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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.


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[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.

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