

## **Redesigning China's future: the new East Asian Cultural Co-prosperity Zone**

By Michael Keane

Since the 1950s China has endeavoured to catch-up with advanced Western economies. 'Made in China' is one approach to global competitiveness. But a focus on manufacturing and productivity is impeding innovation. China imports creativity and worries about its 'cultural exports deficit'. In the cultural sector Chinese audiences are attracted to Korean, Taiwanese, and Japanese culture, as well as Hollywood cinema. While government and (most) citizens would prefer to associate with the nationalistic, but unrealized 'created in China' brand, widespread structural reforms are necessary to release creative potential. Innovation policy in China has recently acknowledged these problems. This presentation presents a methodological approach to rethinking China's future within East Asia. I show how the management of cultural assets, combined with the right mix of regulation, can renovate largely non-competitive Chinese cultural industries. China's own cultural catch-up strategy is therefore not aimed at the West, but rather at integration within a new East Asian Cultural Co-prosperity Zone. We need to ask: What has China learnt from Japan and Korea? Can China move from imitator to world class innovator?

### **Bio:**

Dr. Michael Keane is currently a Senior Research Fellow within the Australian Research Council Centre of Excellence in Creative Industries and Innovation (CCI) at Queensland University of Technology, Brisbane, Australia. His research interests include audio-visual industry policy and development in China, South Korea, and Taiwan; television formats in Asia; and creative industries internationalization and innovation in China.

His most recent book (co-authored with Anthony Fung and Albert Moran) is *New Television, Globalization and the East Asian Cultural Imagination*. (Hong Kong University Press in press forthcoming 2006). This is a major study of the evolving landscape of television in China, Hong Kong SAR, South Korea, Japan and Taiwan. He is currently working on three books: a single-authored manuscript *Created in China: the Great New Leap Forward* (RoutledgeCurzon), an edited manuscript with Albert Moran *Re-making Television: the New Global Culture* (John Libbey Press), and an edited anthology with Ying Zhu and Ruoyun Bai called *TV Drama in China: Unfolding Narratives of Tradition, Political Transformation and Cosmopolitan Identity* (HKU Press).

Previous edited books include *Media in China, Consumption, Content and Crisis*, (with Stephanie Hemelryk Donald and Yin Hong, RoutledgeCurzon 2002), *Television across Asia: Television Industries, Programme Formats and Globalization* (with Albert Moran, RoutledgeCurzon 2004) and *Innovation in Australian Arts, Media, and Design: New Challenges for the Tertiary Sector* (with Rod Wissler, Brad Haseman, and Sue-Ann Wallace, Post Press 2004).

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