

Recommendations for Facilitating the Going Global Strategy for the Digital Cultural Industry in SIP

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Abstract

The digital cultural industry in SIP has experienced rapid growth in the past few years, and performed exceptionally well in the overseas market. Further strengthening the going global push is of vital significance to improving Suzhou's cultural soft power and enhancing its international impact. This report first delineates challenges of going global faced by digital cultural enterprises in SIP, followed by a brief analysis of going global strategies in the realm of digital cultural industry in four cities, including Beijing, Shanghai, Hangzhou, and Shenzhen. It concludes with four recommendations for facilitating the going global strategy for the digital cultural industry in SIP.

Key Words

Digital Cultural Industry; Going Global Strategy; Suzhou Industrial Park (SIP)