

Joint Statement of the 17th Trilateral Cultural Industry Forum

I. Summary of the 17th Session of the China-Japan-Korea Cultural Industry Forum

The 17th Session of the China-Japan-Korea Cultural Industry Forum was held in Hangzhou, China, September 24 through 26, 2024. Mr. MIAO Muyang, Director-general of the Industrial Development Department of the Ministry of Culture and Tourism of China, Mr. Jae-hyun KIM, Director-general of the International Cultural Affairs Bureau of the Ministry of Culture, Sport, and Tourism of Korea, and Mr. Masanori EZAWA, Deputy Director-general of the Commerce and Service Industry Policy Group of the Ministry of Economy, Trade, and Industry of Japan were present thereat. Attendees also included pertinent institutions from these three states. As the hosting state, China presided the forum.

The session was themed as “Digital Fusion: Energize New Scenes and Consumption of Culture and Tourism—Immersive Experience, Traditional Culture IP Authorization and Operation”. In wake of the rapid development by 5G, A.I., and VR/AR, digital technology continues to be incorporated into the real economy. The three parties have explored and tried various applications of applying digital technologies to cultural IP so as to enrich and optimize user experiences. In this context, they discussed the integration of digital technology and traditional IP in the cultural and tourism sectors.

The three parties reaffirmed the necessities of driving forwards the cultural industry and of conducting exchanges continually. The three parties have unanimously agreed that the forum has been playing vital roles in promoting information exchange and in creating opportunities for cooperation between their cultural industries. They have also agreed to continue to take turns to host the future forums.

II. Strengthening Cooperation in Applying Digital Technology and IP Licensing and Operation in the Cultural Sector

The three parties have expressed that the development of the global cultural market has a broad outlook and that technology as an important support for the cultural development and IP as the core element in cultural development have played an important role in the high-quality development of cultural industry. At this session, they shared the latest applications, trends, and cooperation cases in integrating digital technology and traditional IP so as to boost the development of cultural industry.

They further committed to creating a favorable environment where businesses, creators, producers, and digital technology practitioners can actively engage and discuss creative design and content production, aim to make digital technology better empower the cultural industry and to foster new scenarios, industries, and models. The three parties have also agreed to take practical measures to promote ongoing cooperation between their governments and related institutions and industries, particularly in IP licensing and operation and in intellectual property protection and utilization and thus to ensure that the cultural industries in all the three states can enjoy a prosperous development.

III. Regarding the Next Session

The three parties have agreed the 18th Session of the China-Japan-Korea Cultural Industry Forum will be hosted by the Ministry of Culture, Sport, and Tourism of Korea. The Ministry of Culture and Tourism of China and the Ministry of Economy, Trade and Industry of Japan will cooperate

closely with the Ministry of Culture, Sport, and Tourism of Korea to support pertinent government agencies and cultural industry representatives to participate in the session.

On September 24, 2024, the 17th Session adopted this joint statement in Chinese, Korean, Japanese, and English, all of which hold equal legal standing. In case of any discrepancies in interpretation, the English version shall prevail.

Director-general of the Industrial Development Department of the Ministry of Culture and Tourism of China	Director-general of the International Cultural Affairs Bureau of the Ministry of Culture, Sport, and Tourism of Korea	Deputy Director-general of the Commerce and Service Industry Policy Group of the Ministry of Economy, Trade, and Industry of Japan
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Mr. MIAO Muyang

Mr. Jae-hyun KIM

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