

Collaborating and exporting to China

A preparatory guide to
the *management* aspects

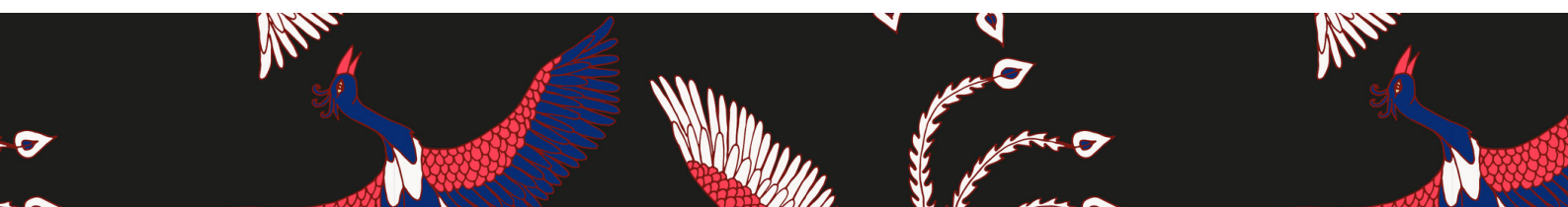
WAMAS



A guide for cultural and creative professionals, artists, labels, tour managers, promoters, venues, booking agencies

How to conduct an international program of art and cultural cooperation with China ?

The speakers are highly knowledgeable in the field of international cultural collaboration, specifically between China and France, China and Europe, and China and the United States. Among them, there are experts from various industries such as theater, performing arts, acrobatics, music, as well as museum and cultural diplomacy.



Content

Context : The State of Chinese Society and Culture in the Aftermath of the Epidemic

A. Expanding Perspectives

- a) Exploring China's Cultural Industry
 - # Initial understanding of China's cultural industry

B. Preparing for the Future

- a) Export Prospects : Are you ready?
 - # Comprehensive preparation before exporting
 - # Thorough preparation for specialized events

C. Prerequisites not to be overlooked

- a) Considering constraints
 - # Focus on possible constraints
- b) Emphasize intercultural communication
 - # Promote effective intercultural communication

D. Establishing a viable strategy


E. Exemplary case studies of Sino-European cooperation

- a) Museums
- b) Music
- c) Theater

F. Acknowledgements

G. Online resources



A decorative border surrounds the central text. It features a traditional Chinese dragon on the left and a phoenix on the right, both rendered in red, blue, and white. The dragon has a long, flowing tail and a fierce expression. The phoenix has a large, fan-like tail and a graceful posture. The background of the border is black.

CONTEXT :
THE STATE OF
CHINESE SOCIETY
AND CULTURE IN
THE AFTERMATH OF
THE EPIDEMIC

Since the outbreak of the COVID-19 pandemic, China has undergone significant social and cultural transformations. The country has made remarkable strides in containing the spread of the virus, allowing it to gradually restore normalcy while adapting to a new normal.

In terms of social dynamics, the Chinese people have adapted to new norms and practices. Socially, the pandemic has prompted a surge in the adoption of digital technologies and online platforms in China. From remote working and online learning to e-commerce and digital entertainment, virtual interactions have become more prevalent than ever before. This shift has not only transformed daily routines but has also catalyzed innovation and the growth of China's digital economy.

China's cultural landscape has also witnessed adaptations amidst the pandemic. The performing arts sector swiftly embraced digital platforms to reach audiences virtually, with online concerts and theater performances gaining popularity. Museums and art galleries launched virtual exhibitions, providing access to cultural experiences from the comfort of people's homes.


Moreover, as the country gradually reopened, cultural events and festivals were cautiously resumed, with enhanced safety protocols. These events not only serve as a celebration of Chinese traditions but also promote unity and resilience in the face of adversity.

Overall, while the COVID-19 pandemic initially posed challenges to China's social and cultural fabric, the country has demonstrated remarkable adaptability. The integration of technology, virtual platforms, and cautious resumption of cultural activities have contributed to a dynamic and evolving social and cultural landscape in China.





A. EXPANDING PERSPECTIVES



**What is the
current state of
China's cultural
industry?**

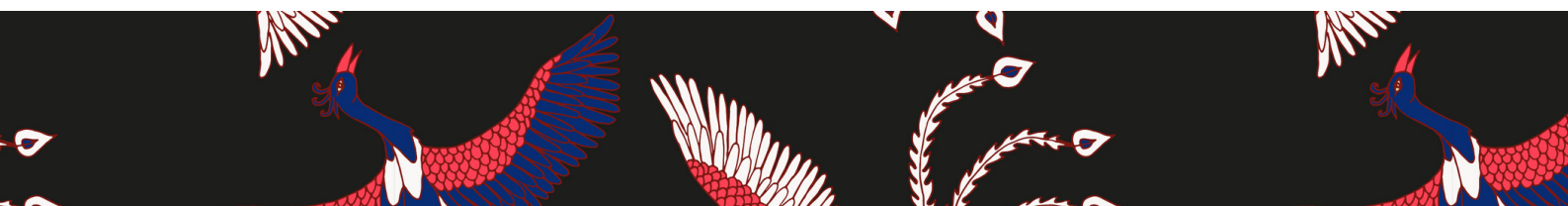
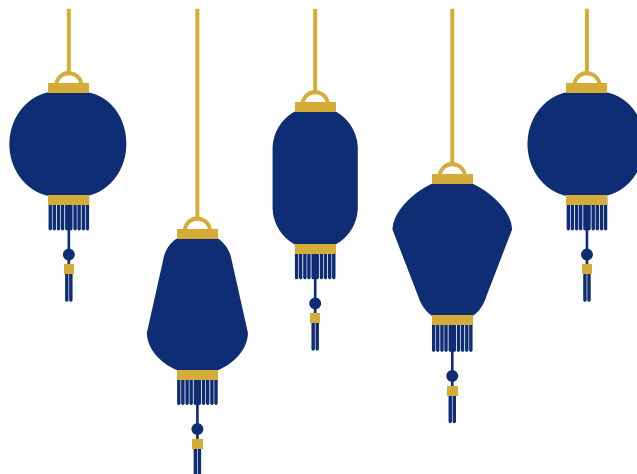


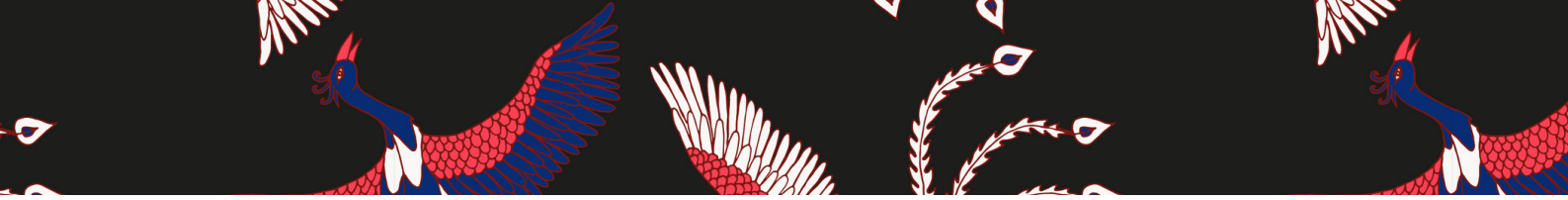
Exploring China's Cultural Industry

Initial understanding of China's cultural industry

Understanding the development and trends in China's cultural and creative sectors is of paramount importance, given China's interest in expanding international relations and soft-power. Numerous countries express interest in cultural projects in China, however it's extremely important to pay attention to specific cultural nuances in order for these to be successful.

China offers **ample opportunities for international collaboration** with notable events and institutions such as the Wuzhen Festival, Shanghai International Arts Festival, Beijing Fringe Festival, International Season of Beijing People's Art Theatre, Central Academy of Fine Arts, and Guangzhou Academy of Fine Arts. External entities like the Festival d'Avignon (France), Roubaix National Choreographic Center (France), and Théâtre National Populaire à Villeurbanne (France) also have potential for collaboration with Chinese partners. The music market in China has experienced steady growth, ranking as the seventh largest music market between 2018 and 2020 and rising to the sixth position in 2021. Music Platforms Tencent and Netease hold a substantial market share, making China the second-largest digital music market with over 120 million subscribers. With 728 million active users of digital music and more than 200 music festivals annually, the potential for engagement in China's music industry is vast.





Building constructive and equal business relationships necessitates mutual understanding and patience. Chinese companies and organizations warmly welcome international collaborations, highlighting the importance of trust in cultivating long-term partnerships. Success in China requires understanding the rapidly changing culture, language, and familiarity with local customs and business models. Collaborating with local partners while maintaining one's artistic integrity and taste is a delicate balance.

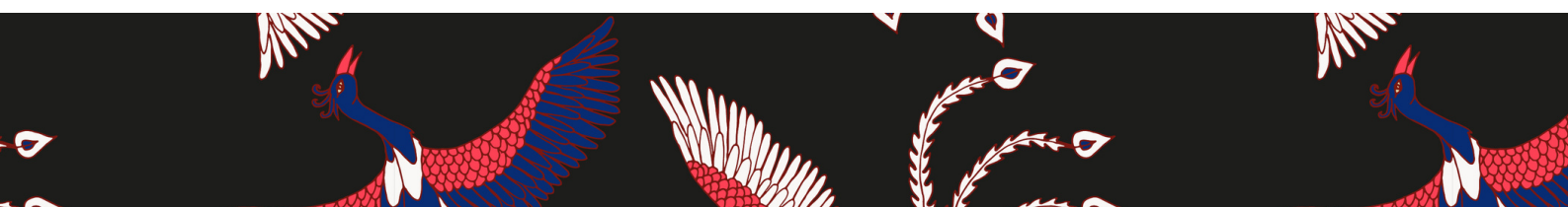
China's cultural sector has **a predominantly feminine presence**, although the industry remains highly competitive, making it challenging to establish new ventures. However, the country offers substantial potential for cultural exchange, with an enthusiastic and youthful public, particularly with a strong female presence.

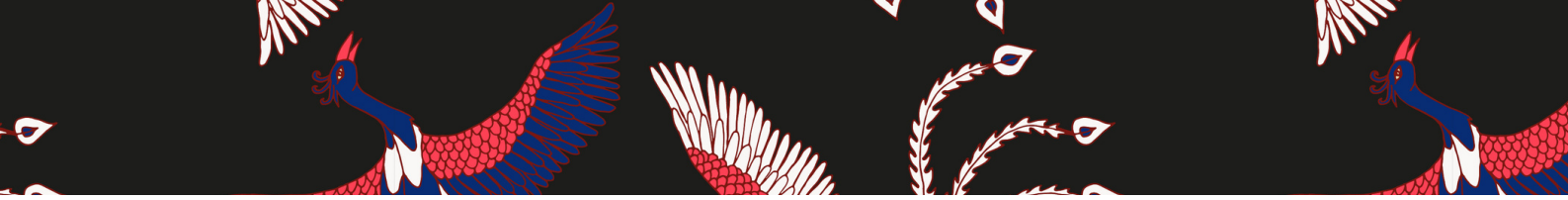
A Flourishing Middle Class and Culturally Open New Generation

As GDP per capita has skyrocketed, creating a prosperous middle class of 400 million people, an increasing number of Chinese citizens are embracing cultural diversity with enthusiasm. This newfound affluence has opened doors to the world, including exposure to European culture, which they wholeheartedly embrace.

The post-1990 generation, commonly referred to as millennials, represents a new and distinctive era in China's cultural landscape. Growing up amidst a blend of Western influences, economic prosperity, and widespread digital adoption, this cohort is well-educated, well-traveled, and globally-minded.

However, their love for European culture does not diminish their deep-rooted affection for their native Chinese heritage. On the contrary, they are proud of their country's rich history and artistic traditions, and they seek to combine it with the cultural influences from Europe in a unique and balanced manner.





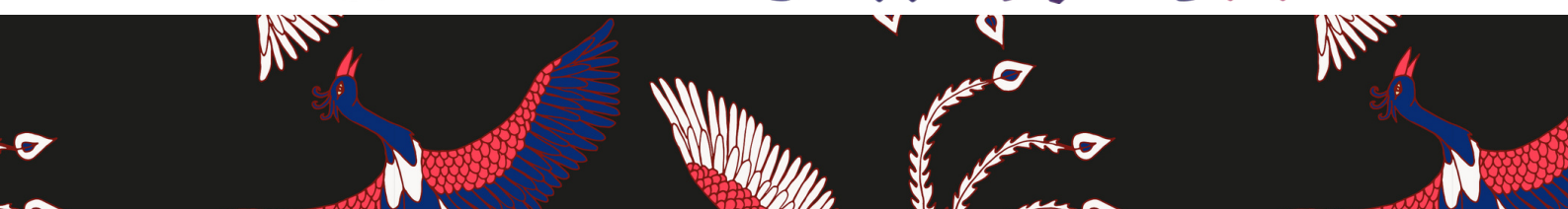
The flourishing middle class in China, along with the culturally open new generation, exhibits a profound appreciation for both European and Chinese culture, reflecting their open-mindedness and desire for a harmonious blend of these two distinct forms.

Seeking a harmonious balance between professional and personal life, millennials strive for a certain quality of life beyond just material gains. They ardently pursue cultural novelties and yearn for a diverse array of international artists, as well as independent local music scenes. Their openness to new experiences and the world at large has given rise to a generation that craves both individuality and global connectedness.

This generation's open-mindedness is evident in their eagerness to explore and appreciate various cultural facets. They are keen on finding common ground and connections between European and Chinese traditions, forming a harmonious fusion that embodies their cosmopolitan spirit.


Their preference for this harmonious combination is reflected not only in their cultural pursuits but also in their lifestyle choices. Whether it's in fashion, music, art, or even cuisine, they blend elements from both cultures, creating a distinct and innovative expression of their identity.

As this thriving middle class and culturally open new generation continue to evolve, their appreciation for cultural diversity will undoubtedly shape China's artistic and societal landscape in remarkable ways. With their open hearts and minds, they are poised to lead China into a future that celebrates the best of both European and Chinese cultural heritage.





B. PREPARING FOR THE FUTURE

A decorative border surrounds the central text, featuring a stylized dragon or mythical creature with blue and red scales and white accents. The creature's head is visible at the top and bottom, and its tail with a flame-like tip is on the left and right sides.

**What preparations
are necessary
prior to
exporting?**

Export Prospects : Are you ready?

Comprehensive preparation before exporting

“Before initiating an export project, self-assessment is essential. By asking critical questions about the purpose, destination, familiarity, costs, readiness, allies, and strategy, individuals can gain a comprehensive understanding of their goals and objectives, ensuring preparedness for international expansion.”

— Corinne Sadki, President of EMEE,
European Music Exporters Exchange

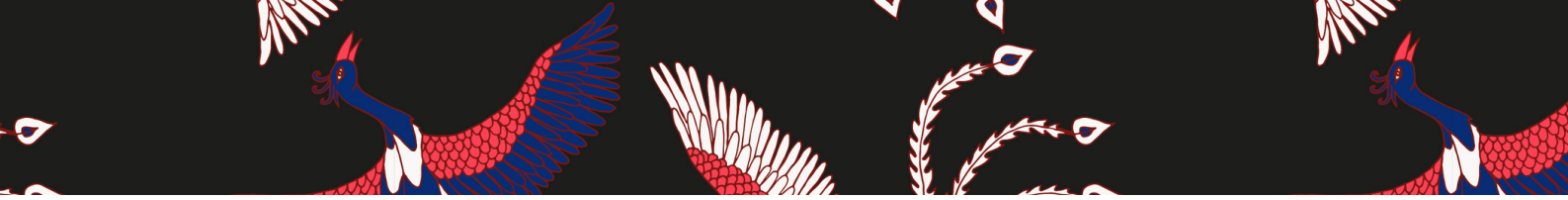
Before preparing your export project, ask yourself some critical questions such as “why am I going abroad?”, “where am I going? ”, “do I know this country? ”, “how much will it cost? ”, “am I ready for this?” Is the artist ready for this? starting from scratch, playing for less money, in front of 12 people etc.”, “who are my allies? ”, “what is my strategy in this territory?”. These questions will help you develop a clear understanding of your goals and objectives.



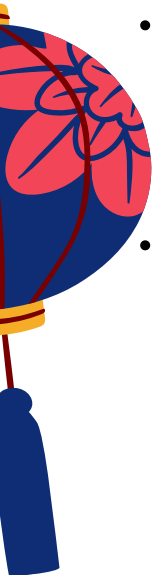
More precisely, it's about three key points : **look at the numbers, target a country, get the knowledge**. When analyzing your streaming numbers and fan demographics, it's important to target a specific country or region for potential opportunities. By gaining knowledge about the music scene and market in that area, you can determine if they are receptive to the type of music you create/sell/represent. It's also essential to identify key professionals to work with and understand the entry points, such as media and live events. Consider any potential barriers, such as language or cultural differences, as well as the costs and risks associated with investing in a new market. Furthermore, be mindful of potential administrative challenges, including visa requirements. Evaluate whether you can gauge the impact of your investment by ensuring that your music or product is accessible on platforms used in China. For instance, popular platforms in China include NetEase Cloud Music and Tencent Music. Note that navigating through some administrative processes, such as obtaining a Chinese ID for an account, may be necessary.



To prepare your export project, you need to gather all the essential resources. These include **utilising dashboards on streaming platforms and social media**, tools like Soundcharts, and **having access to an export office for guidance and support**. For administrative information, resources like On the Move's resources and Pearle's Ultimate Cookbooks can be helpful. Additionally, **local mobility info points may offer valuable information**. EMEE (European Music Exporters Exchange) serves as a valuable resource for those seeking to expand their music globally, much like our guides, which are already accessible on the platform.

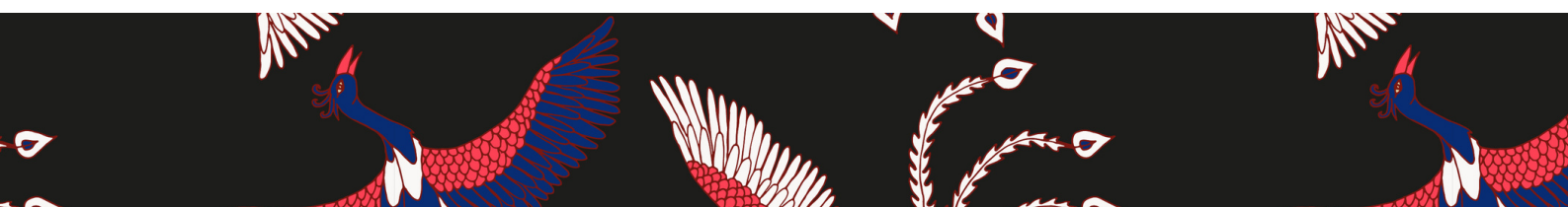
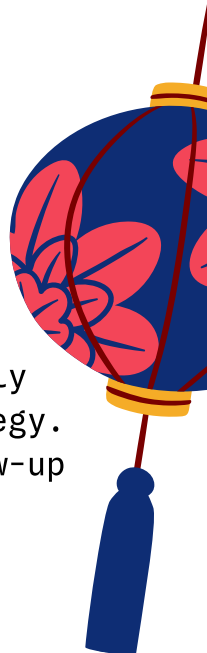


The **elevator pitch** is a short and concise presentation of your project that can be delivered in a brief period of time. It should include the most critical information about your project :

- 
- **Identify your goal:** Clearly identify your goal for the presentation or pitch. Are you seeking labels, fundings, or partnerships to organise a tour in the country? Knowing your goal will help you tailor your presentation to the needs of your audience.
 - **Explain what you do:** To create an effective pitch for your music organization, start by clearly and quickly describing what you do and highlighting what makes your company unique, such as your artists, catalog, or specific expertise (e.g. in sync licensing). Consider what you want your audience to remember most about your organization or artists, and focus on conveying your enthusiasm for the project, as this will help to engage your audience and leave a lasting impression.
 - **Your unique selling point:** Highlight your unique selling point (USP), which sets you apart from others. This may include highlighting artists, achievements or collaborations, unique creative approaches or tools, or positive reviews or media coverage. By crafting a compelling and memorable story around these elements, you can effectively communicate your USP and stand out in a crowded market.
 - **Engage with a question:** Engage your audience by asking them a question related to your project. It will help to keep their attention and make them more involved in the presentation.

How to pitch your project?

Start with an invitation or a hook that grabs your audience's attention. Present your project's major facts and features, clearly define your target audience, and outline your marketing and strategy. Finally, end with a call to action, such as a request for a follow-up meeting or investment in your project.





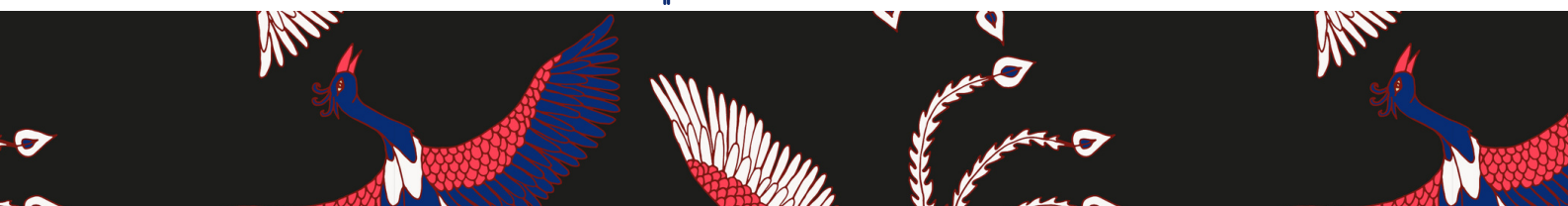
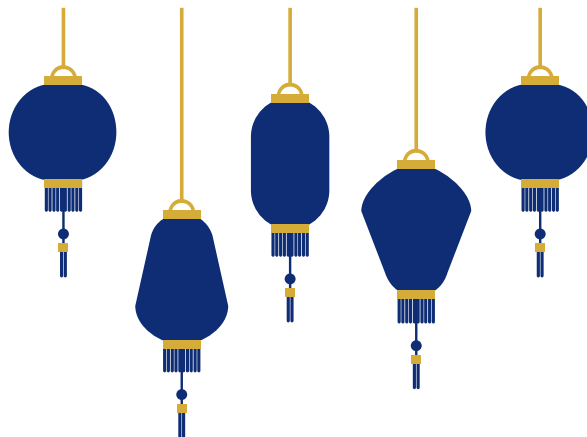
Thorough preparation for specialized events

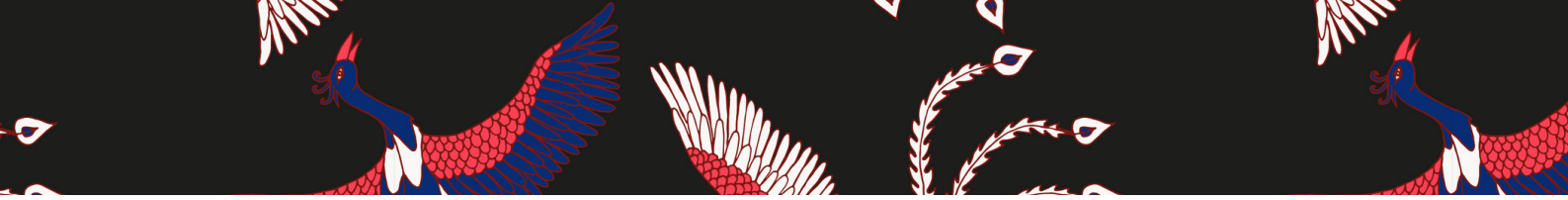
***“Showcasing enables artists, promoters,
and other music companies to network, discover new work,
and strengthen existing connections
in a professional environment.”***

— Christine Semba, Head of WOMEX Academy
WOMEX Special Projects

What are they useful for ? **Professional events offer opportunities to learn new skills, gain knowledge about your industry, and make new connections that can lead to business opportunities.**

To maximise the impact of a showcase or professionally focused event, the priorities for both artists and professionals should be to use upcoming tools (e.g. presentation) that provide information about their catalogue, present several artists, and target the regions they would like to expand their audience. The networking game involves giving a one-minute presentation on yourself to find synergies with others. In addition, it's essential to keep in touch with people after the showcase. **After attending a professional event either after a meeting in person or after the presentation of a showcase, the "real work" starts after the event.** Preparing a compelling and visually appealing promotional material, engaging with attendees beforehand, networking , collecting contact information and getting inspired by the work of other organisations or artists are some of the crucial actions to accomplish.





Importance of meeting face-to-face: Attending professional events provides an opportunity to meet people face-to-face, build relationships, and establish trust. This can be particularly important for business in China, where personal relationships are crucial to success.

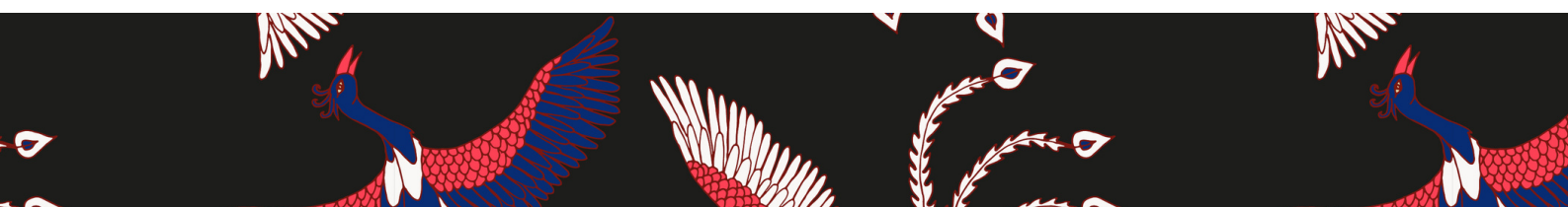
Ways to participate: There are several ways to participate in a professional event, including attending seminars, workshops, and networking events, as well as exhibiting at those events, having a trade fair or presenting a showcase.

Reality check: Before attending a professional event, it's essential to conduct a reality check and determine if it aligns with your goals and objectives. Ask yourself if attending the event will be worth the time, effort, and expense involved.

Steps of preparation: To prepare for a professional event, you should research the event and its attendees, set clear goals and objectives, plan your schedule, and practise your networking skills and pitch.

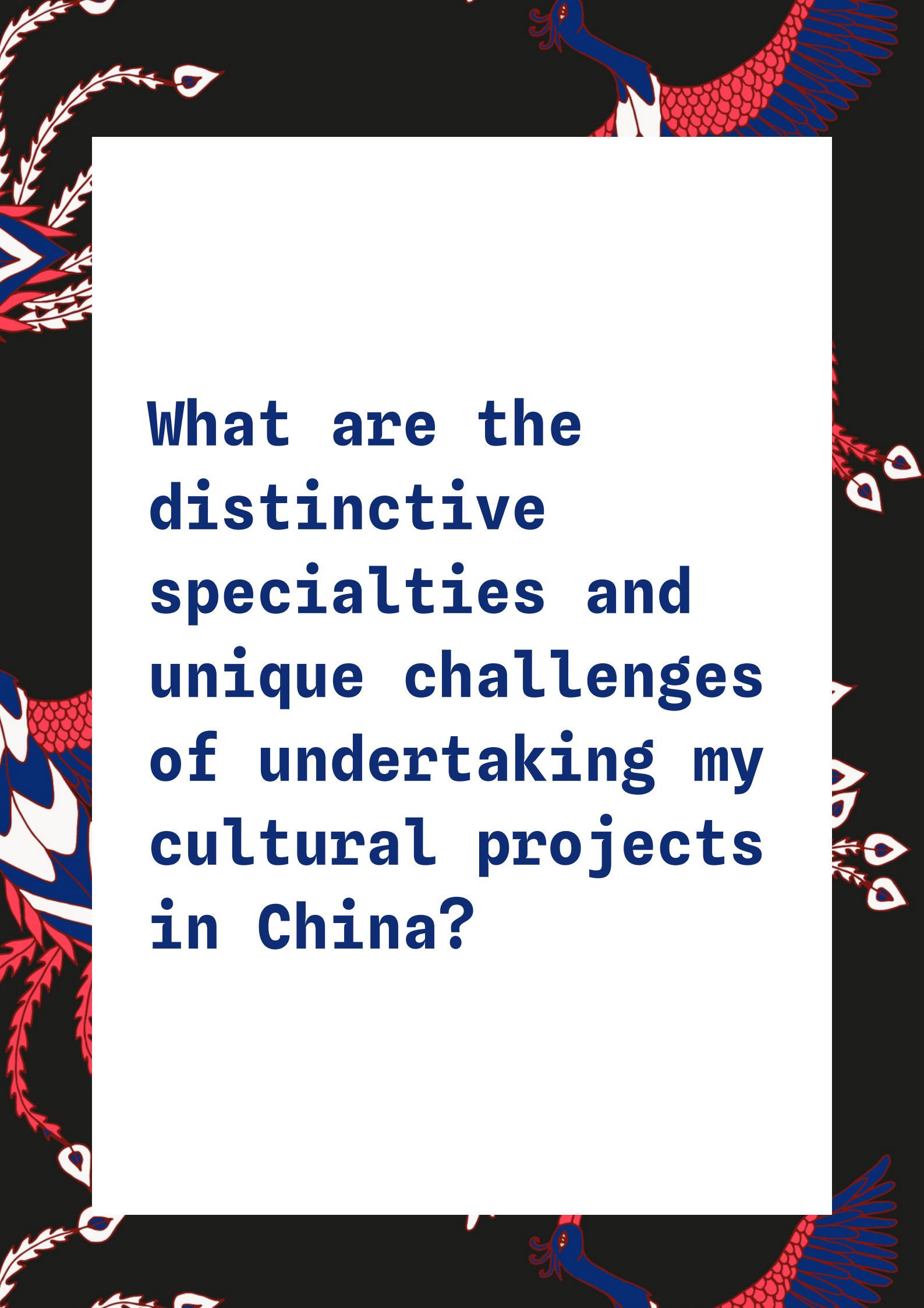
Advice on showcase applications: When applying to showcase at an event, be sure to carefully review the requirements and guidelines, and tailor your application to the event's theme and target audience.

Advice on Networking: To improve networking skills, it's essential to keep in mind that what you can give and how you can help is as important as what you can get. Before attending networking events, it's crucial to make sure that there are free spaces in the schedule for unexpected meetings and prioritise relevant discussions and showcases. During the event, it's crucial to engage with the appropriate individuals, have business cards ready, jot down notes, exhibit authenticity, demonstrate determination without being overly assertive, accept rejection gracefully, cultivate trust, exercise patience, maintain objectivity, and seek out shared interests. After the event, following up and analyzing the interactions can also help improve future networking efforts.





**C. PREREQUISITES
NOT TO BE
OVERLOOKED**



What are the distinctive specialties and unique challenges of undertaking my cultural projects in China?

a) Considering constraints

Focus on possible constraints

Despite the vastness of the Chinese art market and the considerable earning potential for artists within the country, the government's reduced support has spurred the independent growth of the art and culture industry. This emergence of independent artists has breathed new life into China's cultural scene, introducing diverse and innovative perspectives that challenge conventional norms and appeal to international audiences. The desire to export their culture abroad or engage in cultural exchange reflects an eagerness to transcend borders and contribute to the global cultural landscape.



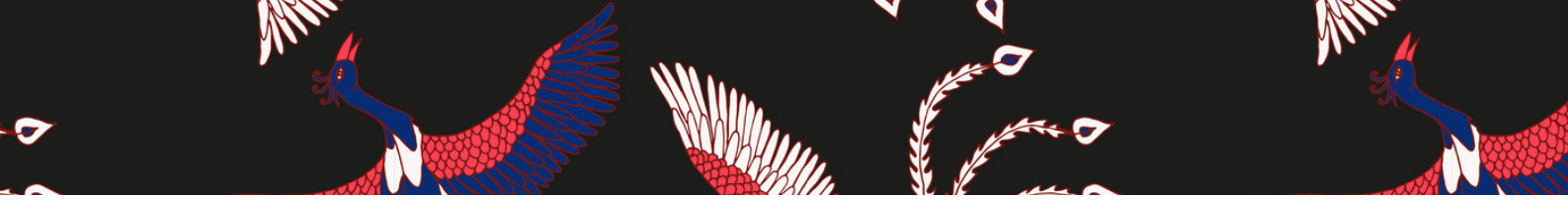
In addition to financial constraints and government support, artists operating in China must navigate the complexities of censorship. The strict regulations demand a higher standard of artistic quality, as works that meet the government's criteria for cultural and political acceptability are more likely to receive approval for public exhibition. This necessity for improved artistic quality serves as both a challenge and an opportunity for artists, as it encourages them to refine their craft and create works that align with China's cultural values and political sensitivities while appealing to a global audience.

The dynamic nature of the Chinese art market also influences the strategies of artists and cultural companies. Large, well-funded enterprises often choose to focus on the domestic market, where significant financial resources and support are readily available. These companies can tap into the vast consumer base in China and cater their products to meet local preferences and trends. On the other hand, smaller artists or those with limited experience may encounter difficulties in securing government support or sufficient funding for international ventures. This disparity in financial resources necessitates creative approaches for independent artists seeking international exposure.

Moreover, the diverse cultural landscape and immense size of China present artists with a range of challenges and opportunities. Each region in China has its unique cultural nuances and preferences, making it essential for artists to tailor their projects to suit the specific tastes and sensibilities of their target audience. This localization effort often involves collaborating with local partners who possess an in-depth understanding of regional culture and can help navigate potential pitfalls related to cultural misunderstandings.

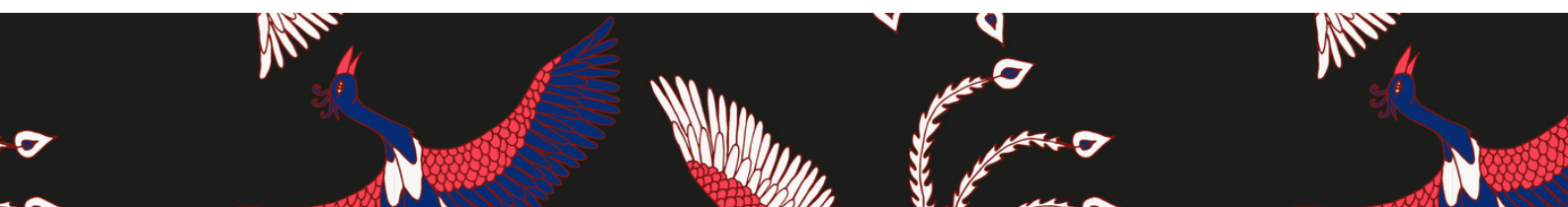
As China endeavors to expand its soft power globally, cultural projects play a significant role in fostering positive international relations. Engaging in cultural collaborations with China allows other countries to showcase their artistic heritage, exchange ideas, and establish meaningful connections with Chinese audiences. Successful cultural projects can bridge cultural gaps, promote mutual understanding, and create enduring partnerships between nations.





Furthermore, international cultural projects in China not only facilitate the exchange of art and ideas but also contribute to economic growth and tourism. By showcasing cultural diversity and artistic excellence, these projects attract global attention, drawing tourists and cultural enthusiasts to experience the richness of China's artistic heritage firsthand. As a result, this influx of visitors stimulates local economies and encourages further investment in the country's cultural infrastructure.

In conclusion, China's keen interest in expanding its international relations and asserting its self-power presents an exciting opportunity for countries to collaborate on cultural projects within the nation. However, navigating the challenges of artistic expression, censorship, financial constraints, and regional cultural nuances requires careful consideration and adaptability. Despite the reduced government support, the independent development of China's art and culture industry has flourished, with more artists seeking to export their cultural contributions abroad and engage in meaningful exchanges with other nations. Through successful cultural collaborations, artists can transcend borders, promote cross-cultural understanding, and contribute to the enrichment of the global cultural landscape.





b) Emphasize intercultural communication

Promote effective intercultural communication

“Understanding the culture, language, and customs is crucial for projects in China. The cultural sector in China has a strong female presence and many potential opportunities for collaboration and exchange

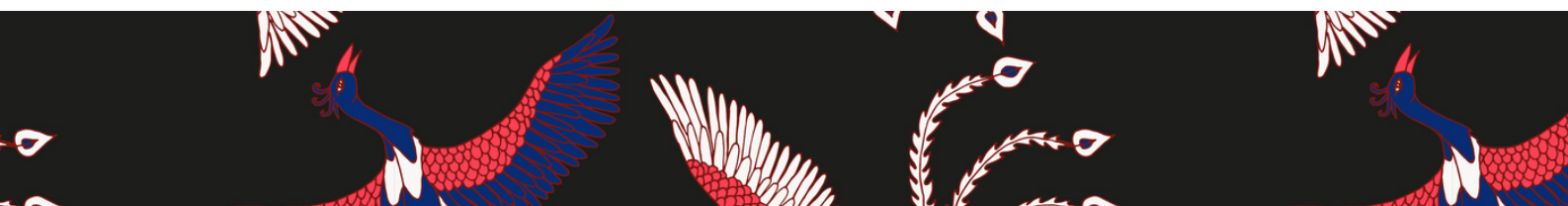
—Marion Bertagna, founder of MB Projects

1. Embracing Cultural Awareness and Adaptability

Working effectively in China requires a deep appreciation for the country's rapidly evolving culture and language. **China's society blends traditional values with modern influences, necessitating flexibility and adaptability from cultural collaborators. Becoming acquainted with local customs, business models, and social etiquettes facilitates smooth interactions and fosters strong relationships with Chinese partners and stakeholders.**

Recognizing and respecting the differences between Chinese, European, and American cultures is vital for successful collaboration. Each culture brings its unique set of values and norms, and sensitivity to these distinctions nurtures harmonious working relationships.

For example, in China, social media is primarily used for communication, while important files are typically sent via email. In Europe, however, email is the predominant method for work-related communication, with social media reserved for on-site activities or urgent matters.



2. Collaborating with Local Partners and Asserting Creative Vision

Developing partnerships with local entities is essential to gain insights into the intricacies of China's cultural sector. Working alongside experienced local partners provides valuable guidance in navigating bureaucratic processes, legal frameworks, and industry-specific challenges. These collaborations also offer access to valuable networks, enhancing the project's success.

While adapting to local preferences and cultural norms is crucial, it is equally important to assert one's creative vision during the project. Striking a balance between adaptability, humility, and unwavering commitment ensures that the project remains authentic and resonates with audiences, both within China and globally.

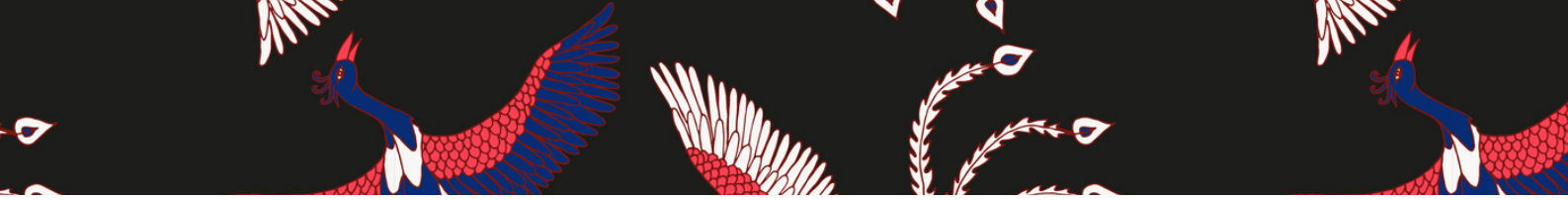
3. Creating projects with shared values

Environmental projects and nature preservation initiatives resonate with Chinese audiences, reflecting the growing awareness of environmental challenges. Simultaneously, artistic endeavors that showcase creativity, diversity, and cultural exchange receive positive responses, becoming catalysts for cross-cultural understanding.

4. Media Companies and their Role in Cultural Project Development

Media companies hold considerable sway in China's cultural landscape. They play a pivotal role in developing, promoting, and distributing cultural projects, acting as gatekeepers to large audiences. Engaging with media companies strategically can enhance the visibility and impact of cultural initiatives. However, understanding China's media regulations and preferences is vital for navigating the media landscape effectively.





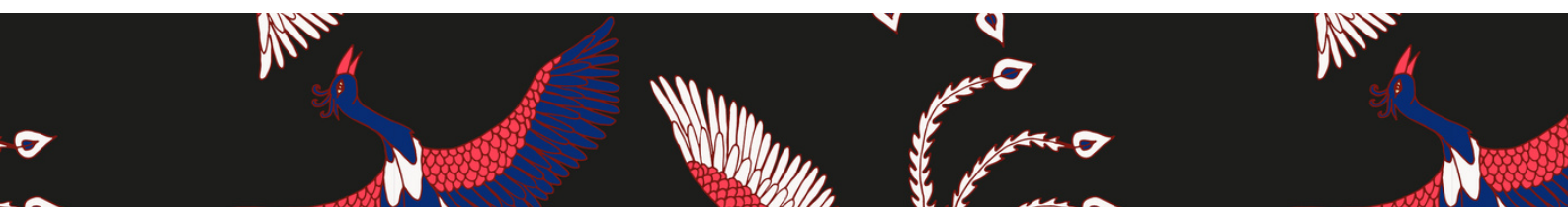
Some of the major media companies in China include Tencent Holdings Limited, a leading technology conglomerate with a significant presence in the media and entertainment industry. Tencent owns platforms such as Tencent Video and Tencent Music, and also invests in various cultural projects.

Another notable company is ByteDance, a technology firm that operates several popular digital content platforms, including TikTok (known as Douyin in China) and Toutiao. ByteDance's innovative approach to content creation and distribution has positioned it as a significant player in China's media landscape.

5. Working with Embassies and Cultural Departments

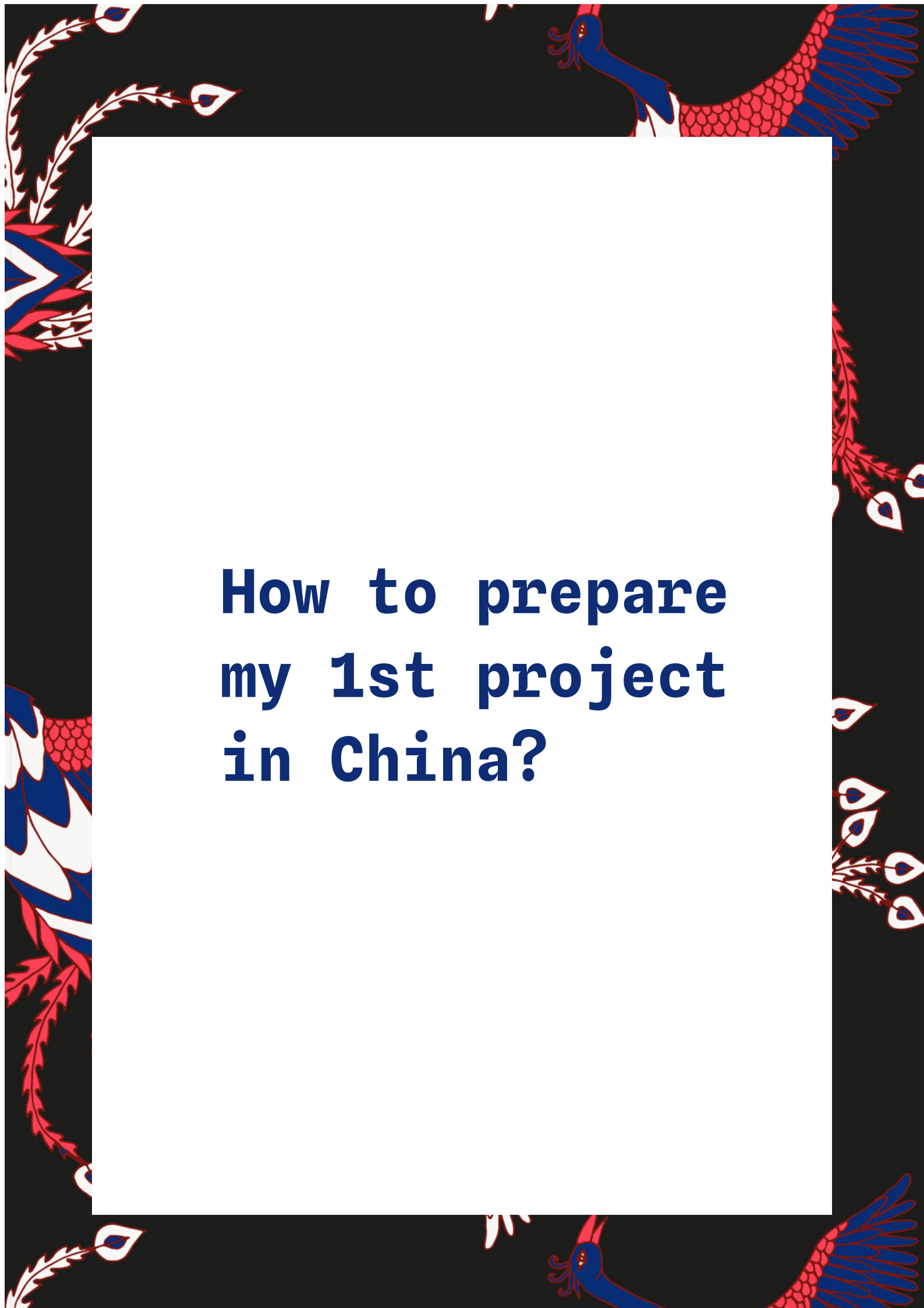
To facilitate cultural projects effectively in China, collaborating with one's embassy or cultural department, depending on the country of origin, is recommended. Embassies often offer support and resources to artists and cultural organizations, promoting their national artistic heritage in China. Simultaneously, establishing strong relationships and connections within the local Chinese community is equally crucial for gaining a deeper understanding of the cultural landscape and building genuine bonds.

Working on cultural projects in China offers numerous opportunities for artists, organizations, and countries to foster meaningful collaborations and exchanges. The key to success lies in understanding the rapidly changing culture, embracing adaptability, and collaborating with local partners while asserting creative vision. The presence of a dynamic, feminine cultural sector, the role of media companies, and the competitive nature of the industry add unique dimensions to the collaboration process. By building strong relationships, engaging with media, and capitalizing on the enthusiasm for cultural exchange, artists and cultural organizations can leave a lasting impact on China's vibrant cultural landscape while contributing to the global cultural dialogue.





D. ESTABLISHING A VIABLE STRATEGY



**How to prepare
my 1st project
in China?**



Working Steps

1.1. Finding Local Partners

One of the first steps to successfully enter China's cultural scene is to establish strong partnerships with local entities. Local partners can offer valuable insights into the intricacies of the Chinese cultural sector, navigate bureaucratic processes, and provide access to vital networks. Collaborating with experienced local partners fosters a deeper understanding of the cultural landscape and ensures a smooth entry into the market. If you are seeking partners who speak English or other European languages, you can seek recommendations from our embassy in China or ask friends for suggestions. Finding such partners is often easier in larger cities. Additionally, you can find contacts on the LABA website.

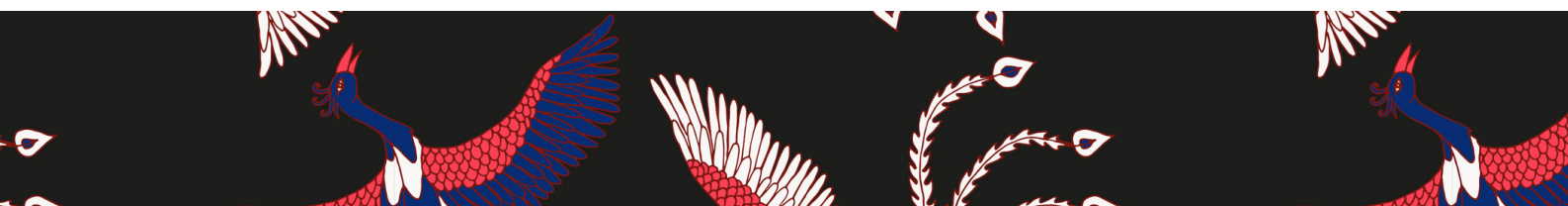
1.2. Invitation Letter and Project Authorization

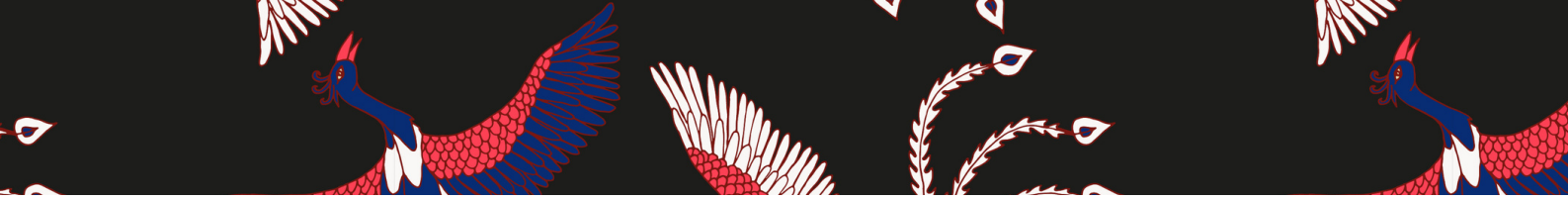
To initiate cultural collaborations in China, securing an invitation letter is often necessary. This letter, typically issued by a reputable Chinese organization, demonstrates the credibility and sincerity of the international entity's intent. Additionally, acquiring project authorization is vital to comply with China's regulatory requirements, particularly for events and festivals. If you receive an invitation to most events and festivals, they typically provide one of these documents.

Identifying the Right Entry Points

2.1. Festivals and Conferences

Participating in renowned festivals and conferences is an effective entry point for cultural stakeholders in China. Events such as the Beijing International Film Festival, Shanghai International Arts Festival, and China International Performing Arts Fair (CIPAF) attract significant attention and offer opportunities to showcase artistic creations to diverse audiences. Before attempting to collaborate with them, it's advisable to attend their festivals or browse their websites and videos to gain a better understanding of how they operate and the content and programs they offer.





2.2. Shows and Exhibitions

Identifying specific shows and exhibitions aligned with the entity's artistic endeavors is another strategic entry point. For instance, participating in art exhibitions like the China Art Expo or music showcases like the MIDI Music Festival can facilitate valuable exposure and networking.

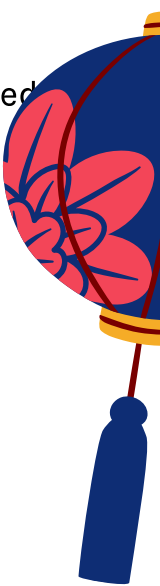
Transferring Engineering and Expertise for Adaptation

3.1. Creating Festivals and Concepts

Transferring engineering and expertise to adapt content to Chinese audiences involves tailoring cultural initiatives to resonate with local tastes and preferences. Creating festivals and concepts inspired by Chinese culture or fused with international elements can attract potential partners and collaborators.

3.2. Attracting Local Partners

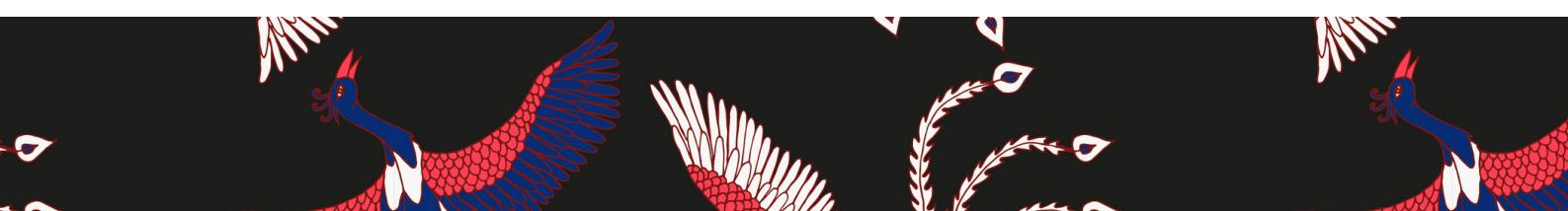
By showcasing innovative and culturally sensitive projects, cultural entities can attract potential partners and collaborators interested in engaging in cross-cultural exchanges. Demonstrating an understanding of the Chinese market's unique demands enhances the appeal of the entity's offerings.



Fostering Twinning Partnerships

4.1. Annual Conventions Between Structures and Companies

Twinning partnerships involve establishing long-term collaborations between cultural entities in China and their international counterparts. Annual conventions between structures and companies can facilitate ongoing cultural exchanges, joint projects, and shared resources, fostering sustainable partnerships.





**E. EXEMPLARY
CASE STUDIES OF
SINO-EUROPEAN
COOPERATION**

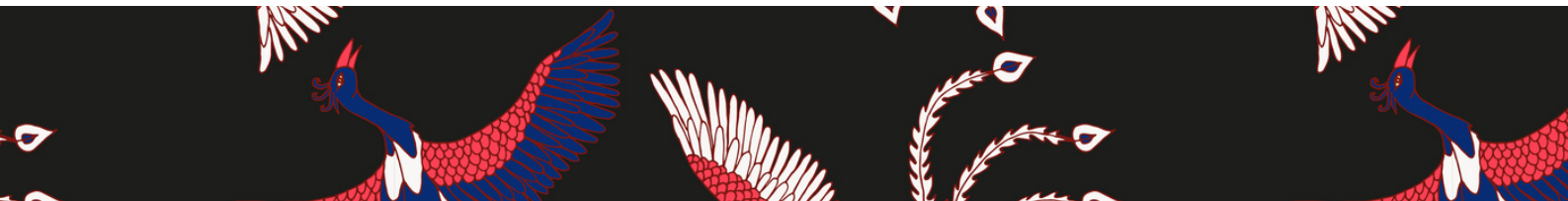



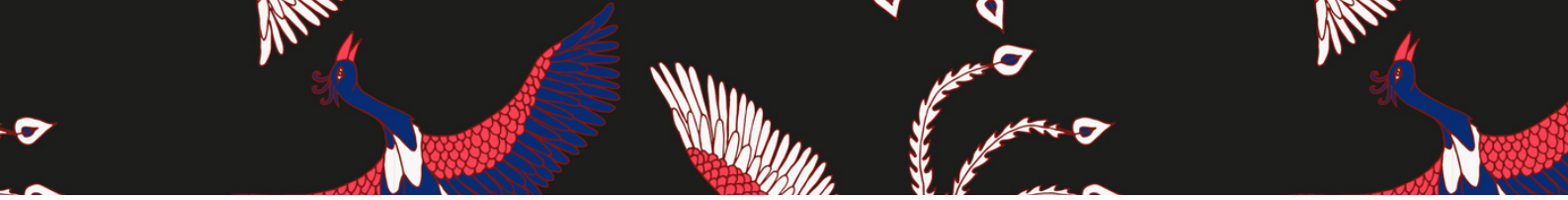
a) Museums

International museum collaborations in China have played a crucial role in fostering cultural exchange and promoting cross-cultural understanding. Over the years, Chinese museums have actively engaged in partnerships with museums from around the world, resulting in a rich tapestry of artistic dialogues and shared exhibitions. These collaborations extend beyond major cities, reaching cultural institutions in various provinces, showcasing the depth and breadth of China's commitment to cultural exchange.

One notable example of such collaboration is the Shanghai Westbund Museum's twinning with the Centre Pompidou in Paris. This partnership has facilitated a robust cultural exchange between two iconic institutions. Each year, they engage in a reciprocal exchange of exhibitions, conferences, and artistic programs, allowing visitors in both Shanghai and Paris to experience diverse and world-class art from different cultures. Through this partnership, art lovers in both cities gain access to exhibitions that reflect the diverse and evolving global artistic landscape.

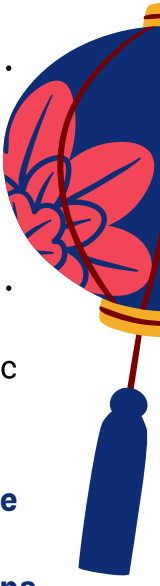
The Forbidden City in Beijing, China's majestic imperial palace complex, has also established a jumelage (twinning) partnership with the Palace of Versailles in France. This collaboration has proven to be a remarkable example of cross-cultural dialogue, as both historical sites share a rich heritage and cultural significance. The partnership agreement has led to the exchange of exhibitions and the organization of joint events that explore historical connections and cultural influences between the two iconic landmarks.





The success of these collaborations has encouraged museums in other Chinese cities to seek similar twinning agreements with international counterparts. For instance, the Jeu de Paume in Paris, known for its focus on photography and visual arts, has formed a partnership with the Xie Zilong Photography Museum in Hunan, China. This collaboration allows the museums to share photographic collections, curatorial expertise, and educational resources, enhancing the appreciation of photography as an art form in both countries.

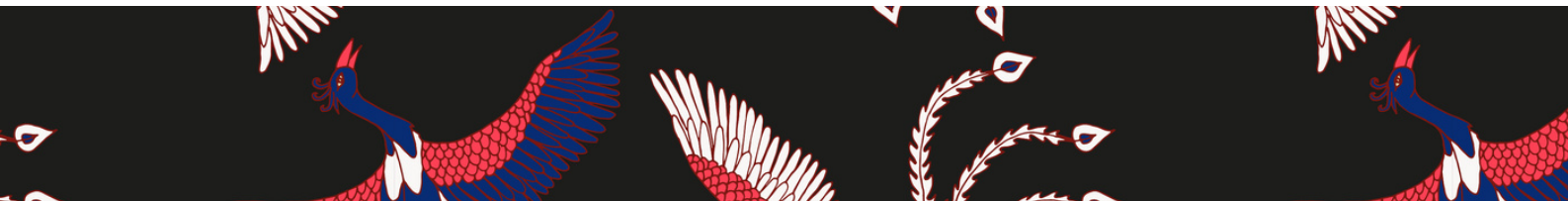
What makes these collaborations significant is their impact beyond mere cultural display. They represent genuine efforts to bridge cultural gaps and build lasting cultural friendships between nations. The exchange of ideas, art, and historical narratives enriches the understanding of each other's cultures and fosters mutual respect.



Furthermore, such partnerships extend beyond the traditional arts capitals and include cultural institutions in various Chinese cities. This inclusivity broadens the scope of cultural exchange, ensuring that diverse regions of China actively participate in global artistic conversations.

International museum collaborations enrich China's cultural landscape and foster global cultural dialogue, transcending geographical boundaries to promote artistic diversity and unity. These partnerships serve as examples of how museums can build bridges between countries, fostering international cooperation and cultivating a shared appreciation for art and heritage.

As China rises as a global cultural powerhouse, these collaborations demonstrate its commitment to cross-cultural exchange and sharing artistic treasures with the world. They underscore museums' role as cultural ambassadors, nurturing artistic connections and promoting international cultural understanding. Further expanding such partnerships has the potential to deepen global artistic appreciation and contribute to a more harmonious world enriched by human creativity.

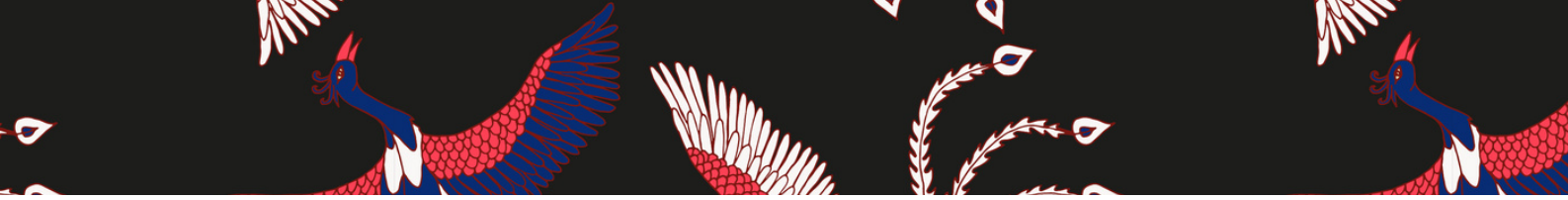


b) Music

The music market in China has been growing steadily over the past few years. According to IFPI (International Federation of the Phonographic Industry), China was the seventh largest music market between 2018 and 2020. With over 30% growth, it became the sixth largest music market in 2021. MIDIA reports that Tencent and Netease collectively hold 19.5% of the market, with over 120 million subscribers, making it the second largest digital music market. Furthermore, CNNIC (China Internet Network Information Center) reveals that there are 728 million active users of digital music in China, and over 200 music festivals are held annually.

To establish a connection with China's music industry, building an online profile through social media and streaming platforms is recommended. Finding a local partner, such as an independent agency, company, label, or PR agency, is crucial for establishing a strategic alliance. Conferences such as Sound of the Xity (SOTX), IMX, China Association of Performing Arts(CAPA) and CSIAF China Shanghai International Performing Arts Fair (CSIAF) are excellent places to meet Chinese agencies.

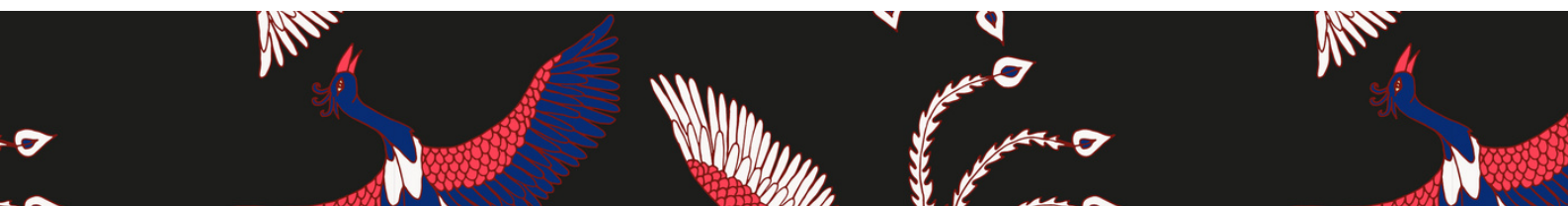




The music industry in China has been affected by the pandemic, with outdoor festivals experiencing a significant impact on the number of attendees. Nevertheless, local concerts and festivals are still being held, with most outdoor festivals resuming in the summer of 2023. To target cities in China, preparation online is crucial, followed by building an audience and then transportation logistics to perform in various cities.

Building long-term partnerships based on trust is essential to fostering constructive, equal business relationships, and mutual understanding and patience are key to achieving this. Chinese businesses and organizations are eager to welcome international cooperation, so connecting and building mutually beneficial relationships with Chinese institutions and companies will help to fully tap into the enormous potential of China's music market.

Censorship in music extends to requiring performing artists to submit their lyrics for scrutiny. This practice underscores the pervasive influence of censorship across various artistic expressions, where creators must navigate stringent regulations to ensure their work aligns with prevailing standards and expectations.

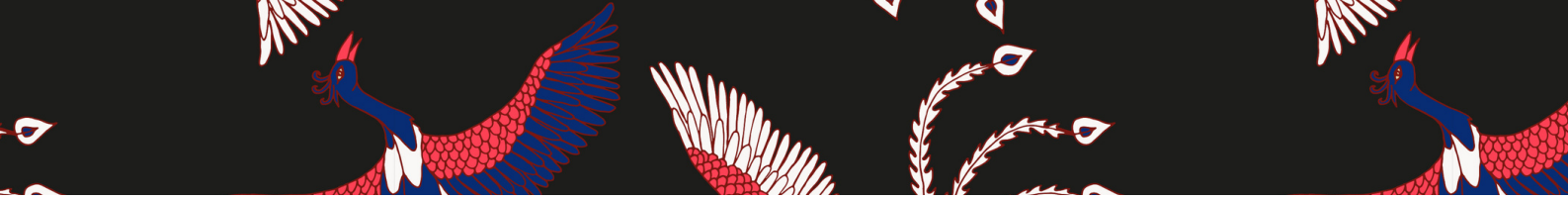


c) Theatre

International theatre collaborations in China offer a unique opportunity for cultural exchange and cooperation between Chinese and global theatrical communities. China's keen interest in expanding its international relations and asserting itself-power has led to increased interest from various countries in participating in cultural projects within the nation. However, to ensure successful theatre collaborations in China, cultural stakeholders must be mindful of specific cultural nuances and challenges that come with working in this vibrant and evolving landscape.

Participating in prestigious theatre festivals like the Avignon Festival presents an excellent platform for showcasing theatrical works to diverse audiences. To navigate the complexities of such events, it is essential to have the right person, with the necessary expertise, to develop networks and manage financial resources effectively. This individual can not only play a pivotal role in ensuring a smooth and successful participation, but also facilitating fruitful interactions with fellow theatre practitioners and the audience.

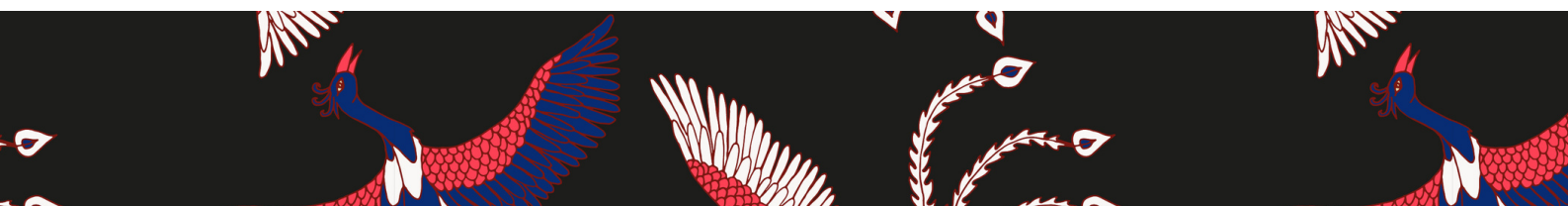




Censorship remains a critical consideration when engaging in theatre collaborations in China. To address this challenge, having local partners or Chinese friends familiar with the country's regulations and cultural sensitivities can prove invaluable. These local collaborators can help navigate limitations imposed by censorship, ensuring that performances meet the necessary criteria for public exhibition and comply with government guidelines.

Adapting programming proposals to suit the Chinese cultural landscape can be a complex task. Flexibility and a deep understanding of cultural codes in China are essential attributes for successful collaborations. By being receptive to local preferences and cultural values, theatre practitioners can tailor their productions to resonate with Chinese audiences, thereby enhancing the overall impact and reception of their works.

Techniques such as adjusting the time frame and practising self-censorship, while respecting each other's culture, can facilitate smoother collaborations between international and Chinese theatre communities. It is crucial to strike a delicate balance between creative expression and adherence to cultural norms, ensuring that theatre productions remain authentic while adhering to China's cultural and political sensitivities.





G. ONLINE RESSOURCES

Middle Earth - China's cultural industry podcast

#81 What's next in China's cultural industries : Top Stories from 2022 & Predictions for 2023

#63 What's next in China's cultural industries : Top Stories from 2021 & Predictions for 2022

#77 Big in China: Bringing Foreign Creators Onto Chinese Platforms

#83 How is Chinese culture doing on the global stage?

#80 Contemporary art in Greater China : the biggest market in the world

Patrimoine, création, cinéma... une nouvelle étape des échanges entre la France et la Chine, Ministère de la culture

Analysis on the Evolution of China's Cultural Industry Policy from Perspective of Advocacy Coalition Framework, Zupeng Yang and Yuan Su

Culture and Creative Industries in China, EUSME Centre

China Guochao Marketing Report, Daxueconsulting

Cross Cultural Marketing Strategies in China, Seo Agency China

Art market in China - statistics & facts, statista

Arts & Culture in China: How to win the hearts of the new generation, Sinclair

A report on Beijing's cultural and creative industries media clusters, Global Media China





Acknowledgements

We would like to thank the following participants for their contributions to the 5 roundtables of “How to conduct an international program of art and cultural cooperation with China ?” :

FRANCE. Corinne Sadki, President of EMEE - European Music Exporters Exchange

GERMANY. Christine Semba, Head of WOMEX Academy - WOMEX Special Projects

CHINA. Marion Bertagna, founder of MB projects, in Shanghai

FRANCE. Wang Jing, founder of Hybridités France Chine, in Paris

CHINA. Lesley Zhang, Consultant in PR & marketing for music companies and organisations

CANADA. Haiying Song, founder of Yari Productions

CHINA. John Ho, music promoter from Guangzhou and founder of John Ho Champion Music

CHINA. Yuqing Ren, founder & Director of Shanghai JZ Group

CHINA. Alisa Zhang, Global Business Manager at Guangzhou Starsing Music

CHINA. Nikki Zhang, Founder and CEO at Xi'an Myheart Culture Media Co., Ltd.

CHINA. Cherry Guo, senior lawyer at Beijing Tiantai Law Firm

CHINA. Eric Zhao, senior lawyer at Han Yuan Law Firm

CHINA. Giancarlo Sernagiotto, Right's Manager | Music Copyright & IP at Kanjian Music

Credits

Project Workshops “SEWEM” (Sino-European Women Entrepreneurs in Music)

- #1 Soft skills development: Pitching. Networking. How to be export ready. How to prepare for a showcase festival.
- #2 Cultural cooperation between China and Europe.
- #3 Artistic mobility and export in China.
- #4 Online marketing to promote your music internationally and in China
- #5 International Copyrights Europe. China

This work is made available within the framework of the EU Project SEWEM, conducted by Le LABA, EMEE - European Music Exporters Exchange, Musiques de Nuits, Piranhas arts, under the terms of the [Licence Creative Commons Attribution 4.0 International](#).



Authors

Le LABA, EMEE, WOMEX /Piranha Arts, RAW Music, Le Rocher de Palmer, Yari Productions

Team

Maud Gari, Haiying Song, Cherry Guo, Zhiru He
February 2024

Design

Zoé Chabbert / Jess Partridge

SEWEM

SEWEM - Sino-European Women Entrepreneurs in Music - is a networking and mentoring programme to promote the skills of European and Chinese women in the music and export sector, and to support equality. It is funded by the European Commission.

Co-funded by the EU. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

It is funded by the Creative Europe programme of the European Commission.

SEWEM is also an experimental laboratory for the rapprochement of the music industries and relations between Europe and China. It will enable the creation and cross-border circulation of European, Chinese and transnational music.

The main objectives will be to foster sustainable and fruitful cooperation through mentoring; to create spaces for artistic encounters between Chinese and European music worlds; to use music as a tool for creation and cooperation, and to promote the discovery of history, art and different ways of thinking; and finally to support the knowledge of music markets and the export of European companies to China and more widely to Asia.



SEWEM mentoring programme

The core mentoring programme ran from October 2022 to June 2023 and provides long-term support for personal and career development of young professionals who identify themselves as women, trans or non-binary.

The programme consists of three pillars:

1-on-1 meetings between mentee and mentor, for the organisation and content of which the participants themselves are responsible
Group meetings on topics that are relevant to the participants (e.g. knowledge of the Chinese market, understanding of music export strategy, etc., which take place in the form of workshops)
Exchange between European and Chinese participants with online networking session, and meeting of Chinese professionals and mentorship participants at Womex 2023.