

# ICCIE to open with more international participation

A total of 69 delegations from 59 countries and regions as well as international organizations have confirmed their participation in the 12th International Cultural and Creative Industry Expo (ICCIE), organizers said on Aug. 30.

The annual expo, taking place in Beijing from Sept. 11 to 13, will focus on innovative development of culture, science and technology through over a hundred events including exhibitions, promos, forums and parallel sessions.

The exhibitions will showcase the integrated development in the Beijing-Tianjin-Hebei region, the international language service industry, creative crafts and artwork in famed museums, Taiwan's cultural and creative industry as well as traditional ethnic culture, said Lin Bin, a senior official from the ICCIE's organizing committee.

To facilitate cultural exchange among the Belt and Road countries, the ICCIE organizers also invited representatives from 45 embassies in China as well as international organizations to promote their countries' culture, education and tourism in face-to-face interactions with visitors at the expo.

This year's expo will also highlight innovation and entrepreneurship from the younger generation as business-minded college students in Beijing will showcase their work and promote their creativity at the innovation fair.

The ICCIE in the previous 11 years had attracted 17,413 companies and organizations, bringing over 786 billion yuan in the forms of trade and cooperative agreements.