

## 京台文化创意产业合作机制

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中文摘要: 北京与台湾的文化创意产业均有自身发展的独特优势, 也有合作的基础和条件。目前, 京台两地文化创意产业的交流与合作, 通常采取论坛、城市互访、展会、园区合作等多种形式。京台两地已经形成了“政府搭台、行业对接、长期交流”的合作模式, 北京将“京台科技论坛”、“京台文化创意产业合作发展论坛”等打造成京台交流活动的品牌。然而, 目前京台两地在文化创意产业合作方面还存在合作规模小、尚未建立起良性互动的合作机制等问题。为推动京台文化创意产业的发展, 需要建立几个相互联系的合作机制, 即: 创意人才培养机制、创意园区合作机制、政策配合衔接机制、协商交流机制等。

中文关键词: 文化创意产业; 京台合作机制; 文化交流

## Cooperation on Cultural and Creative Industries Between Beijing and Taiwan

Abstract: The cultural and creative industries of Beijing's and Taiwan's have developed their own unique advantages, which can provide the basis and conditions for their cooperation. Currently, various modes including forum, city visits, and exhibitions have been adopted to drive their communication and cooperation on the cultural and creative industries. The cooperation mode of "governments set up the stage, industries docking, long-term communication" has been formed, and the brand of the Beijing-Taiwan Science and Technology Forum and the Beijing-Taiwan cultural and creative industries cooperation forum has been created for communication between Beijing and Taiwan. However, the main problem of the cooperation in cultural and creative industries exists, such as, the cooperation scale is relatively small, a positive interactive mechanism has yet to be established. This paper argues that to promote the development of cultural and creative industries, it needs to establish several interrelated mechanisms, namely: mechanism of creative talents training, cooperation mechanism of the creative park, policy-coordination mechanism and negotiated exchange mechanism.

keywords: cultural and creative industries; cooperation between Beijing and Taiwan; cultural communication

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