
Hainan Free Trade Port Promotes the Research of Local Design Going to Sea by Relying on Sino Thai Art Exchange

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Abstract: The Hainan Free Trade Port is an essential window to the world in the process of China opening up. Having many policy benefits in trade facilitation and mobility of people, Hainan has become a key export center of Chinese culture and creativity across the border. The geographic closeness between China and Thailand, their comparable cultural heritage, and a long tradition of artistic interaction present natural opportunities of cross-border flow of the design works of Hainanese locals. At present, indigenous designs in Hainan have particular Li and Miao cultures, as well as tropical scenic resources, yet they also have certain limitations, including the absence of interpretation abilities in the international context and selling channels abroad. In this paper, the author uses the developmental opportunities of Hainan Free Trade Zone to examine the meaning of artistic exchanges between China and Thailand, and explores how local designs can breach restrictions and reach out to markets outside through cultural similarities, thus aiding the cultural and creative industry of Hainan to make it to new international levels.

Keywords: Hainan Free Trade Port; China-Thailand Art Exchange; Local Design; Global Expansion

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1. Introduction

In the face of the development trend of diversification of world cultural consumption and integration of regional cultural exchanges, design going to sea is one of the important ways to improve the cultural soft power of various places. After years of mutual understanding, the art blend between China and Thailand has established a stable cooperative relationship and fan group, and has become one of the springboards for Hainan local design to enter ASEAN and even the world. The policy dividend of Hainan free trade port also makes the import and export of cultural and creative products and resource integration more convenient. Focusing on the mutual promotion between Sino Thai art exchange and local design, this paper analyzes the current cooperation difficulties and barriers to go to sea, and establishes a local design to go to sea mode in line with the characteristics of Hainan free trade port, so as to make Hainan local design truly go to the world stage.

2. The significance of relying on the Sino Thai art exchange in Hainan free trade port to promote local design to the sea

2.1. Cultural communication dimension: highlighting the international value of regional culture

Hainan local design contains rich connotations such as intangible cultural heritage of Li and Miao, tropical marine

civilization and island folk customs. It is a vivid display of the regional branches of Chinese culture. With the good platform and friendship foundation of Sino Thai art exchange, Hainan local design can overcome the cultural gap, carry out flexible cultural communication through art as a carrier, enable overseas audiences to directly experience the beauty of Hainan characteristic culture, and change the embarrassing situation of the communication of local culture of “being raised in the boudoir and unknown”^[1]. With the good opportunity of the free trade port opening to the outside world, the Sino Thai art exchange has changed from simple viewing to mutual blending. While enriching the local design in Hainan, it also provides the possibility for the design products branded with Chinese culture to open up the Southeast Asian market, so as to expand the half path of the influence of Chinese culture, realize cultural confidence, and build a new bridge for cross-cultural communication under different cultural backgrounds.

2.2. Industrial upgrading dimension: activating the vitality of local design industry

At present, there are some problems in the local design industry in Hainan, such as creative reproduction, low degree of commercialization, and poor level of internationalization. In this case, the art mutual learning and cooperation between China and Thailand has become a good opportunity for industrial transformation and upgrading. Through art learning, designer exchanges, joint exhibitions, etc., Hainan designers can understand Thailand’s localized design ideas, transnational business operation methods, and international aesthetic trend, which forces Hainan’s local design to make innovative breakthroughs, improve the technical content, and improve the brand building. A series of favorable conditions, such as the tax-free advantages of the free trade port, convenient cross-border channels, and support for the cultural and creative industry, have reduced the cost of designing products to go abroad and realized the integration of innovation, production and marketing. With the help of Sino Thai art exchanges to build a cooperation bridge, the local design industry has moved from “niche customization” to “scale export”, helping the development and growth of Hainan’s cultural and creative industry, and establishing a new image of the free trade port’s cultural and creative industry.

2.3. Dimension of economic and trade cooperation: enabling cross-border cultural and tourism integration

The in-depth integration of China Thailand art exchange and local design to the sea can promote the linkage of culture, tourism and commerce between Hainan and Thailand and the ASEAN region, and share the economic dividends of the opening of the free trade port. The unique cultural and creative products, as cultural and tourism derivatives, not only promote Thai and even ASEAN tourists to experience the cultural and creative industries in Hainan, but also use Thailand’s perfect business system to open up the sales channel of cultural products in the Southeast Asian market, so as to achieve the dual effect of “cultural drainage+economic and trade income increase”. At the same time, it can also give play to the positive advantages of cross-border trade facilitation of free trade port, drive the common development of relevant industrial chains, attract more cultural and creative talents and capital flows into Hainan, and activate the regional economic vitality^[2]. At the same time, with the help of design connection, China Thailand trade exchanges will be promoted, Hainan will be built into a cultural and creative gathering place connecting ASEAN, and the role of the free trade port as an open portal will be consolidated.

3. Relying on the art exchange between China and Thailand in Hainan free trade port to promote local design to go to sea is facing difficulties

3.1. Lack of cultural adaptation, artistic integration floating on the surface

Although China and Thailand have similar cultures, their aesthetic orientation and consumption patterns are different. The local design of Hainan focuses on the intangible cultural heritage of Li and Miao and the local style with tropical characteristics, and lacks the research and analysis of Thai buyers’ interests and artistic atmosphere. Simply copying the symbols of local culture cannot touch the heartstrings of overseas consumers. In addition, the artistic interaction between

China and Thailand remained at the surface level such as exhibitions and exhibitions, and did not carry out the blending and innovation of design concepts and creative styles, resulting in the design products not only losing the cultural gene of the nation, but also breaking away from the aesthetic needs of the local market, and falling into the dilemma of cultural communication and marketization.

3.2. Weak local design industry and lack of core competitiveness

Hainan's local design industry has developed for a short time. Most of the design companies are small in size, lack of funds, lack of independent R&D and design talents and operation teams, and have high similarity of design products and large differences in product quality. It is not easy to build a design brand with international influence. Compared with Thailand's mature cultural, creative and design industry, Hainan's design industry has a big gap in creative creation, product update, quality control and other aspects. Even if there is an opportunity to exchange art between China and Thailand, due to the lack of hard core strength of products, it is unable to gain a foothold in the Thai and even ASEAN markets, and the weak foundation restricts the process of going to sea^[3].

3.3. Lack of cross-border docking channels and low efficiency of art transformation

At present, the art exchanges between China and Thailand lack a long-term and professional design docking channel, and are often temporary cultural exchanges. There is no long-term cooperative relationship between Hainan local design enterprises and Thai design companies, manufacturers or agents. Local design companies are not good at international operation. They are also unfamiliar with the entry threshold, sales channels and sales strategies of Thailand's cultural and creative market. It is difficult to achieve the exchange of cooperation resources and order transactions through one-time art exchanges. In addition, due to the lack of cross-border transportation and after-sales services, the popularity of art exchanges can not be converted into the trading volume of products at sea, and the blocking of sales channels has become the main reason.

3.4. The international influence of the brand is weak, and the market recognition needs to be improved

Hainan local design enterprises have long focused on the niche market in the domestic market, lacking international brand packaging and international marketing promotion means, and almost unknown in Thailand and ASEAN markets. In the cultural exchanges between China and Thailand, Hainan's designs are mostly used as background or foil, without their own independent brand image and IP, and lack of appeal to consumers; At the same time, the local design enterprises' reputation in the overseas market is not well maintained, and they do not know how to use the local media and social media in Thailand for accurate delivery, resulting in the failure of good design to reach potential buyers, low market acceptance, and lack of sustainable competitive advantage at sea.

3.5. The implementation of policy dividends is not smooth, and the supporting system is not perfect

Although Hainan free trade port has issued a number of supporting policies for cultural and creative industries, there are few special policies for Sino Thai art exchanges and design going to sea, and there are problems in the implementation of the policies, such as cumbersome approval, high declaration threshold, slow implementation of subsidies, etc. In view of the lack of supporting services such as cross-border finance, intellectual property protection and legal consultation for the design going to sea, Hainan design works face the risk of copyright infringement in Thailand, and cross-border settlement and financing loans are difficult. At the same time, there is a lack of professional third-party service institutions to provide market research, compliance certification, overseas promotion and other one-stop services for local design, and the policy advantages have not been fully released.

4. Suggestions on promoting local design to the sea by relying on the Sino Thai art exchange in Hainan free trade port

4.1. Deepen the cross-border integration of art and create design products

To solve the dilemma of cultural integration, we should build a deep art integration mode based on the similarities between China and Thailand, put an end to the stacking of superficial cultural elements, and achieve an effective fit between local design and the aesthetic habits and needs of the Thai market. First, we should make good use of the advantages of cross-border exchanges of Hainan free trade port, establish a Sino Thai designer cooperation room, and irregularly hold study visits, design salons, and work workshops, so that Hainan designers can have a close understanding of Thailand's folk customs, aesthetic tastes, and consumption environment; Secondly, while refining the intangible cultural heritage of Li and Miao, marine culture, tropical scenery and other local cultures of Hainan, it also translated them into modern and international languages, paying attention to the connotation of culture and the applicability of overseas markets. Thirdly, build a market forward-looking survey system, conduct audience surveys in Thailand's cultural and creative organizations and the University's School of design, and launch differentiated design products for home culture and creativity, clothing accessories, culture and tourism surrounding areas to avoid homogeneous competition; Moreover, through the Sino Thai art exhibition, cultural festival and other activity platforms, we can test sell the design works, receive feedback and update and improve the products in time, so that the local design can not only have the traditional Chinese culture, but also meet the needs of Thailand and ASEAN markets; Through the last stick from cultural transmission to market transformation, relying on the preferential policies for the development of cultural and creative industries in the free trade port, provide product R&D subsidies for excellent integrated design projects to encourage enterprises' cross-border innovation.

4.2. Consolidate the foundation of design industry and cultivate design talents

In order to solve the problems of weak industrial foundation and competitive disadvantage, under the background of Sino Thai cultural exchanges, we should integrate all forces to make up for the short board of the industrial chain, and create a trinity whole industry chain service system of "talent training - Product Optimization - brand building"; In terms of talent cultivation, we should make good use of the talent introduction policy of Hainan free trade port, cooperate with Thailand's excellent art colleges and leading cultural and creative enterprises to establish an internship practice base, set up cross-border design, brand management, overseas market development and other related courses, invite Thai senior designers and cultural and creative management experts to Hainan for training, select local designers to Thailand for further study, and cultivate design management talents with cultural vision, innovation ability and international vision^[4]. In terms of industrial upgrading, build a design industry incubation base in the free trade port, concentrate capital, technology and supply chain resources, support small and medium-sized design enterprises to develop technological level, improve production process, introduce high-quality supply chain resources from Thailand, and make up for the lack of local production capacity; In terms of brand building, we should select design groups with development prospects to incubate, cultivate the IP image of a series of characteristic products such as Li Miao's cultural and creative products and tropical aesthetics, encourage enterprises to pay attention to original design and intellectual property protection, and use the opportunity of artistic exchange of China Thailand cooperation to help local design brands establish international brand image and packaging positioning, break away from the image of low-quality OEM, and gradually establish a design brand group of free trade port with certain influence, so as to achieve the effect of agglomeration and driving.

4.3. Normalize cross-border docking and improve the effectiveness of art transformation

To solve the problems of channel shortage and low conversion rate, we need to take advantage of the opening up of Hainan free trade port to establish a specialized and normalized Sino Thai designer matchmaking meeting, and form a complete chain from "cultural and artistic exchanges - resource integration - order fulfillment - cross-border trade". The first is to establish the annual China Thailand Design Art Expo, set up special zones in the exhibition area, negotiation area and signing area, and gather resources such as Hainan local design enterprises, Thai agents, retailers, cultural and

creative industry parks, cross-border e-commerce platforms, so that the supply and demand sides have clear goals, from one-time communication to long-term cooperation. Second, establish an online digital docking platform to provide support in product display, cross-border negotiation, information push, order tracking and other aspects, which is not affected by time and region, so as to facilitate timely contact between domestic enterprises and Thai partners and save docking costs. And with the help of the policy of cross-border trade facilitation in the free trade zone port, we will improve the cross-border e-commerce logistics, warehousing and after-sales service system, and jointly develop special cultural and creative logistics routes with Sino Thai logistics enterprises to alleviate the problems of long international shipping time, high cost and high damage rate of small item design works; A Sino Thai design cooperation service center was established to facilitate domestic enterprises to handle a series of businesses such as Thai market access procedures, certification, contract and legal consulting, reduce barriers to cross-border cooperation, transform the flow brought by cultural and artistic exchanges into product export sales, and further explore greater market space in ASEAN.

4.4. Innovate brand marketing mode and broaden overseas communication path

Facing the problems of lack of brand effect and low market influence, we should explore different types of marketing methods through Sino Thai art exchange and drainage, effectively reach Thai consumers, and expand the popularity and reputation of domestic designer brands. First, we should deeply develop the Sino Thai art exchange front, apply Hainan design works to various art exhibitions, cultural festivals and folk activities, and set up an immersion area for design works, so that Thai audiences can directly see the cultural heritage and product quality of Hainan design works, and make good use of the artistic image of the brand to expand the brand popularity. Second, we should occupy Thailand's local new media platform, and cooperate with Thailand's online celebrities, cultural and creative bloggers, and art experts to produce videos, audio tapes, and videos. Recommended method of sending drawings, Targeted push design products, make use of the advantages of local social media to quickly spread, and form a good brand image. At the same time, we will carry out cross-border cooperation, jointly develop co branded products with local brands, well-known IP in Thailand, supermarkets and tourist attractions, and quickly enter the market by using the sales network and consumer groups of partners; Set up perennial exhibition halls in key cities in Thailand to display and promote Hainan's local original design works all year round, create a long-term and stable localized brand image by holding various forms of activities such as brand promotion activities and designer meetings, and gradually expand the influence of Hainan's design in the markets of Thailand and other East Alliance countries.

4.5. Refine the special support policies for free trade ports and improve the supporting service system

For the situation that the policy implementation is not in place and the supporting measures are insufficient, we should focus on the Sino Thai art exchange and design the scene of going abroad, issue special support measures, open up the "last mile" of policy implementation, and form a complete chain supporting guarantee system. First, the special policy on Sino Thai cultural, creative and design cooperation in Hainan free trade port was issued, the approval process was optimized, and the application conditions were relaxed. Financial subsidies, tax incentives, and customs clearance were provided to Sino Thai Design Co create new products, export participating companies, cross-border copyright registration, and overseas publicity and promotion of trademarks and brands. The inclusive support policy for small and micro design enterprises was launched to solve the financing problems of enterprises. Second, make up for the shortcomings of cross-border services, build a free trade port cultural and creative intellectual property protection platform, and establish a transnational copyright protection alliance with relevant departments in Thailand to strengthen the fight against infringement and safeguard the rights and interests of local design enterprises; Introduce cross-border financial institutions, develop cultural and creative loans, cross-border exchange, foreign exchange hedging and other special financial products, and help enterprises solve the problems of financing difficulties and slow payment. The third is to expand the third-party service institutions, provide customized services such as market research, overseas certification, marketing and legal services for enterprises, open up a green channel in the supervision of the import and export of cultural and creative products by virtue of the advantages of

the free trade port system and mechanism, give priority to the inspection and release immediately, release policy dividends to the greatest extent, and remove the barriers to design going to sea.

5. Summary

To sum up, the promotion of local design to the world based on the cultural exchange between China and Thailand in Hainan free trade port is also an effective way for the linkage development of cultural communication, industrial upgrading and economic and trade cooperation. From this perspective, this paper interprets the meaning, summarizes the problems, and gives measures, hoping to bring some practical reference and help to the international development of cultural and creative industries in Hainan. In the future, we should continue to expand the foundation of cultural exchanges between China and Thailand, make full use of the policy advantages of the free trade port, and solve the problems of cross-border interaction, transformation and upgrading, and platform construction, so that Hainan local design products can go out through the art bridge, be deeply rooted in ASEAN, display the local cultural characteristics, and contribute to the development of the cultural industry of the free trade port, so as to achieve the goal of cultural value and economic benefits.

Disclosure statement

The author declares no conflict of interest.

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