

Research on the Development Strategy of the Cultural Industry Economic Market in China and Belarus under the Background of the Belt and Road International Cooperation Strategy

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Abstract: *This study deeply discusses the development strategies of China and Belarus in the cultural industry economic market under the background of the "Belt and Road" Initiative. The main purpose of the Belt and Road Initiative is to promote international cooperation in various fields, among which cultural exchanges and industrial development have become the focus of cooperation among participating countries. Concentrating on the cultural realms of China and Belarus, the research delves deeply into the ways these nations can bolster cultural sectors, broaden market reach, and forge enduring intercultural connections through the Belt and Road Initiative initiative, delving deeper into the diverse prospects and obstacles confronting these two nations. The research employs an array of extensive methodologies, encompassing qualitative case studies, detailed interviews with cultural industry specialists, and SWOT analysis, aiming to deepen the comprehension of diverse strategies and p. Policy actions are presently fostering cultural advancement in both nations. This underscores the significance of China's approach to "going out" and Belarus' dedication to cultural diplomacy, emphasizing the pivotal role of digital technology and artificial intelligence in enhancement.*

Keywords: *Development Strategy; Cultural Industry; Economic Market; Belt and Road International Cooperation Strategy*

1. Introduction

In 2013, China's Belt and Road Initiative was considered one of the most ambitious international cooperation strategies at the time, encompassing more than 140 countries in Asia, Europe and Africa. As a grand plan, the Belt and Road Initiative will promote the reform of the global governance system. At first, the Belt and Road initiative was conceived as a strategy to boost infrastructure and trade growth, but today [1-3], it has been transformed into a grander vision that encompasses deeper cultural exchanges and cooperation. Under the framework of the Belt and Road Initiative, extensive and in-depth exchanges have been established among countries along the routes, promoting cultural exchanges, economic and trade cooperation, and people-to-people exchanges. With the continuous increase of national cooperation projects related to the "Belt and Road", the importance of cultural industry has gradually become prominent, and gradually become the core field of economic growth and diplomatic strategy expansion [4-5]. Among the many participating projects, Belarus is one of the few countries that have given sufficient attention and support to cultural industries. Countries such as China and Belarus are well aware of the central role that cultural industries play in economic growth, social cohesion and soft power diplomacy [6-8].

Although Belarus is relatively small in size compared to China, it has always been committed to implementing strategies aimed at strengthening its cultural heritage, which includes a rich artistic, literary and historical heritage. The Belt and Road Initiative provides a unique opportunity for Belarus to expand its culture, cooperate with Chinese partners and deepen cultural exchanges with countries along the route [9-10].

2. Literature Review

2.1 Theoretical Foundations of Cultural Industry

The term was first coined by Theodor Adorno and Max Horkheimer in the 1940s as part of their critique of popular culture, but it is now recognized as an important economic sector. Cultural industries make a positive contribution to a country's economic and cultural diplomacy by stimulating creativity, driving innovation and enhancing a country's cultural identity in the global marketplace. Flu (2018) points out that cultural industry can contribute to economic growth by creating jobs, increasing income and strengthening international trade through cultural exports. Several different theories have been developed to better understand the interaction of cultures and the trend towards globalization. As Steger (2003) has discussed [11-13], the concept of economic globalization emphasizes the close ties between countries, because these countries play a key role in the exchange of goods, services, and ideas across borders. In this context, cultural interaction has become a core factor in the process of globalization, and various countries have adopted cultural industries as a way to enhance their global influence. As emphasized by Howkins (2013), the government's strategy is the core factor for the success of the cultural industry. A variety of policy measures, such as subsidies, copyright laws, and international cooperation, can enhance or diminish a country's competitiveness in the global cultural marketplace [14-15].

2.2 Cultural Industry in China

Over the past two decades, China's cultural industry has developed rapidly and has become a major global player. China's cultural strategy has been driven in large part by government policies aimed at enhancing cultural exchanges and exports. The central goal of the "Going out" strategy implemented in the early 2000s was to use media, film, literature and tourism to promote the international spread of Chinese culture. Li (2017) holds the view that this strategy is absolutely necessary to transform China's cultural sphere into a tool of soft power diplomacy. In the context of the Belt and Road Initiative, China has positioned cultural diplomacy as the central issue of its foreign policy. Confucius Institutes and other programs dedicated to promoting Chinese language and culture have successfully expanded to several countries participating in the Belt and Road Initiative. As part of this series of efforts, China has strengthened cultural exchanges with countries involved in the Belt and Road Initiative, including Belarus, through the media and tourism industry. According to the Chinese Ministry of Culture, cultural diplomacy aims to achieve this by shaping shared cultural experiences (Xinhua, 2021).

2.3 Cultural Industry in Belarus

Belarus has made the 2020 Strategy for Cultural Development the central orientation of its cultural policy, with the aim of raising the public profile of the country on the global stage and enhancing its cultural influence around the world. In 2019, the Belarusian Ministry of Culture clearly stated that the main objectives of the strategy are to increase cultural exports, promote the development of cultural tourism, and strengthen exchanges and cooperation with foreign partners, especially with countries related to the Belt and Road Initiative. The country has achieved partial international recognition in the fields of film, music and art, but it still faces numerous challenges in financing and infrastructure. Belarusian creators and artists are increasingly participating in various international cultural events, including the Venice Biennale and several international film festivals.

3. Research Methodology

3.1 Research Design

This study combines qualitative and quantitative methods. This strategy aims to deeply study the strategic challenges and problems encountered by the development of cultural industries in China and Belarus under the "Belt and Road" initiative. In the qualitative analysis, we choose case study as the research method to conduct in-depth research on the practice of China and Belarus in various fields such as cultural industry strategy, cultural diplomacy and international cooperation.

3.2 Data Collection Methods

The study combines primary and secondary data to provide an in-depth analysis of the development trajectory of cultural industries in China and Belarus. The main data collection tasks included in-depth dialogue and exchanges with cultural industry management bodies, government staff and policy makers in both countries. Through this series of in-depth interviews, we will have a deeper understanding of the strategies, challenges and opportunities faced by China and Belarus in the field of cultural industries, and further study how China and Belarus can more actively participate in the construction process of the "Belt and Road".

CHINA

China's strategic role in the world

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This year China celebrates the 60th anniversary of the founding of the People's Republic. As Mao Zedong memorably announced from atop the Tiananmen gate, "the Chinese people have stood up".

In the six decades since that pivotal moment in Chinese history, China has undertaken a path of development that has transformed the country. The rate of growth and pace of change are unprecedented in any country, let alone one the size of China.

The transformation of the country can be seen in everything from sparkling new airports, bridges spanning several kilometre-length gulfs of water and land, high-speed trains operating on magnetic levitation and world-leading architectural creations, including the breathtaking stadia for last year's Olympic Games in Beijing. Whole cities have been created out of paddy fields and fishing villages.

The lives of many of China's 1.3 billion people have also taken a dramatic turn for the better. Hundreds of millions have been lifted out of poverty. Millions more have moved to China's increasingly prosperous cities on the eastern seaboard enjoying a lifestyle of which their parents could only have dreamed: owning and furnishing their own homes, buying their household goods and clothes from an ever-widening range of shops, and having access to extensive leisure and cultural facilities.

China's countryside is also undergoing considerable change, although at a slower pace than the city landscape. Narrowing the gap between growth of rural and urban areas and the diverging lifestyles of rural and urban residents is a main focus of government policy in the coming years.

China has risen after decades of double-digit growth to become the world's second largest trading nation and its third largest economy. With more than US\$2 trillion in holdings, China holds far and away more foreign exchange reserves than any other country.

At the same time, China has come to be known as the workshop of the world, making two-thirds of the world's mobile phones and half of the world's computers, among many other products that we all have in our homes and offices.

China's economy has become increasingly interdependent with that of the rest of the world. This is a natural consequence of the inspired policy, launched by Deng Xiaoping in 1978, to base China's

economic development on a platform of external trade and inward investment. The interdependence was cemented with China's accession to the World Trade Organisation in 2001.

Now, as governments around the world grapple with the challenge of a severe economic downturn triggered by the banking and financial markets crisis of autumn 2008, China's role has become ever more critical. The world is looking to China to kick-start global growth, just as it led the global economy during the boom years that preceded the banking collapse.

It is also a changing role: while, in the past three decades, China's contribution has been founded primarily on its role as a manufacturer and supplier, China is now becoming a major external investor. China Investment Corporation, China's principal sovereign wealth fund, has invested in a number of diverse businesses, including, most recently, in the ownership of Canary Wharf in London. There are Chinese manufacturing operations in central and eastern Europe. China is one of the joint venture partners investing in and developing one of five or six complete new cities being built in Saudi Arabia. Other significant investments should be expected.

China is investing abroad predominantly for reasons of self-interest – to acquire technology and expertise, to learn from Western business, to gain market share, and to earn profitable returns. But the rest of the world gains from Chinese investment as well. With capital in scarce supply in the West, Chinese investment is certainly to be welcomed. Moreover, such investment provides yet more opportunities for engagement with an economy that at some point this century will supersede the US as the world's largest.

Other key indicators point to China's increasingly important strategic role in the world economy: On the strength of its increasing trade, the Chinese currency is moving towards becoming a major world currency. HSBC expects as much as half of China's trade to be settled in renminbi (Chinese yuan) by 2012.

Additionally, China is becoming a major market in its own right for international business. The drivers here are three-fold: from manufacturing, as Chinese companies move up the value chain and develop higher-tech processes; from the services sector, as China continues its natural economic evolution from its agricultural base to manufacturing and then to what are referred to as the

FIRST

Figure 1: China's strategic role in the world

Secondary sources include in-depth analysis and commentary of current academic papers, industry research reports, and government documents, as shown in Figure 1. This rare collection of historical artifacts gives us valuable information about the cultural strategies of the two countries, covering their historical origins, economic prospects, and the role of culture in global exchanges. In order to have a deeper understanding of the official goals and strategic framework of the two countries in the development of cultural industries, we conducted an exhaustive study and discussion of official documents such as the Blueprint for the Development of Chinese Culture and the Cultural Strategy of Belarus 2020, as shown in Table 1.

Table 1: Summary of Case Studies on China and Belarus's Cultural Policies

Case Study	Country	Cultural Policy	Objective	Key Focus Areas	Primary Findings
China's "Going Out" Strategy	China	Internationalization of culture	Promote Chinese culture globally, increase cultural exports	Media, film, language diplomacy, Confucius Institutes, tourism	Successful expansion of Chinese media and cultural exports globally
Belarus's Cultural Strategy 2020	Belarus	Cultural development for international visibility	Strengthen Belarus's cultural presence in international markets	Art, film, literature, cultural diplomacy, tourism	Cultural heritage preservation, increasing participation in global cultural events
China-Belarus Film Co-Productions	China & Belarus	Collaborative cultural projects	Enhance cultural exchanges through joint media and film projects	Film production, cultural exchange, market expansion	Joint film projects have facilitated closer cultural and diplomatic ties

The approach used in our research offers a distinct perspective for an in-depth comprehension of the growth of cultural sectors in China and Belarus within the framework of the Belt and Road Initiative, focusing specifically on the crucial elements driving their global market success. This research not only elucidates the distinct strategic pathways of each nation but also offers crucial advice for upcoming cultural diplomacy and worldwide collaborative efforts.

4. Findings and Analysis

4.1 Cultural Industry Development in China

China has made remarkable progress in many aspects of culture, including film, music, media and tourism. The government implemented various strategies such as "going out", which not only greatly promoted the growth of related industries, but also strengthened the international spread of Chinese culture, thus further enhancing China's soft power and economic growth, as shown in Figure 2.

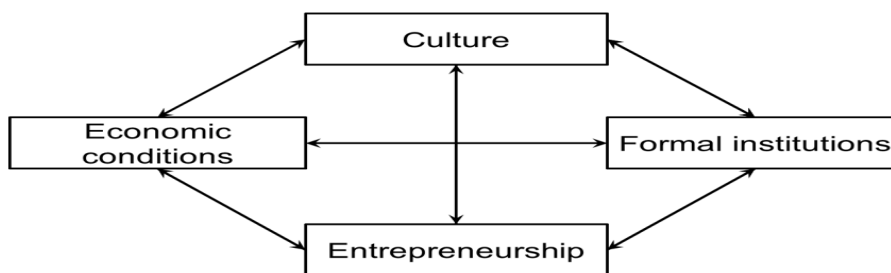


Figure 2: Entrepreneurship has deep cultural roots

Film and Media: China's film industry has shown rapid growth both domestically and internationally. Film productions such as Wolf Warrior 2 and The Wandering Earth have achieved remarkable success in the global market, which fully demonstrates China's strong competitive strength on the international stage. In addition, national-level media organizations such as CGTN (China Global Television Network) and Xinhua News Agency are working to raise the image of Chinese media globally and further strengthen the influence of Chinese culture.

In the field of music and art, China's music industry has received strong government support in the process of promoting cultural globalization. Chinese pop singers have left their unique mark on the international music scene, and the government has provided financial support for traditional Chinese

music festivals overseas, aiming to showcase China's deep traditional culture.

Tourism: In China, the tourism industry has gradually evolved into a core channel for cultural exchange. The establishment of Confucius Institutes abroad has largely promoted China's development in many fields, including culture, language and tourism, and further strengthened China's determination to build a cultural power on a global scale.

Table 2: Market Growth Metrics for China's Cultural Industries over the Last Decade, Including Export Data

Cultural Industry	Market Growth (2010-2020)	Export Value (2020)	Key Export Markets
Film	12% CAGR (Annual Growth)	\$10 billion	USA, Europe, ASEAN
Music (C-pop)	8% CAGR	\$2 billion	Japan, South Korea
Tourism	15% CAGR	\$40 billion	Japan, Southeast Asia
Media	7% CAGR	\$5 billion	Africa, Latin America

As shown in Table 2, the data reveal a significant growth in China's cultural industries, particularly film, music and tourism, which have played a crucial role in boosting national self-esteem and global influence. The value of exports, especially in film and tourism, is one manifestation of the successful implementation of the "Going global" strategy and other related policies.

4.2 Cultural Industry Development in Belarus

Although Belarus is not as significant as China in global cultural exports, it has made significant progress in the development of cultural industries, especially in film, literature, arts and traditional crafts. The Government of Belarus has introduced a number of cultural strategies aimed at strengthening the country's cultural infrastructure and encouraging the export of its cultural products abroad.

In the world of film and media, Belarus's film industry is steadily growing and expanding, despite the fact that its 2019 film *The Last Call* received widespread acclaim at international film festivals. However, Belarus is currently facing fierce competition from the larger film industry, especially Russia and Europe.

In the field of literature and art, although the Belarus literary field is not large in scale, its development momentum is very strong. In 2015, Belarusian writers such as Svetlana Alexievich were awarded the Nobel Prize in Literature in recognition of their outstanding contributions to Belarusian literature and culture at the international level. Likewise, traditional crafts, including carpentry and embroidery, are highly valued in both domestic and international markets.

Cultural diplomacy: Belarus' participation in international cultural diplomacy projects, such as the "Culture and Creativity" strategy, forms a core part of its cultural progress. The government is working to increase its participation in international cultural events and festivals, and regards Belarus as a cultural partner in Europe and Central Asia.

Table 3: SWOT Analysis of Belarus's Cultural Industry in the Context of the Belt and Road Initiative

Strengths	Weaknesses
Strong cultural heritage in traditional crafts and arts Emerging creative industries (literature, music) Government support for cultural diplomacy	Limited recognition of Belarusian film and media abroad Lack of large-scale international cultural infrastructure Political and economic instability affecting cultural investments
Opportunities	Threats
Expansion of cultural collaborations with China under BRI Increased participation in BRI-sponsored cultural events Leveraging digital platforms for global cultural exchange	Competition from other BRI countries in cultural exports Cultural misrepresentation or lack of local context in global markets Political tensions affecting international collaborations

As shown in Table 3, through SWOT analysis, we learned that Belarus has a role to play in the core

areas of its cultural assets, especially by strengthening cooperation under the Belt and Road Initiative. Leveraging digital technologies and deepening partnerships with China, Belarus can be considered a strategic advantage in expanding its cultural influence.

4.3 Cross-Cultural Collaboration between China and Belarus

Driven by the Belt and Road Initiative, China and Belarus have continued to deepen cultural exchanges and cooperation. The two countries have launched cooperation projects in many fields, including film cooperation, art exhibition, cultural celebration and educational interaction. These proposals are aimed at deepening ties between the two countries and promoting mutual understanding.

In the context of cross-cultural cooperation, China and Belarus have achieved remarkable results in the application of artificial intelligence and digital media. Various AI-powered technologies, such as machine translation and AI-driven content creation, have facilitated smoother communication and cultural interaction between the two countries. For example, AI technology is already being used in joint film projects to overcome language barriers and improve the accessibility of film content to international audiences.

Soft power: The role of soft power in cultural interaction plays a decisive role in the success of these proposals. Both China and Belarus recognize that the promotion of cultural industries on a global scale can not only help improve economic conditions, but also strengthen political and diplomatic relations with countries along the Belt and Road.

5. Conclusion

In conclusion, under the background of the Belt and Road Initiative, the rise of cultural industry has brought unprecedented opportunities and tests to China and Belarus. Thanks to rapid advances in digital technology and artificial intelligence, global cultural exchanges have profoundly changed the way cultural goods are manufactured, distributed, and consumed. For China, its "going out" strategy and strong government support policies have ensured the country's leadership in the global cultural market and achieved significant growth in several industries such as film, media, music and tourism. Although Belarus is currently in the initial stage of development of its cultural industry, by implementing the "One Belt, One Road" strategy, Belarus has a huge opportunity to further expand its cultural export market and increase its international visibility and cooperation potential with China.

In our research, we highlight the centrality of artificial intelligence and digital technologies in rebuilding the cultural landscape. From AI-powered content creation to personalized cultural experiences, digital tools are opening up new paths for creativity and market impact. However, these also carry certain risks, especially in terms of cultural authenticity and possible homogenization. Both countries need to find a careful balance between technological innovation and preserving their unique cultural identities. If the application of artificial intelligence is done well, it can not only improve the efficiency and quality of cultural exchanges, but also create a more inclusive and diverse cultural atmosphere for us.

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