

Discussion on “Go Global” Strategy for Heilongjiang's Cultural Industry under the Background of "the Belt and Road"

Ying Wang

School of Economics and Management
Heihe University
Heihe, China

Liqiang Zhai

School of Economics and Management
Heihe University
Heihe, China

Lan Yao

Academic Affairs Department
Heihe University
Heihe, China

Abstract—At present, China's economy has entered the development stage of pursuing high quality with the constant deepening of export-oriented and open strategy. The proposal of "the Belt and Road" initiative is precisely the great practice of China's realization of the beautiful Chinese dream in accordance with the new political and economic structure at home and abroad. Cultural industry has economic and spiritual attributes, which is an important part of high-quality economic development in China. In the process of "the Belt and Road" initiative, Heilongjiang's cultural industry will face new opportunities and challenges. Therefore, it is of theoretical and practical value to carry out the "go global" strategy for Heilongjiang's cultural industry in the context of "the Belt and Road".

Keywords—Heilongjiang province; cultural industry; "the Belt and Road"; "go global"

I. INTRODUCTION

Since the implementation of the strategy of revitalizing the old industrial base in Northeast China by the central government at the beginning of the 21st century, Liaoning, Jilin and Heilongjiang provinces have made some progress and achievements on the economic development, but the economic growth rate is not ahead of the national ranking, and there are a series of problems, such as a continuous decline in the comprehensive strength of the economy and a continuous net outflow of the population. The economic structure needs to be further optimized, and the quality of attracting investment and business environment need to be further improved. It is quite difficult to maintain a healthy and sustainable development of economy. Vigorously

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developing the tertiary industry has become an important part of revitalizing the old industrial base in Northeast China. Cultural industry is an important part of tertiary industry service industry, and its continuous development will promote the healthy and sustainable development of Heilongjiang economy. The "go global" strategy of Heilongjiang in the cultural industry can effectively open up the domestic and foreign cultural market, expand the scale of overseas cultural market, and increase the breadth of "go global" strategy for cultural industry. At the same time, through the "go global" strategy for cultural industry, it is able to dig deep into the foreign local cultural market, expand the market share, create a good atmosphere and market environment for the success of "go global" strategy for cultural industry, and increase the depth of "go global" strategy for cultural industry. Therefore, the "go global" strategy for the cultural industry will play an important role in promoting the economic development of Heilongjiang province, and will also benefit Heilongjiang's integration into "the Belt and Road" initiative and promote the development of an open economy.

II. THE OPPORTUNITY FOR HEILONGJIANG'S CULTURAL INDUSTRY TO GO GLOBAL UNDER THE BACKGROUND OF "THE BELT AND ROAD"

A. Enhancing the Overall Strength of the Cultural Industry and Laying the Foundation for "Go Global"

In 2017, 91 key projects of cultural industry in Heilongjiang province were restored, with an investment of 9.05 billion yuan, exceeding the total planned investment of 790 million yuan in 2017. In the whole year, 9328 new market subjects of various cultural industries have been registered, totaled 46,000, and 262 cultural and related industry enterprises were developed. Wanda Cultural Tourist City in Harbin is officially opened, as well as the Red Tower

Fashion Center in Hongchang, Xicheng, Harbin. With the rapid development of the performing arts industry, a series of performances have been launched in Harbin Grand Theatre, Harbin Concert Hall, Old Concert Hall, Worker's Cultural Palace, Friendship Palace, Youth Palace, Songsong Town and Provincial and Municipal Courtyard Theatre. The construction of Harbin Music City has achieved tangible results. Seven key tourist attractions, such as Wanda Cultural Tourist City, Ice and Snow World and Snow Town, have been planned to launch performances of ethnic style. The logging industrial group and the key literary and artistic troupes have planned the cultural tourism docking meeting for on-site performance and viewing, and the integration of cultural tourism has developed to a deeper level. The total number of live performances in 2017 was nearly 10,000, an increase of more than 100% over 2016. The cultural industry in Heilongjiang province started late, but its development speed is fast, and its development goal and orientation are clear. Cultural products and services pay more attention to local characteristics. Combining with Russian elements, the overall competitiveness of cultural industry has been continuously improved, which lays a certain economic foundation for "go global" and strengthens the anti-risk ability of "go global" in cultural industry.

B. Continuous Innovation of Cultural Products and Services, Stimulating External Demand for "Go Global"

A new type of cultural industry in Heilongjiang province is emerging. Heilongjiang Cultural Creative Industry Association has been established and the first Museum Cultural Creative Product Design Competition and Cultural Creative Product Achievement Exhibition have been held. Harbin Oil Painting Industry has developed steadily and successfully planned the first "100 Russian Oil Painters' Longjiang Travel" event. Qiqihar Daily Craft Ceramics Industry has developed rapidly. Mudanjiang Ancient Road Cultural Media Co., Ltd. has put into operation. Jiamusi "Culture + Tourism" and "Culture + Agriculture" have achieved better economic benefits. Cultural industry has economic and spiritual attributes. Cultural industry provides special products and services. However, unlike most manufactured goods, the export of cultural products and "go global" in cultural industry need the cultural identity of the residents of the destination countries. Heilongjiang's cultural industry is constantly innovating in content, in line with the needs of the cultural market of the destination country, and constantly expanding the foreign cultural market, which stimulates the demand of the foreign cultural market for Heilongjiang's cultural industry to go global.

C. "The Belt and Road" Policy, Boosting "Go Global" in Heilongjiang's Cultural Industry and Reducing the Cost of "Go Global"

Since President Xi Jinping proposed "the Belt and Road" initiative in 2013, the National Development and Reform Commission, the Ministry of Foreign Affairs and the Ministry of Commerce jointly issued The Vision and Action to Promote the Construction of the Silk Road Economic Belt and the Maritime Silk Road in Twenty-first Century. Other

ministries and commissions and local governments also issued various kinds of system documents in fiscal and taxation policies, financing policies, institutional safeguards, and talent introduction policies, to promote large and medium-sized enterprises in various regions of China to integrate into the "the Belt and Road" initiative. The government policies are carried out to strengthen government guidance and services, strengthen cultural exchanges with countries along the way, and actively develop cultural industry cooperation, to adapt to the new requirements and new formats of global cultural and economic development. Compared with the infrastructure construction of "the Belt and Road", the cultural industry is more durable and is the foundation of social development. The "go global" strategy for Heilongjiang's cultural industry will enjoy the dividend policy brought by "the Belt and Road", reduce the cost of "go global" and boost "go global" in Heilongjiang's cultural industry.

D. Telling Chinese Stories Well in a "Mild" Way, and Reducing the Resistance of "Go Global" of Heilongjiang's Cultural Industry

The proposal of "the Belt and Road" initiative has been widely recognized by most countries along the line and world organizations. However, due to differences in history, religion and values, there are also concerns, doubts, misunderstandings, and even exclusion upon the fundamental purpose of China's "the Belt and Road" initiative. Under such circumstances, it is not easy to be accepted by governments and residents along the route to simply propaganda the basic purpose of China's "the Belt and Road" initiative. The fundamental reason for not accepting it is the lack of identification with Chinese culture and the lack of understanding of China's long history and civilization. Therefore, it can build a good cultural atmosphere to carry out various forms of cultural exchange and cultural industry cooperation, strengthen cultural ties, and tell the story of China well. From the perspective of win-win cooperation, it is feasible to use the market mechanism to achieve the optimal allocation of cultural market resources, promote the "go global" in Heilongjiang's cultural industry, establish a positive national image, and enhance the identity of counties along the way on the long history and civilization of China and reduce the cost of "go global" in the cultural industry.

III. THE CHALLENGES OF "GO GLOBAL" IN HEILONGJIANG'S CULTURAL INDUSTRY UNDER THE BACKGROUND OF "THE BELT AND ROAD"

A. Lack of Strategic Planning and Top-level Design and Blindness of "Go Global" in Cultural Industry

At present, the lack of overall deployment and top-level design is the fundamental problem that restricts "go global" in cultural industry in Heilongjiang province. Along "the Belt and Road", there are more than 60 countries, with a population of about 4 billion. The countries along the way are quite different. There are developed countries and developing countries, and each country has specific political

and economic systems, religious beliefs and cultural traditions, resulting in the complex development environment along the way. Cultural products and services themselves play a unique role in people's ideology and value orientation, which makes the "go global" strategy for cultural industry have its particularity, and various factors in development of cultural industry are more complicated than those of "go global" in manufacturing. If lacking strategic planning and top-level design, it is blind to carry out "go global" strategy for Heilongjiang's cultural industry in complex environment, and it is easier to get risk and cause losses.

B. Blank Statistics of Cultural Trade and Investment for a Long Time, Resulting in Lack of Theoretical Support for Cultural Industry to Go Global

At present, our government and academia have not yet established a unified and standardized index system for cultural trade and investment. The current applied statistical index system still follows the traditional national economic index system. Some cultural products and services are not listed separately, but scattered in various categories. However, due to the particularity of cultural industry itself, they cannot be included in the existing statistical category, which is not conducive to an objective, scientific and accurate understanding of the basic situation of China's cultural trade and investment in academia. The development of cultural industry in Heilongjiang province started late, and the establishment of statistical indicators lagged behind other regions where the development of cultural industry was relatively fast. The long-term blank of statistical data also led to the inability of domestic academia to provide theoretical basis and support for "go global" in cultural industry.

C. Cultural Enterprises Facing Financing Difficulties and Weak Anti-risk Ability in "Go Global" in Heilongjiang's Cultural Industry

In the construction of "the Belt and Road", the problem of lacking funds becomes more acute in "go global" in Heilongjiang's cultural industry. On the one hand, although the Chinese government has provided policy and financial support for "go global" enterprises, due to the complicated procedures of applying for capital loans and the lagging time of government policy implementation, it is difficult for cultural enterprises to enjoy policy and financial support in "go global", and to meet their needs. On the other hand, financial platforms such as "Silk Road Fund" and the Asian Investment Bank (AIB) give strong support to large-scale energy and infrastructure projects and the amounts can meet their needs. But cultural enterprises are mostly focused on content production, small in scale and volume, and mostly belong to light-asset enterprises for whom banks, funds and other financial institutions generally lack specialized financial products. Therefore, they cannot provide financing services for cultural industries to go global. As a result, cultural enterprises' ability to resist risks is weak.

IV. THE "GO GLOBAL" STRATEGY FOR HEILONGJIANG'S CULTURAL INDUSTRY UNDER THE BACKGROUND OF "THE BELT AND ROAD"

A. Deepening the Reform of Government Functions to Provide Services for Cultural Industries to Go Global

Heilongjiang Culture and Tourism Department should, in accordance with the relevant national policies, further promote the reform of "release, management and service" and administrative approval system and enhance the service capacity of cultural industry, and firmly guarantee the safe and orderly operation of cultural market. The government can convene the Heilongjiang Bank-to-Enterprise Docking Meeting for Cultural Industry, improve the one-time credit quota of financial institutions for key cultural enterprises, help cultural enterprises to resolve the difficulty of financing and enhance the anti-risk ability of cultural enterprises in the process of "go global". Gradually a unified and feasible statistical index system can be established to unify the statistical caliber, better match the actual situation and demand of cultural trade investment, visually reflect the real-time dynamic of cultural trade investment, which are comparable and of practical value. What's more, it can also collect and transfer real-time data for cultural trade investment and provide sufficient and quantifiable basis for the government, industry organizations and cultural enterprises to formulate development strategies and plans.

B. Strengthening Cultural Exchanges with Countries Along the Way and Gradually Improving the External Market Environment for Cultural Industries to Go Global

The Heilongjiang provincial government can vigorously implement "the construction of cultural communication corridor between border cities of China and Russia", innovatively implement the project of cultural good-neighbourliness, and strengthen cultural exchanges and cooperation with Russia by taking advantage of geographic advantages, so as to realize the expansion and upgrading of cultural exchanges with other countries. It is suggested to strengthen cultural exchanges with the Russian Far East, vigorously build corridors for cultural exchanges with Russia, and intensify the construction of infrastructure, communication infrastructure and financing platforms, so as to make the corridors for cultural exchanges with Russia take shape. It is necessary to continue to promote the cooperation projects between Heilongjiang and the Ministry of Culture, and select the art troupes, such as Beijing Opera Troupe and folk music troupe, to perform in countries along "the Belt and Road", such as New Zealand, Denmark and Switzerland, and explore the international market for cultural industry to go global. It is advisable to hold a week of cultural and artistic exchanges between China and Russia, expand the scope and depth of cultural and industrial cooperation between the two countries, deepen cultural exchanges and cooperation with Russian Jewish Autonomous Prefecture and Birobidzhan City, gradually enhance the international influence of cultural industry in Heilongjiang province, and improve the external environment of cultural industry for "go global".

C. Systematic Training of Cultural Talents to Provide Human Support for Cultural Industry to Go Global

Efforts should be made to improve the training mechanism of cultural talents in higher education institutions and social institutions, to enrich, improve and optimize the structure of cultural talents team, and to form a system of training cultural talents that combines professional education, social cultivation and general education of the cultural masses. It is suggested to realize the steady development of vocational education of culture and art, set up experimental art troupes by relying on the innovation of vocational colleges of culture and art, carry out cultural exchange lectures and social practice, effectively improve the quality of running schools, and train qualified talents in the field of culture. Excellent professional talents can be cultivated through holding training classes for all kinds of professional art talents. It is advisable to further standardize social art education and training institutions and constantly increase the number of talented people in the field of mass culture. In addition, it is necessary to achieve the upgrading of artistic research, organize and declare provincial and national artistic research projects, subsidize the establishment of key laboratories, focus on training artistic research experts, systematically train cultural talents, and thus provide human support for cultural industry to go global in Heilongjiang province.

V. CONCLUSION

Cultural industry is an important part of tertiary industry service industry, and its continuous development will promote the healthy and sustainable development of Heilongjiang economy. The "go global" strategy of cultural industry in Heilongjiang province can effectively open up the domestic and foreign cultural market, expand the scale of overseas cultural market, and increase the breadth and depth of "go global". The development of Heilongjiang's cultural industry is facing many opportunities under the background of "the Belt and Road". However, it also faces many challenges such as the lack of strategic planning and top-level design, the long-term blank of cultural trade and investment statistics, and the financing difficulties. This requires Heilongjiang provincial government, industry, enterprises and universities to cooperate with each other, through the implementation of deepening the reform of government functions and strengthening the culture exchange with the countries along the way and systematically training cultural talents in order to improve the internal and external market environment for Heilongjiang's cultural industry to go global and promote the healthy development of Heilongjiang's cultural industry.

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