THE 12\textsuperscript{TH} (2018) HANGZHOU CULTURAL & CREATIVE INDUSTRY EXPO
Hangzhou Cultural & Creative Industry Expo (CCIE), as the main platform for the exhibition and exchange of cultural and creative industries in the city, has been praised as one of the four major cultural and creative industry exhibitions in China. From 2007 to 2018, CCIE has undergone a significant transformation and has shared common growth with the cultural and creative industry. Over the past decade, the exhibition area at the main venue, number of visitors and number of exhibitors increased from 10,000m² to 120,000m², from 30,000 to 259,000 and from 150 to over 2,000 respectively. The amount of transactions increased from RMB 20 million to RMB 3.86 billion. Under the circumstances, the cultural and creative industry is deeply rooted in the life of citizens, complementing each other. The event played an important role in building Hangzhou into the national center for the cultural and creative industry and could reasonably serve as a “Gold Card” of the continuous construction of a historic city, innovative & vital city and an oriental city of quality.

In 2018, Hangzhou Cultural & Creative Industry Expo (CCIE) will continue to adhere to the "exquisite, professional and special" exhibition features as well stick to "industrialization, specialization, internationalization and branding" development goals, in accordance with the new situation of "Internet +" and "culture +", implement the spirit of the Nineteenth Congress and the grand strategy of "Embracing the River Development" and promote the internationalization of the city and build the world famous city in Hangzhou.
Overview

Time: 19-23, September, 2018
Place: Hangzhou White Horse Lake International Convention and Exhibition Centre (Main Venue)
Theme: Integration - A beautiful life in a creative city

The overall exhibition area is expected to be 120,000 square meters, with a total audience of 400,000. And the main exhibition display and the activity area is 65,000 square meters, and the reception is expected to be 300,000.

Organisations

Based on the friendly relationship between Nottingham and Hangzhou government, we are more than happy to send out a Midlands Engine delegation to attend this grand event with the specifications shown below:

- Companies in cultural and creative industries in Midlands Engine region are kindly welcomed which shows the core culture of Nottingham or Midlands Engine with a strong interest in entering Chinese market and achieving integration with Chinese businesses
- Exhibits that are ornamental, experiential and purchasable are particularly recommended except for those service-related

Preferential Policies:

- During the Expo, all Midlands-Engine businesses will be allocated a free booth and utilise the unique opportunity to showcase products to audiences
- The international flights and local accommodation for successful applicants will be covered by Hangzhou government

Exhibition Suggestions:

- The applicants are highly recommended to emphasise on a high degree of participation and continuous interactions between the applicant and the audiences.
- The booths should be well-designed to demonstrate the unique features of the company as well as its brand connotation.
Highlights

All-Year All-People City-wide Expos
It is the first time that we adopt the way of “the whole people, the whole city and the whole year” to create a never-ending Expo.

Blocks
It is the first time that we introduce the curatorial principle of “Block” to enrich exhibition form.

National Theme Day
It is the first time that we set up “National Theme Day” exhibition area to raise the level of internationalization.

Big Data of Cultural and Creative Industry
It is the first time that we organise the large high-end forums, and analyse the big data of Chinese cultural & creative industry.

Online and Offline
It is the first time that we combine multiple Internet platforms to deepen the online and offline development patern.

Business Activities

The forum will be themed on “A beautiful life in new culture and new consumption”. The following are some forums and activities.

- 2018 Innovation Conference – Shared Design of the Imaginative Economy
- 2018 China (Hangzhou) Culture Licensing Fair
- 2018 (4th) Hangzhou Copyright Cooperation and Trade Fair
- German Design Council ICONIC AWARDS –ICONIC@HANGZHOU Summit Forum
- 2018 Exchange Tea Party
- Hangzhou (China) 10th Residential Structure Block Print Exhibition
- Hangzhou Creative Design Centre (Sub-venue) (2018 Hangzhou-Taiwan “Dialogue Between Creativity and Creativity • youth creative Entrepreneurial Exchange Meeting”)
- Hangzhou Xintiandi (Sub-venue) (Da Vinci’s Light and Shadow Art Exhibition)
- 2018 Asian Design Management Forum and Life Innovation Exhibition
- The 9th Hangzhou Creative Life Festival • Hangzhou Cultural & Creative Experience Tour
- Home of the Future – 2018 Future Life Exhibition

Contact

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