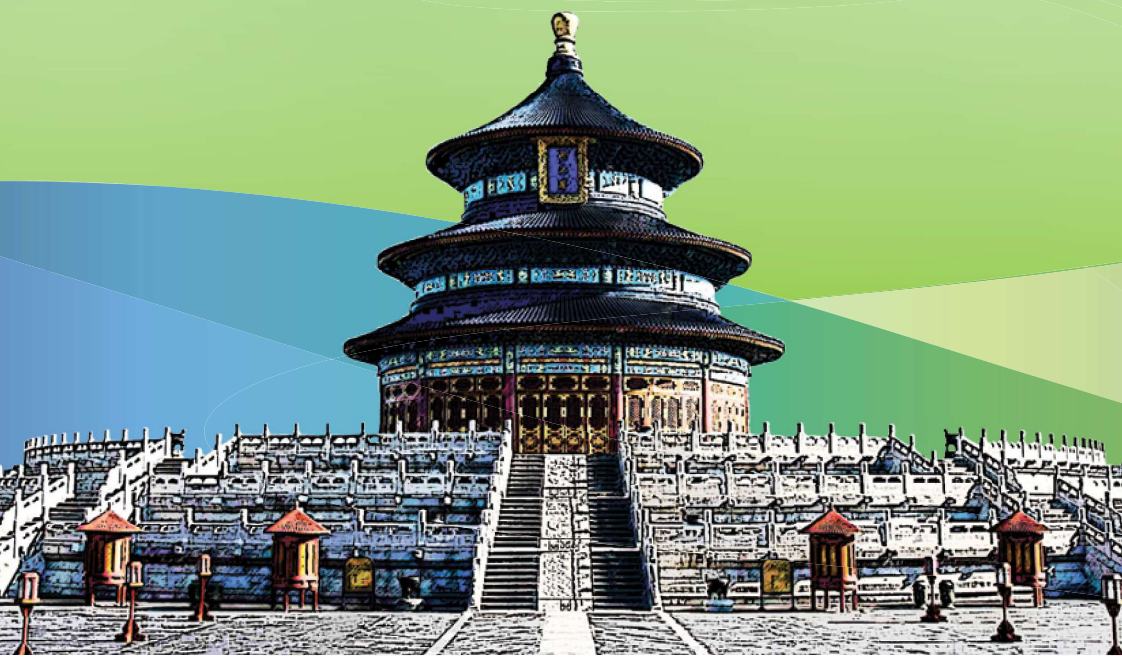


中國 China



雒樹剛先生
Mr LUO Shugang
國家文化部部长
Minister of Culture

尊敬的各位部長、各位嘉賓、女士們、先生們：

上午好！

很高興應邀來到香港，通過亞洲文化合作論壇這個平台，就我們共同關注的文化發展問題進行研討。在此，我對香港特別行政區政府為亞洲文化發展與合作所作的貢獻表示敬意，對民政事務局劉江華局長及各位同仁為組織論壇付出的努力表示感謝！

本次論壇以「社會參與無界，文化發展無限」為題，意義重大。社會力量參與文化建設是激發全社會文化創造活力、推動文化繁榮發展的重要途徑。在中國內地，參與文化建設的社會力量包括國有企業、民營企業、事業單位、社會團體、非營利機構、社區組織、公民個人等。他們積極參與文化藝術創作生產、公共文化服務、文化遺產保護、文化

Honourable Ministers, distinguished guests, ladies and gentlemen,

Good morning. I am much honoured to be invited to join you all here at the Asia Cultural Co-operation Forum (ACCF) for discussions on cultural development, a topic of our common interest. I would like to take this opportunity to salute the Government of Hong Kong Special Administrative Region for its contribution to the cultural development and co-operation in Asia. I would also like to express my thanks to Mr LAU Kong-wah, Secretary for Home Affairs, and all his colleagues on the great work that makes a success of this Forum.

The theme of the ACCF 2015, “Community-wide Support: the Foundation for Vibrant and Sustainable Cultural Growth”, carries an important meaning. The involvement of all social sectors in cultural development is vital to stimulate creativity and achieve cultural vibrancy. In the Mainland, various social sectors, including state-owned and private enterprises, public affairs institutions, social organisations, non-profit making entities, community organisations and individuals, are all active participants of cultural and artistic production, public cultural services, cultural heritage safeguarding and cultural industry development. Their role as an important driving force for

產業發展，逐步成為文化建設的重要力量，發展態勢令人欣喜。

- 國有文化企業釋放活力。原有的國有經營性文化事業單位轉制為企業後，著力面向市場、壯大實力，經營活力得到激發，競爭力和影響力得到增強。
- 公益性文化事業單位公共服務能力顯著提升。國有文藝表演團體探索實行企業化管理，公共文化機構探索建立法人治理結構，發展活力不斷提升。
- 民辦文化機構大量湧現。截至2014年底，內地共有非國有博物館982家。民營文藝表演團體有8,000多家，2014年共演出103.17萬場，佔內地演出總場次的85%以上。
- 文化類社會組織作用發揮有力。內地文化社會組織涉及繪畫、書法、文化遺產保護等10多個門類，在促進文化繁榮發展方面發揮著重要作用。
- 文化行業協會組織建設不斷加快。博物館、文化館、文化娛樂、藝術品經營等領域都成立了行業協會，自我管理水平和不斷提高。
- 文化志願服務蓬勃開展。全國一半以上的省（區、市）、近百個地級市成立了文化志願服務組織，組建服務隊上萬支，在冊志願者達百萬以上。
- 社會資本投入文化產業熱情高漲。文化企業數量不斷增長，上海、廣東、

cultural development has been increasingly visible and welcomed.

- State-owned cultural enterprises are invigorated. Previous state-owned profit-making cultural entities have been restructured into market-oriented companies. Since then, they have become stronger, more motivated, competitive and popular.
- The services of non-profit making cultural entities for the public have been remarkably improved. As the state-owned art troupes and the public cultural institutions began to adopt corporative management structure, leading to more dynamic growth.
- Private cultural entities are flourishing. By the end of 2014, there were a total of 982 privately-owned museums in the Mainland. The number of private performing arts companies exceeded 8,000 in 2014 with 1.0317 million performances presented, representing more than 85% of the total performances in the Mainland.
- Culture-related social organisations have made substantial contribution. Culture-related social organisations of more than 10 different disciplines, such as those for painters, calligraphers and heritage specialists, have made substantial contribution to cultural diversity and prosperity in the Mainland.
- Industry associations and organisations in the cultural sector have been developing rapidly. More specialised associations with better management in the cultural field have been established to run museums, cultural centres, entertainment business, art work business, etc.
- The cultural volunteer services have been expanding. There have been more than 1 million registered volunteers and over 10,000 teams across the country. Cultural volunteer service organisations have been set up in around 100 cities and more than a half of the provinces (including regions and municipalities) in the Mainland.

雲南等多個省市民營文化企業數量佔比已過半數。

可以說，政府主導、社會參與的文化建設格局正在逐步形成，社會力量參與文化建設的活力正在積極迸發。在此過程中，中國政府高度重視社會力量參與文化建設，在重大決策中多次作出部署，採取了一系列舉措，形成了一些好經驗，在此與大家分享。

一是深化國有文化企業單位改革。推動轉企改制的國有文化單位加快公司制、股份制改造，形成符合現代企業制度要求、體現文化特點的資產組織形式和經營管理模式。深化公益性文化單位人事、收入分配、社會保障、經費保障等制度改革，探索建立法人治理結構，推動公共圖書館、博物館、文化館等組建理事會，吸納有關方面代表、專業人士、各界群眾參與管理，進而提高服務效益、實現公益目標。

二是完善扶持政策。用好稅收槓桿，鼓勵社會力量捐贈、贊助文化公益性文化事業，在《公益事業捐贈法》、《企業所得稅法》、《個人所得稅法》、《進出口關稅條例》等法律法規中對此作出了增值稅、所得稅、關稅等稅收優惠的規定。給予資金扶持，國家藝術基金面向社會，國有或民營、單位或個人都可以申請資助；出台做好政府向社會購買公共文化服務的政策，加大購買力度，推動公共文化服務社會化，承接主體包括事業單位、社會組織、企業、非營利機構等。鼓勵社會資本投資文化產業，出台深入推進文化金融合作的政策，實

- Social sectors are enthusiastic in investing in the cultural industry. Cultural enterprises are growing in number. They have accounted for more than 50% of the private enterprises in various cities and provinces including Shanghai, Guangdong and Yunnan.

Therefore, it would be fair to say that we are now embracing a strategy where cultural development is supervised by the Government and facilitated with the involvement of social sectors, with the latter being constantly invigorated and encouraged. The Chinese Government accords high importance on the participatory role of social sectors by including them in a number of major plans and supporting them through various measures. Hereby, I would like to share with you some of our successful experiences.

Firstly, we have furthered the reform of state-owned cultural enterprises and encouraged them to accelerate their transformation into companies with modern corporate systems, asset structures and management systems compatible with their cultural nature. Reforms in personnel, income distribution, social security and financing systems of non-profit making cultural entities were deepened, while the efforts to establish corporate management were promoted. We also encouraged public libraries, museums and cultural centres to set up management boards and to involve representatives of the concerned parties, specialists and the public in the management to enhance services and to better serve the people.

Secondly, we have enhanced our supporting policies. We have given full play to tax concessions to encourage social sectors to donate to and sponsor public cultural undertakings. Favourable policies concerning value-added tax, income tax and custom duties have been reflected in laws and regulations governing donation to non-profit making businesses, corporation income tax, personal income tax and import and export tax. Financial incentives have also been provided by institutions like the National Arts Fund of China which accepts applications from state-owned, private entities, units or individuals to conduct cultural undertakings. Government policies on purchasing public cultural services from social sectors have been announced to ensure the increase in

施文化金融扶持計劃，過去兩年間累計支持文化業融資項目近200個，總金額11.3億元人民幣；出台支援小微文化企業發展的政策，降低小微文化企業申報中央財政文化產業專項資金門檻，為社會資本進入文化產業提供多元化、多渠道的投融資服務。

三是創造公平環境。加快政府職能轉變、簡政放權，文化市場主體工商登記實行“先照後證”，就是先領營業執照再辦許可證，降低准入門檻，基本實現演出、娛樂動漫、遊戲、藝術品等領域對境內資本的全方位、全過程開放。公平對待各類社會主體，在資金申請、專案申報、資格評定等方面，對國有和非國有主體一視同仁。今年新出台的《博物館條例》規定，允許並鼓勵企業、事業單位、社會團體和公民等社會力量依法設立博物館；國家在博物館的設立條件、提供社會服務、規範管理、專業技術職稱評定、財稅扶持政策等方面，公平對待國有和非國有博物館。

四是提供優質服務。加強各類公共服務平台建設，為社會力量參與文化建設提供更好的服務。建立文化產業投融資公共服務平台，提供相關政策、發展規劃、准入標準、行業動態、專案招標、產品和服務採購等資訊。制定《文化產業投資指導目錄》，引導投資者正確判斷形勢，避免盲目投資。出台政府向社會力量購買公共文化服務目錄，增強針對性和可操作性。組織小微文化企業投融資路演活動，為小微文化企業提供專業培訓和投融資對接平台。組織文化企業

the proportion of such purchase among the total service procurement. Greater participation of social sectors, including cultural institutions, social organisations, enterprises and non-profit making entities, has also been encouraged to provide public cultural services. We have promoted social sectors' investment in cultural industries, promulgated policies to further enhance culture-capital co-operation and implemented programmes for the financial sector to support cultural development. In the past two years, nearly 200 programmes were conducted to finance cultural industry development with our support, in which the total investment amounted to RMB 1.13 billion. Various policies to support the growth of small-to-medium enterprises (SMEs) were also in place to allow easier access to the cultural industry special fund under the central budget. Apart from that, we provided diversified channels for private investment to reach the cultural industry.

Thirdly, we have created an environment for fair play. The transformation of government functions was accelerated and the administration structure was streamlined by delegating the power to lower levels. For entities in the cultural market, they could be granted business licences before applying for certificates of administrative approval from the government, thus facilitating their entry into the market. Basically, the markets of performing arts, comic, games, art works, etc, have been fully and comprehensively open to domestic investments. All social sectors have been treated fairly and equally. Both state-owned and private entities could enjoy the same treatment in terms of financial application, programme application and qualification assessment. As stated in the museum regulations issued this year, enterprises, institutions, social organisations and individuals were all permitted and encouraged to establish a museum in accordance with the relevant laws and regulations. State-owned and private museums shall be treated equally concerning their establishment, delivery of social services, proper management, assessment of specialists' qualifications and policies on financial and tax support.

Fourthly, we endeavoured to provide quality services. All kinds of public service platforms have been enhanced to better involve social sectors in the cultural growth.

參加各類國際展會，為其搭建進入國際文化市場平台等。

五是營造良好氛圍。利用各種媒體宣傳國家鼓勵支持社會力量參與文化建設的方針政策，公開各類相關資訊，激發社會各界參與文化建設的熱情。評選十大最具影響力文化產業示範基地、命名國家文化產業示範基地等方式，表彰社會力量參與文化建設典型，激勵社會力量積極參與。

女士們，先生們：

儘管我們在鼓勵支持社會力量參與文化建設方面已經取得了長足的進展，但由於起步相對較晚，全社會參與文化建設的理念還有待形成、大環境還需要進一步營造，支援社會力量參與文化建設的政策法規還不夠完善、具體舉措還有待創新。此次論壇為亞洲各國提供了一個研討交流如何引導社會力量參與文化建設、促進文化繁榮發展的機會，相信通過這樣坦誠的互動和溝通，在座的各位，包括我，都將得到新的靈感和啟迪。

謝謝大家！

Public service platforms for financing cultural industries to gain investments and financing have been established to provide information on related policies, development roadmaps, market entry benchmarks, business news, project bidding and product and service procurement. We have published the Guiding Catalogue for Cultural Industry Investment to enable investors to judge the situation sensibly and avoid reckless investment and also the Catalogue on Government's Procurement of Public Cultural Services to make it easier for social sectors to identify and provide targeted services. Roadshows for cultural SMEs were organised to attract investment, while professional training and investment matching platforms were provided for cultural SMEs. We have also taken cultural enterprises to global conventions and expositions to facilitate their entry into international cultural markets.

Fifthly, a positive atmosphere has been created. We publicised national policies and plans to support social sectors to participate in cultural growth, provided access to all kinds of information and made efforts to evoke interest of all social sectors in cultural development. We have named role model bases for the cultural industry and identified ten most visible and popular ones among them as an incentive to encourage social sectors to contribute to China's cultural growth.

Ladies and gentlemen, despite the achievements we have made in encouraging social sectors to contribute to cultural growth, we are still a newcomer in this regard. It is still a long way for us to foster public awareness of participating in cultural development, to create more favourable conditions, improve supporting policies and regulations and devise specific measures. We appreciate that this Forum provides an opportunity for Asian countries to discuss and exchange ideas on how to involve social sectors in cultural development and facilitate cultural prosperity. I believe that such open-minded and pragmatic discussions will be helpful and inspiring to us all.

Thank you.