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The Analysis of China-ASEAN Culture Trade's Current Situation and Trend

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ABSTRACT

The establishment of China-ASEAN Free Trade Area boosts the cooperation in economic and trade between China and ASEAN countries dramatically. However, like other developing countries, the level of CHINA-ASEAN culture trade needs to be developed. There exists a vast rising space in the scale of trade, the way to cooperate, the degree of openness and so on. In order to back up with the construction of the free trade area, China-ASEAN should develop the Culture Free Trade Zone, organize continuous communications in exhibitions, dig up the cultural resources and promote further development of culture trade together.

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1 Introduction

The trade development between China and ASEAN countries plays a very important role on both sides as well as the whole world under the circumstances of economic recovery. From the initial establishment of the dialogue relationship to the year 2012, the volume of trade between China and ASEAN countries have risen from \$7bn to \$400,100,000,000, with an average annual growth of more than 20%. At present, the trade volume between China and ASEAN countries account for 13% of the total trade volume. China-ASEAN free trade zone has become a big economy entity which consists of 11 countries, with a population of 2 billion people, and a GDP amounting to \$6. It has the largest population among the free trade zones in the world, and is the largest free trade zone among developing countries.¹

Since 2005, China and ASEAN have already identified cultural communications as the key area of cooperation between both sides. In recent years, from official to nongovernmental, China and ASEAN have established a frequent cooperative relationship to develop wider area such as in creative industry, festival exhibition, language education and training, tourism, sports, art performance, books and audio-video publishing and so on. Meanwhile, the field for cultural communication was also enlarged constantly. From 2001-2010, the volume of trade of the key cultural products between China and ASEAN had reached US \$10,713,000,000. Although this data appears to be negligible when compared with trade volume of trade in goods, with the gradual popularization of China's cultural power strategy and the further strengthening of the cooperation relationship between China and ASEAN in the field of culture, there's no doubt that culture trade will become a strong bilateral economic growth point.

¹ Source: National Bureau of Statistics

2 The Current Situation of the Development of China-ASEAN Culture Trade

2.1 The huge space and potentiality of China-ASEAN culture trade development

China and the 10 ASEAN countries are developing countries. Compared with the developed countries, its mutual culture trade has just commenced. In the past five years, the speed of Chinese cultural industry growth has been maintained at around 20%, far surplus the GDP growth over the same period. This has laid a solid foundation for China to develop international culture trade. According to the data, the volume of trade of the key cultural products between China and ASEAN countries has reached \$10,713,000,000. Among them, the trade volume between China and Singapore, Thailand, Malaysia rank the top three, reaching \$7,927,000,000, \$1,391,000,000 and \$729,000,000² respectively. However, compared with the volume of trade of the key cultural products between China and America in 2012, which is \$7,782,000,000, the scale of culture trade between China and ASEAN countries still needs to be improved.³

During the culture trade between China and ASEAN countries, China acts as an import country most of the time. The trade volume in printing, publishing, art collection and the like is not high. In recent years, China-ASEAN pays much attention to the cooperation in films, news, tourism, etc. From 2001 to 2010, the trade in culture goods between China and the 10 ASEAN nations only accounted 0.71% of the trade in goods in the same period, with Singapore ranks the top proportion, reaching 2.27%. On the one hand we can conclude that the scale of mutual culture trade is indeed small, on the other hand we can also see that the growing speed of the trade in goods between China and ASEAN countries is comparatively high. However, with the worldwide environmental problem getting severer, especially when the industrialization process of Asian newly developing countries being popularized, culture trade will be more and more popular because of its characteristics of low energy consumption, low pollution and high value-added. Furthermore, Chinese and ASEAN countries are close not only in geographical concept, but also in traditions, values and the track of development, all of these provide more possibilities for further communications and cooperation in the cultural field.

2.2 Exhibitions have become an important platform for Chinese ASEAN culture trade cooperation

Because the culture trade markets in developing countries are immature and backward compared with developed countries, the Culture Trade Forum and Culture Exposition led by the government has played an important role at the beginning of the development of culture trade between China and ASEAN countries. The Culture Trade Forum and Exposition, which serve as platforms to integrate a large amount of resources, greatly contribute to the communication of art and culture between China and ASEAN countries through government leading, social participation and the operation of the market. Culture Forum and Exposition has become the most common trajectory for cooperation in China-ASEAN culture trade, which is also one of the most prominent characteristics of China-ASEAN culture trade compared to other bilateral trade.

The China-ASEAN Culture Forum was held on September 10th -12, 2003 in Nanning. The predecessor of "China-ASEAN Culture Forum" was the "China-ASEAN Cultural Industry Forum" which was first held in 2006 and has already been held 7 sessions successfully. The agreement signed by China and ASEAN countries such as "The Declaration of Nanning", "China-ASEAN Cultural Industry Interaction Plan" has played an important part in the development of culture trade between China and ASEAN countries. Both sides carried on a further discussion in the field of culture on art and performance careers, museums, libraries, ethnical art products and so on, making the communication and cooperation in the cultural field between China and ASEAN countries more mature, and the communication mechanism more normalized. In 2012, the China-ASEAN Culture Forum has reached the agreement on the "Nanning's Proposition on East Asian's Library". It is impossible to find a digital library without the development of publication of books and periodicals, information transmission and other fields, thus, the profile promotes the development of culture trade on both sides comprehensively.

Meanwhile, the annual event of China-ASEAN Exposition has also built a good platform for the development of bilateral trade in culture. Since 2004, the year when the exposition was first held, the trade turn volume has reached \$13,568,000,000, with the amount of investment for international cooperation projects signed in contract \$57,376,000,000, and the amount of investment for domestic cooperation investment, 556,114,000,000 Yuan. The exposition plays an important role in promoting a friendly atmosphere in communications and cooperation between China and ASEAN. The Exposition obviously offers a large amount of opportunities in trade in goods between China and ASEAN countries. Meanwhile it also serves as a platform for culture trade between both sides indirectly. Countries seize the opportunity to display their special and colorful urban culture and glamour during the exposition. Varieties of programs of different countries' art and culture are being shown every day by art ensembles from all over the world. These wonderful presentations have laid the foundation for further development of the bilateral trade in culture.

2.3 Copyright trade is an important category and directing of the development of China-ASEAN culture trade

Copyright trade is the core category in culture trade. At present, it has become an important form of trade in the newly

2 Data source: LI Hong, PENG Huili. China ASEAN Regional Cultural Cooperation in the Process of Economic Integration: Development, Characteristics and Prospect of Southeast Asian Studies, First Period. 2013: 101-110

3 Source: National Bureau of Statistics

China-ASEAN culture trade. Copyright trade determines the direction of the future development of bilateral trade and the height it may reach.

In the field of book publishing, the cooperation between the two sides has gradually been matured through a variety of expositions and exhibitions, which has constructed a normalized trade mode. Since the beginning of 2008, Guangxi has undertaken the Chinese Books Exhibition and Copyright Trade Fair in ASEAN countries in 4 consecutive years. Through the platform of exhibition, the Chinese exhibitors exhibited 30 thousand kinds of excellent Chinese books, exported a total sales price of books of nearly 900 thousand yuan. The number of books category that is signed in the export copyright contract and letters of intent have reached over 600, which has already been a great success.⁴ Moreover, in the 2011 China-ASEAN Copyright Exposition, Chinese and foreign publishing units carried out deep academic exchanges and discussions on copyright trade, publishing, printing and reproduction, digital publishing and other aspects of cooperation. They also signed 12 copyright trade and publishing cooperation projects, extended the space of cooperation and communication, and promoted mutual exchanges and cooperation between the publishing cultures. The second China-ASEAN Copyright Exposition in 2013 will pay much attention on the field of digital publishing, putting forward the topic of how traditional publishing meets the challenge of the digital age era.

The cooperation between the two sides in the publishing field of film and television has also become deeper, and has a broad space for development. ASEAN countries TV drama has occupied 1/3 of the total foreign TV dramas imported into China and each year there are also many ASEAN countries artists coming to China to participate in the production of TV dramas and variety shows. In 2012, China Radio International and the Burma National Radio and Television Station reached an agreement on issues about the Burma dubbing versions of Chinese TV series and the promotion and broadcast of them. Audiences in Burma had already seen Chinese hit city life light comedy “Kintaro’s happy life” in 2013, and the play had also become Burma’s first Burma dubbing version of foreign TV drama. And the movie “Lost Thailand” as well as Thai TV dramas released in China had rooted Thai culture into the heart of Chinese people, thus, boosting the development of Thailand cultural tourism indirectly.

2.4 Low degree of opening in service trade restricts the further development of China-ASEAN cultural trade

With the gradual maturity of China-ASEAN free trade area, the rapid development of bilateral trade in goods show obvious deficiency in the development of service trade. According to the material, the level of degree of opening up in service trade to China is very different between the 10 countries of ASEAN. Kampuchea, Vietnam and Singapore’s level of opening to China ranks the top, with a respective open index of 19.97, 17.52 and 10.5; Brunei, Laos and Burma have the lowest level of opening up, the three countries’ open index is below 1.3; Indonesia, Malaysia, the Philippines and Thailand are in the middle level, with the open index between 2.2-3.5. Relatively speaking, China has a higher degree of liberalization of trade in services compared with the 10 ASEAN countries. With an open index of 7.01, China’s degree of opening in trade follows right after Kampuchea, Vietnam and Singapore.⁵ Countries act differently from the trade in goods when it comes to the field of service trade. Instead of reducing tariffs and abolishing trade barriers comprehensively, countries choose to open up in certain areas, especially in the field of culture trade, because culture relates to the state in all aspects. Except for a few areas that have a higher degree of opening up like tourism, the development of cooperation in other areas is still very slow.

3 The Development Trend of China-ASEAN Culture Trade

3.1 Developing China-ASEAN free culture trade zone on the basis of the construction of China - ASEAN free trade area

At present, the way of culture trade between China and ASEAN countries is relatively concentrated on the cultural forum, Culture Exposition and copyright agency, etc. However, with the gradual process of regional economic integration, the primary way of trade has been unable to meet the needs of both sides. Relying on the construction of China-ASEAN Free Trade Area, the construction of China-ASEAN Free Trade Zone will be the future trend of further development in culture trade. Over viewing the establishment of the variety of world’s regional economic alliance, all of them consider corresponding cultural identity as the basis for cooperation. With the further cooperation in trade and economic between both sides, cultural exchanges is becoming more frequent, thus, putting forward new requirements to the culture trade. After the two sides have experienced the initial exploration such as culture forum and the like, more in-depth cooperation is necessary.

In November, 2001, the establishment of China’s first national culture trade base in Shanghai Pudong Waigaoqiao Free Trade Zone gathered nearly 100 culture leading backbone enterprises. At the same time, Beijing International Cultural Trade Service Center also began its construction at Beijing Tian Zhu Free Trade Zone near the capital airport, intending to create the largest cultural products distribution center in Asia, Beijing International Cultural Trade Service Center is also the first free culture trade zone which relies on the construction of the airport free trade zone in China. From the time when the Shanghai Waigaoqiao Free Trade Zone came into use

4 Data sources: GU Liping. 2011 Kampuchea Indonesia Chinese Books Copyright Trade Fair Exhibition Cum review, Guangxi Daily. 2012. 3. 7

5 Data sources: ZOU Chunmeng, LIN Shan. China - ASEAN Service Trade Liberalization Degree of Evaluation and Analysis. The Asia Pacific Economy. 2012, 4: 60-65

in March, 2012, the import and export value of cultural products had reached 59,614,000 U.S. Dollars within 4 months. Therefore, the establishment of free trade zone is an efficient way to develop culture trade.

However, because of the location factors, the culture free trade zone in Beijing and Shanghai mainly services the eastern region, focusing on developed countries like Europe and the United States. The development of industrial areas in the field of culture trade is relatively slow in Asia, especially in the ASEAN countries which have close relationship with China. Compared to other cities, Nanning, Guangxi Province has a comparative advantage. Nanning has already held 10 times of China-ASEAN Exposition and 7 times of China-ASEAN Culture Forum successfully. It has the basis for establishing Chinese-ASEAN culture free trade zone. Guangxi is in the combination of the Southern China economic circle, the southwest economic circle and the ASEAN economic circle, so it is the most convenient access from China to ASEAN. The establishment of China-ASEAN free culture trade zone in Nanning will not only promote the bilateral culture trade cooperation, but also boost the economy in the southwest part of China.

3.2 Continually utilize the exhibition platform, integrate the development of various industries

“The influence of an international meeting on the host city is like having a plane of money sprinkled over the sky of the city.” Mr. Metut, the president of the German Munich Exhibition Company vividly describes the influence of exhibition industry. Through various forms of conferences and exhibitions, cities can attract a large number of conventioners, exhibitors, traders to conduct economic and trade negotiation, cultural communication as well as sightseeing. Exhibition industry can promote the development of commercial, tourism, transportation, culture and other related industries effectively. In 2012, the exhibition being held by China in foreign countries involved a total of 27 countries and 57 exhibitions. Among them, 37% of the total exhibition was held in ASEAN countries. Vietnam and Indonesia are the two countries China most likely would choose for foreign exhibitions.⁶ Tourist resorts like Bali Island and Phuket Island are the first choice of international conference in ASEAN countries.

The cooperation in culture trade between ASEAN countries and China started with the exhibition exchanges and had a good effect through the continuous development in recent years. In 2010, China ASEAN Exposition won the award for “The Role Model for Excellency in Chinese Exhibition” and “Chinese Top Ten Famous Brands for Exhibition”. The two sides should adhere to the exhibition communication mode of cooperation, make full use of advantages of the platform and create a win-win situation not only in culture trade areas, but also in other areas of economy and trade.

3.3 Promote the development of culture trade by exploiting tourism resources

With the promotion of the construction of China ASEAN Free Trade Area, the tourism industry of China and ASEAN developed rapidly. China and ASEAN countries are now important tourist sources mutually. At present, ASEAN countries like Vietnam, Singapore, Thailand, Malaysia and the like have been the top 10 choices for Chinese residents travelling abroad. Malaysia, Singapore, the Philippines, Thailand, Indonesia and other ASEAN countries have always been in China's Top 15 largest tourism source country column. In 2012, the number of Chinese citizens choosing ASEAN countries as the first stop when travelling had reached 9,690,000 person-time, growing 21.7% compared to the last annual rate.

The primary purpose for travelling abroad is to understand the culture of other countries and experience the exotic customs. Outbound tourism can bring the most intuitive feelings to travelers. In order to expand the tourism market, the ASEAN countries tried many ways to make new policies to attract foreign tourists. With the single visa policy of 10 ASEAN countries gradually being implemented, to the day when a united visa of whole ASEAN regions is accepted, the tourism industry in ASEAN will surely be set off on a new round of upsurge, which will bring more opportunities to the development of bilateral trade in culture.

3.4 The gradual increasing in the degree of opening up in culture trade

In the future, China and ASEAN countries should also draw lessons from the experience of the development of trade in goods on both sides and open service trade sectors in batches, especially in the sectors of culture trade. China and ASEAN countries should also reduce the bilateral culture trade tariffs gradually and break the non-tariff barriers. In recent years, China's service trade has been gradually opened up, with the number of opened sectors reaching 100, which is closed to the level of developed countries. In November, 2011 China and ASEAN countries signed “The Second Batch of Special Commitment Protocol on the Implementation of China-ASEAN Free Trade Area (service trade agreement)”. The protocol came into effect in January 1, 2012. Compared with the first batch of specific commitments, China's second batch of specific commitments, in terms of the commitment made when anticipating the World Trade Organization, updated and adjusted the content in commercial services, telecommunications, construction, distribution, finance, tourism, transportation and so on; at the same time, the second batch of specific commitments will gradually open the sectors in cultural services like further professional training, entertainment, culture and sports service and so on. The covered sectors of ASEAN countries on second batch of specific commitments increased significantly, especially in the field of culture trade, the opening level was higher on the basis of the WTO commitment and exceeded the level of new round WTO negotiations according to the commitment level of many countries.

⁶ Data sources, Chinese Exhibition Economic Research Association, 2012 Chinese exhibition data statistics report.

4 Conclusions

There is an old famous Chinese saying “you can win in every battle if you know yourself as well as the enemy”. Although China and ASEAN are not enemies, understanding each other deeply is essential to face the challenge of global economy, especially in the field of culture trade. Because of its immense subjectivity, culture is different from other goods and services. There will be immeasurable losses if we don’t understand the culture of our trading partner deeply. China and ASEAN countries should not only make full use of the opportunity to communicate provided by the culture forum and culture expositions, but also experience and be aware of the development and changes of others in the field of culture trade. The two sides should combine the theory to the practice and reach a true understanding eventually in order to pave the way to the continuous development of bilateral culture trade.

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From the analysis, key trends in China's labour market were identified, how it worked and its effectiveness in dealing with critical situations was ascertained. The paper then moved on to assess these labour market management strategies with regard to their suitability to critical situations, during which the internal capabilities of China's labour market in relation to the strategy being followed was determined also. The implementation of the ASEAN Free Trade Area, or AFTA, which laid out a comprehensive program of regional tariff reduction, will be continuously implemented in phases through the year 2008. Over the course of the next several years, the programs in tariff reductions were made broader. For the current situation of China - ASEAN Free Trade Area, the relevant recommendations were proposed to improve the structure of the Free Trade Area to further promote the integration process.

@inproceedings{Shan2016TheCS, title={The Current Situation, Degree Measurement and Countermeasure of Interconnection and Interworking of China - ASEAN Free Trade Area Based on the Green Computing Technology}, author={Peng Shan and Jiayin Pei}, year={2016} }. Peng Shan, Jiayin Pei. Published 2016. Engineering. Under the new global economic situation, the development of China - ASEAN Free Trade Area has some problems, but it also faces some opportunities. Charter of the Association of Southeast Asian Nations. Translations of the ASEAN Charter. High Level Task Force (HLTF) on the Drafting of the ASEAN Charter (2007). Eminent Persons Group (EPG) on the ASEAN Charter (2006). Media Releases on the ASEAN Charter. Other Information. Kuala Lumpur Declaration. Committee of Permanent Representatives. National Secretariats. ASEAN Committees in Third Countries and International Organizations (ACTCs). ASEAN Chair. ASEAN Secretariat.