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Research on creative industry cooperation between Fujian and Taiwan

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ABSTRACT

The creative industry is the modern economic restructuring and industrial upgrading of the new power, promote and deepen cooperation of creative industries between Fujian and Taiwan, establish and improve cooperation mechanism, open up a new market for close relationship between creative industry between Fujian and Taiwan in Haixi Economic Zone, build new economic point of growth, optimize the industrial structure has important significance. The current creative industrial cooperation between Fujian and Taiwan has been leaping development and progress, but there are some problems such as small in scale, a single form, lack of creative talents and so on, which restricted the pace of development of the creative industry. We can increase policy support, personnel training, establishment of folk capital support mechanism of creative industry cooperation between Fujian and Taiwan way, optimize the external environment and internal conditions, so as to promote cross-strait industry common development and the rapid development of the Straits economic zone.

KEYWORDS

Creative industry; Cooperation; Supportive mechanism; Fujian and Taiwan.



INTRODUCTION

Creative industry is explicitly put forward by the British at first, the concept in other areas has not yet formed a unified understanding, which was introduced into China and has been widely applied. Creative industry is not only built on the premise of the industry leading integrated creative activity, but also is the integration of business and innovation. Despite the current theory thinks that creative industry is the service industry, in fact, the creative industries can be fused with the first and the second industry, producing the new industry mechanism and development path. The academic research of creative industries play a role which should not be ignored. The "creative industries" concept has been put forward for fifteen years, but in our country, the creative industries become widely studied the subject of academic research after 2000^[1]. Almost the research on creative industries are mainly focused on the analysis of the concept, and combined with the development of Chinese industry. These theories are mostly standing from the mode of operation of the industry, and look forward the creative industry as dynamic operating mechanism of market economy, though scholars have not the concept of creative industry to produce consensus view, but from the definition of the connotation, the extension of the creative industries and creative industries as a thinking of new ideas for Chinese economic development, to provide the guidance value for the development of modern creative industry. Creative industry cooperation of Fujian and Taiwan is getting more and more attention in the academic community, not only analyzing the current situation of the development based on the creative industry between Fujian and Taiwan including the animation industry, software industry and fashion industries, also putting forward a new mode of cooperation between Fujian and taiwan. The Twelfth Five Year Plan of Fujian province clearly put forward the target as construction of cultural province and vigorously developing the creative industries. The development of creative industry in China is from the central to local, and from strategy and policy to implementation, in recent years China has made great progress, for Fujian, with thick and cooperative basis, in the development of creative industry is booming development mode based on the cooperation between Fujian and Taiwan. At the same time, Taiwan has started creative industry relatively early, whose development is relatively mature, and is beneficial to strengthen the cooperation between Fujian and Taiwan to promote the development of creative industry in Fujian, meanwhile is of great practical significance to promote the cental policy.

ANALYSIS OF CREATIVE INDUSTRY DEVELOPMENT COOPERATION BETWEEN FUJIAN AND TAIWAN

Analysis of current situation of creative industry between Fujian and Taiwan

Cultural creative industries are the main areas of cooperation between the two places, especially in recent years, the cooperation and exchange between Fujian and Taiwan about the cultural and creative industries becomes more frequently and deeply. With the development of economy and the support of the policy, the two cities are both to establish a unique mode of cooperation in a number of creative industry, which is the trend of creative industry cooperation. The market foundation of Cultural and creative industries in Fujian province is better, and has a larger space for development, so the government of Fujian province in the document clearly states should deepen Fujian and Taiwan cultural and creative industries, learn from Taiwan about the aspects of administrative encouragement, incentive mechanism, through the establishment of cultural and creative talents incubation and professional talent training base. In the past five years, Fujian province gradually increase financial investment in construction of creative industry cooperation park between Fujian and Taiwan, and unique mode of cooperation are formed in various cities, including Xiamen, Fuzhou, Quanzhou and so on. In 2011 April, the first Taiwanese Culture Creative Industry Park Taiwan qunchuang Creative Park recently settled in Longyan Economic Development Zone, and officially started construction. After that, Fujian has the planning and construction of the cultural and Creative Industry Park, creative industry cooperation

between Fujian and Taiwan further thermotaxis. In Fujian Sanming City, the government give support, planning to introduce more than 20 Taiwan animation enterprises, to form a producing-learning-research cultural creative industry base^[2]. The Yongan city also vigorously built Fujian and Taiwan Cultural Creative Industry Park, focusing on the construction of cultural tourism, theatrical performances, film and television animation industry. At present, Fujian and Taiwan has built more than 10 entertainment platforms for film and television which has gradually become a new field of creative industrial cooperation between Fujian and Taiwan. On the other hand, the cooperation between Fujian and Taiwan exchange of the sports culture is gradually increased and showed a interactive opening features^[3]. As shown in TABLE 1 : The following development planning throughout the creative industry in Fujian:

TABLE 1 : Planning of Fujian province creative industries^[4]

Areas	Creative Industry Park	Development focus
Fuzhou	New Technology Industrial Park	Entertainment, software design, to make the Fuzhou cultural industry park.
Xiamen	The torch Software Park, (Xiang'an) Industrial Zone	Animation design, exhibition tourism, design, fashion, to create the island of music, art island.
Quanzhou	Regional Industry advantage	Industrial design, fashion design, to create the characteristics of creative industries, cultural tourism center.
Putian	High and New Technology Industrial Development Zone	Industrial design, fashion design, to create the characteristics of creative industries, cultural tourism center.
Zhangzhou	The agricultural cooperation between Fujian and Taiwan Park; Fujian and Taiwan culture and film city and Industrial Park	Agricultural sightseeing tourism creative industry
Ningde, Longyan, Sanming	Natural and cultural heritage, red revolutionary culture, tea culture and other resources.	Leisure tourism, cultural tourism. With local characteristics of creative industry.

Problems of the creative industry cooperation between Fujian and Taiwan

The proportion of Taiwanese investment on the creative industries is low and the scale is too small

At present, the government did not realize the creative industries as a whole existence, therefore it can not make correct policy and investment decision, which will be unable to be implemented^[5]. Taiwan funded enterprises in Fujian province for the vast majority of small and medium-sized enterprises, mainly in labor-intensive and export-oriented processing industries. The scale of creative industry is relatively small. In addition, the Taiwan culture industry investment is likely to occur in Beijing, Shanghai, Shenzhen, where is relatively developed and concentrated area. Taiwanese enterprises invested in Fujian Province have difficulties in financing constraints, which also failed to completely improve financial services, to help Taiwan funded enterprises in the context of economic recovery, out of the financial crisis as soon as possible. Therefore, Taiwanese investment of creative industries have no breakthrough growth. In addition, the management of creative industries requires constant innovating, which greatly reduces the the feasibility of investment return rate and creative industries, and reduce the Taiwanese on the creative industry investment desires, it is difficult to produce lasting cooperation mode for the development of the industry, which are the result of the proportion of Taiwanese investment on the creative industry is low. Mainly for the small scale, the degree of cooperation of the creative industry between Fujian and taiwan is hard to deepen.

Cooperation form and field are single

So far the form of creative industry cooperation between Fujian and Taiwan depend on the exhibition, forum, and the formation is empty without any substantive exchanges mode, which also cannot obtain higher economic benefit. Above mentioned resource advantage has not been cultivated

into integration of industry chain. Both Taiwan and Fujian cities cultural resources are unique, but the creative industry cooperation between Fujian and Taiwan made no difference according to the characteristics of each city's cultural and creative industries strategy and integrated development of prominent local characteristics of creative industry. The Cooperation is also limited to the animation industry, the publishing industry, which have no further breakthrough. Secondly, the creative industry cooperation mode is mainly lack of horizontal cooperation and vertical cooperation. There are a lot of vertical division of the phenomenon. In the whole industrial chain, Taiwan enterprises are just responsible for technology research and development, product design and marketing, but the joint venture of Fujian is mainly responsible for value-added processing work which can only get less profit. This mode of cooperation for the joint venture of Fujian is relatively bad, and not conducive to long-term cooperation between Fujian and taiwan. Because of the existence of such a mode, the Fujian joint venture enterprise management and the service is not in place, the cooperation between Fujian and Taiwan form stiff, a single field, indicating that the creative industry cooperation between Fujian and Taiwan development also need to further improve the cooperation mode and to promote the investment environment.

The creative talents in creative industry cooperation between Fujian and Taiwan are obviously insufficient

On the current, the total amount, structure, quality talents of Fujian cultural and creative industries are not enough to adapt to the rapid development of industry demand, especially the high quality and high technology talent gap is bigger, so that the development of creative industry in product formation in the lack of technology and talent support link. The prospects for the creative industry between Fujian and Taiwan who can understand technology, and the market, interdisciplinary, cross domain, cross specialty synthetic high-end creative talents are too scarce, resulting in a serious shortage of reserve forces, this has already become the bottleneck restricting the development of cross-strait of creative industries. Zhang Guoen, vice president of Taiwan Normal University, in practice, many creative industry practitioners often fall into a kind of lost, so that many products are not needed in the market, but become a kind of self concept of art exhibition. On the other hand, cultivating and bringing to the creative industries talents in colleges, enterprises and government agencies to Fujian and Taiwan are the lack of due attention and concern, in policy and mechanism still can not meet the development of the creative industry talent demand. This indicates that the development of creative industry due to the small scale, failed to achieve the true combination. There is a big talent gap, which hampered the development of the industry to a certain extent. In the creative industries, two cities have their own advantages, including the development of information industry in Taiwan earlier, rich experience of marketing operation relatively, which can provide strong technical support for the development of creative industries, continental political stability, broad market, industrial foundation of large, relatively complete industrial chain, deep culture accumulation, the development of creative industries are be just unfolding. But from a certain extent, the two did not combine to form development advantages, slowing the speed of development of creative industry cooperation between Fujian and Taiwan.

THE OPPORTUNITY OF CREATIVE INDUSTRIES COOPERATION BETWEEN FUJIAN AND TAIWAN

The congenital advantage creative industries cooperation between Fujian and Taiwan

First of all, the unique natural relationship between Fujian and Taiwan is the congenital advantage, which increased willingness to cooperate and feasibility of creative industry. From the historical point of view, the ancient people living in Fujian often along the exposed the land or the gathering, or chasing prey into Taiwan, and established there to reproduce, they are residents of Taiwan, then the people have a common ancestor is the progenitor of the kinship. Another point of the margin of

each other: in Fujian, the culture of Taiwan with each other and evolution of the rich characteristics of Fujian and Taiwan culture such as music, opera, Gaojia opera, puppet show, puppet theater, opera, the same culture. Connected to edge:Fujian and Taiwan due to historical, geographical and cultural special relationship, the economic and trade exchanges and personnel exchanges, cultural exchange is very closely linked, Taiwan has played an important role for the optimization and upgrading of Fujian economic development and industrial structure. There are many similarities between Fujian and Taiwan culture, creative industry is based on culture, through the excavation of cultural resources to enhance industrial value, enhance the mutual recognition in the sense of creative thought, more conducive to cooperation^[6].

The intrinsic power of creative industry cooperation between Fujian and Taiwan

Cultural resources are important contents of creative industries, which is the material carrier of the development of cultural and creative industries. Fujian is rich in historical and cultural resources, profound culture, and has a large number of non material cultural heritage, which provides resources continuous material and includes cultural festival, the Mazu as the development of creative industries. With the development of economic construction plan of advance, Fujian province has also accumulated a certain amount of talent and technology resources and numerous platform resources and idle resources. On the other hand, the operation experience of Taiwan creative industry market is rich, and creative design level is high, to develop into a relatively complete industrial chain, whose more mature business model can create better conditions in the software. And the natural landscape resources, but also have a certain advantage, a famous "Taiwan island", these resources not only to make up for the two respective advantage, but also give full play to the existing advantages, becoming one impetus of creative industry cooperation between Fujian and Taiwan.

The material base of creative industry cooperation between Fujian and Taiwan

First, substantial economic strength has also laid a solid foundation for the development of creative industry between Fujian and taiwan. In 2013 the province to achieve GDP of 2.175964 trillion yuan, growing up 11% compared to the same period. According to statistics, in recent years, the rapid development of three major industries in Fujian Province have developed rapidly, especially the third industry has made great economic benefits, which added value of 850.803 billion yuan, up 9.6%. With the co integration and reform in Fujian province industry, each city gradually open platform and new market for the development of creative industries, which have won the support and recognition in the market for training talent, constructing base and develop business, etc.. Cultural and creative industries in Fujian province will further the in-depth implementation of reform and development strategy of the mode of economic growth has rapidly become the new point of economy of Fujian. On the other hand, Taiwan's development is faster, according to official statistics show, 2010 Taiwan GDP are calculated at current prices for Nt \$13.614415 trillion, a year-on-year growth of 10.8%. As living standards of Fujian residents improving, their awareness and acceptance of creative product is growing, therefore Taiwan entrepreneurs began eyeing Fujian creative product market, and invest capital into the creative industry cooperation. Visibly, along with the construction and development of Hercynian Economic Zone, Fujian's and Taiwan's economic development level is also rising, providing a good material conditions and broad market for the creative industry.

The external force for creative industrial cooperation between Fujian and Taiwan

The industries of two cities is urgent to upgrade, the cultural and creative industry has been the government as emerging industry in the future^[7]. From the beginning of 2011, the central government to the local governments has gradually formed a policy system to support the creative industrial cooperation between Fujian and Taiwan. There is a file announced by the State Council in 2011 to support the construction of West Strait Economic Zone to to preferential policies, and put forward

clearly the cooperation between Fujian and Taiwan should be tried first to promote the integration of culture and economy, vigorously developing cultural and creative industries, building on the west side of the Straits cooperation on cultural industry center, focus on Cultivating College, refined, special, new cultural enterprise base. The ministries and commissions also introduced a corresponding preferential policies to support the development of Taiwan funded enterprises in Fujian Province, such as the State Administration for Industry and Commerce decided to simplify the Taiwan area investors to invest in Fujian subject certificate or identity certificate procedures, relaxation of the Taiwan area investors to Fujian qualified investment conditions; to support Fujian to Taiwan trademark registration and protection ways of training and propaganda work; support cooperative advertising and communication between Fujian and Taiwan etc.. In 2002, Taiwan make a series of cultural and creative industries developing plan including the "area development plan"; The Taiwan government have founded Creative Industries Group Office, organization, collection and integration services and the formation of creative industry integration as services windows for the establishment of cooperation between Fujian and Taiwan^[8]; in the local cities, Fujian government puts forward "relaxation of Taiwanese investment in cultural industry policy to promote the docking with the Taiwan animation, online games and other cultural industries, and expand the areas of creative industrial cooperation between Fujian and Taiwan, which is an important base for cultural exchange and construction of Hercynian Economic Zone, creating a common culture industry chain."^[9]And all levels of government policy support has become a strong external driving force for the development of creative industry between Fujian and Taiwan, to enhance the feasibility of cooperation.

SUGGESTIONS AND MEASURES TO STRENGTHEN THE INDUSTRIES COOPERATION BETWEEN FUJIAN AND TAIWAN

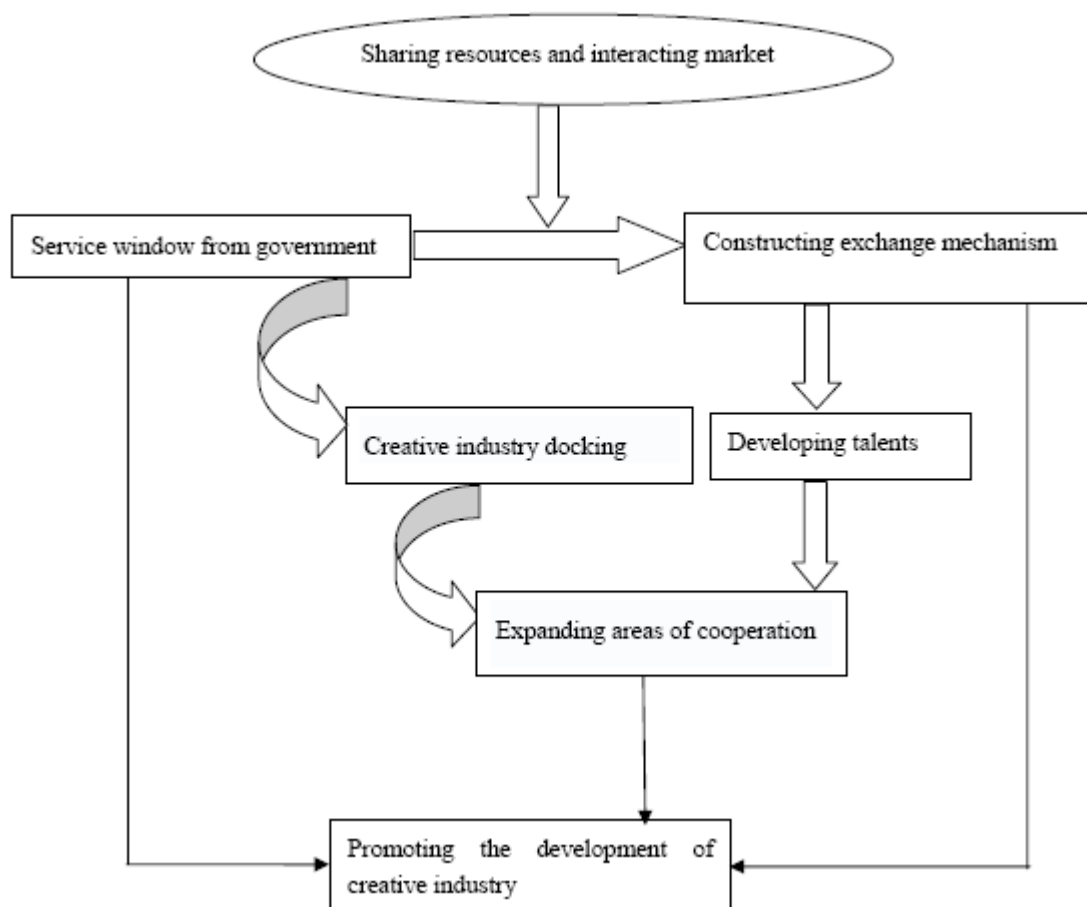


Figure 1 : Strengthening creative industry cooperation framework and model**To establish service institutions and optimize creative industry investing environment**

The government should actively research on weighty policy including tax support policy, land policy, the participating subsidy policy, talent policy, etc.. About financial support, the government needs to improve the cultural industry investment and financing system of public service, so that create a good investment and financing environment to promote cultural industry to become a pillar industry of the national economy to provide the funding and build a bridge for exchange of cultural enterprises and financial institutions. The government should be devoted to improve the bank financing quality projects of cultural industries united banking agencies to implement the work system of statistics cultural industry escort a credit cooperative; Secondly, the relevant government departments should organize regular meetings and activities for enterprises and financial institutions, timely grasp the cultural industry investment and financing development, to promote financial institutions in both supply and demand of effective docking, only the construction of investment and financing of public service platform for investment of culture industry, which can provide a full range of services for the cultural industry financing, and establish professional service organizations to develop the creative industries to create a favorable external environment, so as to increase the proportion of investment, expand the scale of industry. In addition, the Taiwan government must encourage the Taiwan enterprises to invest in Fujian Province in order to create a service window for the creative industry between Fujian and Taiwan to achieve docking, the coordination and organization.

To promote the positive and effective folk financing

Behind the government investment in creative industry between Fujian and Taiwan, we must actively explore folk financing mechanisms, especially the fully mobilize private capital investment, which support private capital invest into creative industries. The first measure is to break the cross-strait corresponding economic, political constraints, to encourage private capital to participate in the creative industry with restructuring, holding, equity, cooperation, mergers and other forms of cooperation in film, television, entertainment, network technology and creative industries, which can enjoy the same preferential policies. Secondly, the financing mechanism of private capital can be established through the financing guarantee institutions specialized and intellectual property patent evaluation mechanism, to make financing more secure and specialization and solve some problems such as difficult to evaluation, low credit level, creating excellent capital environment for creative industry cooperation between Fujian and Taiwan, and provide adequate funding. In addition, the use of government power has given the big plan, enterprises and projects to a bank loan discount support, which is conducive to the development of Taiwan enterprises to Fujian, and more conducive to expanding scale and speed of cooperation between Fujian and Taiwan.

To expand forms and areas of cooperation

Along with the development of economy, the forms and areas of cooperation need to be innovated and improved, not just confined to the animation industry and the printing industry etc.. First of all, Fujian and Taiwan can construct Investment Venture Park, so as to integrate throughout the creative resources, the formation of the industrial chain, and improve the cultural resources yield. Taking production, marketing and services as a whole value chain can deepen cooperation on both sides of the creative industry. Secondly, with the government support, the enterprises should promote voluntary cooperation alliance, sharing resources, and constantly opening up new areas of cooperation. Finally, the development of creative industry between Fujian and Taiwan needs to make use of the characteristics of each area resource, the formation of industrial agglomeration. Vigorously developing the fashion design, film and television production, Taiwanese music, visual art and other industries

based on the animation industry and the printing industry is benefit to provide a new market and developing potential for creative industries.

To strengthen the introduction and education of creative talents

Talents not only need to actively participate in the government but need other subjects. Firstly, we should construct creative talents training base, launched the project of the cultivating creative talents, which relied on the universities, the personnel department and enterprises, between two cities. In the college, the resources can be fully integrated on both sides to cultivate talents. For example, we can set up individualized teaching mode with creative industry major at Xiamen University, Fuzhou University, Huaqiao University and other colleges and universities. In addition, the Universities in Fujian should introduce teaching materials and curriculum of Taiwan to actively participate in the creative industries of the learning and training, and cooperating with the well-known domestic and foreign institutions. Secondly, improving the introducing channel system of relevant personnel from the advanced countries and regions. The government should hold the cultural exchanging programs and meetings to improve the personnel training and attracting policy mechanism; Third, the construction of creative industry exclusive website can drive creative resources to share and be complementary, so as to optimize the allocation of resources and the creative industries. Through the practical cooperation, virtual communication, we are able to cope with the problem of separated, inconvenient cooperation, and improve the aggregation area of technology and talent, which cultivates talents, strengthens cooperation to increase opportunity and feasibility.

To create a relaxed and tolerant environment for the creative industries

The expert points out, the creative industry developed regions often have three key elements such as the technology, talent and tolerance. So the creative industry cooperation between Fujian and Taiwan must adhere to create a tolerant culture, which low barrier to entry and improve the ability to absorb foreign ideas. Creating a permissive environment should be not only based on the traditional cultural practices, but need to invest a lot of human and material resources, to establish and update ideas in a encouraging innovation and creativity environment with the compatibility of the various kinds of creative culture. To create a good atmosphere for public opinion in the province depends on the media publicity which can build creative industry image value, and access to concern and support from all sectors of the community. On the other hand, the two cities should together improve and perfect the legislation of intellectual property rights at the same time, including the relevant government agencies to focus on the enforcement of intellectual property rights protection, and take effective measures to crack down on the market, all kinds of piracy to create a standard, healthy, orderly environment.

SUMMARY

The development of cultural and creative industries has become an important symbol of a country or a city's comprehensive competitiveness^[10]. Therefore, development of creative industry between Fujian and Taiwan should integrate resources of various subjects such as government, enterprises and universities. This paper analyzes the status and problems of creative industry between Fujian and Taiwan and puts forward the corresponding proposal and countermeasure. such as convergence of capital, talents, market which also need to increase the government and enterprise investment, and continue to reform and innovation to meet a new tomorrow.

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