



2014 FIFTH CHINA (CHENGDU) INTERNATIONAL COPYRIGHT EXPO

**New International Convention & Exposition Center Chengdu Century City
15-19 September 2014**

Organizers:

State General Administration of Press, Publication, Radio, Film and Television of the People's
Republic of China

National Copyright Administration of the People's Republic of China
Sichuan Provincial People's Government

Operators:

Chengdu Municipal People's Government
Sichuan Provincial Copyright Administration

Implementers:

Chengdu Municipal Bureau of Radio, Television, Press and Publication (Copyright)
Chengdu Municipal Bureau of International Expositions
Beijing International Intellectual Property Center

CICE: CHINA INTERNATIONAL COPYRIGHT EXPO

The State General Administration of Press, Publication, Radio, Film and Television & National Copyright Administration of the People's Republic of China as the organizers, successfully held "China International Copyright Expo" for 4 years in a row, which were positively commented by officials, experts and insiders of the cultural creative industry, including WIPO and NCA. The Expo is the only country-level copyright expo in China to be jointly hosted by the National Copyright Administration of China and the State General Administration of Press, Publication, Radio, Film and Television of the People's Republic of China. The Expo has already become a major research project included under WIPO's Asia Pacific scope. During the Diplomatic Conference of WIPO Protection of Phonographic Performances, "Beijing Treaty on Audiovisual Performances" (abbreviated as "Beijing Treaty") was signed during the period of June 22-24, 2012: more than 700 representatives from 157 countries and 204 organizations from 21 cities and 12 countries attended the Expo. It realized a trading volume of more than RMB 2 billion.

1st CICE

As the first national-level copyright event, the 1st “China International Copyright Expo” was held from 27 to 29, October, 2008 with the opening ceremony held in Beijing Huamao Hotel (JW Marriot Beijing and Ritz-Carlton Beijing). The 1st CICE included key elements integral to the cultural and creative industry, established an international copyright trade platform, laid the foundation for the further development of the industrialization of China’s copyright sector. Furthermore, expo stimulated the exchange of information and business resources in the international copyright market –establishing key markets for copyright assets and setting the foundation for broadening copyright market’s channels. The three-day 2008 CICE witnessed the signing of nearly 30 projects, covering a broad field of the copyright industry including literary works, film transcripts, and copyright exchange/partnerships.

The 1st CICE was a great success and was highly praised by China National Copyright Administration and World Intellectual Property Organization (WIPO). Francis Gurry, the General Director of WIPO, granted this CICE as the “Olympic Game in the Copyright Industry”. This CICE also received widespread praise from professions in the copyright industry over the world, well-known copyright and service corporations, embassies in Beijing. Over 80 press, including CCTV, BTV, Phoenix Television, and a great deal of network media, newspapers, and magazines reported the 1st China International Copyright Trade Expo.

2nd CICE

The 2nd China International Copyright Expo was held on 24, October, 2009, in Beijing International Convention Center. This CICE consists of four sections: International Copyright Forum, Industrial Exhibition, Theme Activities and Cultural Performances. The major content of this CICE includes exhibition and display of copyright achievements, communication and discussion among the industry, promotion of cultural and creative enterprises, individuals and financial institutions and performances such as original Korean Musical and China’s Cosplay Competition.

60+ Countries | 500+ International Guests | 30+ Domestic Cities | Trade Volume 0.4 Billion

3rd CICE

The “3rd China International Copyright Expo & 2010 International Copyright Forum” was held from 18 to 21, November, 2010 in China National Convention Center. This CICE hosted activities such as “International Copyright Forum”, “Global Original Music Concert & WIPO Copyright Awarding Ceremony”, “Industrial Exhibition”, “Theme Activity” and so on. The major content of this CICE includes top-level copyright seminars, exhibition and display of copyright achievements, communication and discussion among the industry, promotion of cultural and creative corporations, individuals and financial institutions and performances such as original Korean Musical and China’s Cosplay Competition. The integration of all the contents showed the industrialization, professionalization, market-orientation and internationalization of this CICE. The core of “Copyright Industrial Chain” linked all the sections together, from copyright achievement display to copyright project promotion, trade, research/discussion, development of the copyright protection technique, which all together deeply impressed the visitors. The 3rd CICE accelerated the development of China’s copyright-related industry through active contributions and meaningful explorations in the field.

65+ Countries | 60+ Domestic Cities | 50000 Visitors | Trade Volume 1 Billion

4th CICE

The 4th China International Copyright Expo was ceremoniously held from 21 to 24, June, 2012 in China International Trade Center Exhibition Hall, and achieved a great success. This CICE, with the principles of “Communication, Cooperation, Innovation, Development”, has provided a beneficial environment for promoting the International

Copyright Strategy and China's Copyright Industry's "Going-Out" Strategy. It also established an international and professional trade and communication platform for the achievement of the cultural and creative industry and the copyright industry. Over 700 diplomats and experts in the cultural and copyright industry from 157 countries worldwide came to China, discussed and signed the "Beijing Treaty on Audiovisual Performance", and learned more about the history, development and achievement of China's copyright industry through the 4th CICE. A channel of standardized, professional and international communication on copyright protection and trade was established. The 4th CICE has informed the world of the development of China's copyright industry, internationalized China's copyright corporations, and thus raised the society's consciousness of copyright protection and shared the copyright's intellectual achievement among the world.

157 Countries | 700+ International Guests | 204 Organizations | Trade Volume 2 Billion

GUEST OF HONOR COUNTRY

2nd CICE Guest of Honor Country: Korea

- Guest of Honor Country Exhibition
- Guest of Honor Country Promotion
- Korean Gold-Medal Musical Drama Performance
- Sino-Korea Creative Copyright Exchange: Sino-Korea Clothes "Harmony of Lines and Sounds"

3rd CICE Guest of Honor Country: Japan

- Guest of Honor Country Cocktail Party
- Guest of Honor Country Exhibition
- Guest of Honor Country Promotion
- Sino-Japan Copyright Forum

4th CICE Guest of Honor Country: Russia

- Guest of Honor Country Exhibition
- Guest of Honor Country Promotion

Other Participant Countries:

- "Hello, Philippines!" International Children's Fairytale Dance
- Thailand Featured Culture Performance
- Ukraine Painting Art Exhibition

DATE

I. International Copyright Forum: 15-16, September, 2014 (Two days)

II. Exhibition: 17-19, September, 2014

1. Exhibition Set-up: 15-16, September, 2014
2. Exhibition Days: 17-19, September, 2014
3. Exhibition Tear-down: Afternoon of 19, September, 2014

ORGANIZATIONS

I. Organizing Committee

The Organizing Committee is responsible for the organizing and leading works of China International Copyright Expo and includes leaders from National Copyright Administration, Sichuan Province and Chengdu City.

Director:

Jiang Jianguo, Secretary of Party Committee & Deputy Director-General, State General Administration of Press, Publication, Radio, Film and Television

Wei Hong, Deputy Secretary-General of CPC Sichuan Provincial Committee, Governor

Deputy Director:

Yan Xiaohong, Deputy Director-General, State General Administration of Press, Publication, Radio, Film and Television & National Copyright Administration of the People's Republic of China

Huang Yanrong, Vice Governor, Sichuan Provincial People's Government

Secretary General:

Yu Cike, Director-General of Copyright Management Department, State General Administration of Press, Publication, Radio, Film and Television

Deputy Secretary-General:

Wang Qizhang, Deputy Secretary-General, Sichuan Provincial People's Government

Zhao Yong, Director-General, Sichuan Provincial Bureau of Radio, Television, Press and Publication, Sichuan Provincial Copyright Administration

Fu Yonglin, Vice Mayor, Chengdu Municipal People's Government

II. Executive Committee

The Executive Committee is under the Organizing Committee, and is responsible for the works of China International Copyright Expo led by the Organizing Committee. The Executive Committee includes leaders from the State General Administration of Press, Publication, Radio, Film and Television, Sichuan Provincial Bureau of Press and Publication, Chengdu Municipal People's Government, Chengdu Municipal Bureau of Radio, Television, Press and Publication, etc.

Director:

Tang Zhaozhi, Director-General of Copyright Management Department, State General Administration of Press, Publication, Radio, Film and Television

Fu Yonglin, Vice Mayor, Chengdu Municipal People's Government

Deputy Director:

Yu Li, Deputy Director-General, Sichuan Provincial Bureau of Radio, Television, Press and Publication,

Zeng Min, Deputy Secretary-General, Municipal People's Government

Office under the Executive Committee, responsible for daily works, is located in Chengdu Municipal Bureau of Radio, Television, Press and Publication.

MAIN ACTIVITIES

I. Exhibitions

The 5th CICE has three main exhibition areas, the International/National Exhibition Area, the Domestic Exhibition Area and the Industrial Exhibition Area, which fully display the achievements and developments of the national and international copyright industry copyright field in recent years. Beijing International Intellectual Property Center is organizes and implements the works of Exhibition plan, business, organizing, arrangement, etc.

1. International/National Exhibition Area (Hall1)

This exhibition area aims at promoting overall bilateral cooperation between China and the rest of the world, fostering the communication of copyright cultural products, stimulating the strategic pace of “Going International”. During the CICE, Embassies, Consulates, cultural institutions, overseas associations, international organization, representative offices of foreign corporations are invited. Excellent copyright works in terms of publications, music, drama, film, animation, software are displayed.

(1)WIPO

(2)National Copyright Administration

(3)International

A. Guest of Honor Country

B. International Organizations & Associations

2. Domestic Exhibition Area (Hall1)

(1)Copyright Demonstrative Cities

(2)Collective Management Organizations

3. Industrial Exhibition Area

(1)International Digital Publication Interactive Trade (Hall2)

(2)Copyright Industry & Science Innovative Technology Application (Hall2)

(3)China Original Animation, Software & Game Achievements (Hall2)

(4)China Folks Artwork (Copyright) Trade (Hall3)

(5)Chian Creative Design Excellent Works (Hall3)

II. Events

1. Main Forum: International Copyright Forum

2. National Copyright Excellence Exchange Forum

3. CICE Opening Ceremony & WIPO Gold Award Ceremony

4. Copyright Industry and Technology Innovation Exchange Forum

5. China Music Copyright Protection Forum

6. China Digital Copyright Trade Fair

7. 3rd “MPA-CICE Film Workshop”

8. Copyright Industry & Finance Innovation Summit

9. China Folks Artwork Copyright Protection and Authorization Trade Fair

11. China Creative Design Copyright Protection Forum

10. Closing Ceremony(Flag Handover Ceremony) & Gold Wisdom Award Ceremony



第五届中国国际版权博览会

THE 5TH CHINA INTERNATIONAL COPYRIGHT EXPO

AGENDA (Draft)

5 TH CHINA INTERNATIONAL COPYRIGHT EXPO AGENDA FOR MAIN EVENTS (DRAFT) 15-19, SEPTEMBER, 2014					
DATE	TIME	EVENT	VENUE	ORGANIZER(S)	ATTENDEE(S)
14 SEP	Whole Day	Registration	Hotels	CICE Committee	
15 SEP	09:00-12:30 14:00-18:00	International Copyright Forum (Meeting)	Convention Center Shudu Hall	WIPO NCAC CICE Committee	China & International Guests
16 SEP	09:00-12:30 14:00-17:30	International Copyright Forum (Meeting)	Convention Center Shudu Hall	WIPO NCAC CICE Committee	China & International Guests
	09:00-12:00 14:00-18:00	MPA-CICE Film Workshop	Convention Center Jinjiang Hall	CICE Committee MPA	Scholars, Students and Practitioners from Film & TV Institutions, Organizations, etc.
	18:00-20:00	Welcoming Dinner	Convention Center Ballroom	Sichuan Provincial & Chengdu Municipal People's Government	China & International Guests from the Main Forum and Government Leaders.
17 SEP	09:30-10:00	CICE Opening Ceremony & WIPO Gold Award Ceremony	Exposition Center Hall 2	WIPO NCAC	China & International Guests, Representatives of Exhibitors and Industries.
	09:00-12:00	International Copyright Forum (Supporting Activities)	Attend Open Ceremony	WIPO NCAC CICE Committee	China & International Guests, Representatives of Exhibitors & Relevant Industries.
	14:00-17:30		Field Visits		
	09:00-12:00 14:00-17:30	National Social Service Work Exchange Meeting	Attend Open Ceremony Convention Center Shudu Hall	NCAC	Copyright Administration of Relevant Provinces & Cities, Copyright Model Units.
	10:30-12:30 14:00-17:30	MPA-CICE Film Workshop	Convention Center Jinjiang Hall	CICE Committee MPA	Scholars, Students and Practitioners from Film & TV Institutions, Organizations, etc.
	10:30-12:30	China Copyright Industry and Technology Innovation Exchange Forum	Exposition Center Hall 2	CICE Committee	Enterprises & Representatives from Cultural & Creative Field
	14:00-17:30	China Creative Design Copyright Protection Forum	Exposition Center Hall 2	CICE Committee	Enterprises & Representatives from Creative Design Industry
	10:30-12:30 14:00-16:00	China Folks Art Works Copyright Protection and Authorization Trade Fair	Exposition Center Hall 1	CICE Committee	Relevant Associations, Enterprises & Representatives of Folk Art
	16:00-17:30	Art Works Copyright Auction			
18 SEP	09:00-12:00 14:00-17:30	China Digital Copyright Summit & Trade Fair	Exposition Center Hall 1	CICE Committee	Enterprises & Representatives from e-Publishing, Film, TV, Animation, Software & Gaming Industries
	09:00-12:30 14:00-17:30	China Music Copyright Protection Forum	Convention Center Jinfurong Hall	CICE Committee IFPI CODA	Representatives & Musicians of Music Production, Operation, etc.
	09:00-12:30 14:00-17:30	China Copyright Industry & Finance Innovation Summit	Exposition Center Hall 2	WIPO CICE Committee	International Organizations & Representatives and Enterprises from Financial field
19 SEP	09:00-12:30	Closing Ceremony & Gold Wisdom Award Ceremony (& Achievement Announcement)	Exposition Center Hall 2	CICE Committee/ 6 th CICE Host Municipal People's Government	China & International Guests, Representatives of Exhibitors & Relevant Industries.

Note:

1. Convention Center: International Convention Center Chengdu Century City
2. Exposition Center: New International Exposition Center Chengdu Century City