

Zhejiang Service Trade Cloud Exhibition

Special session for European publishing and cultural services

Berlin, Germany Jul 5, 2022 (Issuewire.com) - The 2022 Zhejiang service trade cloud Exhibition (special session for European publishing and cultural services), hosted by the Department of Commerce Of Zhejiang Province and undertaken by Zhejiang Zhongzhe International Exhibition & Commerce Co., Ltd. came to an end on June 29. This online trade fair lasted for 8 days, and more than 100 representatives of Zhejiang and overseas publishing copyright enterprises, museums, and cultural companies achieved precise docking and matching online through Internet cloud video conference technology. Zhejiang publishing and cultural enterprises will actively explore the European publishing and cultural market with the help of the interactive platform of the cloud exhibition. We should actively "promote cultural exchanges and mutual learning between China and foreign countries", strengthen cultural exchanges and cooperation with foreign countries, innovate ways of people to people and cultural exchanges, and enrich the content of cultural exchanges.

This European cultural service special session will carry out online platform display and overseas marketing from publishing houses, bookstores, museums, art galleries, digital publishing services and technology providers, copyright transactions, cultural and creative design and product developers, intangible cultural heritage culture, and other aspects. Focusing on high-end art publishing, digital copyright trade, cultural and creative, digital, design products and derivatives, we should diversify and explore Chinese cultural elements, realize the "going out" of publishing and cultural services online, and improve the new height of "serving Zhejiang and serving the world" from multiple perspectives. In particular, we should strengthen cultural exchanges and cooperation between countries along the "the Belt and Road" and develop cultural exchanges with foreign countries, so that more cultural products that embody Chinese cultural characteristics and have strong competitiveness can enter the international market.

Zhejiang exhibitors in this cloud exhibition gathered many aspects of Zhejiang's publishing and cultural industry, such as Zhejiang University Press, Zhejiang Science and Technology Press, Hangzhou shizhuzhai, Zhongnan cartoon, Longquan Tiangong celadon, Ruohong culture, etc. the exhibitors concentrated on the high-end level of publishing and cultural export enterprises in our province. Overseas purchasers came from relevant associations, publishers, national museums, film and television companies, and cultural and creative companies in many European countries. Overseas purchasers showed high enthusiasm for online exchanges and reached an intention framework agreement on future cooperation with some cultural exhibitors in Zhejiang.

During the cloud exhibition, Zhejiang exhibitors provided digital services such as cloud display, cloud promotion, and cloud negotiation to display the exhibits in all aspects and dimensions so that overseas buyers can more intuitively understand the exhibits and related information, and promote the supply and demand sides to achieve a deal. It is hoped that this online trade fair will realize the "going out" of high-end cultural services online so that the flowers of cultural exchanges will bloom more vigorously during the epidemic.

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