

Current Situation and Countermeasures of the Development of Digital Cultural and Creative Industry Clusters in Guangdong, Hong Kong and Macao

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Abstract: This paper makes an in-depth analysis of the development status of the digital cultural and creative industry clusters in Guangdong, Hong Kong and Macao, covering the overall scale, industrial structure, characteristics and advantages, policy environment and technological innovation. In the face of the challenges in cluster development, such as insufficient resource integration and talent shortage, a series of countermeasures and suggestions were put forward, including strengthening technological innovation, optimizing industrial structure, increasing talent training and introduction, deepening regional cooperation, and promoting cultural overseas and international cooperation, so as to promote the high-quality development of Guangdong, Hong Kong and Macao digital cultural and creative industry clusters.

Keywords: Guangdong; Hong Kong and Macao; Digital culture; Creative industries; Cluster development; Optimize the structure; Technological innovation

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Introduction:

Under the wave of digital economy, Guangdong, Hong Kong and Macao, as the important highland of China's cultural and creative industries, the development of their digital cultural and creative industry clusters has attracted much attention. This paper aims to explore the current situation of this cluster, analyze its scale growth, industrial structure, characteristic advantages and policy support, and at the same time face the problems and challenges in the development, so as to provide references for the transformation and upgrading of the cultural and creative industries in Guangdong, Hong Kong and Macao and even the whole country.

1. Development status of digital cultural and creative industry clusters in Guangdong, Hong Kong and Macao

1.1 Overall scale and growth trend

In recent years, the digital cultural and creative industries in the Guangdong-Hong Kong-Macao Greater Bay Area have shown strong growth momentum. According to the data released by the Guangdong Provincial Bureau of Statistics, by the end of 2022, the number of cultural enterprises in Guangdong has exceeded 660,000, with more than 10,000 cultural enterprises above designated size and more than 3 million employees, ranking first in the country. This huge industrial scale not only reflects the economic strength of the Guangdong-Hong Kong-Macao Greater Bay Area, but also highlights its status as a cultural industry innovation highland. In 2022, the business revenue of Guangdong's digital creative industry cluster reached 572.8 billion yuan, the added value was 144.2 billion yuan, and the cumulative effective number of related invention patents was 6,521, leading the country.

1.2 Industrial structure of creative industry

The structure of the digital cultural and creative industries in the Guangdong-Hong Kong-Macao Greater Bay Area is diversified,

covering many fields such as digital creative technology and equipment, content production, design services, and fusion services. Among them, the performance of games, animation, ultra-high-definition video manufacturing, fashion games and other industries is particularly outstanding, forming a number of industrial clusters with an output value of over one billion.

1.3 Characteristics and advantages of each field

The digital cultural and creative industries in the Guangdong-Hong Kong-Macao Greater Bay Area show their unique characteristics and advantages in various fields. In the field of games, Guangdong's game industry revenue accounts for nearly 80% of the country, and e-sports revenue accounts for more than 70% of the country, becoming an important center of the national and even global game industry. In terms of animation industry, the output value of Guangdong animation exceeds 60 billion yuan, and there are many well-known animation enterprises and brands.

1.4 Policy support and market environment

The development of digital cultural and creative industries in the Guangdong-Hong Kong-Macao Greater Bay Area cannot be separated from policy support and market promotion. The Guangdong Provincial government attaches great importance to the development of the cultural industry and has formulated a series of policy measures, such as the Implementation Plan for Promoting the Deep Integration of Culture and Technology in Guangdong Province (2021-2025), which lists "Building a world-class Digital cultural Center in Guangdong, Hong Kong and Macao" as one of the six key projects. At the same time, many cities in the Greater Bay Area have also introduced a series of supporting policies, providing a good policy environment for the development of cultural industries.

2. Problems faced by the development of digital cultural and creative industry clusters in Guangdong, Hong Kong and Macao

Although the digital cultural and creative industry clusters in Guangdong, Hong Kong and Macao are booming, they also face multiple problems. First of all, the perfection of the original ecology is still insufficient, the original content ability needs to be improved, and the lack of high-quality original brands and boutique intellectual property (IP) with international influence. To some extent, this limits the competitiveness of industrial clusters in the international market. Secondly, the digital cultural and creative industry has a high degree of dependence on key technologies, such as digital modeling, interactive engine, post-special effects system and other development tools and basic software. These key technologies are mostly dependent on external introduction, and there is a problem of "jam", which affects the independent development ability of industrial clusters. Third, the shortage of talents is another key factor restricting the development of the industry. The lack of original talents and compound talents, as well as the lack of scientific and reasonable talent introduction, evaluation and incentive mechanism, lead to great pressure of brain drain, and it is difficult to support the sustainable innovation and development of industrial clusters.

3. Countermeasures and Suggestions

3.1 Strengthen technological innovation and research and development

In the context of the increasingly fierce global competition in science and technology, strengthening technological innovation and research and development has become the key to enhance national core competitiveness. According to the data of the National Bureau of Statistics, China's R&D investment has continued to grow in recent years, and the total social research and experimental development (R&D) investment reached 2.9 trillion yuan in 2022, an increase of 12.8% year-on-year, and the proportion of GDP increased to 2.55%, which is close to the level of developed countries. In order to further stimulate the vitality of innovation, it is suggested to increase the financial support and tax incentives for technological innovation of enterprises, encourage enterprises to establish research and development centers, deepen the integration of industry, university, research and application, and strengthen the protection of intellectual property rights to provide a solid legal guarantee for innovation achievements. Through these measures, we will accelerate the transformation of scientific and technological achievements into real productive forces and inject strong impetus into economic and social development.

3.2 Optimize the industrial structure and layout

In the face of the new economic normal, optimizing the industrial structure and layout is an inevitable requirement for achieving high-quality development. According to a report released by the Ministry of Industry and Information Technology, China is accelerating the construction of a new development pattern with the domestic cycle as the main body and the domestic and international double cycles promoting each other, and promoting the high-quality development of the manufacturing industry. To this end, efforts should be made to develop advanced manufacturing and modern service industries, accelerate the transformation and upgrading of traditional

industries, and cultivate and strengthen strategic emerging industries, such as new energy, biomedicine and artificial intelligence. At the same time, we should optimize the layout of regional industries, promote the development of industrial clusters, and form a regional economic pattern of complementary advantages and coordinated development. Through the adjustment of industrial structure and the optimization of spatial distribution, we will upgrade the modernization of industrial chain and supply chain, and enhance the resilience and competitiveness of the economic system.

3.3 Strengthen personnel training and introduction

Talent is the primary resource and the core factor for promoting high-quality economic and social development. Data from the Ministry of Education show that the gross enrollment rate of higher education in China has exceeded 50% and entered the stage of popularization of higher education, but the shortage of high-end talents is still an important factor restricting development. Therefore, it is necessary to further increase the investment in education, especially the reform of vocational education and higher education, and cultivate more high-quality talents who meet the market demand. At the same time, we will implement a more open talent policy, attract high-level overseas talents to come back to work or start businesses, establish a sound talent evaluation and incentive mechanism, and create a good environment that respects, cherishes and makes good use of talents. Through the dual-wheel drive of talent training and introduction, it provides solid talent support for economic and social development.

3.4 Promoting regional cooperation and exchanges

Regional cooperation and exchanges are an important way to promote economic integration and achieve common development. According to data released by the National Development and Reform Commission (NDRC), China's coordinated regional development strategy has been further implemented, and significant results have been achieved in major regional strategies such as the coordinated development of the Beijing-Tianjin-Hebei Region, the Yangtze River Economic Belt, the Guangdong-Hong Kong-Macao Greater Bay Area and the integrated development of the Yangtze River Delta. In the future, we should continue to deepen regional cooperation mechanisms, strengthen infrastructure connectivity, promote coordinated development of industries, and share resource factors and market space. At the same time, we will actively participate in international and regional cooperation, promote high-quality development of the Belt and Road Initiative, strengthen economic and trade exchanges and cultural exchanges with neighboring countries and regions, and build a community with a shared future for mankind. We should expand the space for development and elevate the level of international cooperation through regional cooperation and exchanges.

3.5 Promote cultural sailing and international cooperation

Culture is an important part of a country's soft power, and promoting culture to go abroad and international cooperation is of great significance to improving a country's image and enhancing international friendship. According to the statistics of the Ministry of Culture and Tourism, the export scale of China's cultural products and services has been expanding in recent years, and overseas Chinese cultural centers, Confucius Institutes and other cultural institutions have spread all over the world, becoming important Windows for the dissemination of Chinese culture. In order to further promote culture to the sea, it is suggested to strengthen the innovation of cultural products and services, improve the quality and competitiveness of cultural products; Strengthen the overseas promotion of cultural enterprises and brands, and expand the international market; We will deepen exchanges and cooperation with other countries in the fields of cultural heritage protection, artistic creation and cultural industry. Through these efforts, Chinese culture will be more widely introduced to the world stage and contribute Chinese wisdom and strength to the building of a colorful, equal and inclusive world civilization.

4. Closing remarks

The digital cultural and creative industry clusters in Guangdong, Hong Kong and Macao are in a stage of rapid development, but they also face many challenges. By strengthening technological innovation, optimizing industrial structure, strengthening talent training and introduction, deepening regional cooperation and promoting culture to the sea, it will effectively promote the sustainable and healthy development of the cluster and lay a solid foundation for building a cultural innovation highland with international influence. Guangdong, Hong Kong and Macao need to work hand in hand to create the future of digital cultural and creative industries.

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