



ICIF 2013

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The 9th China (Shenzhen) International Cultural Industries Fair

17 - 20 May 2013

Shenzhen Convention & Exhibition Center

ICIF – A Government supported fair that aims to promote cultural and creative industries and to support trade exchanges.

- China's top international fair for cultural and creative industries hosted by Ministry of Culture, Ministry of Commerce, State Administration of Radio, Film and Television, General Administration of Press and Publication, China Council for the Promotion of International Trade, Guangdong Provincial People's Government and Shenzhen Municipal People's Government.
- A unique trade fair showcasing in one single platform the most innovative and creative producers and distributors of films, television, animation, games, new media, publishers, design, cultural heritage, arts & crafts and cultural tourism.
- Growing since 2004 and now the largest of its kind in Mainland China, Hong Kong, Macao and Taiwan.
- In 2012 it attracted nearly 2 000 exhibitors, 210,000 visitors and 16,081 overseas buyers on a floor space of 105 000 m². More than 90 countries and regions were represented.
- An excellent business platform for trade exchange, exploring new markets, finding new customers and expanding networks.
- Centerpiece of the Shenzhen Cultural and Creative Business Week offering international visitors opportunities to visit innovative business parks and clusters.
- Large offer of interesting cultural activities and entertainment in the City of Shenzhen to celebrate China's culture.
- Shenzhen is a member of UNESCO's creative city network.

When and Where?

ICIF is short for China (Shenzhen) International Cultural Industries Fair. The 9th ICIF will take place from 17 to 20 of May 2013 at Shenzhen Convention & Exhibition Center in Shenzhen, China.

Who should attend and why?

ICIF is a one-stop shop fair that allows international companies, cultural institutions and governments to discover trade opportunities with Chinese cultural and creative industries.

It offers international visitors the chance to connect with the top cultural and creative companies of China and the vast majority of regional and local governments in China showcasing their projects and investments in the cultural and creative sector.

The cultural and creative sector is a priority for the Chinese government. Public investment in culture has grown by 23% annually since 2007, and plans are to raise the sectors' share of GDP from 2.5% to 5-6% by 2015.

International expansion is also an area that receives a lot of attention. Both Chinese companies and regional governments have a wide interest to do business and cooperate with foreign companies, local authorities and governmental institutions.

What sectors of the Cultural and Creative Industries will be at ICIF?

ICIF covers the most complete range of sectors of the cultural and creative sector in China on a floor space of 105,000m²

- Film & Television
- New Media, Games and Animation
- Publishing
- Music
- Performing Art
- Design
- Fine Arts
- Arts & Crafts
- Intangible Cultural Heritage
- Cultural Tourism
- Governmental projects in China's regions and cities

How many sections does ICIF consist of?

Exhibition & Trade

ICIF sets 8 exhibition halls, covering the most excellent cultural products and projects open for investment.

Forum

ICIF will hold a series of meetings to build a communication platform for China and foreign enterprises, including the "Promotion Conference of China Cultural Projects Open for Investment", the "Sino-EU Cultural & Creative Industries Cooperation Seminar", etc.

Festivals Activities

ICIF will hold a series of activities, including the "China (International) New Media Movie & TV Animation Festival", "ICIF Arts Festival", etc.

Award Rating

ICIF will hold "ICIF Awards Ceremony" and present "ICIF Outstanding Organization Award", "ICIF Outstanding Exhibitor Award", "Creative Award of Arts and Crafts", "Outstanding Design Award" and other professional awards.

Online ICIF

ICIF will hold a "never ending exhibition" online through the official website

Halls of the 9th ICIF

Hall 1-Cultural Industries Hall (30000m²)

The majority of exhibitors are domestic local governments, mainly to display the achievement of movie & television production, publishing, distribution, printing and duplicating, advertising, performing, entertainment, cultural exhibition, digital content and animation games.

Hall 2-Creative Design and Living Hall (15000m²)

This hall mainly displays the design products, fashion lifestyle goods and high-quality gifts.

Hall 3- Movies, Television and Animation Games Hall (7500m²)

This hall mainly displays the new media products, such as networks, mobile phone, triple-play technology, films and television works, as well as cartoon products.

Hall 4- Intangible Cultural Heritage Hall (7500m²)

This hall mainly displays the world-class, national and provincial-standard intangible cultural heritage, including traditional Chinese handicrafts, traditional artworks, arts and crafts and the protected achievements of intangible cultural heritage, etc.

Hall 6- Art Hall (7500m²)

This hall mainly displays the fine arts of calligraphy and painting from home and abroad, including the traditional Chinese paintings, oil paintings, brushwork paintings, etc.

Hall 7- Press and Publication Hall (7500m²)

This hall mainly displays the digital publishing, green printing and publications.

Hall 8- Cultural Tourism Hall (7500m²)

This hall mainly displays the characteristic tourism projects and cultural tourism products throughout the nation and around the world.

Hall 9- Arts and Crafts Hall (15000m²)

This hall mainly displays the arts and crafts products, such as pottery and porcelain, carvings, jades, brocades, embroidery, metal articles, lacquer, etc.

What services are offered to businesses, public authorities and visitors at the ICIF fair?

- Exhibitors - rent a booth to showcase your cultural and creative products, country, region or city at the fair
- Visitors - attend the fair to find out about the latest trends and markets for the cultural and creative industries in China
- Participate in the ICIF business platform and its events organized to foster business cooperation, match-making and investments
- Attend the 3rd China-EU Forum on Cooperation in the Cultural and Creative Industries including policy dialogue to improve trade and cultural exchanges
- Book the facilities of ICIF to organize your own events and meetings with clients during the fair
- Translation facilities
- Information on how to protect IPRs in China
- Contact details of participants to the Fair

ICIF and the Shenzhen Cultural and Creative Business Week

During the 9th ICIF fair the City of Shenzhen will be devoted to the Cultural and Creative Industries. Its numerous clusters and business parks will organize visits and events on their locations. Bus services will be organized for international visitors.

A wide range of festivals and cultural activities will also take place in the City of Shenzhen, such as the China New Media, Film & Television and Animation Festival.

Key Elements of ICIF's Business Platform



Do you want to Register as an Exhibitor or Visitor?

Contact our European Information Desk at:

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Hosts

- Ministry of Culture of P.R.C.
- Ministry of Commerce of P.R.C.
- State Administration of Radio, Film and Television
- General Administration of Press and Publication of P.R.C.
- China Council for the Promotion of International Trade
- Guangdong Provincial People's Government
- Shenzhen Municipal People's Government

Sponsors

- Shenzhen Press Group
- Shenzhen Media Group
- Shenzhen Publication and Distribution Group Company
- Shenzhen International Cultural Industry Fair Co., Ltd