



Website: [www.cnci.net.cn](http://www.cnci.net.cn) [www.cnicif.com](http://www.cnicif.com)

E-mail : [icif@cnicif.com](mailto:icif@cnicif.com)

For exhibition, please contact:

TEL: +86-755-8351-9467

FAX: +86-755-8351-9467

For visiting, please contact:

TEL: +86-755-8352-1101

FAX: +86-755-8351-9467

Facebook: China (Shenzhen) ICIF



Facebook



## The 14<sup>th</sup> China (Shenzhen) International Cultural Industries Fair

**May 10<sup>th</sup> – 14<sup>th</sup>, 2018**  
**Venue: SCEC**

Organizing Committee Office of ICIF  
Shenzhen International Cultural Industry Fair Co., Ltd.



## Welcome to the 14<sup>th</sup> ICIF

### Hosts

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

### Organizers

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

**Time:** May 10<sup>th</sup> – 14<sup>th</sup>, 2018 (Thursday to Monday)

**Buyers' Days:** May 10<sup>th</sup> – 11<sup>th</sup> **Public Days:** May 12<sup>th</sup> – 14<sup>th</sup>

**Venue:** Shenzhen Convention and Exhibition Center

**Exhibition Area:** 105,000 m<sup>2</sup>

## Profile of China (Shenzhen) International Cultural Industries Fair

China (Shenzhen) International Cultural Industries Fair (ICIF) is jointly hosted by Ministry of Culture, Ministry of Commerce, State Administration of Press and Publication, Radio, Film and Television, China Council for the Promotion of International Trade, Guangdong Provincial People's Government and Shenzhen Municipal People's Government and co-organized by Shenzhen Press Group, Shenzhen Media Group, Shenzhen Publication & Distribution Group as well as Shenzhen International Cultural Industry Fair Co., Ltd. As a national standard, international and integrated cultural fair in China, ICIF focuses on exhibition and exchange and is committed to hosting quality-oriented and intensive exhibitions and building a trade platform for China's cultural industrial products and projects, driving the development of China's cultural industries and vigorously advancing the globalization of Chinese cultural products.

2 ICIF is an inclusive cultural industries fair officially approved by UFI. ICIF has grown and developed by leaps and bounds over the course of hosting for 13 years. The exhibition area has reached 105,000 m<sup>2</sup>, with the number of exhibitors increasing from more than 700 at the very beginning to 2,302. Likewise, its turnover has risen from 35.69 billion RMB to 224.08 billion RMB. The number of countries and regions as visitors, exhibitors and buyers has mounted to 99 from a dozen, while sub-venues were expanding to 68. The 13<sup>th</sup> ICIF, where nearly 6,000 cultural industrial investment and financing projects were demonstrated live, collected over 100,000 cultural creativity industrial products from all over the world and also encouraged the full participation of 40 countries and 117 institutions. With 20% exhibition area for overseas exhibitors, 20,016 overseas buyers were attracted to visit, purchase and negotiate in the 13<sup>th</sup> ICIF. As the only national standard, international and integrated cultural fair in China, ICIF is crowned as the Top Cultural Fair in China for its increasing scale and brand influence, greater effect of promoting the development of China cultural industries as well as positive progress in driving Chinese cultural products to go global.

Successfully held on 11<sup>th</sup> to 15<sup>th</sup> May, 2017 in Shenzhen Convention & Exhibition Center, the 13<sup>th</sup> ICIF further improved its marketization, profession and internationalization, boosting the great development, flourishing and globalization of Chinese culture. The 13<sup>th</sup> ICIF is divided into five sections consisting of Exhibition & Exchange, Forums & Meetings, Awards & Rating, Festival Activities and Online ICIF with nine exhibition halls comprised of Cultural Industries Hall (Hall 1), Creative Design Hall (Hall 2), Film, Television and Animation Hall (Hall 3), Press and Publication · New Media Hall (Hall 4), Digital Culture Hall (Hall 5), Art Hall (Hall 6), The Belt & Road · International Hall (Hall 7), Intangible Cultural Heritage Hall (Hall 8) and Arts & Crafts Hall (Hall 9). It highlights major cultural industries including creative design, news publication, film, television, animation, intangible cultural heritage, calligraphy, painting, arts, cultural tourism, cultural technology and crafts, and representative export-oriented brand enterprises, products and projects in cultural industries. With the advantage of the unique role as a national standard, international and integrated cultural fair, ICIF brings more quality exhibition resources, leads the way for future development of cultural industries and hosts internationally renowned brand exhibitions.

We would like to sincerely invite you to participate in the exhibition, trade, forums, awards rating and festival activities of the 14<sup>th</sup> ICIF. Let's explore business opportunities and share the creative future in cultural industries together.



## Brief Introduction of the 14<sup>th</sup> ICIF

### 1. Eternal Theme of the Fair: Exhibition and Exchange

#### 2. Fair Positioning

- National-level, internationalized and integrated fair in cultural industries
- Annual review and summarization event for the development of China's cultural industries
- Exhibition and exchange platform for the best cultural products from Mainland China and Hong Kong, Macao Taiwan of China
- Cultural export and trade platform based on products, revolving around culture and aiming at the globalization of Chinese culture
- Modern and large-scale fair with professional exhibition services, market-oriented exhibition operation model, standardized exhibition management, strictly selected exhibition contents and international exhibition and trade

#### 3. Target Markets

- World-famous cultural enterprises
- Internationally important cultural markets in Europe, Asia, America and Australia, BRICS countries, and countries along the Silk Road
- Domestic cultural markets
- Overseas Chinese cultural groups

#### 4. Target Exhibitors and Visitors

- Cultural institutions and enterprises engaged in film and television production, publishing, printing and reproduction, performing arts and entertainment, cultural exhibition, digital content, film and television animation, creative design, intangible cultural heritage, cultural technology, cultural finance, cultural creativity, cultural tourism, arts and crafts, paintings and calligraphy and other cultural industries
- Global venture capital enterprises, banks, financial companies and other investment organizations and investors.

- Global governmental organizations, cultural and commercial institutions, corporate representatives and individuals.
- Enterprises and organizations on the upper, middle and lower streams of cultural and creative industries

#### 5. How to Cooperate

- Participate as an exhibitor
- Participate as a visitor
- Invest in cultural and creative projects
- Work as our agent for inviting exhibitors and visitors
- Work as our overseas promotion partner
- Hold events

## Five Sections

### Exhibition & Exchange

Exhibition & Exchange consists of sections of exhibition and trade, project investment and financing, auctions, etc. ICIF will assemble the most excellent investment and financing projects in cultural industries and the most outstanding cultural enterprises and products in China, making it one of the world-largest exhibition and trade platforms with the most complete categories of China's cultural industry projects and products on display.

### Forums & Meetings

The 14<sup>th</sup> ICIF will further gather the resources of forums, meetings, lectures and other activities, to analyze the trends, dispel doubts and release the most authentic information of cultural industries. It will hold dozens of large-scale activities such as one-on-one/one-on-many business matching events, auctions, press conferences of key projects, and promotion conferences on cultural projects from various provinces, with the aim of promoting the healthy, rapid and steady development of China cultural and creative industries.

### Awards Rating

The 14<sup>th</sup> ICIF will present ICIF Outstanding Organizer Award, Outstanding Exhibitor Award, Creative Award of Arts and Crafts, Innovation Award of Creative Design and other professional awards. It is responsible for annual inspections of the highest standard of the latest achievements and most up-to-date products in China cultural industries.

## Festival Activities

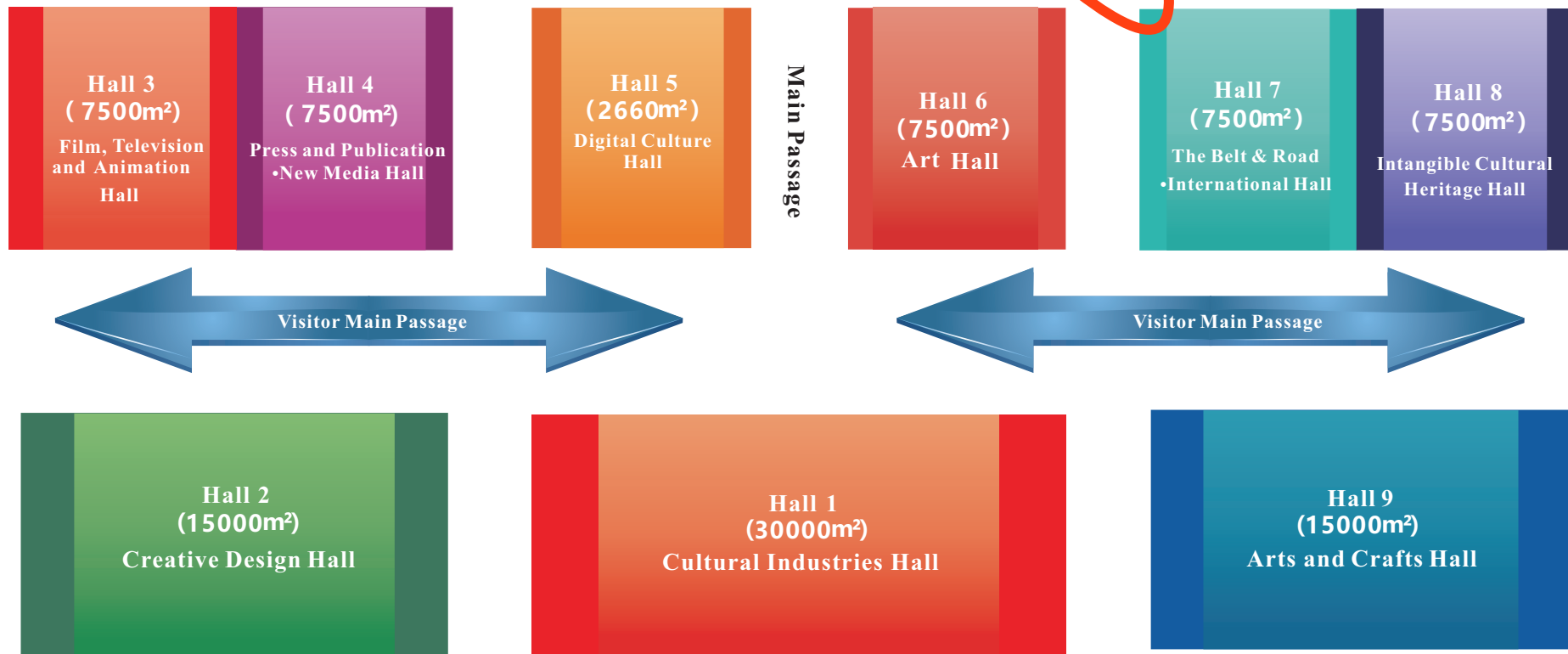
During the 14<sup>th</sup> ICIF, the large-scale festivals including the ICIF Art Festival, etc., will be presented to the eyes of the world. ICIF will invite famous Chinese and foreign art groups to stage folk performances at the theaters, squares and communities in Shenzhen. Visitors from all around the world will experience this grand 'Chinese Cultural Carnival' firsthand.

## Online ICIF

During the 14<sup>th</sup> ICIF, the online ICIF platforms - ICIF official website ([www.cnicif.com](http://www.cnicif.com)) and the Website of China Cultural Industries ([www.cnci.net.cn](http://www.cnci.net.cn)) will extensively integrate the on-line and off-line cultural industry resources. They will fully demonstrate the most up-to-date developments, trends and achievements of China cultural industries to the domestic and overseas visitors in both Chinese and English. Meanwhile, the online ICIF will spare no effort to build four key columns – E-business, Exhibition of brand cultural companies and products, Exhibition of invested cultural projects, and Release of cultural industry information. As a permanent cultural-trade platform, online ICIF dedicates to providing the most professional services.



Floor Plan





## Nine Halls

### Cultural Industries Hall

Hall 1

Amongst other halls, this hall is the largest hall featuring national government-supported delegation and display of the latest achievements of such industries as movie & television production, publishing, distribution, printing and duplicating, advertising, performing, entertainment, cultural exhibition, digital content and animation industries, etc. Besides, latest achievements of the top 30 domestic cultural enterprises and cultural reforms, overall business environment, cultural creativity industrial policies, investment and financing projects in provinces and regions are also displayed, especially 'Culture + Finance' products introduced by government-supported delegation in new types of business.

### Creative Design Hall

Hall 2

It focuses on the modern, fashionable and creative cultural products, including graphic design, package design, industrial design, fashion design, etc. It displays high-end and fashionable cultural gifts, excellent products from Taiwan creative culture, excellent products of fashion design, excellent products from creative individual and contemporary arts and crafts from Hong Kong, Macao, Taiwan, mainland China and overseas.

### Film, Television and Animation Hall

Hall 3

Film, television and animation exhibitions, new film release conferences, film and television fans meetings, animation and games release conferences, short video competitions and other events featuring new media are held in order to build an international, professional and authoritative platform for display, exhibition, exchange and trade. It demonstrates new concepts, new technologies, new products and new trends of international and domestic new media industry and to build a brand exhibition of China's new media, film, television, and game products.

### Press and Publication • New Media Hall

Hall 4

This hall displays tremendous achievements in the reform and development of China's press and publication industry. New products, technologies and types of business jointly developed by international and domestic press and publication industry media are also exhibited in order to spread, popularize and demonstrate the new model, concept and creativity of media convergence. Additionally, the results and derivatives of media convergence of press and publication, technology and financial industry, together with plentiful high-quality and special books, are displayed to enrich people's spiritual and cultural life.

### Digital Culture Hall

Hall 5

This hall fully implements national innovation-driven development strategy, focuses on 'Culture + Technology' integrated development and exhibits new products, technologies and patterns integrated by the core of cultural industries and technology. Therefore, it facilitates upgrading and restructuring of traditional cultural industries, creates new types of business in cultural industries and propels typical achievements of cultural industrial cluster through the development concept that cultural deposits increase added value of products and modern high technology.

### Art Hall

Hall 6

This hall targets well-known domestic and overseas galleries, fine arts agencies, associations and other artwork businesses and displays excellent works of internationally famous art schools including traditional Chinese paintings, international oil paintings, contemporary youth art, watercolor, engravings, sculptures, providing professional services for artists, galleries, art institutes, associations as well as collectors and building an authoritative display and trade platform of Chinese fine art works.

## The Belt & Road • International Hall

### Hall 7

This hall exhibits the historical achievement of cultural exchanges and trade from the countries and regions on 'The Belt & Road' line. It aims at promoting cultural exchanges and cooperation of these countries by exhibition and trade.

## Intangible Cultural Heritage Hall

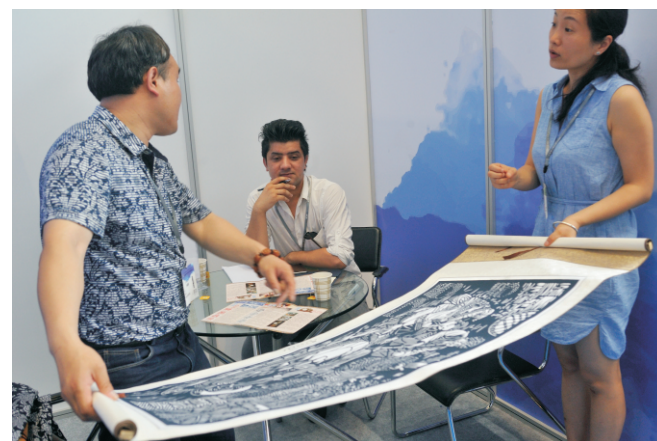
### Hall 8

This hall features national and provincial intangible cultural heritage projects and products characterized by high level of industrialization and cultural deposits, displaying the national and provincial intangible cultural heritage items, folk arts and crafts, traditional art works and fine arts, and the achievement of intangible cultural heritage protection.

## Arts and Crafts Hall

### Hall 9

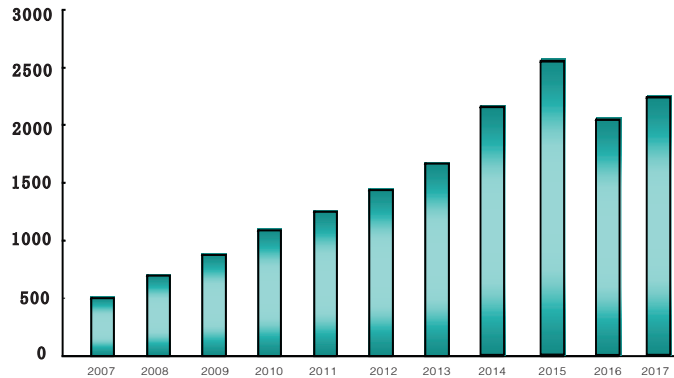
This hall targets traditional arts and crafts institutes, enterprises, associations, arts professionals and intangible heritage under the provincial level and exhibits cover excellent arts and crafts of various categories: pottery and porcelain, carvings, jade ware, brocade, embroidery, colored glaze, knit, weave, lacquer, metal articles, handicraft paintings, further enriching masterpiece exhibition by hundreds of masters and building an authoritative exhibition, trade and export platform in China's arts and crafts industries.





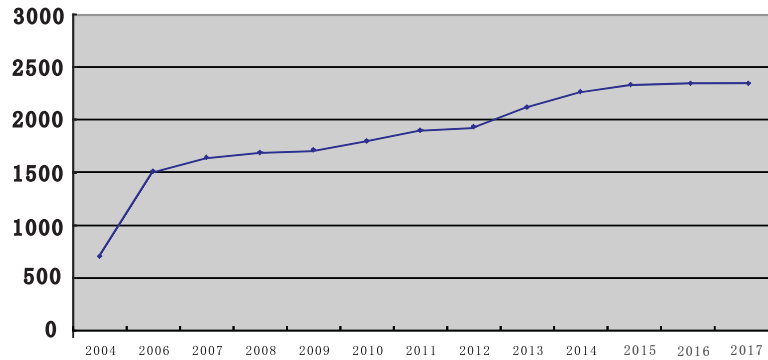
## Figures of ICIF

### Turnover for Previous Sessions (Unit: 100 million RMB)

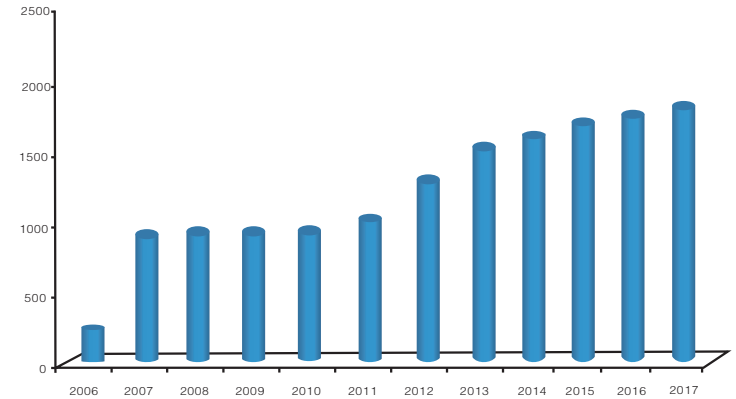


The intention turnover was not included in the total turnover since 2016.

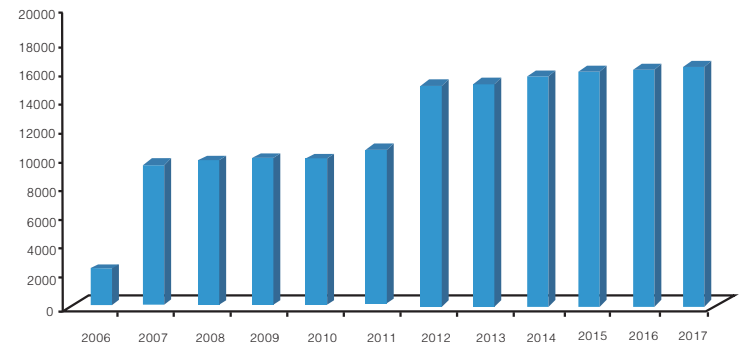
### Number of Exhibitors for Previous Sessions



### Export Turnover of ICIF Cultural Products for Previous Sessions (Unit: 100 million RMB)



### Number of Overseas Visitors for Previous Sessions (Unit: person)



## Profile of Shenzhen International Cultural Industry Fair Co., Ltd.

Shenzhen International Cultural Industry Fair Co., Ltd is the only perennial organizer of the China (Shenzhen) International Cultural Industries Fair (ICIF). Approved by Shenzhen CPC Municipal Committee and Shenzhen Municipal People's Government and managed by the shareholder Shenzhen Press Group, Shenzhen International Cultural Industry Fair Co., Ltd is a corporation limited with stockholders including Shenzhen Press Group, Shenzhen Media Group and Shenzhen Publication & Distribution Group. Officially founded in April 2005 with a registered capital of 120 million RMB, it holds nearly 100 professional talents in cultural and exhibition industry. After 12 years of growth, it has scaled up its business and become a renowned enterprise in cultural and exhibition industry. Firmly upholding the business philosophy of 'one business, diversified operation, innovative models, leapfrog development', it progressively shapes the core value that 'culture is used to demonstrate truth and exhibition to achieve ambitions'. Currently, a diversified operation platform has begun to take shape, covering exhibition, Internet, auction industry, export agency of Chinese cultural products and capital management.

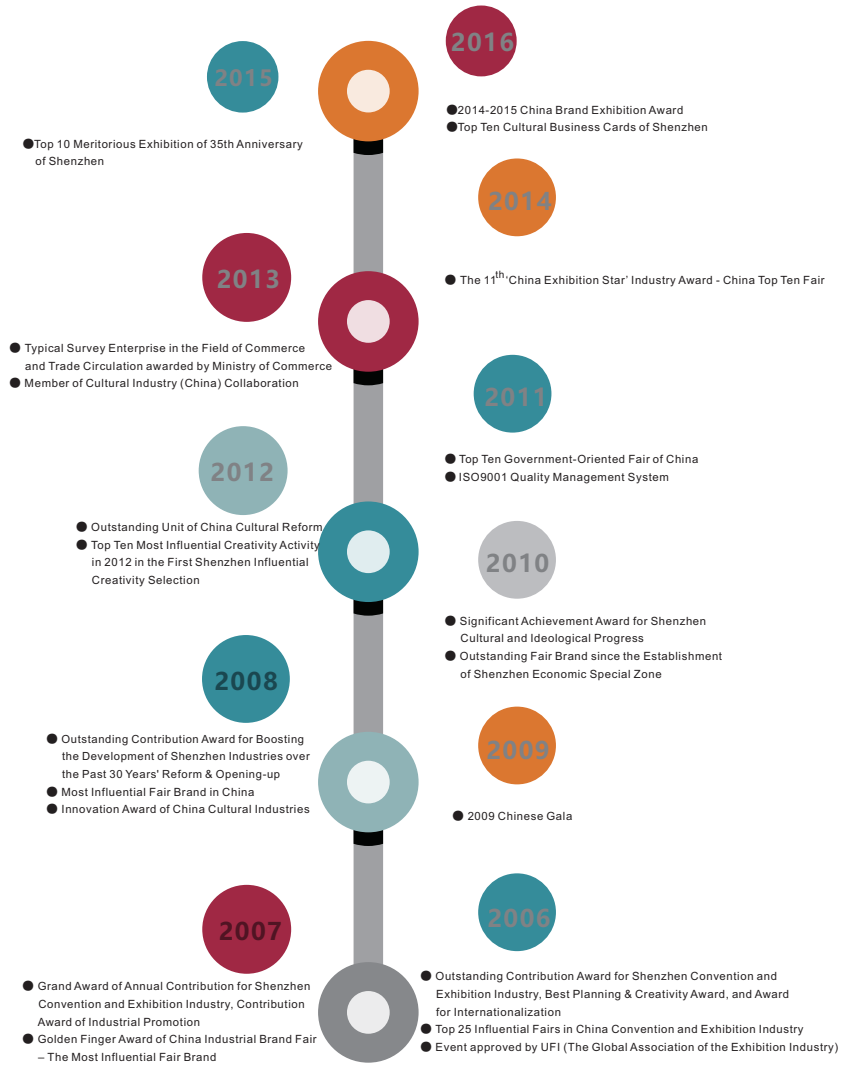
Highly valued and concerned by hosts including the Ministry of Culture of the People's Republic of China, the Ministry of Commerce of the People's Republic of China, State Administration of Press, Publication, Radio, Film and Television, China Council for the Promotion of International Trade, Guangdong Provincial People's Government as well as Shenzhen Municipal People's Government, under the direct leadership of Shenzhen Press Group, Shenzhen International Cultural Industry Fair Co., Ltd has successfully hosted the 2<sup>nd</sup> to the 13<sup>th</sup> ICIF by its corporate philosophy of 'unity, cooperation,

profession, dedication, innovation, excellence' and guiding principle of 'professionalization, internationalization, marketization, refinement, standardization'. Since 2010, it created an ICIF '1+N' exhibition mode, namely expanding the 'N' cultural industry exhibitions from the ICIF platform, and has successively hosted ICIF Winter Arts and Crafts Exhibition for 7 years, 'Art Shenzhen' Contemporary Art Exhibition for 4 years, ICIF Macao Expo for 5 years and other specialized exhibitions. Meanwhile, it actively explores both national and international markets and hosts ICIF '1+N' exhibitions in China's key areas such as Ordos (Inner Mongolia), Xinjiang (Uyghur), Xuzhou (Jiangsu province), Hainan province and other countries. Committed to becoming a world-renowned brand service provider for cultural industry exhibitions and further pushing ICIF forward to 'go global', it wins wide recognition and praise from all walks of life and gains considerable social and economic benefits.

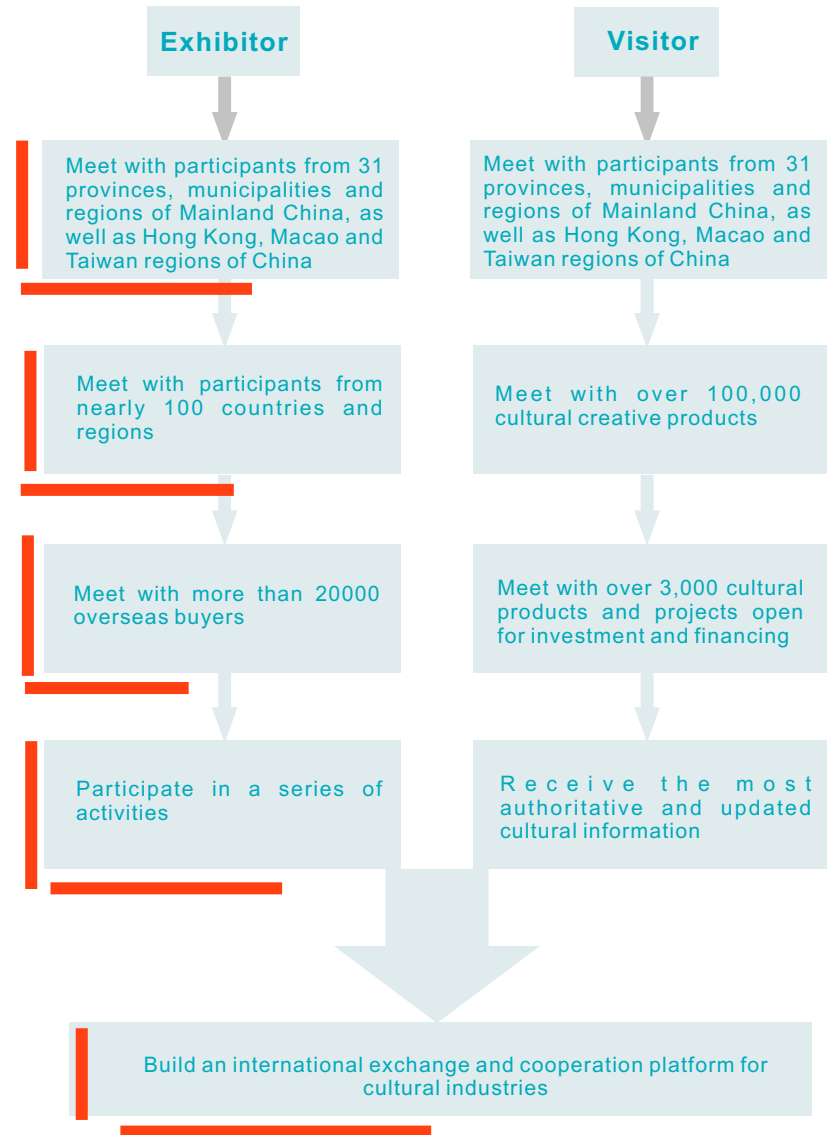
Looking ahead, Shenzhen International Cultural Industry Fair Co., Ltd will make a world-famous brand exhibition group with the great development and flourishing of China's cultural industries as well as rapid and sound growth of ICIF.



## Awards and Accolades



## Fair Platform



## How to Participate as an Exhibitor

Step 1: The applicant clicks *Booth Application* or downloads *Booth Application Form of the 14<sup>th</sup> China (Shenzhen) International Cultural Industries Fair* at the official website of ICIF ([www.cnicif.com](http://www.cnicif.com)) to apply for booths.



Step 2: After receiving the *Booth Application*, Shenzhen International Cultural Industry Fair Co., Ltd. (organizer of ICIF, hereinafter referred to as ICIF Company) appoints a client manager to keep in contact with the applicant, and verifies the applicant's qualification. The domestic applicant shall provide Corporate Code Certificate, Business License, Tax Registration Certificate, Patent Certificate or any other documents to prove company qualification. The overseas applicant shall provide Business License/ Certificate of Registration.

Step 3: ICIF Company arranges booths to the qualified intended exhibiting organizations and the designated client manager confirms booth arrangement with the applicant.

Step 4: ICIF Company sends the *Exhibition Agreement* (in duplicate) to the applicant. The contract becomes effective after both parties sign and stamp.

Step 5: Within 10 days after signing the contract, the applicant shall pay the exhibition fee and the required deposit to the bank account appointed by ICIF Company.

Step 6: After receiving the contract fee, ICIF Company sends to the exhibitor *the Booth Confirmation Letter* (which shall be presented when checking into the Hall).

Step 7: The client manager offers consultation service on Exhibition Catalogue advertisement, exhibition hall advertisement, conference room rental, booth construction, hotel booking, etc., assisting the exhibitor in exhibition preparation.

Step 8: The exhibitor submits the required materials for Exhibition Catalogue and other exhibition materials timely with clear and accurate information.

Step 9: The international exhibitor could apply for the invitation letter(s) used for Chinese Visa application provided by ICIF Company.

Step 10: ICIF Company sends the *Admission Procedure* to the Exhibitor. The exhibitor could also download the *Exhibitor's Guide* at [www.cnicif.com](http://www.cnicif.com) and exhibit according to relevant regulations in the *Guide*.

Step 11: After the exhibition, the exhibitor packs exhibits and leaves the exhibition hall by presenting the *Release Pass for Objects out of Hall* (available at the on-site service counter of each hall).

**Deadline for Exhibitor Application: April 10, 2018**

## How to Participate as a Visitor

Step 1: The applicant clicks *Booth Application* or downloads *Booth Application Form of the 14<sup>th</sup> China (Shenzhen) International Cultural Industries Fair* at the official website of ICIF ([www.cnicif.com](http://www.cnicif.com)) to apply for booths.

Step 2: After receiving the *Booth Application*, Shenzhen International Cultural Industry Fair Co., Ltd. (organizer of ICIF, hereinafter referred to as ICIF Company) appoints a client manager to keep in contact with the applicant, and verifies the applicant's qualification. The domestic applicant shall provide Corporate Code Certificate, Business License, Tax Registration Certificate, Patent Certificate or any other documents to prove company qualification. The overseas applicant shall provide Business License/ Certificate of Registration.

Step 3: ICIF Company arranges booths to the qualified intended exhibiting organizations and the designated client manager confirms booth arrangement with the applicant.

Step 4: ICIF Company sends the *Exhibition Agreement* (in duplicate) to the applicant. The contract becomes effective after both parties sign and stamp.

Step 5: Within 10 days after signing the contract, the applicant shall pay the exhibition fee and the required deposit to the bank account appointed by ICIF Company.

Step 6: After receiving the contract fee, ICIF Company sends to the exhibitor *the Booth Confirmation Letter* (which shall be presented when checking into the Hall).

Step 7: The client manager offers consultation service on Exhibition Catalogue advertisement, exhibition hall advertisement, conference room rental, booth construction, hotel booking, etc., assisting the exhibitor in exhibition preparation.

Step 8: The exhibitor submits the required materials for Exhibition Catalogue and other exhibition materials timely with clear and accurate information.

Step 9: The international exhibitor could apply for the invitation letter(s) used for Chinese Visa application provided by ICIF Company.

Step 10: ICIF Company sends the *Admission Procedure* to the Exhibitor. The exhibitor could also download the *Exhibitor's Guide* at [www.cnicif.com](http://www.cnicif.com) and exhibit according to relevant regulations in the *Guide*.

Step 11: After the exhibition, the exhibitor packs exhibits and leaves the exhibition hall by presenting the *Release Pass for Objects out of Hall* (available at the on-site service counter of each hall).

**Deadline for Exhibitor Application: April 10, 2018**