, newspaper, and entertainment. It has been proposed that Hunan will leap from a cultural province to a culturally strong province before the year of 2010.

5. Hainan province has been actively reforming the cultural system and accelerating the development and integration of its cultural and tourism industries. The key sectors of development in Hunan’s cultural industries include cultural tourism, television and entertainment, fitness activities and sports, exhibition services, and so on. The Sanya municipal government has approved the establishment of several industrial bases for

developing cultural and creative activities, for example, a creative zone, a comics and animation base, a film and television production base, and a fashion design zone.

6. Against the background of globalization, cultural and creative industries have developed rapidly and become an important area of economic growth in many developed regions. The prospering of cultural and creative industries is also significant to Hong Kong's economic transformation and the enhancement of Hong Kong's competitiveness. The cooperation between Hong Kong and the Mainland will gradually extend to the cultural and creative industries.

7. The opportunities for Hong Kong include: 1) the four south-eastern provinces of the Pan-PRD Region could be the manufacturing and processing bases for Hong Kong's cultural and creative industries; 2) the four provinces can provide a large enduser market for Hong Kong; 3) there are many business opportunities in the cultural tourism industry of the four provinces; 4) there are many investment opportunities in establishing cultural and entertainment facilities and infrastructures in the four provinces. People in the industries should try to work together in some projects and jointly explore the markets.