

Invitation to the 2nd Silk Road (Dunhuang) International Cultural Expo (2017) & Cultural Products Fair

All exhibitors and delegations:

The 2nd Silk Road (Dunhuang) International Cultural Expo (“Dunhuang Cultural Expo”) will be held in Dunhuang, Gansu Province, in September 2017, in order to implement the Belt and Road Initiative, carry out the spirit of the *Vision and Actions on Jointly Building Silk Road Economic Belt and 21st-Century Maritime Silk Road* and *Action Plan on the China-proposed Belt and Road Initiative* (2016 - 2020) by the Ministry of Culture, and promote exchanges and cooperation in the cultural industry among countries along the Silk Road.

Entrusted by the sponsor, the China Chamber of International Commerce will lead in holding the 2nd Silk Road (Dunhuang) International Cultural Expo & Cultural Products Fair and the International Cooperation Promotion Event for Cultural Industry of Countries along the Silk Road. Here are the details.

1. Overview of the Dunhuang Cultural Expo

The Dunhuang Cultural Expo, as the only high-end cultural display platform with the theme of The Belt and Road international cultural exchanges currently approved by the Chinese government, includes exhibition, forum, performance, commerce and trade, etc.

The Cultural Products Fair is intended to promote cultural exchanges and develop cooperation and development and link the countries with the spirit of the Silk Road. It focuses on mutual exchanges between civilizations to connect the people of these countries. It will become an international, high-end, professional, and national cultural fair, an important platform for China to develop cultural exchanges and cooperation with countries along the Silk Road, an important way for the Chinese culture to go overseas, and an important support for the construction of the Silk Road Economic Belt.

The First Dunhuang Cultural Expo was held in Dunhuang, Gansu Province on September 20, 2016. Liu Yandong, Vice-Premier of the State Council, attended the opening ceremony, read out a congratulatory message from President Xi Jinping to the conference and made a speech. On the theme of promoting cultural exchanges and developing cooperation, the Fair invited a total of 569 guests from 95 foreign delegations from 85 countries and 5 international and regional organizations. 66 foreign institutions and 434 foreign guests participated in the forum, annual exhibition and performance. Also six foreign or former politicians attended the meeting and delivered speeches. Meanwhile, a total of 1,330 Chinese guests of 23 delegations come from 16 provinces and cities along the Silk Road and Hong Kong, Macao and Taiwan.

The guests of honor, including Jean-Pierre Raffarin, Chairman of the French Senate Committee on Foreign Affairs, Defense and Armed Forces, Onsari Gharti Magar, Speaker of the Nepalese Parliament, Haji Mohammad Mohaqiq, Afghanistan's Second Deputy Chief Executive Officer, Yim Chhay Ly, Cambodian Deputy Prime Minister, André Azoulay, senior adviser to king Mohammed VI of Morocco, and Zhu Shanzhong, Deputy Secretary-General and Executive Director of the World Tourism Organization, delivered speeches at the summit of the opening ceremony.

The Fair covers an area of about 36,000 square meters. It is divided into 4 areas and 33 special themes, which gather more than 8,000 pieces of exhibits from over 60 countries, showing the panoramic, cross-time civilization results along the Silk Road. More than a total of 170,000 persons came to the exhibition, causing overwhelming influence.

2. Introduction of the Dunhuang Cultural Expo & Cultural Products Fair

The 2nd Dunhuang Cultural Expo will be held in Dunhuang, Gansu in September 2017. The Cultural Products Fair will be held at the same time in order to positively explore the path and space of "Culture +" integrative development, highlight cultural trade, build a cultural economic and trade cooperation platform, promote cultural

industries to create sharing, and promote the prosperity and development of cultural trade. Here are the details:

Name: 2nd Silk Road (Dunhuang) International Cultural Expo &
Cultural Products Fair

Time: September 20, 2017 to September 23, 2017

Place: Dunhuang, Gansu Province

Sponsor: Gansu Provincial People's Government, China

Council for the Promotion of International Trade

Organizer: China Chamber of International Commerce, Gansu
Provincial Council for Promotion of International Trade

Scale: 10,000 square meters

Theme: Developing cultural cooperation and promoting results
sharing

Exhibits:

(i) Press, publication, radio, film and television area. It covers books, newspapers, periodicals and publications, audio and video radio and television production and distribution and services;

(ii) Cultural software and animation area. It covers multimedia, electronic game, animation game software development, digital animation, game design and production, role-playing, AR/VR equipment and field experience, other new media products and services;

(iii) Design service area. It covers advertising design,

decorative design, packaging and decoration design, industrial design, professional design and services;

(iv) Fashion culture area. It covers fashion culture and creative industry parks, street-side cultural industry products, clothing, ornaments, equipment and other products with new entertainment and cultural elements;

(v) Consumer cultural products area. It covers high-end arts and crafts, jewelry, collectibles, articles for amusement and related consumer products;

(vi) Intangible cultural heritage area. It covers intangible cultural art works, antiques and painting, production technologies and finished products;

(vii) Cultural industry related services area. It covers intellectual property services, cultural entertainment brokerage agency services, cultural trade agency and auction services, cultural rental services, exhibition services, large activities organization services, ticketing services, etc.;

(viii) Cultural tourism projects and products area. It covers cultural innovation based agricultural industry and ancillary products, tourism products, tourism and cultural investment, etc.;

(ix) Professional cultural equipment manufacturing services area. It covers instruments manufacturing, audio-visual equipment manufacturing, stage lighting equipment manufacturing,

professional film and television equipment, home entertainment equipment, etc.;

(x) Gansu and "the Belt and Road" area. It covers native products, handicrafts, tourism industries of Gansu Province and the countries along the "Belt and Road".

By carrying out the Belt and Road Initiative, enhancing quality and connotative exhibition and promoting its market-oriented, professional and international levels to make for an overall leap, the Fair aims to build an internationally renowned cultural brand exhibition, further give play to its roles to be presented as an important display window of China's cultural system reform and innovation achievements and development trends and a platform for the Chinese culture to go overseas, for the Chinese cultural products to go to the world and promote the development of the cultural industry in the western, make the Fair an important engine to lead the development of China's cultural industry, give birth to new types of the cultural industry, promote the industrial integration, speed up the cultural system reform and innovation under the new normal state, and become an important platform for the investment and financing of major projects and trade in the Chinese cultural industry.

3. Exhibition charge

(i) Booth fee

1. Standard booth: free of charge (3m*3m, with three wallboards (two for a booth at the corner), carpet, three spotlights, a table, two chairs, a wastepaper basket, public decoration (up to the final design plan).

2. Open booth: free of charge (at least 36 square meters)

(ii) Contact information:

The applicant should send the Application Form (see Annex 1), scanned copy of the company's business license and photos of the major exhibits (2-3 photos) by e-mail to us not later than August 15, 2017. If you have any questions, please feel free to contact us.

Contact: Li Ming, Luo Lei

Tel.: 010-82217248, 82217240

E-Mail: liming@ccoic.cn; luolei@ccpit.org

Annex: Application Form

China Chamber of International Commerce

April 6, 2017

Invitation to the 2nd Silk Road (Dunhuang) International Cultural Expo (2017) & Cultural Products Fair and the International Cooperation Promotion Event for Cultural Industry of Countries along the Silk Road

To whom it may concern :

The 2nd Silk Road (Dunhuang) International Cultural Expo (“Dunhuang Cultural Expo”) will be held in Dunhuang, Gansu Province, from September to October in 2017, in order to implement the Belt and Road Initiative, carry out the spirit of the Vision and Actions on Jointly Building Silk Road Economic Belt and 21st-Century Maritime Silk Road and Action Plan on the China-proposed Belt and Road Initiative (2016 - 2020) by the Ministry of Culture, and promote exchanges and cooperation on the cultural industry among countries along the Silk Road.

The Dunhuang Cultural Expo, as the only high-end cultural display platform with the theme of The Belt and Road international cultural exchanges currently approved by the Chinese government, includes exhibition, forum, performance, commerce and trade, etc. It is intended to promote cultural exchanges and develop cooperation and development and link the countries with the spirit of the Silk Road. It focuses on mutual exchanges between civilizations to connect the people of these countries. It will become an international, high-end,

professional, and national cultural expo, an important platform for China to develop cultural exchanges and cooperation with countries along the Silk Road, an important way for the Chinese culture to go overseas, and an important support for the construction of the Silk Road Economic Belt.

Entrusted by the sponsor, the China Chamber of International Commerce will hold the Silk Road (Dunhuang) International Cultural Expo & Cultural Products Fair at the Gansu Dunhuang Convention and Exhibition Center from September 20 to September 23 (during the Dunhuang Cultural Expo), in order to positively explore the path and space of "Culture +" integrative development, highlight cultural trade, build a cultural economic and trade cooperation platform, promote cultural industries to create sharing, and promote the prosperity and development of cultural trade:

By enhancing quality and connotative exhibition and promoting its market-oriented, professional and international levels to make for an overall leap, the Fair aims to build an internationally renowned cultural brand exhibition, further give play to its roles to be presented as an important display window of China's cultural system reform and innovation achievements and development trends and a platform for the Chinese culture to go overseas, for the Chinese cultural products to go to the world and promote the development of the cultural industry in

the western, make the Fair an important engine to lead the development of China's cultural industry, give birth to new types of the cultural industry, promote the industrial integration, speed up the cultural system reform and innovation under the new normal state, and become an important platform for the investment and financing of major projects and trade in the Chinese cultural industry.

The Expo covers a total area of 10,000 square meters and is divided into 10 parts, press, publication, radio, film and television, cultural software and animation, design services, fashion culture, consumer culture, intangible cultural heritage, cultural industry related services, cultural tourism projects, professional cultural equipment manufacturing and services, Gansu and the Belt and Road. There will be more than 600 exhibitors from nearly 30 countries and regions along the Silk Road and more than 100,000 audiences and buyers present (see Annex 2 for details).

During the same period, the China Chamber of International Commerce will also lead in holding the International Cooperation Promotion Event for Cultural Industry of Countries Along the Silk Road. The Promotion Event will invite the relevant government agencies, trade associations,

trade promotion organizations, cultural exchange and cooperation institutions, cultural enterprises, etc. from countries along the Silk Road based on the Expo as an international platform to carry out publicity and promotion activities on the development prospects, policy environment, trade advantages, key projects, etc. of the countries along the Silk Road. There will be nearly 300 participants including representatives, experts and scholars and media reporters from the relevant international organizations, the embassies and consulates in China of the countries along the Silk Road as well as the United States, Canada, Germany, France, Britain, Italy, Greece and other countries, and the Chinese and foreign trade associations, trade promotion organizations, cultural exchanges and cooperation agencies, cultural enterprises (see Annex 3).

We sincerely invite you to spare time to attend the above-mentioned event in Dunhuang, Gansu in late September 2017. We believe that your participation will further enhance the influence and popularity of The Expo and promotion event and promote cooperation and exchanges on the cultural industry between countries along the Silk Road.

If you have the intention to come, please complete and send back the annexed receipt not later than September 1, 2017 so

that we can arrange for special persons to contact you regarding the participation matters.

The contact info. on us is as follows:

Contact: Li Ming, Luo Lei

Tel.: 010-82217248, 82217240

E-mail: liming@ccoic.cn; luolei@ccpit.org

Thank you for your support.

- Annexes:
1. Overview of the China Chamber of International Commerce
 2. Introduction of the 2017 2nd Silk Road (Dunhuang) International Cultural Expo & Cultural Products Fair
 3. Introduction of the International Cooperation Promotion Event for Cultural Industry of Countries Along the Silk Road
 4. Preliminary Schedule
 5. Receipt Form

Exhibition Department, China
Chamber of International Commerce

June 14, 2017

Annex 1

Overview of the China Chamber of International Commerce

China Chamber of International Commerce (CCOIC), as a national-level chamber of commerce directly under the China Council for the Promotion of International Trade, approved by the State Council in 1988 and established by the enterprises, groups and other organizations engaged in international commercial activities in China, is an organization that participates in the International Chamber of Commerce (ICC) on behalf of China and conducts business with the ICC in the name of the ICC China.

The CCOIC operates on a membership basis and with major responsibilities to promote Sino-foreign economic and trade exchanges and cooperation, report interest demands to international organizations and Chinese and foreign government departments on behalf of China's business circles, participate in the formulation and promotion of international economic and trade rules and advocate social responsibilities and public welfare undertakings in the business community.

With the aim to build a hub-type chamber of commerce, the CCOIC consists of working bodies such as the General

Affairs Department, Membership Department, Exhibition Department, Cooperation and Development Department and ICC Affairs Department (ICC China), develop domestic and foreign institutional cooperation with other business association organizes, and provide services including international exchanges, industry cooperation, legal advice, market information, exhibition planning, project investment and business training to members and other enterprises.

Annex 2 :

Introduction of the 2nd Silk Road (Dunhuang) International Cultural Expo (2017) & Cultural Products Fair

The 2nd Silk Road (Dunhuang) International Cultural Expo (“Dunhuang Cultural Expo”) will be held in Dunhuang, Gansu Province, from September to October in 2017, in order to implement the Belt and Road Initiative, carry out the spirit of the Vision and Actions on Jointly Building Silk Road Economic Belt and 21st-Century Maritime Silk Road and Action Plan on the China-proposed Belt and Road Initiative (2016 - 2020) by the Ministry of Culture, and promote exchanges and cooperation on the cultural industry between countries along the Silk Road.

Entrusted by the sponsor, the China Chamber of International Commerce will hold the 2nd Silk Road (Dunhuang) International Cultural Expo & Cultural Products Fair and the International Cooperation Promotion Event for Cultural Industry of Countries Along the Silk Road. Here are the details.

1. Overview of the Dunhuang Cultural Expo

The Dunhuang Cultural Expo, as the only high-end cultural display platform with the theme of The Belt and Road

international cultural exchanges currently approved by the Chinese government, includes exhibition, forum, performance, commerce and trade, etc. The Cultural Products Fair is intended to promote cultural exchanges and develop cooperation and development and link the countries with the spirit of the Silk Road. It focuses on mutual exchanges between civilizations to connect the people of these countries. It will become an international, high-end, professional, and national cultural fair, an important platform for China to develop cultural exchanges and cooperation with countries along the Silk Road, an important way for the Chinese culture to go overseas, and an important support for the construction of the Silk Road Economic Belt.

The First Dunhuang Cultural Expo was held in Dunhuang, Gansu Province on September 20, 2016. Liu Yandong, Vice-Premier of the State Council, attended the opening ceremony, read out a congratulatory message from President Xi Jinping to the conference and made a speech. On the theme of promoting cultural exchanges and developing cooperation, the Fair invited a total of 569 guests from 95 foreign delegations from 85 countries and 5 international and regional organizations. 66 foreign institutions and 434 foreign guests participated in the

forum, annual exhibition and performance. Also six foreign or former politicians attended the meeting and delivered speeches. Meanwhile, a total of 1,330 Chinese guests of 23 delegations come from 16 provinces and cities along the Silk Road and Hong Kong, Macao and Taiwan.

The guests of honor, including Jean-Pierre Raffarin, Chairman of the French Senate Committee on Foreign Affairs, Defense and Armed Forces, Onsari Gharti Magar, Speaker of the Nepalese Parliament, Haji Mohammad Mohaqiq, Afghanistan's 2nd Deputy Chief Executive Officer, Yim Chhay Ly, Cambodian Deputy Prime Minister, André Azoulay, senior adviser to king Mohammed VI of Morocco, and Zhu Shanzhong, Deputy Secretary-General and Executive Director of the World Tourism Organization, delivered speeches at the summit of the opening ceremony.

The Expo covers an area of some 36,000 square meters. It is divided into 4 areas, 33 special themes, which gather more than 8,000 pieces of exhibits from over 60 countries, showing the panoramic, cross-time civilization results along the Silk Road. More than a total of 170,000 persons came to the exhibition, causing overwhelming influence.

2. Introduction of the Dunhuang Cultural Expo & Cultural Products Fair

The 2nd Dunhuang Cultural Expo will be held in Dunhuang, Gansu in September 2017. The Cultural Products Fair will also be held at the same time in order to positively explore the path and space of "Culture +" integrative development, highlight cultural trade, build a cultural economic and trade cooperation platform, promote cultural industries to create sharing, and promote the prosperity and development of cultural trade. Here are the details:

Name: 2nd Silk Road (Dunhuang) International Cultural
Expo & Cultural Products Fair

Time: September 20, 2017 to September 23, 2017

Place: Dunhuang, Gansu Province

Sponsor: Gansu Provincial People's Government, China
Council for the Promotion of International Trade

Organizer: China Chamber of International Commerce,
Gansu Provincial Council for Promotion of International
Trade

Scale: 10,000 square meters

Theme: To deepen cultural cooperation and promote results
sharing

Exhibits:

(i) Press, publication, radio, film and television area. It covers books, newspapers, periodicals and publications, audio and video radio and television production and distribution and services;

(ii) Cultural software and animation area. It covers multimedia, electronic game, animation game software development, digital animation, game design and production, role-playing, AR&VR equipment and field experience, other new media products and services;

(iii) Design service area. It covers advertising design, decorative design, packaging and decoration design, industrial design, professional design and services;

(iv) Fashion culture area. It covers fashion culture and creative industry parks, street-side cultural industry products, clothing, ornaments, equipment and other products with new entertainment and cultural elements;

(v) Consumer cultural products area. It covers high-end arts and crafts, jewelry, collectibles, articles for amusement and related consumer products;

(vi) Intangible cultural heritage area. It covers intangible cultural art works, antiques and painting, production technologies and finished products;

(vii) Cultural industry related services area. It covers intellectual property services, cultural entertainment brokerage agency services, cultural trade agency and auction services, cultural rental services, exhibition services, large activities organization services, ticketing services, etc.;

(viii) Cultural tourism projects and products area. It covers cultural innovation based agricultural industry and ancillary products, tourism products, tourism and cultural investment, etc.;

(ix) Professional cultural equipment manufacturing services area. It covers instruments manufacturing, audio-visual equipment manufacturing, stage lighting equipment manufacturing, professional film and television equipment, home entertainment equipment, etc.;

(x) Gansu and "the Belt and Road" area. It covers native products, handicrafts, tourism industries of Gansu Province and the countries along the "Belt and Road".

By carrying out the Belt and Road Initiative, enhancing quality and connotative exhibition and promoting its market-oriented, professional and international levels to make for an overall leap, the Fair aims to build an internationally renowned cultural brand exhibition, further give play to its roles

to be presented as an important display window of China's cultural system reform and innovation achievements and development trends and a platform for the Chinese culture to go overseas, for the Chinese cultural products to go to the world and promote the development of the cultural industry in the western, make the Fair an important drive of the development of China's cultural industry, give birth to new types of the cultural industry, promote the industrial integration, speed up the cultural system reform and innovation under the new normal state, and become an important platform for the investment and financing of major projects and trade in the Chinese cultural industry.

Annex 3 :

Implementation Plan for the 2017 International Cooperation Promotion Event for Cultural Industry of Countries along the Silk Road Project

The International Cooperation Promotion Event for Cultural Industry of Countries Along the Silk Road will be at the same time in addition to the 2nd Silk Road (Dunhuang) International Cultural Expo, in order to build a cultural economic and trade cooperation platform, promote cultural industries to create sharing, and promote the prosperity and development of cultural trade.

1. Name:

International Cooperation Promotion Event for Cultural Industry of Countries Along the Silk Road

2. Guiding ideology

To build a cultural economic and trade cooperation platform, promote cultural industries to create sharing, and promote the prosperity and development of cultural trade.

3. Holding time

14: 00-17: 00, September 20, 2017

4. Venue

Gansu Dunhuang Exhibition Center (specific meeting room to be determined)

5. Sponsor

Gansu Provincial People's Government, China Council for the Promotion of International Trade

6. Organizer

China Chamber of International Commerce, Gansu Provincial Council for Promotion of International Trade

7. Guests

The Promotion Event will have 8-10 projects and invite the relevant government agencies, trade associations, trade promotion organizations, cultural exchange and cooperation institutions, cultural enterprises, etc. from countries along the Silk Road based on the Expo as an international platform to carry out publicity and promotion activities on the development prospects, policy environment, trade advantages, key projects, etc. of the countries along the Silk Road.

There will be nearly 300 participants including representatives, experts and scholars and media reporters from the relevant international organizations, the embassies and

consulates in China of the countries along the Silk Road as well as the United States, Canada, Germany, France, Britain, Italy, Greece and other countries, and the Chinese and foreign trade associations, trade promotion organizations, cultural exchanges and cooperation agencies, cultural enterprises.

8. Schedule (draft)

13:30--14:00 Guests sign-in, conference registration

14:00 Beginning of the International Cooperation Promotion Event for Cultural Industry of Countries Along the Silk Road

Simultaneous Chinese-English translation
throughout

Moderator: Yu Jianlong, Secretary General of the China Chamber of International Commerce

14:00--14:05 Welcoming speech by the leadership of the China Council for the Promotion of International Trade

14:05--14:10 Speech by the leadership of Gansu Province

14:10--14:15 Speech by the representative from the countries along the Silk Road

14:15--15:15 Project Promotions (A) (tentative)

Promoted Project 1 Tourism Cooperation Project

promotion by the Serbia Embassy

Promoted Project 2 Wallonie Cooperation Project

promotion by the Belgian Embassy

Promoted Project 3 Animation Works Promotion by
Shenzhen Huaqiang Digital Animation Co., Ltd.

Promoted Project 4 Cooperation Project Promotion by
the British Council of the British Embassy in China

15:15--15:30 Tea Break

15:30--16:30 Project Promotions (B) (tentative)

Promoted Project 5 Beijing Cultural and Creative
Industry Project Promotion

Promoted Project 6 Macao Cultural Industry Policy
Promotion by the Macao Trade and Investment Promotion
Institute

Promoted Project 7 Shaanxi Datang West Market
Cultural Industry Project Cooperation Promotion

Promoted Project 8 Cooperation Project Promotion by
the Korea Cultural Industry Promotion Association

Promoted Project 9 Greek Arts Performance Project
Promotion

16:30-16:40

Signing Ceremony for Intended Projects

16:40-17:00 Free Communication

17:00 End of the Promotion Event.

Note: The promoted projects listed above are just tentative and may be subject to adjustments based on their actual conditions.

Annex 4 :

Schedule

September 19, 2017, afternoon Arrival at Dunhuang and
pick-up at the station;

check-in to the hotel

September 20, 2017

09:30-11:30

Attendance and tour at the opening ceremony of The
Expo and the Cultural Products Fair

14:00 - 17:00

Attendance at the International Cooperation Promotion
Event for Cultural Industry of
Countries Along the Silk Road

September 21, 2017

Morning Visit to the Cultural Products Fair

Afternoon Departure from Dunhuang

Annex 5

Receipt Form for the 2nd Silk Road (Dunhuang) International Cultural Expo (2017) & Cultural Products Fair and the International Cooperation Promotion Event for Cultural Industry of Countries along the Silk Road

Name of Organization	Chinese						
	English						
Nature of Organization	<input type="checkbox"/> International Organization <input type="checkbox"/> Government Department <input type="checkbox"/> Embassy or Consulate in China <input type="checkbox"/> Trade Promotion Organization <input type="checkbox"/> Business Association and Industry Association <input type="checkbox"/> Cultural Exchange and Cooperation Organization <input type="checkbox"/> Academic Research Institution <input type="checkbox"/> Media <input type="checkbox"/> Culture Enterprise Industry: _____ <input type="checkbox"/> Other, please specify: _____						
Name		Gender		Dept. and Position		ID or Passport No.	
Name		Gender		Dept. and Position		ID or Passport No.	
Name		Gender		Dept. and Position		ID or Passport No.	
Contact		Tel.	(+) -				
Phone		E-Mail					
Option	<input type="checkbox"/> Silk Road (Dunhuang) International Cultural Expo & Cultural Products Fair <input type="checkbox"/> International Cooperation Promotion Event for Cultural Industry of Countries Along the Silk Road						
Scheduling	<input type="checkbox"/> Self-Driving Arrival Date: _____ <input type="checkbox"/> HSR Arrival Date: _____ Train No.: _____ Arrival Station: _____ <input type="checkbox"/> Flight Arrival Date: _____ Flight No.: _____ Arrival City: _____						

Remarks	
---------	--

Please send to us by September 1, 2017 Contact: Li Ming, Luo Lei
Tel.: 010-82217248, 82217240 E-Mail: liming@ccoic.cn, luolei@ccpit.org