

# UNESCO Creative Cities Network Monitoring Report 2018 Suzhou, China



United Nations  
Educational, Scientific and  
Cultural Organization



City of Crafts  
and Folk Art

Designated  
UNESCO Creative City  
in 2014



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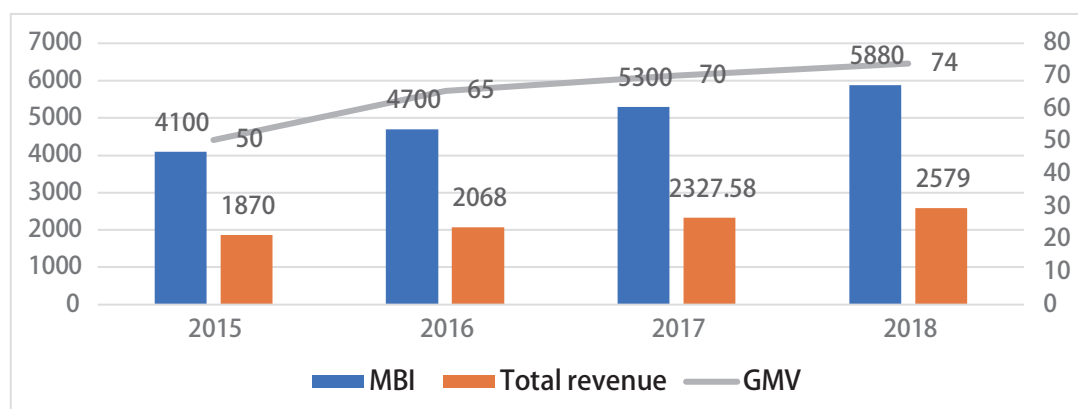
## 1. EXECUTIVE SUMMARY

### *Brief introduction*

Suzhou was selected into the UNESCO Creative Cities Network (UCCN) in 2014 and was awarded the "City of Crafts and Folk art". In the past four years, relying on the UCCN platform, Suzhou has made prudent planning and practice in the aspects of culture, economy, tourism and education. We are delighted to see the vitality this project has brought to this city: traditional crafts and folk art have been well protected and regenerated; the cultural industry has gradually formed a complete industrial chain, and the creative economy has maintained a stable and benign growth. Talent cultivation mechanisms have become more diversified and educational and training opportunities have increased. Cross-boundary integration of cultural creativity and tourism, cultural creativity and technology, cultural creativity and big data has brought new opportunities for economic growth. The "Suzhou model" of cultural consumption is on the rise. Suzhou's museums, libraries, cultural heritage and intangible cultural heritage, as well as public cultural service management departments have made many explorations in the creative field, advocating smart and convenient services. In the past four years, the city of Suzhou has become more vibrant, the life quality of citizens has improved, and the social and cultural identity of the people has been further strengthened. At the same time, Suzhou has been actively engaged in the exchange and cooperation with various regions and cities, so that Suzhou's culture and image can be seen, its story can be heard, and its experience can be widely shared internationally.

### *Statistics*

From 2015 to 2018, the annual GDP of Suzhou was expected to be 1.45 trillion yuan, 1.54 trillion yuan, 1.7 trillion yuan and 1.86 trillion yuan, with growth rates of 7.5%, 7.5%, 7% and 6.8% respectively. The main business income of municipal cultural and creative industry reached 410 billion yuan, 470 billion yuan, 530 billion yuan and 588 billion yuan respectively. The total tourism income was 1870 billion yuan, 206.8 billion yuan, 232.758 billion yuan and 257.9 billion yuan respectively. From the 4<sup>th</sup> (2015) to the 7<sup>th</sup> (2018) China • Suzhou Creative & Design Cultural Industry Expo (CCDE), the total transaction amount was 5.04 billion yuan, 6.54 billion yuan, 7.01 billion yuan and 7.38 billion yuan respectively. Regional cultural and creative industry revenue, tourism revenue and CCDE trade volume increase every year, which increasingly become an important impetus to promote the development of Suzhou city.



(The MBI of cultural and creative industry, total tourism revenue and GMV of the CCDE, unit: 100 million RMB.)

Source: Suzhou Municipal People's Government, Suzhou Culture, Radio, Television and Tourism Bureau)



### ***Responsibility***

Suzhou is earnestly fulfilling its international responsibilities and obligations of the UCCN at multiple levels. In July 2018, Chinese President Xi Jinping met with the Director-General of UNESCO, Audrey Azoulay, who visited China for the first time. He stressed that China will continue to maintain long-term and stable cooperation with UNESCO, which speaks highly of Xi Jinping's proposal of "building a community with a shared future for mankind" and the construction of the "One Belt and One Road". We firmly believe that Suzhou's experience and stories not only will promote the coordination and sustainable development of the city in culture, economy and education, but also will contribute oriental wisdom to the UCCN through close international exchanges and cooperation.

### ***Overseas promotion***

As a member of the UCCN, Suzhou plays an increasingly important role in the network. From 2015 to 2018, the number of "Culture Going Out" projects arranged in Suzhou has been increasing, and more than 50 batches of cultural exchange projects have been launched in 2018. These projects cover more than 20 countries and regions, and foreign exchanges are more active. Meanwhile, intercity communication activities are increasingly deepened. In 2017, Suzhou reached a long-term cooperative relationship with the China Cultural Center in Stockholm. In 2018, Suzhou hosted the Asia-Pacific Conference of Organization of World Heritage Cities. The conference released the Suzhou consensus on heritage protection and urban development, and Suzhou became the first city being awarded the title of "World Heritage Model City". Suzhou has promoted exchanges among members of the UCCN, constantly provided "Suzhou experience" and demonstrated its unique urban influence.

### ***Outcomes***

Since 2015, Suzhou has taken diversified measures to promote creative cities. China • Suzhou Creative & Design Cultural Industry Expo is held every April, and has successfully held seven sessions so far. It is the largest and most professional exhibition in the field of creative design in China. It also plays a crucial role in communication and cooperation between Suzhou and other member cities of the UCCN. From 2015 to 2018, the total trade volume of the CCDE was 259.7 billion yuan, and the huge cultural and creative industries chains showed tremendous development space and vitality.

Suzhou advocates the concept and practice of "Creativity Plus". By organizing creative activities, exhibitions, providing international communications and public education, cultural creativity is more closely linked in the related industries such as arts and crafts, silk industry, furniture manufacturing, etc. In different fields such as creative culture plus tourism, creative culture plus sports, creative culture plus science and technology, the integration is more frequent. The sales of creative cultural products in Suzhou Museum, for example, reached 7.08 million yuan in 2015 and 20.79 million yuan in 2018, an annual increase of more than 30%. The field of cultural creativity has led the new consumption in contemporary Suzhou.

Suzhou treasures creative talent, which is the core of creative city development. At present, Suzhou has formed a more solid and rich talent training mechanism in the field of handicraft and folk art.

Local universities such as Soochow university and Suzhou polytechnic of arts and crafts undertake the functions of research and professional education. A number of majors directly related to the cultural and creative industry have formed a talent cultivation system including undergraduate education and graduate education. Introduce specialized courses in domestic and international resources in the fields of cultural heritage protection, handicraft innovation, and folk art revival with a view to introducing a broader international perspective.

Suzhou treasures creative talent, which is the core of creative city development. Today, Suzhou has established a comprehensive talent training mechanism in crafts and folk art. Local universities such as Soochow University and Suzhou Art&Design Technology Institute play a major role in research and education. A number of majors directly related to the cultural and creative industry have formed a talent cultivation system covering undergraduate and postgraduate education. Best resources both home and abroad have been introduced to establish specialized courses in cultural heritage protection, handicraft innovation, and folk arts revival. These courses include Advanced Course on Conservation and Restoration Techniques of Traditional Architecture for the Asia-Pacific Region in 2015 and 2017, Intangible Cultural Heritage Ineritor Training Program set by Suzhou Art&Design Technology Institute, etc.

## 2. GENERAL INFORMATION

Name of the city: Suzhou

Country: People's Republic of China

Creative field of designation: Crafts & Folk Art

Date of designation: December 2014

Date of submission of the current report: February 2019

Entity responsible for the report: Suzhou Intangible Cultural Heritage Conservation and Management Office

Previous reports submitted and dates: N/A

Focal points of contact: Hong Li, Suzhou Intangible Cultural Heritage Conservation and Management Office, uccn\_suzhou@163.com

## 3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

*Number of UCCN annual meetings attended in the last four years (please note that a regular participation in these meetings is compulsory)*

Kanazawa, Japan in May 2015

Östersund, Sweden in Sep. 2016

Enghien-Les-Bains, France in Jun. 2017

Krakow and Katowice, Poland in Jun. 2018

*Hosting of a UCCN annual meeting and dates*

N/A

*Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives*

Every year in April, Suzhou has invited craftsmen in the UCCN and friends in creative industries all over the world to attend the China • Suzhou Creative & Design Cultural Industry Expo. Meanwhile, seminars such as “the Inheritance of Handicrafts”, “Tradition and Innovation” and “Folk Crafts Cooperation” are held.

***Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network***

The 20<sup>th</sup> Tripartite Environment Ministers Meeting among China, Japan and Korea, in June 2018

The 8<sup>th</sup> Tripartite Tourism Ministers Meeting among China, Japan and Korea, in Oct. 2018

The 3<sup>rd</sup> Asia-Pacific Conference of Organization of World Heritage Cities, in Oct. 2018

***Financial and/or in-kind support provided to UNESCO’s Secretariat in order to ensure the management, communication and visibility of the UCCN (type of contribution, estimated value, main objectives, and dates)***

N/A

***Membership of the Steering Group and period***

N/A

***Participation in the evaluation of applications (number of applications evaluated per year)***

SAN CRISTÓBAL DE LAS CASAS, Mexico in 2015

Atakpamè , Togo in 2017

#### **4. MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN**

At the local level, Suzhou has gradually established a series of policies and regulations to provide the necessary basic guarantees for crafts and folk art, and actively organizes exhibitions and exchanges. At present, a number of creative centers and platforms have been formed. According to statistics, the annual revenue of the cultural industry in 2019 is expected to reach 410 billion yuan, growing by 15% over the previous year, and the added value accounts for 7% of the regional GDP. Such a creative economy with growing vitality and great value enables a number of highly growing traditional handicraft industries, cultural enterprises and individual handicraft practitioners to cooperate and explore. The creative culture is emerging.

***Regulations and policies***

In terms of the development of creative industries, in 2017, Suzhou revised and improved the “Regulations of Suzhou on the Management of Investment Guidance Fund of Cultural and Creative Industry (for Trial Implementation)”, “Regulations of Suzhou for Incentives and Subsidies Fund of Cultural Industry Development (for Trial Implementation)”; In terms of handicraft and folk arts, Suzhou has established the Traditional Crafts Revitalization and Development Leading Group. From 2015 to 2018, Suzhou has formulated and promulgated a series of local regulations and policies: “The Regulation of Suzhou for Implementing the Plan on Revitalizing China's Traditional Crafts”; “Suzhou Catalog of Traditional Crafts”; “The Regulation for Suzhou Arts and Crafts (Silk

Industry) (for Trial Implementation)”; “The Regulation for Promoting the Productive Protection of Suzhou Intangible Cultural Heritage”. The regulations and policies mentioned above have enabled dozens of traditional handicraft enterprises and projects to obtain financial support. The “Regulations on the Protection of Ancient City Wall in Suzhou” and “Measures for the Protection of Historical Towns in Jiangnan Water Township in Suzhou” were also promulgated and implemented in 2018.

### ***Infrastructure construction***

In order to ensure the development of creative economy in Suzhou, there are 8 national, 16 provincial and 67 municipal cultural industry demonstration parks (bases) so far. The main business income of cultural industry in the whole year exceeds 588 billion yuan, an increase of more than 10%. At the same time, Suzhou has formulated “The Outline for the Construction of Museum City”. According to the principle of “government-led, industry co-construction and the public participation”, a new pattern museum system has been formed, with Suzhou Museum as the leader, state-owned museums as the main part, professional museums as the feature, private museums as the supplement.

### ***Activities***

#### **A. China · Suzhou Creative & Design Cultural Industry Expo (CCDE)**

##### **2015**

the 4th CCDE was held with the theme of “integration and transformation”. There are 1029 exhibitors and institutions of various types. Among them, there are 444 exhibitors. 585 “makers” participated in the exhibition in the name of studios, workshops and other individuals; There are 107 overseas exhibitors from 17 countries including the United States, Italy, Egypt and Japan. The transaction amount was 5.04 billion yuan, and the number of visitors was 228,000. This “innovation fair” boosts the linkage mechanism of handicraft, folk art and industry.

Conferences and theme activities include but not limited to:

- Design & Brand Strategic Summit
- Creative Craft Entrepreneurs Conference
- China-Australia Designers Summit (themed on “New life · New design”)
- China-Australia Design Summit (themed on City historical & cultural heritage)
- Young Designers Summit



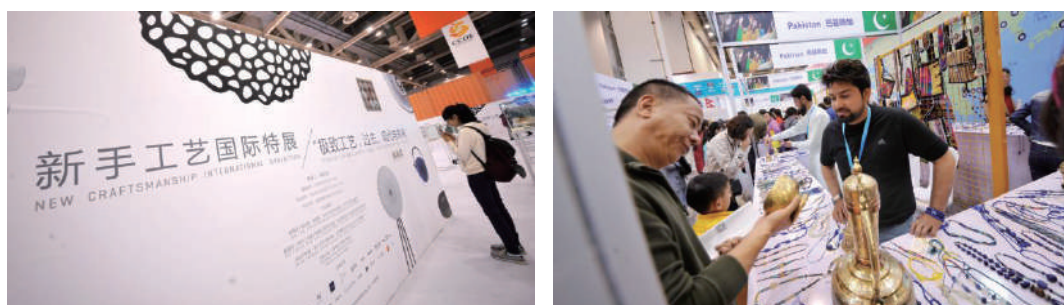


## 2016

With the theme of “cross-border and regeneration”, the 5th CCDE set up 4 exhibition areas including “Creative Design, Cultural Trade, Creative Enterprise, Creative Silk”. Enterprises from 58 countries and regions participated in the fair, and the number of enterprises reached 948, an increase of nearly 50% year-on-year, and 58,000 products were exhibited. Cultural trade exhibitions of 10 countries along the “One Belt And One Road” route were set up, and representatives from countries or regions in the network of creative cities were invited to participate in. The transaction amount reached 6.54 billion yuan, and the total number of visitors exceeded 200,000.

Conferences and theme activities include but not limited to:

- International New Handicraft Special Exhibition
- Global Creative Cities Network Special Exhibition
- The 2nd China Youth Design Festival
- “Intelligent Manufacturing plus Consumption Upgrade” Development Forum
- Rural Tourism & Recreational Agriculture Creative Development Forum
- The 1st China Animation IP Development & Innovation Summit



## 2017

With the theme of “Quality Life creator”, the 6<sup>th</sup> CCDE adhered to the goal of “cross-border, integration and diversity”, and more than 500 companies from more than 20 countries and regions participated. The number of visitors was nearly 200,000, and the total transaction amounted to 7.01 billion yuan. There are three exhibition areas: “real design - aesthetics of life”, “walking design - integration of culture and travel” and “living design - cultural consumption”. Five innovation platforms have been established, such as “China new craft sports union”, “furniture industry development research institute”, etc.

Conferences and theme activities include but not limited to:

- New Crafts Movement International Invitational Exhibition
- “Cultural Consumption & Quality Life” International Forum
- “New Crafts Movement” International Forum
- “Designs on the walk” Integration of Culture & Tourism Special Exhibition
- International Furniture Industry Design Forum



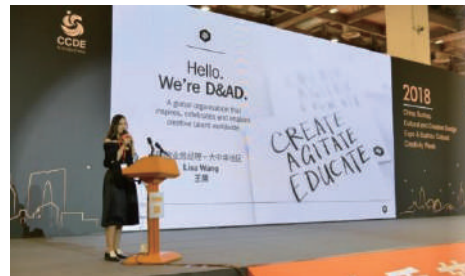
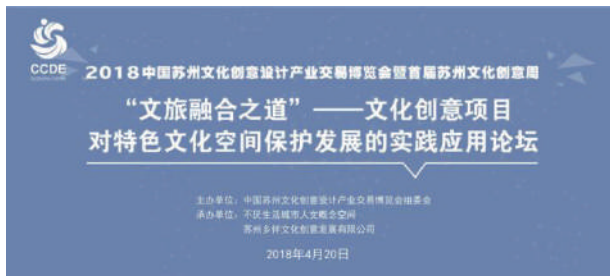


### 2018

The 7<sup>th</sup> CCDE and the 1<sup>st</sup> Suzhou Cultural and Creative Week, with the theme of “Quality of Suzhou · Better Life”, set up 58 theme pavilions in 4 exhibition areas, including “International Creative Design”, “New Crafts Movement”, “Culture plus Integrated Innovation” and “Cultural Consumption”. More than 600 creative design enterprises from the United States, the United Kingdom, Japan, the Czech Republic, Malaysia and other countries and regions as well as 17 provinces participated in the exhibition. More than 10,000 pieces of products were exhibited, with a total number of 200,000 person-times. The total transaction value is 7.38 billion yuan.

Conferences and theme activities include but not limited to:

- UN Creative Cities Intangible Heritage Work Exhibition
- UK International Creative Design Expo
- USA Paper Carving Exhibition, Czech Glass Crafts Exhibition
- Malaysia Jade Lantern Art Exhibition
- Japan New Handicrafts Special Exhibition
- France LISSA Special Exhibition



### B. “Suzhou Handicrafts, Work of Nature” exhibitions

Since 2015, the Suzhou Intangible Cultural Heritage Suzhou Intangible Cultural Heritage Conservation and Management Office and Suzhou Museum have jointly launched a series of exhibitions of “Suzhou Handicrafts, Work of Nature”. Each exhibition was planned with relevant support, including catalogue publishing, cultural and creative product development, academic research, social education, etc.



### C. Suzhou “Zigang Cup” Jade Carving Expo

Suzhou “Zigang Cup” jade carving originated from the competition in Suzhou jade carving industry. Based on the advantages of jade carving industry in Suzhou and the surrounding areas, it has gradually become one of the leading development modes of contemporary jade carving of Suzhou, and even the whole country, featuring small and medium-sized creative carving. "Zigang Cup" is the cradle of the creativity of jade carving practitioners. The annual contest and exhibition significantly promote the innovation and creativity of the jade carving industry, with excellent works emerging continuously. Apart from holding exhibitions and encouraging exchange and innovation, this contest further enhances the creativity of practitioners, both practically and theoretically, through professional training, study and observation, and exchanges. It has become a microcosm of Suzhou’ achievements in creative handicraft.



### *Cross-border cooperation*

#### A. Joint application and innovative development of Jiangnan Ancient Water Towns

In 2012, fourteen towns in southern China were included in the “China World Cultural Heritage Preparation List”, nine of which were ancient towns of Suzhou. In 2018, Suzhou promulgated and implemented the “Regulation of the Protection of Jiangnan Ancient Water Towns of Suzhou City”, which includes government duties, protection funds, protection targets and requirements, heritage core areas and heritage buffer zones, prohibited acts, local residents' protection and legal responsibilities.

#### B. Application for World Heritage and innovative preservation of the Grand Canal

In 2014, the Grand Canal was included in the UNESCO World Heritage List. As an important cultural city along the canal, Suzhou is the only one among the 35 prefecture-level cities along the canal to apply for the world heritage site as an ancient city. Thus, Suzhou launched the construction of the cultural corridor of the Grand Canal Cultural Belt, and joined the World Historic and Cultural Canal Cities Cooperation Organization(WCCO). In November 2018, Suzhou held an international design workshop for the Grand Canal National Cultural Park (Jiangsu Section). Through the joint efforts of experts in various fields both home and abroad, the cultural value of the Grand Canal and the areas along the canal are recognized from multiple perspectives, with Suzhou section being the focus of the research. This aims to explore the route and planning of the national park, thus providing operational and technological standards for its construction, promoting the preservation of cultural resources of the Great Canal, and realizing the integration of protection and development.

### C. Application of the “Archives of Suzhou Silk from Modern and Contemporary Times” for the Memory of the World

In December 2017, The Archives of Suzhou Silk from Modern and Contemporary Times was recommended for inclusion in the Memory of the World Register, which was another honor since the archives had been recorded into the Memory of the World Register in Asia-Pacific area.

### D. Application for Maritime Silk Road Heritage and intercity cooperation

In April 2018, the Suzhou Municipal People's Government and other 23 representatives from cities applying for Maritime Silk Road Heritage jointly, signed the “Statutes of Cities Alliance of Maritime Silk Road Conservation and World Heritage Nomination”. Suzhou gradually carried out research on the application of the Maritime Silk Road, and clarified the definition and the space-time framework of the Maritime Silk Road, the relationship between the riverside areas of the canal and the inland, and the application strategy.

### E. “Suzhou Consensus”

In 2017, Suzhou joined the World Heritage City Organization and became the only official member city in China. In 2018, on the 3<sup>rd</sup> Asia-Pacific Conference of Organization of World Heritage Cities, Suzhou was awarded the first “World Heritage Model City”. The significance, methods and objectives of strengthening the management of world heritage cities were discussed. Suggestions on how to balance the protection and utilization of heritage resources were put forward, and the “Suzhou Consensus” was formed, which calls on the awareness of heritage protection in public.

## 5. MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

### *New Crafts Movement*

The “New Crafts Movement” starts from Suzhou, and influences the whole country, in order to combine Chinese traditional handicraft, contemporary international design concepts, brand innovation system and talent construction system. In the past 4 years, over 400 famous designers and handicraftsmen from 45 cities in China had participated in it, and 23 professional forums had been held. In April 2018, the CCDE had cooperated with 18 colleges and universities specializing in arts and crafts in China, which brought the movement to campuses and inspired many young designers. Meanwhile, forums and exhibitions on “Innovation makes tradition – traditional handicraft and rural revitalization plan” were held.



### *Creative planning and design workshop on Suzhou Famous Historic and Cultural Town*

In June 2015, a series of activities for the creative planning and design workshop on Suzhou Famous Historic and Cultural Town were held in the Old Town of Lili, Wujiang district. 25 members,



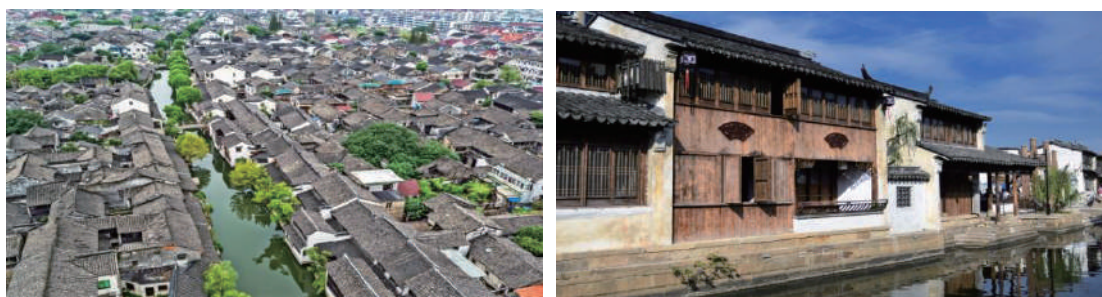
involving engineers, planners, corporate leaders, university teachers, journalists, writers and the others, who came from Shanghai, Shanxi, Guangdong, Yunnan, etc, had participated in the workshop. Transboundary creative challenges, field designs and other assignments were held in this workshop in Lili for 17 days. Results of the workshop included 4 creative designs, such as “A Tentative Plan on Intention Reconstruction and Intelligence Platform of the Old Town of Lili”, and “Nostalgia-Taste-Value Inheritance”, which brought positive effects to communication and explorations on protecting the cultural heritage in a integrated and living way.

### ***LISSA in France***

In March 2017, the government of Gusu district, Suzhou, management committee of Suzhou National Famous Historical and Cultural City protection zone, and Galileo Global Education – the largest private education group in Europe had signed a strategic cooperation agreement, for building the “Suzhou Sino-French Cultural and Art Innovation Base”, which agreed that 11 colleges and universities specializing in finance, art, network and media from the GGE cooperated with the Gusu district in school-running. LISSA, Institut Supérieur des Arts Appliqués, whose new campus opened in Suzhou downtown in April 2017, was one of the 3 subprojects starting first. The establishment of the innovation base will bring factors of international education to Suzhou and promote Sino-Western communication in heritage preservation.

### ***The World Federation of UNESCO Clubs, Centers and Associations (WFUCA) and Lili Ancient Town co-constructing UNESCO Creative Town***

In December 5th, 2017, WFUCA and the Protection and Development Management Committee of Lili Ancient Town had signed a common agreement on constructing China’s first UNESCO Creative Town, featuring the deep integration of historic and cultural heritage and creative industries. 2 co-constructing projects, the “UNESCO Creative Town Project” and the “UNESCO House - Lili Project”, were both signed at the meeting, and an inaugurating ceremony was held for the latter. In January 29<sup>th</sup>, 2018, the annual meeting of second-class centers of UNESCO in China was held in Lili Ancient Town. The meeting actively explored new models on co-constructing and provided suggestions for building the UNESCO Creative Town in Lili.



### ***The Prince's Foundation School of Traditional Arts (PFSTA)***

The “China Center” was jointly found by PFSTA and Yuanyuantang in Suzhou, which aimed at promoting the development and inheritance of China’s traditional cultural arts, showing great respect to China’s culture. Various kinds of classes, workshops and lectures can be reached in the center. It also provides basic skills training, knowledge and ideas in relevant areas to all art-lovers

and professionals from different ages and backgrounds. Short term courses including “The Language of Nature: Design Motifs”, “The Texture of Nature: Calligraphy” and workshop - “From Plain to Stylization: Natural Features in Islamic Art” had been successfully organized.



### ***Exchange activities related to the “Culture Going Out” project***

#### **A. Participating in ecdemic exhibition activities**

In 2015, Suzhou participated in the Malaysia Tourism Festival. In the same year, the Suzhou Ballet dance drama “Carmen” appeared at the 22<sup>nd</sup> Biedierzów Opera Festival in Poland, and the Zhangjiagang Youth Performance Group appeared at the Antalya International Youth Festival in Turkey. Local cultural and creative companies participated in the Hong Kong International Film and Television Exhibition, the London Creative Design Exhibition and the 2015 Frankfurt Book Fair in Germany. 2016, in Jakarta, Indonesia, a photo exhibition titled “Perception of China · Pearl of the Maritime Silk Road” was held. The Suzhou Ballet participated in the “2016 China – Qatar Culture Year” and commercial performances of the Bahrain National Theatre.

#### **B. Launching cooperation and exchange outside**

In 2015, Suzhou took the lead in launching the construction project of the China Cultural Center in Budapest, Hungary, to create a new base and platform for external cultural communication, and organized the “Suzhou Silk” and “Suzhou Crafts” theme tours oversea. It also strengthened the construction of foreign cultural exchange stations, by establishing “the Window of Suzhou” in 16 libraries over 13 countries.

In 2016, as it’s the “China-US Tourism Year”, the “Chinese Story - The Poetic Life of Suzhou People” photo exhibition was held in Washington. Also, paintings and photography exhibitions were held in France, the Czech Republic, Austria, Spain, Singapore and other places. In memory of “Tang Xianzu and Shakespeare passing away for 400 years”, performances of Kunqu “Peony Pavilion” was organized in the UK and South Korea. The “Yuanrong •Flower Season” art group exchanged and interacted with youths in Turkey, Romania and Poland.

In 2017, Suzhou had arranged 44 batches of “Culture Going Out” projects. The photography exhibition, “Sino-German Stories - Start from Taicang” was held in Germany. For the first time, Suzhou successfully held the Suzhou Silk Culture Week in Stockholm, Sweden, and it reached a long-term cooperative relationship with the China Cultural Center in Stockholm. Itinerant



exhibitions on 3 major cultures of Suzhou, and symphony, Kunqu opera, dance drama performances were also carried out in Europe.

In 2018, Suzhou launched more than 50 batches of cultural exchange projects over the USA, Mexico, Latvia and Japan etc. Through projects on football, art, science and technology, it had strengthened the links with 565 friendly schools over 55 sister cities; 3,000 local students had participated in exchange activities outside. A new channel for exchange with central and eastern European countries was established.



### C. Organizing local cultural experiencing programmes

In 2016, the “China-US Tourism Year”, Suzhou organized the “1 Thousand American Tourists Visiting Jiangnan Water Town” activity. In 2017, Suzhou first accepted Taiwanese students to practice in Suzhou tourism. It hosted the “Passing the Fire of Huaxia Civilization” activity, attracting more than 400 teachers and students from Taiwan to visit Suzhou. In 2018, Suzhou launched the “Touch Suzhou” project, inviting Asian music producer Yaoqian and other music-lovers from Singapore and Malaysia to create songs about Suzhou, which had broadcasted Suzhou’s city culture.



#### *Other activities related to the UCCN*

The Worldwide Exhibition for incentive travel, meetings and events (IMEX) in Frankfurt, in May 2015

2015 UNESCO Global Creative Cities Network General Meeting, in June 2015

The 1<sup>st</sup> Jiangsu (International) Art Fair, in June 2015

The 19<sup>th</sup> Shanghai (International) Art Fair, in Nov. 2015

The Presentation on Results of the Ministry of Education Project “World Heritage Education” and UNESCO Heritage Education and Heritage Base and Courses Construction Promotion Conference,



in Sept. 2016

The 15<sup>th</sup> International Symposium on Architecture and Culture, in Sept. 2016

2017 Shanghai World Travel Fair, in April 2017

The 1<sup>st</sup> Belt and Road Forum for International Cooperation (BRF), in May 2017

The 1<sup>st</sup> Jiangsu Development Summit, in May 2017

China (Beijing) Incentives, Business Travel and Meetings Exhibition (IBTM China), in Sept. 2018

2018 Cooperation Meeting on National External Publicity of China Foreign Languages Publishing Administration, in Sept. 2018

## **1. PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS**

### ***Presentation of a maximum of three initiatives, programmers or projects aimed at achieving the objectives of the Network locally***

The index system of City of Crafts and Folk Art will be set up. Suzhou will complete a report on the development of crafts and folk art through fieldwork research. An exhibition center will be set up, in which we will hold exhibitions about creative city during the China · Suzhou Creative & Design Cultural Industry Expo in 2021.

We will comprehensively deepen trials of cultural consumption and form the “Suzhou model”. We advocate the “Quality of Suzhou · Better Life”, encourage cultural tourism, digital content production, creative design, brand authorization and industrial innovation of arts and crafts, promote the integration of culture, tourism and the Internet, and support the cooperation between research institutions of universities and cultural enterprises to build a cultural science and technology development center. We will deepen the use of the “Suzhou big data platform for cultural consumption” to foster new types of cultural enterprises with growth potential and demonstration.

As the only “World Heritage Model City” in China, Suzhou will carry out internal innovation in heritage protection and integration of culture and tourism. Suzhou took the lead in promoting the application of the ancient towns in the south of the Yangtze River, paying attention to the achievements of the legislative protection of nine ancient towns in Suzhou and the opportunities and challenges of contemporary development, and closely monitoring the impact of historical protection, cultural development and tourism development on local residents and daily life in the new era.

### ***Presentation of a maximum of three initiatives, programmers or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network***

Suzhou prepares to host, or co-organize a Creative Cities Network General Meeting with other cities of the network in the next four years. By taking this, Suzhou is going to establish an exchange base for the network, and launch a series of personnel exchanges, study tours and research projects, with a view to making Suzhou a key node of the UCCN in Asia-Pacific, and to contributing to the development of creative industries globally, especially in Asia-Pacific area.

In accordance with the requirements of the UCCN and the National Commission for UNESCO of China, Suzhou will send delegate to participate in the UCCN annual meetings, sub-network meetings and committee meetings every year, and actively participate in related activities organized by other cities to strengthen exchanges and cooperation with member cities. Suzhou is also willing to share experience with cities which want to join the network, and deliver the network's positive influence.

### ***Setting up special fund***

The special fund will be set up. The municipal government will earmark 150 million yuan every year to support cultural industries and professional art development, the work regarding “City of Crafts and Folk Art” and subsidize cultural consumption. Meanwhile, the construction and operation will also attract private capital, which is expected to reach 200 million yuan.

### ***International exchange and cooperation***

We will keep on highlighting the brands of canal culture, South-China culture and “Belt and Road” cultural exchanges, and show the charm of Suzhou city better by exploring rich cultural deposits and developmental practice here.

Found by the ministry of culture and tourism of China and Suzhou, the China Center in Budapest will operate as an important oversea platform for telling the “Suzhou Story” vividly. It will organize diverse cultural exchange activities, and invite members of UCCN to participate in or co-hold activities together termly, so as to build a base for sharing resources and bring the global network into effect more.

We will keep on emphasizing and constructing the brand “iSuzhou” of city publicity, make a success of organizing landing exchange activities while visiting or greeting sister cities, making use of oversea tours of the Suzhou Symphony Orchestra, Suzhou Ballet and Suzhou National Orchestra. We will promote featured modes on exchanges and cooperation, such as “Taicang plus Germany”, “Gusu plus France”, “Xiangcheng plus Japan” and “Kunshan plus Taiwan”, which benefit the expanding of communication space.