



THE 4TH INTERNATIONAL CULTURE INDUSTRY SUMMIT (ICIS 2015) & THE 8TH GANSU INTERNATIONAL CULTURE EXPO

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EC MEDICI Framework of Cooperation

Excellences, distinguished delegates/colleagues, stakeholders, ladies and gentlemen, friends, it is a great honour and pleasure to be here today to contribute to the International Culture Industry Summit 2015.

I would like to express my sincere thanks to the Gansu Provincial Government of China and the Dunhuang Municipal Government of China for hosting this very relevant international summit. A special thank to the Honourable Secretary of CPC Gansu Provincial Committee Mr Wang Sanyun, the Honourable Governor of Gansu Provincial Government Mr Liu Weiping, the Honourable Propaganda Chief of CPC Gansu Provincial Committee and Member of the Standing Committee of the CPC Gansu Provincial Committee Mr LianJi.

I would like as well to sincerely express my gratitude and appreciation to the Asia-Pacific CEO Association, and specifically to the Honourable APCEO Global Executive Chairman Mr Zheng Xiongwei, and the Honourable Assistant to the Chairman Ms Fiona Qi and all the partners for the significant efforts devoted to the organisation of this event.



I am honoured to have been invited here since the first edition of International Culture Industry Summit years ago. Since that time I considered this summit as a relevant event in the field of culture, the concept of “cultural industry” itself represents a significant “manifesto”.

Every year, we have received pretty much friendship and happiness from the International Culture Industry Summit. This event represents a unique opportunity to meet colleagues and friends from China and from all-over the world sharing the same feeling for the historical and artistic fascination of culture; we are open to a fruitful cooperation joining our efforts to promote the culture industry.

The Gansu province identified as a key sector both in economy and development “culture” thus underlining the shift from the product economy and then service economy to culture economy.

There is an incredible richness of heritage and cultural assets in Gansu: from Neolithic cultures to nowadays trends passing through the Majiayao and Imperial culture. The Silk Road rich of any kind of heritage (natural, mixed, cultural, intangible), from the Gobi desert to the Jiayuguan Fort. Gansu is the golden gallery in Silk Road; Dunhuang is the glory of Silk Road.



Such a patrimony was for quite a long time mainly enjoyed by locals and experts, recently thanks to the significant initiatives carried out by CPC Gansu Provincial Committee, Gansu Provincial Government and Asia-pacific CEO Association, among them the ICIS - a special and important platform for cooperation, a sustainable exploitation program has been activated.

Such a “natural” resource together with the vision of the Government looks incredibly interesting from the MEDICI Framework.

Hereby, on behalf of all the participants and guests, I want to thank you for your great effort!

One belt one road, the Silk Road, as termed in the nineteen century, may be considered one of the first “supply chains” across Eurasia. This was not the only value of the Silk Road; it was the route of dialogues between different cultures. Gansu province was the key actor on such a trade infrastructure; the Gansu Corridor connecting eastern China with Dunhuang is an incredible natural corridor laying between the Himalaya Plateau and the Gobi Desert.

On the occasion of the first ICIS we had the opportunity to enjoy part of this marvellous path from Lanzhou to Jiayuguan - it was a extraordinary experience !



On Sept. 7, 2013, President Xi Jinping delivered a speech titled "Promote People-to-People Friendship and Create a Better Future" at Kazakhstan's Nazarbayev University.

President Xi Jinping introduced the concept of a new Silk Road, a Silk Road Economic Belt. To open up the transportation channel from the Pacific to the Baltic Sea and to gradually form a transportation network that connects East Asia, West Asia, and South Asia.

This economic belt is in reality a set of Silk Roads connecting a number of countries characterised by different cultures and attributes. Due to these unique characteristics we can identify another aspect of the Silk Road, the "Cultural Silk Road"

I hope the government leaders, international organization representatives, entrepreneurs, experts, scholars and all the participants can have a successful communication and cooperation here for the brave new future of culture industry.

I wish you a wonderful and fruitful summit ! Thank you!