

Shandong China, the home of Confucius

Creative industries, tourism on the rise

By JU CHUANJIANG
AND ZHAO RUIXUE

According to statistics from Shandong's Department of Culture, industrial output by the publishing, media, animation and tourism sectors increased by 104 billion yuan last year, up 15 percent from 2008.

"Shandong's creative industries should increase in economic scale and form a new competitive advantage," said Jiang Daming, governor of the province.

A total of 51.7 billion yuan was invested in the creative sector during the first half of this year, a 14.9 percent increase from the same period of 2009. Due to the investment, 1774 projects are now under construction.

Last July, the provincial government announced it would foster 100 creative industrial brands in the next five years. Officials aim to quadruple current industrial output to 400 billion yuan by 2015.

One billion yuan will be earmarked to support creative sectors.

Li Qun, head of the province's publicity department,

attributed recent progress by creative industries to a 2007 restructuring initiative.

Today, 327 State-owned creative organizations have been transformed to market-oriented operations.

"The restructuring initiative has poured vigor into Shandong's creative industries," Li said.

Local presses and publishing houses reaped 60.6 billion yuan in revenue last year, a 20 percent increase from 2008.

Film ticket sales revenue reached 159 million yuan, up 48.5 percent over 2008.

Shandong is now home to 71 provincial-level creative industry demonstration bases and six State-level centers. The Qufu new zone focuses on developing Confucius related industries. Officials hope it will achieve an annual revenue of 10 billion yuan in five years.

At the same time, animation bases are being built in Jinan, Qingdao, Yantai and Taian. Priority is given to video games, digital videos and on-line entertainment program sectors.

More than 440 companies are currently involved in video game production. Nearly 150 are based in Jinan and gener-



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JIANG DAMING
SHANDONG GOVERNOR

ate more than 1 billion yuan in annual revenue.

The province has branded itself Friendly Shandong, advertising its cultural tourism opportunities.

Shandong's China (Qufu) International Confucius Culture Festival has been ranked among the world's top 10 most influential celebrations, generating an annual revenue of more than 2 billion yuan.

The area is also well known for its outdoor Grand Worship of Heaven and Earth performance in Taishan Mountain that commemorates a historic ceremony held by ancient emperors.



Exhibition booth at the third Shandong Cultural Industry Expo

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Festival, forum honor Confucius

By DAI YAN

More than five million people from home and abroad attended last night's China (Qufu) International Confucius Cultural Festival opening ceremonies.

The celebration aims to promote tourism in Qufu. Visitors were invited to taste a Confucian era dinner and watch rural Confucian style performances.

Education, culture and friendship Confucius award winners were also announced.

Confucianism is gaining increasing acceptance worldwide. In a prelude to the festival, Confucius culture week was held from Sept 6 to 10 at UNESCO headquarters in Paris.

The UNESCO event fea-

tured cultural performances and academic lectures. A series of cultural heritage exhibitions showcasing Confucius related literature, paintings and calligraphy also took place.

An international forum was held at Nishan Shengyuan College, just outside Qufu. Formerly known as Niqu Hill, the area is said to be the birthplace of Confucius.

The forum brought together more than 70 experts and scholars from around the world to discuss social responsibility, tolerance and diversity.

"It is a true platform for dialog between different civilizations," said organizers. An additional 70 global experts took part in a Confucian and Christian civilization talk.

Xu Jialu, president of the forum noted that Confucian-



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Global experts gather at the forum.

ism advocates harmony and respect for diversity.

A Confucius worship ceremony was held at the Confucius Temple Sept 28, while the World Confucian Conference took place Sept 27 to 29 at the Confucius Institute.

Confucian scholars exchanged insights on inter-

70

experts

discussed a wide range of topics at the forum

national communication, ethics, aesthetic education and cultural diversity.

NISHAN DECLARATION OF HARMONY

Nishan Forum, Sept 27, 2010, China

On Sept 27, 2010, one day before the 2,561st anniversary of the birth of Confucius, the greatest thinker and teacher of ancient China, and a time for reviewing the wisdom of his age, we, the undersigned, on the occasion of the first Nishan Forum on World Civilizations, jointly issue the following Declaration of Harmony:

Troubled over the present state of world affairs;
Anxious about our common human future;
Distressed by the brutal reality of war, slaughter, and conflict;
And confronted with a deteriorating global environment,
Human beings everywhere are perplexed and confused.
Having solemnly pondered and acknowledged the wisdom of our predecessors,
We advocate harmony;
We advocate loving-kindness;
We advocate tolerance;
We advocate decorum and civility;
We advocate faithfulness and reliability;
We advocate "never doing to others what you would not have done to yourself";
We advocate "loving all creatures as we would love ourselves" and "the unity of Heaven and humanity";
We advocate the principle that "while we enjoy the beauty of our own culture, we also appreciate the beauty of other civilizations";
We advocate the belief that within the four seas, all people are brothers and sisters;
We advocate for a harmonious world and for the principle of "harmony with diversity".

For the purpose of building a harmonious world,
And for the purpose of conserving our common globe,
We appeal for mutual understanding and respect by which to resolve grievances;
We appeal for dialogue and communication as a means to avoiding conflicts;
We appeal for frugality and low-carbon emissions in order to sustain our home earth;
We appeal for solidarity and collaboration to build our future together.
We hope and pray that —
Our advocacies and appeals will be echoed and embraced by the entire world.
We hope and pray that —
Our advocacies and appeals will be transformed into common practices for all human beings.

Provincial expo extols culture

By WANG QIAN

The third Shandong Cultural Industry Expo has been underway in Jinan, capital of the eastern province, since September 27 to promote further development of local media, animation and tourism.

A range of activities held at the event that ends October 1 include a creativity contest, forums, art performances and investment promotional meetings as well as premieres of original animation.

The expo has eight exhibition halls with different themes including General Hall that showcases the achievements in reform of cultural industries, as well as development plans and potential for the sector in Shandong.

Cartoon Hall shows visitors gaming software, cartoons, advertisements and animation works, as well as how they are made.

Creative Design Hall mainly displays industrial designs for ads, packages, products, household items and graphics.

Themed "friendly Shan-



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Disney cartoon characters performed at the expo



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Sculpture displayed at the expo

dong", Cultural Tourism Hall highlights local scenic sites, tourism products, festivals and artistic performances.

A range of State-level and provincial folk literature, traditional music, opera, folk arts, acrobatics and traditional medicine are on show in Intangible Cultural Hall.

Top folk artists in Shandong are performing their skills in shadow plays, clay sculpture, woodcarving, embroidery and paper-cuts to illustrate part of the province's rich culture.

Seven trade zones for products including books, entertainment, calligraphy, painting, folk arts and handicrafts are also part of the expo.

As well, a series of forums on creative industries, advertising and capital for cultural development are part of the fair.

More than 834 billion yuan in cultural deals are expected to be signed during the event. The projects cover a wide range from publishing, radio, television and films to other cultural entertainment. The event is sponsored by the Shandong provincial government.



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Ritual performance at an annual ceremony to commemorate Confucius