

# Seminar on Cultural Trade Development

## Project Description

Full Name	Seminar Course on Development of Cultural Trade		
Organizer	The Central Academy of Culture and Tourism Administration		
Holding Time	November 21 – December 11, 2019	Language	English
Invited Participants	Officers and experts engaged in the field of Cultural and Art as well as Cultural Trade Industry		
Planned Number of Participants	25		
About the Participants	Age	Under 50 years old for participants at director-general's level; under 45 years old for participants at or under division director's level.	
	Physical Health	In good health with health certificates or medical examination forms issued by local public hospitals; without diseases prohibited from entry by China's laws and regulations; without severe chronic diseases such as serious high blood pressure, cardiovascular and cerebrovascular diseases and diabetes; without mental illnesses or infectious diseases that may pose serious threats to public health; not during the postoperative recovery period after a major operation or during the outbreak period of acute diseases; without severe physical disability; non-pregnant.	
	Language Ability	Fluency in listening, speaking, reading and writing in English	
	Others	Participants who come to China for training are not allowed to bring spouses or relatives.	
Host City	Beijing City	Local Temperature	Winter: 0℃-10℃
Cities to Visit	Xian City of Shanxi Province and Luoyang City of Henan Province	Local Temperature	Xian City : 0℃-10℃ Luoyang City : 0℃-10℃
Notes	<p>1. Please prepare a valid passport and visa in advance.</p> <p>2. Participants in seminar classes are expected to report on country differences and exchange ideas in terms of cultural heritage protection. Please get prepared.</p> <p>3. If the flight cannot depart on time due to special circumstances, or the flight is delayed during transfer, please inform the project contact of the latest flight status, so as to enable organizers to arrange the pick-up.</p> <p>4. In principle, individuals are not allowed to change air tickets. If necessary, please contact the Business Office and follow the procedures. Any costs and consequences led by changes to the ticket without consent will be borne by the individual.</p> <p>5 Please confirm whether you need to re-check the baggage when you transfer. After the flight lands and baggage has been picked up, please wait patiently at the international arrival exit (or domestic arrival exit). The staff will hold the pick-up card with the name of the organizer. If you wait more than 15 minutes, you can call the project contact.</p>		

	<p>6. If the checked baggage is lost and needs to be registered with the airline, please call the project contact first to confirm the delivery address and then fill in the registration form.</p> <p>7. Please pay attention to the weather conditions in host areas, bring the appropriate clothing; prepare comfortable shoes to ready the visit; the important activities of the seminar require formal or national costumes to attend.</p> <p>8. Please bring some commonly used medicine in case of illness.</p>	
Contact of the Organizer	Project or Pick-up Contact	Ms. ZHANG Wenyu
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About the Organizer	<p>The Central Academy of Culture and Tourism Administration is an educational and training institution directly under the Ministry of Culture and Tourism of the People's Republic of China (PRC). It was the first official organization to start teaching and research of cultural management, mainly providing professional training for the leaders of cultural and tourism administrative departments at and above the prefecture and municipal level, and management training for senior managers of cultural and tourism enterprises and institutions. The academy presently is the training base for national cultural cadres of the Ministry of Culture and Tourism, the teaching and training base of the national cultural information resource sharing project, the African-towards training base for cadres of the Ministry of Culture and Tourism, the model training base for talents of State Administration of Antiquities, the continuing education base of the national professional and technical personnel of the Ministry of Human Resources and Social Security, and the foreign aid training contractor of the Ministry of Commerce.</p> <p>Since 2007, our Academy has been holding foreign-related training programs, involving more than 1800 officials, scholars and professionals in the cultural field from over 120 countries. The topics of these programs include cultural management, cultural industries, cultural heritage protection, tourism management, as well as cultural tourism integration and development etc. The training programs are aimed at ministerial, Directorate-level officials and division director of the Ministries of Culture and Tourism, as well as professional and technical personnel. We have already formed multi-national, wide-field, and multi-level characteristics. We have accumulated rich experience in foreign aid training, laying a solid foundation for further undertaking foreign aid training tasks.</p> <p>In recent years, our academy has hosted a series of training courses themed with tourism management. Our brother organizations such as Department of Resource Development from Ministry of Culture and Tourism, The China Tourism Academy, The Cultural Center of China,</p>	

	<p>Embassy Cultural Office, and our strategic partners such as China Tourism Group, Beijing International Studies University have always been providing support for foreign aid training in the tourism industry in terms of teacher selection, on-site teaching, visits, exchanges and seminars. Our academy was renamed in 2018 and added the function of research and human resource training.</p>
Seminar Course Content	<p>The seminar course is held in Beijing in the form of “theory study – practice study – exchange seminar”. The participants will also visit Xi’an City in Shanxi Province and Luoyang City in Henan Province. Xi'an, known as Chang’an and Yujing, is the capital city of Shanxi Province, the starting point of the Silk Road, the core area of the “Belt and Road” , the national central city, and the world's tourism fashion capital; Luoyang City has more than 5,000 years of civilization history and developed cultural industry. During the inspection period, participants are arranged to visit Xi'an Foreign Cultural and Trade Base, Xi'an Cultural and Technological Entrepreneurship City, national digital publishing base and other national cultural industry demonstration bases and cultural export enterprises; In the City of Luoyang, participants will also visit the Luoyang Cultural Center and the Luoyang Museum. In the on-site teaching in Beijing, participants are arranged to visit a number of national cultural exports key enterprises such as China Foreign Culture Group Corporation, China International Book Trade Corporation, National Foreign Cultural Trade Base (Beijing), Beijing crystal film animation technology co. LTD and China acrobatic troupe co. LTD.</p> <p>In the design of the core curriculum, we plan to invite officials who are engaged in Cultural trade from the department of Cultural Industry of Ministry of Culture and Tourism as well as experts from Cultural Trade development base from Beijing International Studies University, to give a series of lectures in terms of the development status of Chinese cultural trade, international cultural trade theory and policy, China's foreign cultural trade development strategy, the development model of Chinese cultural trade, the operation and international development of cultural enterprises, international exhibitions and performance trades, and international cultural trade investment and financing support systems.</p> <p>Through the core curriculum, participants will have a preliminary understanding of international trade theory and policy. The course will provide participants with theoretical basis and policy guidance for the development of Chinese cultural trade. Through the special lectures on the status quo, development model and operation mode of China's cultural trade, the participants will have a comprehensive and objective understanding of the development of Chinese cultural trade. Through different forms of on-site teaching, as well as on-site visits and discussion exchanges in other provinces and cities, participants will have an intuitive understanding of the development level and different development models of Chinese cultural trade. Through the course, participants can understand the frontiers of international cultural trade, have better knowledge of the development trend of cultural industry and cultural trade, and also enhance their international cultural marketing and planning capabilities.</p>