The Studies to Promote the Upgrading of Creative Industries in Fuzhou

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Abstract. This article describes the development goals of creative industries and outlines the key areas for the development of creative industries in Fuzhou. Then it puts forward some countermeasures and suggestions to accelerate the development of creative industries.

Introduction

The concept of creative industries was first put forward by the special group of British creative industry in 1998. It is derived from individual creativity, skill, and talent through the development and use of intellectual property, which becoming the industry to create wealth and potential employment. The creative industry is divided into the following categories: advertising, architecture, antiques, crafts, design, software design, movies, music, entertainment, performing arts, publishing, radio and television.

Nowadays, the one who has ideas can grab the commanding heights and have right to speak in public. In this knowledge-economy era, the development of creative industry scale and its degree have become an important symbol to measure of a country or a city's comprehensive competitiveness. As a new industry, creative industry occupies a large proportion in the national economy of developed countries and would become the pillar industry in the future. Fuzhou, with the comparative advantage of developing creative industry, also has unique geographical advantage, profound culture and policy support. However, this paper still focus on how Fuzhou to get the top position.

Literature Review

Chen noted that Fujian has rich cultural resources, the Government attaches great importance to the development of cultural and creative industries. And she draws on the SWOT matrix analysis method to comprehensively and systematically discuss the advantages, disadvantages, opportunities and threats of the development of cultural and creative industries in Fujian [1]. It clearly demonstrated the future development of the industry.

Zhang puts forward some suggestions on the development of cultural and creative industries in Fuzhou based on the comparisons of cultural creative industry establishment, base construction, policy support and achievements with Taiwan, Shanghai, Beijing and other places [2].
Development Status

In recent years, Fuzhou municipal party committee and municipal government focus on the creative industry development greatly. They are seizing the good opportunity of the district development supported by country to promote the development of the creative industry agglomeration. Now Fuzhou has completed the constructions of Three Alleys and Seven Lanes, the Tourist Area of Ship, Fuzhou Animation Game Industry Base, Que Garden One Cultural Creative Park, Xinhua Cultural Creative Park, Fujian Strait Film and Television Base, etc. Fuzhou has become a main gathering place for creative industry.

In recent years, creative industry is growing to be a pillar industry regional economic in Fuzhou from a young emerging industry. However, the development of creative industry is still relatively slower than another district in a whole. Industry cluster is still in its infancy and more vulnerable with Shanghai, Beijing, Shenzhen, even with Hangzhou, Changsha, Chengdu and other cities.

The Key Point of Development

Creative Design
Focus on development of industrial design, arts and crafts research and development, architectural design, etc.

The Creative Digital Services
Focus on animation cartoon and online games, software design, Internet information services, digital content production, Strength design, digital mobile multimedia services and so on.

The Cultural Creativity
Focus on developing leisure culture tourism, production, the press and publishing, radio, film and television creation and performance, advertising design and exhibition industry and so on.

The Fashion Design and Consulting Service Idea
The key development advisory planning ideas, fashion design, etc.

Safeguard Measures

To Increase Policy Support
Strengthening administrative and policy guidance, create a good environment for development, promoting the development of creative industry. Strengthen organization and leadership. Drawing lessons from Beijing model - the department set up a leading group of cooperation, examples like Taiwan and Shanghai set up a special department. Government and the departments concerned should strengthen organization and leadership to the development of creative industry, to promote the creative industries. They can set exhibition work into the important agenda, establish and improve the working mechanism, increase the intensity of policy implementation. The government policies and measures support the development of creative industry. Easing barriers to entry.

Strengthening "creativity first, People first "philosophy, ensuring” individual creativity, skill and talent "under the premise of "intellectual property". Other aspects of the wide conditions, reducing industrial and commercial registration, tax registration, and capital, sites,
organizations, and other barriers to entry. It can improve the administration Policy, discount loans, risk compensation, industrial park (base), brand, talent award, etc. which to support the creative industries and tilt. According to the different situation and formulate specific implementation rules to increase investment by the government. The increase the cost in the creative industry research, planning, reasoning, publicity, industry project discount free sponsorship, rewards, and to explore experimental and practical creative industry project.ces

Focus on Planning Guide

Departments should be in accordance with the target of “Fuzhou twelfth five” culture creative industries and development planning. "Do a good job with creative industries, business organization implementation”; To organize the preparation of "Fuzhou creative industries Reserve project directory” and "creative industries identified way". Focusing on the development of the creative industries project and creative industries; around the city's creative industries development goals, they make development goals, focusing task, major project and security measures.

Optimize Development Environment

At all levels of government should change the way of works, enhanced the sense of service and improve administrative services performance; they should strengthen the market regulation, protect creative industries; Much attention should be paid to fully guide the opinion of creative industries development of the right-oriented role. Promotional efforts should be strengthen. Fostering city creative industries development in order to make it becoming a typical demonstration; Various advantageous in creative industries development activities should be took to enhanced society innovative, boot public accept new things, love and consumption creative products, and create the development of a society supporting creative industries development of good atmosphere.

Build Creative Industries Public Service Platform

For guidance to help set up creative industries association, the industry will become a bridge between government and enterprise to convey government policy intent, it also reflects enterprise desire and requirements, maintain business legal rights and interests, and guide industry behavior in industry boot and industry upgrade and business development and other aspects of the role. Relying on the association of creative industries, high school, business, to co-build related industries creative design public service platform, to carry out the basic. They need design research work, promote software and other information technology of development and application. Establishing practical and efficient database. Providing a good design research and services. Strengthening creative technology research and development will provide technical support.

Establish Creative Talent Support System

Minjiang College, Fuzhou Technical College and other municipal high school should be paid more attention to set up creative related industries and foster the high quality faculty. The municipal high school, vocational school and creative cartel school should be supported to build the create bases.
References


