

Study on the Value and Inheritance Innovation of Minnan Culture Integrated into the 21st Century Maritime Silk Road

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Abstract-As part of Chinese national culture, Minnan culture embodies the particular cultural connotation, way of thinking and mentality of Chinese nation. Also, as a kind of regional culture, it boasts local characteristics related to its own geographic environment. In the context of building a 21st Century Maritime Silk Road, efforts have been put into the strong expansion of connotation of Minnan culture and building of value inheritance system for Minnan culture with diverse advantages. As the sustainable and innovative development of Minnan culture, this paper studies how to boost the closest regional cooperation between Fujian and ASEAN countries and deliver win-win results with Minnan culture as a link, expand Fujian-Taiwan exchange and cooperation so as to promote the peaceful development of cross-Straits relations, and implement China's strategy of the 21st Century Maritime Silk Road.

Keywords-Minnan, 21st Century Maritime Silk Road, cultural

I. BUILDING STRATEGY OF THE 21ST CENTURY MARITIME SILK ROAD AND THE POSITIONING OF FUJIAN PROVINCE AS THE CORE AREA

A. *The 21st Century Maritime Silk Road at the National Strategic Level*

Historically, the "Maritime Silk Road" was derived from the concept of "Land Silk Road". As an important sea lane for economic and cultural exchanges between ancient China and countries (regions) along the route, the ancient Maritime Silk Road played a significant part in politics and diplomacy. Since it's put in use, it had connected the sea routes in Asia, Africa, Europe, the United States and other ancient countries, and played an important role in the world history and the development of human society. It allowed the Chinese culture to constantly integrate with the cultures of all countries and nations in the world through communication, collision, and innovation, and while going global, the Chinese culture had absorbed rich and colorful resources from the world cultures. In the era of globalization and regional economic collectivization, all countries are actively seeking new opportunities and space for development, and thus the ocean has become a new

trend for the development of the human society. For the development of the human society and the future of China, China has given new connotation and characteristics to the 21st Century Maritime Silk Road by referring to the Ancient Maritime Silk Road.

In history, the Maritime Silk Road was defined by the French Sinologist Edouard Chavannes in 1931 in Documents Sur les Tou-kiue Occidentaux as "the Silk Road consists of two routes, one by land and the other by sea; the North route starts from Sogdiana and the South is a passway by sea connecting to harbors in India"; the Japanese scholar Misugi Takatoshi formally used the term "Maritime Silk Road" in 1957 in Explore the Maritime Silk Road. [1] The maritime transportation and trade routes starting from China before 1840 were generally referred to as the Ancient Maritime Silk Road in history. Different from the Ancient Maritime Silk Road which was initiated by successive maritime pioneers, the 21st Century Maritime Silk Road has richer connotation and newer features of the times as well as higher strategic significance. The concept was firstly proposed by Chinese President Xi Jinping during a speech to the Indonesian Parliament in October 2013. He mentioned that Southeast Asia has since ancient times been an important hub along the ancient Maritime Silk Road. China will strengthen maritime cooperation with ASEAN countries and forge the China-ASEAN Community of Shared Future in a joint effort to build the 21st Century Maritime Silk Road. [2] The 21st Century Maritime Silk Road was written into the Work Report of the Chinese Government in 2014. Authorized by the State Council in March 2015, the National Development and Reform Commission, the Ministry of Foreign Affairs, and the Ministry of Commerce of the People's Republic of China jointly issued the Vision and Actions on Jointly Building Silk Road Economic Belt and 21st Century Maritime Silk Road [3]. By far, the initiative of the 21st Century Maritime Silk Road has been promoted as a national strategy and has received wide recognition and warm response from the international community.

The 21st Century Maritime Silk Road is a modern maritime channel proposed by China at the beginning of the century and is built in a joint effort with the rest of the world. Centering on the maritime trade initiated by China and connecting to various ports around the globe, it is the center of China's foreign trade relations under the layout of the international and regional cooperation mechanism. The significance of this strategy in the new era is embodied in the following aspects: (1) to publicize China's peaceful development concept and peaceful discourse system among countries along the Maritime Silk Route through flexible diplomacy and cultural soft power; (2) to explore the potential development vitality and cooperation intention within the region, deepen interactions and exchanges between industries and sectors, promote regional economic integration and the development of different economic sectors, as well as build a dynamic and risk-resistant trade channel; (3) to shape a community of shared future with shared interests on the basis of mutual respect, assistance and equality, mutual learning as well as win-win cooperation; (4) to reinforce exchanges and communication as well as extend mutual understanding and trust with Southeast Asia and ASEAN countries to create a peaceful environment for China's development of reform and opening-up as well as its socialist modernization.

Therefore, it is essential to integrate comprehensive factors of the countries along the Road to realize the strategy goal of the 21st Century Maritime Silk Road, including economies, politics, national security, etc. More importantly, China needs to transcend the traditional trade limitations, promote maritime trade and become a strong maritime power by building a strategic marine platform which focuses on the overall planning of marine industries and sea-land resources as well as the safety maintenance of sea lanes based on new mechanisms for international and regional cooperation. In the meantime, a modern maritime trade network can only be forged by expanding economic cooperation and cultural and educational exchanges with countries along the Maritime Silk Road. Closer economic ties can bring about harmonious international relations on the basis of educational and cultural cooperation. In realizing the strategy of the 21st Century Maritime Silk Road, China will build a road of cooperation for opening up to the outside world in the new era, a road of wealth for the development of countries along the route, and a road of friendship for international exchanges.

B. Fujian Province as the Core Area Along the 21st Century Maritime Silk Road

Opportunities: with the proposal of this strategy, Fujian is embracing new development opportunities. In 2012, the State Council approved the Development Plan of Fujian Strait Blue Economic Experiment Zone. Furthermore, the central government enacted and issued the Vision and Actions on Jointly Building Silk Road Economic Belt and 21st Century Maritime Silk Road on March 28, 2015, indicating that the marine economic development strategy of Fujian Province is upgraded to a national strategy. The above-mentioned documents also

provide a powerful policy guarantee for Fujian to undertake the historical mission endowed by the building strategy of the 21st Century Maritime Silk Road. As an active response to the national call, Fujian Province starts to build itself as strong marine power and actively takes part in the building of the "New Silk Road". It is now recognized as one of the Second Batch of Pilot Free Trade Zones, and the core area of the 21st Century Maritime Silk Road.

Positioning: (1) an important hub for connectivity. Positioned as the center of maritime cooperation strategy, Fujian port cities will connect countries along the Maritime Silk Route, and build a more secure, efficient, convenient and interacted air-sea-land transport network; (2) a cutting-edge platform for economic and trade cooperation. Fujian Province will take the lead in deepening and broadening the cooperation in industry, trade and investment sectors with countries (regions) along the Road, and innovate as well as improve systems and mechanisms for cooperation by accelerating the development of the Fujian Pilot Free Trade Zone; (3) a cultural bridge for thriving people-to-people exchanges. With its own dialect and common folk culture, Fujian will expand cultural communication and personnel exchanges with countries (regions) along the Road by promoting people-to-people exchanges aided by intergovernmental communication, and thus carrying forward fine traditional Chinese culture.

Advantages: Fujian has rich historical and cultural heritage, unique geographical advantages, continuous coastal resources and open foreign trade features, which provide an important practical basis for the 21st Century Maritime Silk Road. (1) Geographical advantages: Fujian is located in the southeast coast of China close to the main channel of the Western Pacific Ocean with a sea area of 136,000 square kilometers; with a unique marine geography. It owns several official ports including Quanzhou Port, Fujian Port, Zhangzhou Port from history, and there are 114 berths of more than 10,000 tons in the existing ports. (2) Politics, economy and trade: with prominent advantages in the development of marine economy, Fujian experienced a rapid increase in its total marine output from 2004 to 2012, which quadrupled from RMB 173.808 billion to 448.28 billion with an annual growth rate by 17.55 percent. Geographically adjacent to Southeast Asia, Fujian is a traditional trading partner and has a long history of economic and trade relations with ASEAN countries. By the end of 2013, Fujian has set up 156 overseas enterprises and branches in ASEAN countries which are listed as the second largest trading partner and the fourth largest source of foreign investment of Fujian, with a total outbound investment of 450 million US dollars. Fujian has a strong international competitiveness in leading enterprises and industrial clusters in mechanical equipment, electronic information and petrochemical industry. [4-5] (3) Cultural and people-to-people exchanges: Quanzhou City in Fujian Province was the convergence point of Arab culture, Indian culture as well as Eastern and Western culture during the Song and Yuan Dynasties, and Xiamen has been a gathering place where Chinese and Western cultures

merged and exchanged since the Qing Dynasty. A large number of Fujianese set out from Fujian to Southeast Asia for business or livelihood along the Maritime Silk Road; with the settlement of Fujianese in these countries, the Minnan dialect and culture were integrated into the local language and culture. Overseas Chinese become Fujian's unique advantages and valuable resources. According to statistics, the number of Overseas Chinese from Fujian Province in Southeast Asia accounts for 87% of the Southeast Asian population. They mainly settle in Indonesia, Malaysia, Philippines, Singapore and Thailand, and become the main force to boost the building of the 21st Century Maritime Silk Road.

II. MINNAN CULTURE AS AN IMPORTANT SOFT POWER IN THE BUILDING OF THE 21ST CENTURY MARITIME SILK ROAD

As the old saying goes, “a strong and prosperous culture leads to a promising national fate and a strong nation”. According to Joseph Nye, Professor at Harvard University, the overall national strength of a country consists of hard power and soft power; the former refers to the material power which can be seen and touched, and the latter means mental strength including politic values, culture, and foreign policies. The two are closely related as well as mutually reinforce and restrict. [6] Therefore, it is necessary to fully consider both the hard power and the soft power of a country to evaluate its comprehensive national strength under any time-and-space backgrounds, including its economic aggregate, political system, scientific and technological level, military capabilities and overall level and potential for development from material aspects, as well as its core values and cultural influences. In today's world, with the increasing integration and infiltration of culture, economy and politics, different cultural ideas are constantly interacting and conflicting. The position and role of culture have become increasingly prominent in the development of the human society and all nations. The strength of culture is deeply intertwined with the vitality, creativity and cohesion of a nation. For this reason, the General Secretary Xi Jinping proposed to enhance cultural confidence and core values, and repeatedly discussed and stressed that “cultural confidence is a more basic, extensive, and profound self-confidence” in the group study among the members of the Political Bureau of CPC Central Committee in February 2014. In the building of the 21st Century Maritime Silk Road, the unique traditional Chinese culture is a prominent advantage to reflect China's cultural soft power and an abundant source to strengthen its cultural confidence.

A. *Cultural Values of Minnan Culture in the Building of the 21st Century Maritime Silk Road*

1). *Rich of the Minnan.* The word “Minnan” geographically refers to the southern region of Fujian Province including Quanzhou, Zhangzhou and Xiamen. The term “Minnan people” was formed by the intergradation between the Han people from the Central Plains in ancient China who settled in Fujian Province in

large numbers and multiple batches and the decedents of the Minyue people. The “Minnan dialect”, as a living fossil of ancient Chinese in the Central Plains of China, has kept many characteristics of the ancient and middle Chinese in its language system. The Minnan dialect has slowly found its way into the local languages of the Southeast Asian countries with the settlement of a large number of Fujianese for livelihood since the Tang Dynasty. The Minnan Culture originated in Han and Jin Dynasties, matured in the Song Dynasties, and developed in the Ming and Qing Dynasties. It is the result of the continuous integration of the ancient culture of Fujian, the culture of the Central Plains and the overseas culture. Its profound marine cultural characteristics are the natural choice for the Minnan people living in the area of Southern Fujian, which faces the sea with the hills for a background, to expand their living space in the sea when the ancient transportation was extremely underdeveloped. Therefore, the marine culture is a native feature of the Minnan culture. In brief, the Minnan Culture is a Chinesized regional culture with local characteristics with a mixture of the realistic elements of local culture in Southern Fujian and the Central Plains Culture in the long-time social evolvement.

Fuzhou, Putian, Quanzhou, Xiamen, Zhangzhou and other cities along the Maritime Silk Road are rich in cultural relics of the Minnan Culture, and are famous Maritime Silk Road cities in Fujian Province. Gantang Port in Fuzhou, Taiping Port in Changle, Houzhu Port in Quanzhou, Yuegang Port in Zhangzhou had played an important role on the Maritime Silk Road routes in various historical periods in China. As the standard port on the Maritime Silk Road during the Song and Yuan Dynasties, and one of the starting points of the Ancient Maritime Silk Road, Quanzhou is recognized by the United Nations Educational Scientific and Cultural Organization (UNESCO) as the “biggest port of the East”. Taiping Port in Changle, Fuzhou, was an important base for Zheng He's expedition. As the Ancient Maritime Silk Road being expanded with Zheng He's travel to the West, Fujian became an important departure and destination of the Maritime Silk Road. Zhangzhou won the good reputation of the “first metropolis of Southern Fujian” in Ming Dynasty; since modern times, Xiamen Port has been one of the world's top ports with significantly increased handling capacity and rapid status rise. To sum up, Fujian, as the core area of the strategy, should fully explore the values and exert the potential influence of the Minnan Culture. In addition, it should have a greater say and participation in foreign exchanges, and consider the Minnan Culture as an important embodiment and strong support of its historical and cultural soft power in the building of the 21st Century Maritime Silk Road.

2). *Profound of the Minnan Culture.* According to historical records, the Han people who moved south from the Central Plains brought its Loess Plateau Culture into Southern Fujian and blended this original culture with the local marine culture, thus forming the “predecessor” of the Minnan Culture. With increasingly sophisticated

shipbuilding technology, the Minnan people extended their range of activity to Taiwan, Southeast Asia and Europe along the Ancient Maritime Silk Road. Due to frequent external exchanges and expanded activity scope during the Song and Yuan Dynasties, the Minnan Culture not only accepted the Islamic Culture, the Indian culture, the European Culture and the Southeast Asian Culture, but was also integrated into other cultures. In modern times, the Minnan Culture has continued to update after absorbing western cultural elements. In Ming and Qing Dynasties, the Minnan people established a strong maritime force to fight against the imperial court's ban on maritime trade. Due to immigration of the Minnan people, the maritime undertakings of Southeast Asian countries in modern times also gradually rose. The Minnan Culture has been inherited, developed and matured with the historical changes. During this process, the spirit of gratitude, adventure and innovation, as well as the thought of righteousness and benefit in the industry and commerce sector, came into being. The innate ability of the Minnan people to strive, forge ahead and innovate endows the Minnan Culture with the vitality to spread across the Taiwan Strait and Southeast Asia. The footprints of merchants from Southern Fujian spread across various ports along the Ancient Maritime Silk Road. The Minnan Culture flourishes in Fujian and Taiwan, and remains intact in Southeast Asia. It is the core and a significant driving force of communication as well as of great values in forging the 21st Century Maritime Silk Road.

B. Identity of the Minnan Culture in Southeast Asia and ASEAN Countries

1). *Culture.* The Culture Identity Theory was first proposed by the American Psychoanalyst Erik Homburger Erikson in the 1950s. [7] It was pointed out in the academic circle that sharing the same cultural symbols, cultural concepts, thinking patterns and behavior norms is an important basis for judging one's cultural identity. Based on this, the communication of the Maritime Silk Road culture can be considered as a potential spiritual act (latent function) to promote the cultural identity of overseas Chinese through cultural exchanges between China and foreign countries. The cultural identity of overseas Chinese and their actions by taking the Minnan Culture as the communication media are conducive to the long-term, sustainable and stable prosperity of the 21st Century Maritime Silk Road. Positive interpretation and understanding of the core values of the Minnan Culture as well as the cohesion of overseas Chinese's understanding, acceptance and support of the ideas, cognition, plans as well as other values and actions in the 21st Century Maritime Silk Road strategy from the root of cultural identity, are the core for promoting overseas Chinese cultural identity of the Minnan Culture, and help to obtain high consensus and positive response from the countries along the Road.

2). *China-ASEAN.* Consisting of 10 counties, the Association of Southeast Asian Nations (ASEAN) was established in 1976 to realize regional development and

enhance the influence of Southeast Asian countries on the international stage. At present, ASEAN has become an important regional cooperation organization in the Asia-Pacific Region, and plays a driving and leading role in the development of regional economic cooperation with great strategic values in the building of the 21st Century Maritime Silk Road. Although there are significant differences in cultures, political systems, religious beliefs, ideologies and national cultural traditions, the ASEAN countries are the gathering places for Chinese and overseas Chinese, whose language, songs, life and beliefs are still deeply attached to the Minnan Culture, retaining part of the Minnan Culture and Buddhist customs. As a symbolic art form in the Minnan Culture, the Fujian Nanyin Music slightly defers in Xiamen, Zhangzhou, and Quanzhou, and becomes prevalent in Taiwan and Southeast Asian countries due to Minnan people's "sailing south". The Nanyin Music reflects overseas Chinese's feelings about hometown and their cultural identity. For instance, the "Jinlan Langjun" Nanyin Music Association in Southeast Asia and the "National Customs Langjun" Music Association in Philippines have clearly defined their aim of maintaining Chinese culture and promoting the art of Chinese folk music. They even established youth leagues to reserve force for and pass down the Nanyin Music. Many of the cultural classics were translated and reissued in Singapore and Malaysia after the immigration of the Chinese people, and have become the nourishment for the mind of the overseas Chinese in Southeast Asia, such as the *Vigilante In the Mask Suppresses the Mountain Thief*, *The Story of General Yang Wenguang Suppressing 18 Stockaded Villages in Fujian Province*, the *Yueyi Crusades against the State of Qi* translated in Singapore and Malaysia, the *Sutra Ksitigarbha Bab Akhir* and the *High King Avalokitesvara Sutra* issued in Singapore, the *Diamond Sutra* in Hokkien, as well as the *Li Zailuan Wing Chun* and the *Four Books*. [8] The Kungfu tea customs and porcelain tea sets in the Minnan Culture are able to spread in Southeast Asia with the flourishing of tea trade, thus promoted the development of local pottery industry and accelerated the process of social civilization. The family culture of the Minnan Culture is also spread in the Philippines. The clan societies of the Philippine Chinese are kinship and geographical communities similar to the ancestral halls in Southern Fujian. They carried forward the family culture and strengthened their clan relatives' cultural identity of the Minnan Culture. The religion and popular belief of the overseas Chinese in Southeast Asia similarly reflects their cultural identity of the Minnan Culture, such as the "Matsu in local faces" and the "Goddess Matsu" crowned by the Pope in the Philippines. In addition, more and more Southeast Asian countries have realized the importance of Chinese language education and set up local Confucius institutes to teach Chinese language courses. Various scholarship programs have been set up to encourage ASEAN students to learn Chinese and understand Chinese culture in local Confucius institutes or Mainland China. All these have proved that the Minnan Culture is recognized and inherited in ASEAN countries. For this reason, it is

necessary to keep deepening cultural and educational cooperation between Fujian and ASEAN countries, and extend cultural identity and mutual understanding among them while displaying cultural differences. Moreover, the cultural and educational cooperation will also create a favorable atmosphere for the building of the 21st Century Maritime Silk Road and the cultural identity of the Minnan Culture.

III. STRATEGIES ON INTEGRATING THE MINNAN CULTURE INTO THE BUILDING OF THE 21ST CENTURY MARITIME SILK ROAD

The spread of the Minnan Culture is the core value of promoting the cultural identity of Chinese and overseas Chinese in countries and regions along the Maritime Silk Road in the building strategy of the 21st Century Maritime Silk Road. We should protect, inherit and promote the Minnan Culture to make it reflect the characteristics of Chinese nation and the spirit of the times, thus bringing the Chinese and overseas Chinese along the Maritime Silk Road closer, and advancing the cultural confidence of Chinese people to a higher level. We should better utilize the features of the Minnan Culture including openness, inclusiveness and harmony to produce resonance among the people of ASEAN countries and in Southeast Asia and facilitate economic and trade cooperation, thus realizing the great vision of win-win cooperation in the building of the 21st Century Maritime Silk Road.

A. *Constraints on Minnan Culture's Role in Promoting the Building of the 21st Century Maritime Silk Road*

Although some results have been achieved in integrating the Minnan Culture into the building strategy of the 21st Century Maritime Silk Road, the resonance effect of cultural synergy produced by the Minnan Culture in promoting the building of the 21st Century Maritime Silk Road is to be improved due to different national conditions and backgrounds and living environment in Southeast Asian countries, as well as the outstanding territorial disputes over the South China Sea islands. In addition, reasons include the following internal and external interference and constraints.

Externally, (1) ASEAN countries show different levels of acceptance and recognition to the Minnan Culture due to their various levels of comprehensive national strengths and attitudes to China, thus influencing the effective role of Minnan Culture in promoting the building of the 21st Century Maritime Silk Road in ASEAN countries. (2) Cultural and people-to-people exchanges on the Minnan Culture are often forced to end because of such situations as political upheavals, party strife and civil unrest that occur in some of the ASEAN countries, and the absence of effective continuity of promotion policies has adverse effects on the spread of Minnan Culture. (3) In order to restrict and counterbalance the development made by China in Southeast Asia, countries outside the region including the United States and Japan have reinforced cultural and economic cooperation with Southeast Asian countries and

carried out ideological expansion and cultural output all around the world thru new media on the Internet, with a view to break the dominance of the traditional Chinese culture—Minnan Culture in Southeast Asian countries and regions, seriously interfering the reshaping of cultural identity of the overseas Chinese communities in Southeast Asia, and destroying the cooperative environment created with Minnan Culture in ASEAN countries that is beneficial to the building of the 21st Century Maritime Silk Road.

Internally, (1) an overall strategic planning needs to be made. The current ways of inheritance and innovation of Minnan Culture along the Maritime Silk Road are developed by people autonomously in decentralized manners, resulting in insufficient cultural dissemination both in width and depth. Also, a systematic planning on the overseas promotion of Minnan Culture awaits to be made in Fujian Province. (2) A sound inheritance mechanism needs to be built. The promotion of a culture from generation to generation requires a systematic and overall planning, as well as certain mechanism to guarantee its healthy and order development, that is to formulate relevant laws and regulations and protection measures to regulate folk activities and protect intangible cultural heritage, and to complete its inheritance innovation and management mechanisms to maintain the cultural market order and forge good-quality cultural brands. (3) Innovation drivers need to be normalized. Innovation is required in cultural development. Minnan Culture has constantly absorbed the quintessence of various cultures in the course of evolution and incorporated the spirit of different ages. In order to better promote the strategic building of the 21st Century Maritime Silk Road, Minnan Culture, confronted with obstacles arising from global geopolitics and complicated international conditions, should have the ability to innovate thru timely and sharp observation.

B. *Building of the Value Inheritance and Innovation System for Minnan Culture with Diverse Advantages*

For cultural inheritance and innovation, it is required that we should not only have an analysis, judgment and correct recognition of our own culture, but also carry out creative evolution and innovative development combined with the times. More specifically, it requires us to create, based on the history and actual conditions of our country, an advanced culture that not only contains the quintessence of our traditional culture, but also conforms to the characteristic of the times, thus helping China recognize, hold fast to and inherit its cultural genes in the course of modernization, and maintaining its cultural ethos and cultural features when going global.

1). *Guiding.* Since the convening of the 18th National Congress of the CPC, faced with new trends in development of China as well as the world, the General Secretary Xi Jinping, from the strategic perspectives of the great rejuvenation of the Chinese nation, exchanges of different civilizations and future development of human society, put forward a series of creative statements on the quintessence, status, role and value of fine traditional

Chinese culture according to the objective laws and rules of cultural intrinsic development, innovation in practice and exchanges, particularly the innovative idea that culture needs creative evolution and innovative development brought up in the systematic statement on traditional Chinese culture, which highlights that the fundamental cultural genes of Chinese nation should be consistent with the contemporary culture and the society. The guideline of creative evolution and innovative development shows our stronger cultural awareness and confidence, and in the meantime, serves as an action plan and a theoretical guidance for the development projects of fine traditional Chinese culture.

Cultural confidence, as a type of culture itself, boasts multiple features. Fine traditional Chinese culture is one of the fields in which Chinese people can have confidence, and the extraordinary continuity it has and cohesion it brings about produce our cultural confidence and vitality. "Cultural confidence", one of the four confidence (including confidence in the path, theory, system and culture), is the source and engine of enhanced cultural soft power, as well as the spiritual pillar of the great rejuvenation of the Chinese nation. As an important part of fine traditional Chinese culture, Minnan Culture should incorporate the characteristics of the times, fully discover and leverage traditional cultural resources, and create new connotation of the times, interpretation ability, value and meaning in the course of evolution and development, thus creating a higher level of cultural awareness and confidence. From this point of view, it is necessary to build a value inheritance and innovation system for Minnan Culture with diverse advantages, endeavor to propel cultural exchanges between Minnan and countries and nations along the Maritime Silk Road, as well as integrate Minnan Culture into multi-cultural development in the world history, thus eventually building a Community of Shared Future for Mankind.

2). *Specific.* The 21st Century Maritime Silk Road initiated by China is essentially an economic strategy. However, from the perspective of the extensive and profound influence that Minnan Culture has exerted on the countries and regions along the silk road by sea in history, the connotation of Minnan Culture into the building of the 21st Century Maritime Silk Road and boosting the economic cooperation between China and countries and regions along the Silk Road so as to achieve mutual benefits as well. Therefore, the establishment of value inheritance and innovation system for Minnan Culture with diverse advantages should be combined with economic exchanges.

To make an overall planning.

Great importance should be attached to the top-level planning, including making clear policies and plans required for promoting the building of the 21st Century Maritime Silk Road by Minnan Culture, and providing intellectual support and financial guarantee necessary for the inheritance and innovation of Minnan Culture, and

making relevant regulations to ensure the implementation of policies.

To build an inheritance mechanism with diverse advantages:

Firstly, tap the potential of geographical advantages and take oceanic culture as a booster. Centered on the function of Fujian province as a core area, strive to advance trade cooperation in fields of economy, culture and ecological environment between Minnan region (including Xiamen city, Zhangzhou city and Quanzhou city) and ASEAN countries as well as the Southeast Asian region for win-win results and mutual prosperity. To jointly push forward the construction of oceanic culture by leveraging the international oceanic exchange and cooperation platforms such as Partnerships in Environmental Management for the Seas of East Asia (PEMSEA) and World Ocean Week in Xiamen. To attach importance to the development of marine biological industry, cruise and yacht industry, high-end marine equipment manufacturing industry, sea water desalination industry, marine high-tech service industry, oceanic cultural creative industry and other strategic emerging marine industries, and to optimize the industrial structure.

Secondly, to maximize the cultural effects produced by Minnan Culture. (1) To conduct relevant exchanges on Minnan Culture, so as to strengthen the cultural identity among the Chinese and overseas Chinese of countries and regions along the Maritime Silk Road and enhance the confidence of overseas Chinese in fine traditional Chinese culture, Minnan Culture in particular, thus increasing cohesion among the Chinese people. (2) To facilitate communication and cooperation among different government organs and that between communities of overseas Chinese from south Fujian and industrial and business associations, exploit the strengths of overseas Chinese in such sectors as economy, finance, technology, sea, ecology, education, culture and learning, set up exchange platforms of chambers of commerce for fellows at different levels, provide economic cooperation mechanisms that benefit both parties, create cultural identity by virtue of rich cultural resources, and rally overseas Chinese to make concerted efforts to promote the building of the 21st Century Maritime Silk Road. (3) To improve Minnan commercial and cultural brand communication thru various media and channels. To integrate Minnan Culture into social development, combine education for knowledge with culture edification, comprehensively utilize all kinds of carriers and forces, give prominence to innovation of contents and ways of expression, focus on unified recognition and integrated communication, and vigorously promote fine traditional Minnan Culture. (4) To establish a strategic platform with Nanyang Cultural Festival as a carrier. To gather talents and resources from the governmental, cultural and economic sectors by taking advantages of the siphon effect of such platform, and create a strategic platform of Minnan Culture; to enrich Nanyang Cultural Festival by integrating Jiageng

culture, Susong culture and Chu Hsi culture into Nanyang Cultural Festival; to conduct more exchanges and cooperation with ASEAN countries, and align with ASEAN enterprises, making it one of the cultural brands of the Maritime Silk Road. (5) Starting from the commercial culture, to gradually establish a Minnan commercial and cultural circle via commercial and cultural media with the help of the overseas Chinese and compatriots from Taiwan, Hong Kong and Macao as liaisons, thus expanding the multiplier effect of influence of Minnan Culture. (6) To build a free trade zone for films and television or a cultural free trade zone, expand the impetus effect of Xiamen Pilot Free Trade Zone, accelerate the growth of cultural trade, thus gradually expanding from the product export and capital export, even the export of the whole industry chain to the export of the value chain of cultural industry.

To normalize innovation drivers:

To strengthen the study of Minnan Culture, summarize the quintessence of Minnan Culture succinctly and accurately, expand the academic system of the culture of Min school. To further outline the evolution process of Minnan Culture, systematically make clear its development phases and historical stages; to analyze the inner link between cultural outcomes and cultural environment from the perspective of cultural ecology, uncover the unique attributes of Minnan (south Fujian), make objective comments on the major business and cultural events, key figures and important historical facts and opinions, deepen the study and interpretation of such cultures related to Minnan business as commodity culture, brand trade mark culture, marketing culture, culture of business environment, culture of business ethics and culture of business spirit, explore the culture of explicit behavior and culture of implicit mentality related to Minnan business, create new meaningful contents that are ideologically and academically systematic and with discourse system and fit into modern society, integrate the symbols of Minnan Culture, generalize and present the features and ethos of Minnan business culture with academic expressions, push forward the creative evolution of Minnan Culture in terms of the concept, content and form, and work on cultural improvement and transcendence of thoughts. To increase China-ASEAN educational exchanges by actively expanding the exchanges between students dispatched to each other's countries and encouraging young students studying abroad to learn about and experience the foreign culture thru exchanges. China and ASEAN may work together to deepen the development of Confucius Institute in Southeast Asian countries, thus improving the popularity of Confucius Institute in Southeast Asia and strengthening the international influence of Chinese language. Colleges and universities in China may gradually enlarge the enrollment of students for majors of Southeast Asian minority languages, so as to cultivate more talents who are proficient in Southeast Asian languages and increase the popularity of Southeast Asian countries in China. In addition, experts and scholars from the social and academic sectors should, in the context of building the 21st Century

Maritime Silk Road, further enhance the cultural and academic exchanges between China and ASEAN, continue to hold in-depth dialogues on China-ASEAN cooperation in various fields, and offer advice and suggestions as to the development of China and ASEAN. With the guidance of the initiative of building the 21st Century Maritime Silk Road, the cultural and people-to-people exchanges between China and ASEAN will doubtlessly be raised to a higher level, more space for cultural exchange and more opportunities for development will be created, and friendship between the two people will be improved further, paving a solid realistic foundation for the development of bilateral relationship and cooperation between China and ASEAN.

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