

Research on the Development and Improvement of China's Cultural Export Trade under the Background of "the belt and road initiative"

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Abstract

Today, with the accelerating pace of globalization, cultural products are highly valued by all countries in the world, and cultural trade is becoming an important and indispensable part of international trade. As an ancient civilization in the world, China has a long history and culture. It is the historical mission of the country and the new youth to inherit and carry forward the Chinese culture and promote the development of cultural trade. This article first briefly introduces "the belt and road initiative". Secondly, it expounds the current situation and development dilemma of China's cultural export trade. Secondly, it analyzes the promotion effect of "the belt and road initiative" on the development of China's cultural export trade. Finally, from the perspective of the government and enterprises, this paper puts forward some countermeasures to promote the development of China's cultural trade.

Keywords

"The belt and road initiative", Cultural export trade, Development dilemma, Path of development.

1. Brief Introduction of "the belt and road initiative" Development Strategy

1.1 The proposal of "the belt and road initiative" development strategy

The ancient land silk road was the ancient east-west economic, cultural and trade road, which was developed by Emperor Wu of Han who sent Zhang Qian to the Western Regions. It took the capital Chang'an as its starting point and Rome as its ending point, connecting Asia and Europe. The ancient maritime silk road was a maritime link connecting China and other countries in the world for economic and cultural exchanges. Since ancient times, China has used the "Land Silk Road" and the "Sea Silk Road" to carry out economic and cultural exchanges between countries. Today, the "Land Silk Road" and the "Sea Silk Road" have merged to become the "the belt and road initiative".

Looking at the historical trend of our country, there was also the spread of cultural trade in ancient times. Zheng He's voyages to the West, Zhang Qian's diplomatic mission to the Western Regions spread Chinese culture, absorbed foreign culture, and established the "Silk Road". The current "the belt and road initiative" strategy has been implemented. "the belt and road initiative" advocates President Xi Jinping to propose in 2013 that "the belt and road initiative" draw on the experience of the ancient Silk Road to build an Asia-Pacific economic circle, a European economic circle crossing Africa, and a Eurasian economic and cultural exchange and cooperation belt. Under the guidance of "the belt and road initiative", China, Europe, Asia and Africa have close economic and cultural ties, and all countries work together to achieve mutual benefit and win-win. "the belt and road initiative" is the most potential cooperation link in the world. More than 100 countries and international organizations have actively participated in the construction of "the belt and road initiative" and more

than 40 international organizations have signed international contracts with China. "the belt and road initiative" Led China to Release China's Temperature in International Convergence.

1.2 The economic benefits and international influence brought by the construction of "the belt and road initiative"

The "the belt and road initiative" has always adhered to the three principles of consultation, co-construction and sharing. It will release China's high-tech culture and connect it with the development plans of other countries. It will promote the economic and cultural development of countries along the foreign route and create a cooperation mode of communication of policies and systems, unimpeded trade, connectivity of facilities of various countries, empathy of the world's people and mutual financing of various countries, so as to promote the development of world economy and culture. China's "the belt and road initiative" initiative echoes China's "Community of Human Destiny," and "the belt and road initiative" gathers forces to lead the countries along the route to mutual benefit and win-win.

"the belt and road initiative" brought China's railway technology to Africa, establishing the East African railway and connecting China with Africa. The new technology industrial chain of the African East Industrial Factory is also the export of China's culture and technology, which not only solves the employment problem of foreigners, but also realizes the foreign trade of China's technology and culture, and enables the economic and cultural industrial chain to operate efficiently. Malaysia's Introduction of China's High-tech to Develop Its Economy; As the world's largest photovoltaic country, the introduction of technology from China's Hualong No.1 nuclear power plant by countries such as Britain and Argentina all shows the enhancement of China's economic, cultural and technological strength under the leadership of "the belt and road initiative". In recent years, China's film culture has followed the footsteps of "the belt and road initiative" and gone international. The export of Wolf Warriors 2's films has been well received at home and abroad. Under the leadership of "the belt and road initiative", the international spread of Chinese culture ushered in new historical development opportunities.

The development of Chinese culture is integrated into the construction of "the belt and road initiative" to jointly promote the international trend of cultural products and services, promote the development of China's "soft power" and realize the dream of becoming a cultural power. The goal of "making the cultural industry a pillar industry of the national economy by 2020" has been sung in China's 13th Five-Year Plan, and the great goal of "making culture prosperous, making the country prosperous, making culture strong, making the country strong" has been achieved in the construction of cultural products.

2. Current Situation of China's Cultural Export Trade

2.1 Connotation and classification of cultural export trade

Cultural export trade refers to the way in which cultural products and services are exported from one country to another, and cultural products and services are provided from one country to another and income is obtained.

International cultural export trade is divided into cultural product export and cultural service export. The export of cultural products generally refers to the export trade of consumer goods with profound value, spreading spiritual and cultural thoughts, living habits and symbols. The export of cultural products sometimes affects the cultural behavior of groups by providing information and entertainment and is recognized by people. Such as export of handmade works of art, movies, fashion design, historical relics, books, literature and other consumer entertainment.

The export of cultural services refers to non-goods services. Through cultural activities to provide cultural support for social practice activities, to meet the needs of the masses for culture. The export of cultural services is presented in the form of non-goods, such as cultural and technological activities in the form of libraries, museums, expositions, technology exchange exhibitions, etc. Some cultural

services are non-commercial and non-profit services, and some are profitable services for commercial purposes.

2.2 Current situation of cultural export trade

China's cultural export trade is growing faster and faster with the development of the times. Cultural trade is also recognized as a "booster, lubricant and conveyor belt" for economic cooperation and development. Since 2000, China's cultural export trade has shown an overall growth trend. It has become more and more important and valued in international cultural product exports. However, since 2011, China's economic and cultural export trade has shown a downward trend, which is related to the 2008 world economic crisis. China's commodities cannot be sold in large quantities, while foreign luxury goods are more popular in the world. In recent years, President Xi Jinping has achieved remarkable results in promoting the development of cultural trade through various means in cultural export trade. However, China's cultural products still have serious deficiencies and need further improvement.

China's cultural export products and export destinations are characterized by centralization. The export of cultural products in China is mainly concentrated in visual arts, handicraft arts, performing arts, audio and video, media and books, while design and creative services and traditional culture and natural heritage are relatively few. There is also an imbalance in the export places of cultural products, which are mainly exported to developed countries, such as the United States, France, Germany, etc., while the proportion of cultural export trade in developing countries and less developed countries is relatively low, i.e. the export destinations are relatively concentrated.

In terms of cultural export volume, although China's total cultural export volume is continuously increasing, the export volume of cultural products is still lower than the import volume, showing a cultural trade deficit situation, which indicates that China's cultural products are less competitive than foreign cultural products. As for the publicity of cultural products, China has adopted various ways to publicize them abroad, carried out international cultural exchange meetings, held exhibitions on cultural products in China, carried out publicity with the help of network platforms, and the president gave products with Chinese cultural characteristics to friendly countries when visiting abroad. In terms of forms of cultural export, cultural export trade takes various forms. E-commerce, as a new form of cultural export trade, is welcomed by both domestic and foreign countries, opening up a new way of international cultural trade. With the development of e-commerce, cultural product enterprises can use the network platform to establish online libraries, conduct online lectures and so on, so that foreign people can know China through the network.

3. The Development Dilemma of China's Cultural Export Trade

3.1 Cultural products are of low quality and at a disadvantage in international cultural export trade

We often say that France is a fashion person, Britain is a gentleman, and Germany is an engineer. It can be seen that Germany's manufacturing industry is highly developed and meticulous. The meticulous work of the German people has always been obvious to the world. In addition, among Asian countries, Japan is an established cultural power in the trade of cultural products. Japan has long realized that cultural export trade is of great significance in stimulating economic growth and promoting international economic cooperation. On the basis of this cognition, Japan strives to develop cultural trade, which is reflected in Japan's animation culture. The high level and quality of Japanese animation cultural products are incomparable to other countries in the world, and animation culture has also become the focus of Japan's cultural exports. The quality of cultural products exported by our country has improved in recent years, but the quality of products is still not high. There is a big gap with the quality of products exported by other countries. We should learn from Germany, Britain, France, Japan and other countries in terms of brand quality.

China's cultural trade started late, with poor independent innovation ability, low scientific and technological content of cultural products and low international awareness. The cultural products exported by China cannot be compared with other cultural powers. As far as books, clothing and other products are concerned, there are many pirated products in China. Imitation products are everywhere, while genuine products are few and far between. It is called a big country that imitates piracy.

3.2 The country's corresponding policies and regulations on cultural export trade are not perfect enough

China's cultural export trade started late, and the legal system for the export of cultural products is in a stage of imperfection, disunity and unilateralism. Some cultural trade policies have a negative effect of "restricting power" rather than promoting "delegating power" on the export of domestic cultural products. Such power will definitely hinder the progress of cultural trade. There is serious duplication and confusion among the existing laws and regulations on cultural trade. In addition, foreign exchange policies related to cultural trade, adjustment of commodity structure and export preferences and other relevant laws and regulations are not perfect. The serious imbalance in the policy system of cultural trade restricts the development of foreign trade of cultural products.

3.3 The implementation of foreign trade protection policies hinders the development of cultural export trade

The differences in cultural trade concepts between countries lead to the differences in cultural trade policies and regulations, and the corresponding foreign legal systems affect the export of cultural products in China. Beginning in March 2018, the United States launched a trade war against China. US\$ 50 billion worth of goods imported from China became the target of high tariffs imposed by the United States under Trump's leadership, and other corresponding measures were taken to hinder China's investment in US science and technology industries. The change of US trade policy has greatly affected the development of China's cultural foreign trade. The implementation of US trade war has greatly restricted the export of China's cultural products.

Cultural trade powers started the road of cultural trade earlier than China, consolidating their own cultural strength. Cultural trade policies are relatively perfect. Foreign governments will also issue trade protection policies to protect their own cultural products. For example, South Korea's trade protection policy for its own products encourages Chinese to use its own products and imposes additional taxes on users who purchase products from abroad. These factors have indirectly restricted the export of China's cultural products.

3.4 Differences in geographical environment, customs and languages between countries restrict the development of China's cultural trade

The export trade of cultural products is affected by many factors, such as geographical environment, policies and systems, customs and languages. Due to the different geographical environment of exporting countries, there will be differences in the corresponding modes of transportation of export commodities. Different modes of transportation will bring about differences in cost consumption and thus affect the export of cultural products.

Due to the differences in the historical development of each country, different customs and habits have been formed, and the differences in values and modes of thinking between countries are significant, leading to the exclusion of local cultures from foreign cultures, which is the key factor restricting cultural export trade. For example, Germany, as a manufacturing power, strives for perfection in manufacturing and its products are durable. Our country's goods are not up to the standard in German's concept and are not recognized by the Germans, resulting in a corresponding decrease in our country's cultural products exports to Germany. Language differences also affect the export of cultural products. Chinese, as a major language, has not yet reached the point where it can be popularized all over the world. Because some overseas people do not know Chinese, they cannot really understand our culture and cultural products. These factors restrict the export trade of our cultural products by influencing people's cognition of our cultural products.

3.5 The contradiction between our cultural products and the spiritual and cultural needs of overseas people

The production of cultural products in China cannot meet the growing spiritual and cultural needs of foreigners. With the continuous improvement of the international public's demand for material living standards, the demand for cultural products is also increasing. Foreign people generally pursue Japan, Korea, the United States, Hollywood and so on, and favor these advanced foreign cultural products. However, the production of cultural products in our country is not perfect enough to meet the foreign people's demand for high quality and high standard of cultural products. Therefore, we should accurately understand the tastes of overseas people, produce products that meet the "tastes" of overseas people in a targeted way, entice and stimulate each other's "taste buds", and promote the export trade of our cultural products. Compared with the needs of overseas people, the production of our spiritual and cultural products is still far from enough. There is still a long way to go. This is the main contradiction that we need to solve in the export trade of cultural products. In the future, with the acceleration of international economic development, the living standards and spiritual and cultural needs of various countries will be correspondingly improved, and the contradiction between the cultural products of our country and the spiritual and cultural needs of overseas people will become more prominent. For us, if we can produce high-level spiritual and cultural products, we can keep up with the pace of the times and integrate with international cultural trade.

4. The Promoting Effect of "the belt and road initiative" on the Development of China's Cultural Export Trade

4.1 It is conducive to strengthening economic and cultural exchanges and cooperation among countries along the route

"the belt and road initiative" is the best "approach device" to strengthen economic and cultural exchanges between countries in the new era. It promotes the accommodation between different countries with different languages, beliefs, customs and habits, and realizes complementary advantages, coordinated development and mutual benefit and win-win. In 2016, the International Monetary Fund will include RMB in special currency drawing rights. China's A shares officially entered MSCI Emerging Markets Index in 2018; Asia Infrastructure Investment Bank, the world's first multilateral financial institution built by China, has 81 member countries. "the belt and road initiative" Led RMB Internationalization. Under the leadership of "the belt and road initiative", we will seize more choices and opportunities.

The implementation of the "the belt and road initiative" strategy can send China's cultural product consumer surplus and economic and cultural welfare to Asia, Africa and Latin America, which not only solves the surplus problem of Chinese products, but also solves the problem of insufficient supply of products in Asia, Africa and Latin America. These countries of Asia, Africa and Latin America are the places with the greatest risks in political, economic and institutional operations among the countries along the "the belt and road initiative". However, Asia, Africa and Latin America are the places with the weakest competitiveness under high risks. The weak competitiveness has become the greatest advantage for China's development in Asia, Africa and Latin America. The implementation of the "the belt and road initiative" strategy can take advantage of this advantage to realize the spread of cultural products in our country. "the belt and road initiative" led China's cultural products from general imitation to innovative imitation, led the transformation of Chinese cultural products from low-end to high-end, realized the transformation of Chinese enterprises from weak to strong, from guerrilla warfare to systematic and standardized operations, explored China's iconic cultural products, possessed their own intellectual property rights, built their own brands and developed their own marketing channels. The implementation of "the belt and road initiative" provides a good opportunity for this exploration, because under the background of "the belt and road initiative", we can well discuss the needs and hobbies of foreign people's life, and can make on-the-spot investigations of foreign customs and cultures, thus making us produce products more suitable

for foreign needs. China's concern for exported cultural products highlights China's commitment to the world in this era, highlights China's strong sense of responsibility as a big country, and consolidates China's economic and cultural status in the world.

4.2 "the belt and road initiative" and Confucius Institute complement each other and help China's cultural trade development

Confucius Institute and "the belt and road initiative" have developed together to promote the development of economy, culture and trade and strengthen international economic and cultural exchanges.

Confucius Institute is an educational platform facing the world and a medium for foreigners to learn Chinese culture and publicize China's economy and culture. The principle of "one country, one policy, one school, one policy" has always been adhered to by the Confucius Institute. It formulates school rules and regulations in different countries that are compatible with the cultural customs of the country, and adapts to local conditions to "teach students in accordance with their aptitude". In addition, Confucius Institute has provided support and support for the construction of "the belt and road initiative" in many aspects, including the supply of talents, the propaganda of "the belt and road initiative" and the training and guidance of talents from countries along the line. It has exerted magic power in the fields of economic, cultural and trade cooperation between China and countries along the line.

Confucius Institute is the carrier of Chinese language and culture. It carries forward Chinese culture through language. Nearly 100 million people overseas have learned the Chinese language and culture and experienced the breadth and depth of the Chinese culture. The number of people learning the Chinese language and culture has accelerated every year. Confucius Institute teaches Chinese history, culture and national conditions while teaching language. It enables foreigners to know Chinese martial arts, chess, diet, calligraphy, Chinese painting and other cultures. It can activate Chinese culture in the process of language exchange and dissemination, enable Chinese culture and art to go abroad, and realize the rapid development of export trade of cultural products.

4.3 Promoting the innovation of cultural products in our country

Cultural innovation is the focus of cultural development. Cultural innovation is the "wing" that drives the development of cultural products in our country and keeps up with the times. Practice is the driving force of cultural innovation. To realize cultural innovation, we must put it into social practice. Through social practice activities, cultural innovation is launched to promote cultural development. The implementation of the "the belt and road initiative" strategy is a new type of social practice in the process of cultural development.

Driven by "the belt and road initiative", China's first independent brand fair and the China Brand Development International Forum will be held in Shanghai from May 10 to 12, 2018. More than 600 independent brand enterprises will participate in the conference to introduce Chinese brands to the world and convey the concept of sharing Chinese brands in the world, marking the enhancement of China's product autonomy. In 2017, China's independent intellectual property rights achieved remarkable results, and people's awareness of the protection of cultural intellectual property rights has improved significantly. The establishment of cultural, scientific and creative industrial bases in Beijing and Shanghai has attracted the participation of domestic and foreign high-tech enterprises, cultural and creative enterprises and online cultural enterprises, forming an industrial system of cultural creativity, production, development and marketing. The base has become a world-famous base for cultural innovation and development.

5. The Development Strategy of China's Cultural Trade Export under the Background of "the belt and road initiative" Strategy

5.1 On the part of our government

1.To strengthen the guidance and support of China's cultural products in terms of policies and funds. In terms of policies, preferential tax policies will be implemented on cultural products exports to encourage cultural enterprises to export abroad. We will issue policy guidelines related to cultural trade, improve the national policy system, guide China's cultural export trade to the right track, internationalize China's cultural trade and enhance the international influence of products. In terms of funds, financial support is given to cultural enterprises and cultural innovative talents, such as interest-free loans, financial subsidies, financial incentives, etc. The state's support and guidance in policies and funds will improve the current situation of China's cultural trade and make the road of cultural trade move steadily.

2.We will strengthen cultural protection and protect our intellectual property rights. Chinese culture is extensive and profound, but nowadays there is a phenomenon of foreign invasion and tampering of Chinese cultural products. The protection of intellectual property rights of Chinese cultural products is facing severe problems. For the protection of intellectual property rights, the country needs to establish an effective cultural trade protection system, set up an intellectual property protection committee, set up a service center to protect traditional culture, strengthen supervision of foreign products, levy high tariffs, and reduce the import of cultural products. Strengthen cultural protection to avoid the risk of cultural invasion.

3.Expand the industrial chain and market scope of cultural trade and promote the internationalization of Chinese cultural products. China's cultural products lack innovation, and the cultural industry chain is relatively short. The market scope is mainly concentrated in developed countries. We should further consolidate the market position of our cultural products in European and American countries, expand the market to developing countries and less developed countries that have not been extended, and expand our cultural trade internationalization vision. In the past, China's cultural market was mainly concentrated in European and American countries. In recent years, China has advocated "going into Africa" and "China and Africa are one family". China has turned its new market targets to developing and less developed countries such as Asia and Africa, bringing cultural products such as Chinese martial arts and calligraphy to Asia and Africa, and carrying out corresponding technical training. This will not only speed up the development of their own economy and culture, but also expand the Chinese cultural market. Make China the most popular country in Asia and Africa.

4.Actively learn from the cultural trade strategies of cultural powers. Learning from the cultural trade strategies of cultural powers and formulating cultural trade strategies in line with China's actual situation can help us avoid detours and unnecessary risks in the development of cultural trade. Japan's relaxation policy on animation culture and the proposed introduction of visa preferential policies are worthy of our study. Relatively loose policies can also be implemented on China's excellent cultural products to attract foreign talents and expand the scale of international cooperation.

5.2 China's cultural enterprises

1.Cultural enterprises need to pay attention to innovation ability and core competitiveness, strengthen enterprise supervision and management, and speed up the pace of training cultural innovative technical personnel. The shortage of cultural innovative talents is a major factor hindering the development of cultural trade. Only by having enough cultural innovative talents can we enhance the endogenous motivation and improve the quality of our cultural products. Through regular technical exchange seminars, enterprises can set up technical training bases in outstanding enterprises, set up cultural trade research groups, set up innovative cultural product research and development foundations, encourage product innovation, and step up research and development of new cultural products.

2. We will unite with various forces and actively strengthen cultural research, exchanges and cooperation among enterprises and countries. The progress of enterprises and the development of the country cannot be separated from cooperation with other enterprises and countries. Each enterprise is an inseparable part of the development of cultural trade. Only by connecting various forces can the orderly progress of cultural trade be guaranteed. Hold exhibitions on corporate cultural products, and use the platform of international cultural exchange exhibitions to publicize China's cultural products and improve the popularity of China's cultural products.

3. Actively explore emerging markets and discover new market opportunities. In the past, China advocated the view that "buying is better than building, and buying is better than renting" and missed many opportunities to develop new markets. Now Chinese enterprises should change their ideas, pay attention to the research and development of new cultural products, create their own products, and improve their ability to be independent. Chinese enterprises have invested a lot of money and talents in animation, high-tech film and television late-stage design, new media and other emerging cultural products, committed to innovative research and development of products and achieved remarkable results.

4. Use the big data cross-border e-commerce network platform to vigorously promote the development of cultural trade. China is the largest country in the popularity of Internet application. The emergence of the Internet has led to the emergence of big data network platforms. The Internet provides a new model for the development of cultural trade, and e-commerce provides a new platform for cultural trade. The 13th Five-Year Plan also points out "expanding the space of network economy" and implementing the strategy of strengthening the country through network to promote China's economic, cultural and trade. Today, the emergence of cross-border e-commerce organically integrates all countries in the world. We can learn about cultural products of all countries through cross-border e-commerce platforms. Cross-border e-commerce platforms reduce trade costs and increase trading volume. Today, cross-border e-commerce platforms are still further improving and expanding. Today, cross-border e-commerce platforms can present different page introductions on the platforms according to personal preferences. For example, for books exported by China, cross-border e-commerce platforms can intelligently screen books according to the traces searched by users and select books with higher similarity for users' reference. It greatly reduces users' time and stimulates consumers' consumption so as to speed up the consumption of cultural products. Cross-border e-commerce has become fierce and has made increasingly significant contributions to economic, cultural and trade. Countries and enterprises should seize the opportunity to make good use of this platform and jointly speed up the process of internationalization of China's economic, cultural and trade in combination with the construction of "the belt and road initiative".

6. Summary

Difficulties and opportunities coexist in China's cultural export trade. Overcoming difficulties, changing the status quo and seizing opportunities can enable China's cultural export trade to connect with international culture on the "international express train" of "the belt and road initiative", and it will certainly be able to display its talents in the international cultural trade arena.

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