

# Research on China's Countermeasures for the Development of Cultural Trade in Countries Along the "One Belt and One Road"

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**Abstract:** The Belt and Road Initiative is an opportunity for my country's development in all aspects, and it is also my country's new concept of developing neighboring trade. However, the distribution of trade among various countries and regions is not even, the types of products are not balanced, and the development of cultural trade is relatively backward. Based on this, this article analyzes the current and development countermeasures of cultural trade between my country and the countries along the Belt and Road.

**Keywords:** One Belt One Road; Countries along the route; Cultural trade

With the continuous development of globalization and the continuous improvement of trade protectionism, the situation of my country's neighboring trade also needs to be paid more and more attention. President Xi proposed the "Belt and Road" cooperation concept, which has found a new rising opportunity for my country's trade development. Only by making cultural, economic and trade cooperation closer and achieving effective cultural exchanges and communication, can the economic and trade development of my country and surrounding countries be achieved. The economic potential of the countries along the Belt and Road is great, and the culture is also very vast. It has a very important influence on the export and development of my country's culture and economy.

## 1. Analysis of the status quo of cultural product trade between my country and the countries along the "Belt and Road"

With the continuous advancement of science and technology, my country's economy has also continued to develop. Export is an indispensable part of my country's economic development, and it is also a category that has an important impact on economic growth. my country is the number one exporter in the world, and my country's cultural products are expanding with the increase in trade. However, compared with some developed countries, the proportion of my country's cultural products trade is still relatively relative to the world's cultural products. less. Moreover, in recent years, my country's cultural product trade gap has been steadily decreasing.

### 1.1 Regional distribution

The countries along the One Belt One Road can be divided into six parts. my country has trade relations with 65 countries along the One Belt One Road. However, through the trade concept of the One Belt One Road, the proportion of my country's cultural products trade volume continues to rise. The national cultural product trade can still develop continuously. Summarizing and investigating some data, it can be seen that the cultural product trade volume of Southeast Asian countries is relatively higher than that of other countries. However, the cultural product trade between my country and Central Asia, Central and Eastern Europe, Mongolia and Russia is relatively small, and the regional development is uneven.

### 1.2 Product structure

In cultural trade transactions between my country and other countries along the Belt and Road, knitted fabrics, ceramic products, as well as some pearls, gems, etc., as well as sports equipment, have a relatively large proportion. According to some investigations, it can be seen that the structure of my country's cultural trade products requires scientific and reasonable discussion and optimization by professionals. The structure of most of my country's cultural trade products needs to be transformed, the development of the industry is uneven, and the gap needs to be adjusted relatively speaking.

### 1.3 Major trading partners

The bilateral trade volume of related cultural products and trade between my country and the countries along the Belt and Road can be seen. The trade volume of cultural products between my country and Southeast Asian countries such as Singapore and India is relatively high. It is not far from these countries and cultural differences. It is relatively easy to communicate with each other. The establishment of my country's ASEAN free trade area has improved the cultural product trade between my country and these countries, especially the establishment of the free trade area, has also made it more convenient and improved for my country and Southeast Asian countries to conduct various exchanges.

## 2. Countermeasures to promote my country's export of cultural products to countries

## along the “Belt and Road”

### 2.1 Increase support for cultural product trade in countries along the Belt and Road

The government needs to formulate a series of laws and regulations related to the trade of cultural products in a reasonable and scientific manner, and to promulgate some favorable policies for trade. Increase capital cost input, and encourage relevant cultural enterprises to actively participate in cultural trade along the Belt and Road. So that the excellent cultural products along the Belt and Road can be effectively introduced into our country. Not only can it be well received by a large number of audiences, but it can also allow my country’s film industry to reflect on the excellent culture of other countries, which can stimulate the development of my country’s cultural industry to a certain extent, and can also promote the improvement of my country’s relevant culture. Because the cultural customs and backgrounds of my country and other countries are very different, the countries along the Belt and Road have different acceptance of the same cultural product. The government needs to arrange professional personnel to set up inspection teams to conduct detailed research, analysis and investigation on the specific cultural conditions and local customs of some countries along the route, so as to effectively innovate the products of Chinese cultural enterprises and formulate export policies. It is also a basic basis. It is also possible to actively carry out cultural exchange activities with foreign countries. For example, when recording some variety shows, it can be recorded in a trading country on the Belt and Road so that the local cultural customs can be transmitted to the people of our country through the program. To a certain extent, promote the trade of cultural products in countries with different cultures and cultural backgrounds in our country.

### 2.2 Enrich the connotation of cultural products

Among the cultural products exported by my country and countries along the Belt and Road, the product structure needs to be adjusted. Because most cultural enterprises in our country need to increase innovation in trade products, and the connotation of cultural products needs to be as deep as possible, and cultural enterprises also need to develop in terms of the external manifestations of cultural products. The advantage of China’s cultural trade is its long history. Therefore, our country needs to further explore this aspect, and be able to invest cultural trade products with our national characteristics in bilateral trade, and use historical culture in handicrafts, film and television, etc. To be able to develop our country’s cultural products with ethnic characteristics and to effectively promote them to countries along the route, not only that, but also need to increase the development and improvement of China’s outstanding cultural products enterprises. The government can attend to introduce some policies to support, but at the same time It is necessary to increase quality management. The most important core of cultural products is their quality. The quality of cultural products not only affects exports to a large extent, but also changes the image and political exchanges of a country. When expanding exports, it is also necessary to increase the supervision of all aspects of quality, so as to allow trade to develop.

## 3. Concluding remarks

To sum up, the government and related units need to work together to conduct specific investigations on trade, and also to train more talents to promote the development of my country’s trade along the Belt and Road. Not only that, but also need to select and cultivate cultural product designs. The talents in this field make our country's cultural product design more connotative and can also inherit our country's long history. Only in this way can our country develop in the cultural product trade market of countries along the Belt and Road.

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