



NEW CHARACTERISTICS, NEW TRENDS:
REPORT ON CHINA'S
CULTURAL EXCHANGES
WITH THE WORLD (2023)

新特点与新趋势
中外文化交流报告
(2023)

概要

ABSTRACT

2023年，习近平主席提出的全球文明倡议为中外文化交流提供了遵循和指引。中外文化交流是积极践行全球文明倡议的务实行动。北京文化论坛就是中国加强同全球各地文化交流、共同推动文化繁荣发展的重要实践。

In 2023, President Xi Jinping initiated the Global Civilizations Initiative (GCI), which provided guidance and direction for China's cultural exchanges with the world. These exchanges serve as tangible measures in implementing the GCI. The Beijing Culture Forum, to which President Xi sent a congratulatory letter, is China's significant move to strengthen cultural exchanges with the international community and to jointly foster cultural development.

“中外文化交流报告”基于各机构公开文献、数据和案例，对2023年中外文化交流情况展开调研。研究发现，2023年，中外文化交流直面挑战与机遇、把握安全与发展、注重合作与互惠，呈现出快速回暖、积极向上的总体态势。交流规模快速接近疫情前水平，方式更加多元、形态更加新颖、对话更加深入，步入高质量发展新轨道。例如，2023年出入境人次达4.24亿，同比上升266.5%，“文化数字丝绸之路”受到各国欢迎。下面，从传播、文产、教育、科技、旅游、体育等多个文化交流领域作简要介绍。

The Report on China's Cultural Exchanges with the World, which is based on publicly available documents, data, and case studies from various institutions, represents the findings of a research on China's cultural exchanges with other nations in 2023. The report reveals that these exchanges encountered both challenges and opportunities throughout the year. With a focus on striking a balance between security and development while prioritizing cooperation and mutual benefit, they showed a rapid recovery and embarked upon a positive trajectory. The scale of such exchanges quickly approached pre-pandemic levels; they also became more diverse in form, innovative in approach, and more profound in dialogue, entering a new phase of high-quality development. For instance, the number of cross-border trips in 2023 reached 424 million, marking an impressive year-on-year increase of 266.5%, while the “Digital Cultural Silk Road” received widespread acclaim globally. Below is a brief overview of some key areas of cultural exchanges, including cultural communication, cultural industries, education, science and technology, tourism, and sports.

一、2023 年中外文化交流多个领域成效明显

1. In 2023, China's cultural exchanges with the world secured significant achievements in multiple sectors.

文化传播增效。2023 年，中国广泛开展国际出版合作，文化传播更加贴近受众需求。截至 2023 年底，《习近平谈治国理政》已翻译出版 4 卷、41 个语种、发行覆盖全球 180 多个国家和地区，被誉为“读懂中国的百科全书”。北京文化论坛、良渚论坛、和合文化全球论坛、金熊猫国际文化论坛等重大国际论坛活动，积极分享中华文化智慧，联合发布文化保护传承宣言，共同践行全球文明倡议，产生重要示范效应。同时，文化感知与交流方式也日新月异。“全景故宫”数字虚拟体验、“寻境敦煌”VR 沉浸展等，给海外民众带来身临其境般的文化体验。

Cultural communication became more efficient. In 2023, China expanded its international publishing collaborations, with cultural outreach becoming more attuned to audience needs. By the end of 2023, *Xi Jinping: The Governance of China* had been published in four volumes, translated into 41 languages, and distributed across over 180 countries and regions, being acclaimed as an authoritative “encyclopedia for understanding China”. To facilitate global sharing of the wisdom of Chinese culture, major international forums such as the Beijing Culture Forum, the Liangzhu Forum, the Global Forum on Hehe Culture, and the Golden Panda International Cultural Forum were organized. At these events, joint declarations were issued on the preservation of cultural heritage, and participants worked together to advance the GCI, yielding a significant demonstrative impact. Concurrently, modes of cultural perception and exchanges underwent rapid evolution. Initiatives such as the “Palace Museum Panorama” digital virtual experience and the “Exploring Dunhuang” VR immersive exhibition provided overseas audiences with vividly engaging encounters with Chinese culture.

文产互动活跃。2023 年，中国文创产业集群出海，联合全球文化产业协同发展，中外文化展览展示互动更加频繁。来自 56 个国家和地区 2500 余家展商慕名参展北京国际图书博览会，声誉卓著的巴黎国际博览会也首次迎来中国官方参展团。美国费城交响乐团与中国国家交响乐团联袂推出的“纪念费城交响乐团访华 50 周年音乐会”，呈现“跨越半个世纪的友谊”。海外文化产品也落地中国。2023 年中国内地影院上映进口片 78 部，全球票房排名前十的电影均有上映。

Cultural industries engaged in dynamic interaction. In 2023, China's cultural and creative industry clusters expanded their presence in international markets, collaborating with global cultural industries for coordinated development. Furthermore, there was an increase in the frequency of China-foreign cultural exhibitions and interactive displays.

The Beijing International Book Fair attracted more than 2,500 exhibitors from 56 countries and regions due to its renowned reputation. For the first time, the prestigious Foire de Paris (Paris International Fair) welcomed an official Chinese delegation. To commemorate the 50th anniversary of its inaugural visit to China, the Philadelphia Orchestra presented a concert in collaboration with the China National Symphony Orchestra, which bore witness to their enduring friendship spanning half a century. Additionally, numerous overseas cultural products entered the Chinese market; this included screening 78 imported films in mainland cinemas, encompassing all of the Top10 global box office hits.

教育合作升级。2023年，中外教育交流合作迅速走出疫情影响，高水平深入发展。国际师生重返校园，合作办学热度上升、形式多样。中国新增44个本科以上中外合作办学项目和机构，与“一带一路”共建国家和地区的教育合作更加丰富多元。中国也主动参与全球教育治理，为改善全球数字教育生态积极努力。

Education cooperation was upgraded. In 2023, China-foreign exchanges on education not only swiftly rebounded from the impact of the pandemic, but maintained high-level development. International students and faculty returned to campuses, and collaborative education programs gained momentum, with diverse formats emerging. China launched 44 new undergraduate and higher-level China-foreign education cooperation programs and institutions, fostering closer educational cooperation with countries and regions involved in the Belt and Road Initiative. China also proactively participated in global education governance to strive for an improved ecosystem for global digital education.

科技交流深化。2023年，中国积极融入全球科技创新网络，加快技术转移和知识分享步伐。中国已经加入200多个国际组织和多边机制，参与近60项国际大科学计划和大科学工程。据丝绸之路国际总商会统计，全球82个国家的218个团体会员中，超过半数都表示愿意参与共建“文化数字丝绸之路”。

Scientific and technological exchanges grew in depth. In 2023, China actively integrated itself into the global sci-tech innovation network, accelerating technology transfer and knowledge sharing. China joined over 200 international organizations and multilateral mechanisms, and participated in nearly 60 major international scientific programs and projects. According to the Silk Road Chamber of International Commerce (SRCIC), more than half of its 218 group members from 82 countries worldwide expressed their willingness to participate in the development of the “Digital Cultural Silk Road”

跨国旅游复苏。2023年，出入境便利政策连续出台，掀起了外国游客来华热潮，增进了中外民间的友谊与互信。当年中国人出境旅游人数超过1.9亿人次，中国游客海外消费金

额达到 1965 亿美元，“打卡中国”成为全球旅游新潮流。2023 中国国际旅游交易会吸引了 70 多个国家和地区的旅游推广机构、相关企业参展，非遗文化体验受到广泛欢迎。

Cross-border tourism rebounded. In 2023, the continuous implementation of policies facilitating cross-border travel not only sparked a surge in foreign tourists visiting China but also strengthened friendship and mutual trust between Chinese and foreign citizens. The number of inbound and outbound tourists in China exceeded 190 million, with Chinese tourists' expenditure abroad reaching an impressive US\$196.5 billion. Consequently, China Travel emerged as a prominent global tourism trend. The 2023 China International Travel Mart attracted tourism promotion agencies and related enterprises from over 70 countries and regions, receiving universal praise for its immersive experiences showcasing intangible cultural heritage.

体育赛事助力。2023 年，中国积极参与主办、协办各类国际综合或专项体育赛事，促进不同文化包容理解。杭州亚运会、成都大运会、国际滑联系列赛、国际帆船赛等国际赛事得到世界各国积极响应，演绎了许多和谐、和睦、和美的动人故事。

Sports events facilitated exchanges. In 2023, China took an active part in hosting and co-hosting a wide range of international comprehensive and specialized sports events, thereby promoting cross-cultural understanding. The Hangzhou Asian Games, Chengdu FISU World University Games, International Skating Union Series, and international sailing competitions garnered enthusiastic responses from countries around the world, showcasing numerous heartwarming stories of peace, harmony, and friendship.

二、2023 年中外文化交流呈现新特点与新趋势

2. China's cultural exchanges with the world exhibited new characteristics and trends in 2023.

2023 年，中外文化交流在主题、形式、主体、载体、平台等方面呈现诸多新特点与新趋势。

In 2023, China's cultural exchanges with the world exhibited new characteristics and trends in various aspects, including themes, forms, participants, platforms and channels.

文化大国肩负新责任，文化遗产保护将更得力。2023 年，各国携手推进世界文化遗产的申报、修复与研究工作，文化遗产保护传承国际合作成为中外文化交流最鲜明的议题。“普洱景迈山古茶林文化景观”成功列入世界遗产名录，成为全球第一个茶主题世界文化遗产。面向未来，中国将不断维护世界文化的多样性，也期待各国在主要国际组织框架中通力合作，共同保护传承好属于全人类的共同文化财富。

As a country strong in culture, China embraced new responsibilities and played a

stronger role in protecting cultural heritage. In 2023, countries joined hands to promote the bidding for, restoration of, and research on world cultural heritage, making international cooperation on cultural heritage protection the predominant theme in China's cultural exchanges with the world. The Cultural Landscape of Old Tea Forests of the Jingmai Mountain in Pu'er was successfully inscribed on the World Heritage List, becoming the world's first tea-themed cultural heritage site. Looking to the future, China will continue to uphold global cultural diversity and earnestly anticipate collaborative efforts among nations within major international organizations to jointly protect and preserve the shared cultural wealth of all humanity.

人际交流成为新热点，各国人民友谊将更牢固。2023年，中外文化交流呈现社交化的新特点。这种方式不仅促进了信息的即时共享，更加深了不同文化间的相互尊重和理解。展望未来，不仅中外民间交往将更加频繁，社交媒体也将推动文化交流成为国际交往新趋势。更多跨国文旅品牌活动和跨文化教育精品项目，将不断夯实中外友好的民意基础。

People-to-people contact became the new trend, strengthening the bonds of friendship between nations. In 2023, cultural exchanges with the world exhibited a new socialization trend. This approach facilitated instantaneous information sharing while deepening mutual respect and understanding between Chinese and foreign cultures. Looking ahead, people-to-people contact between China and other countries will become more frequent, with social media driving cultural exchanges as a new trend in international exchanges. More multinational cultural tourism brand events and high-quality cross-cultural educational projects will further bolster public support for China-foreign friendship.

“Z世代”担当新主力，未来全球朋友圈将更年轻。2023年，“Z世代”青年善于运用新技术、新媒介，他们以创作跨文化艺术作品、发起网络文化活动、参与国际志愿者项目等方式，架设起连接中外的桥梁。展望未来，国际青年将进一步成为中外文化交流的中流砥柱，国际交往“朋友圈”将更具青春活力。

“Generation Z” began to take center stage, making the global circle of friends younger. In 2023, Gen-Z youths, adept at using new technologies and media, ingeniously built a bridge between Chinese and foreign cultures through their creation of cross-cultural artistic works, organization of online cultural activities, and active participation in international volunteer programs. Looking to the future, young people from around the world will increasingly serve as the driving force behind China's cultural exchanges, injecting youthful dynamism into the international intercourse within our friends circle.

城市交往催生新风尚，城市发展合作将更深入。2023年，城市日益显现出文化交流的媒介属性，更成为中外民众文化交往的流行时尚及文明互鉴的中心枢纽。越来越多的外国

友人不远万里来到中国各个城市，探寻文化景观与特色美食，体验高铁速度、便捷支付、无人驾驶等现代化成果，重新认识一个文化与科技交织的文明中国。展望未来，中外文化交流将不断凸显友城元素与合作议题，将有更多中外城市“寻搭子”“结对子”，共同构建城市发展共同体。

Inter-City exchanges gave birth to new trends, deepening urban development cooperation. In 2023, cities increasingly demonstrated their pivotal role as conduits for cultural exchanges, fostering a burgeoning trend for cultural interactions between Chinese and foreign communities while serving as a central hub for mutual learning between civilizations. An increasing number of foreign visitors are traveling great distances to cities across China in order to explore its cultural landmarks and unique cuisine, all the while experiencing modern achievements such as high-speed rail, convenient mobile payments, and autonomous driving. Through this immersive experience, they are gaining a renewed understanding of China's magnificent civilization where culture seamlessly intertwines with technology. Looking ahead, the elements of sister cities and cooperation topics will play a more prominent role in China's global cultural exchanges. More Chinese and foreign cities will seek partnerships and form pairs to jointly build a community of shared urban development.

数字科技拓展新空间，文化交流形态将更多彩。2023年，虚拟现实、增强现实等数字技术，以全景式、沉浸式文化体验，让远在千里的受众能身临其境地感知异国文化魅力。展望未来，数字技术将进一步推动内容、技术、模式、业态和场景的全方位创新，文化交流将迎来前所未有的新机遇。

Digital technology expanded new frontiers, making cultural exchanges more vibrant. In 2023, digital technologies such as virtual reality (VR) and augmented reality (AR) offered panoramic and immersive cultural experiences, enabling audiences thousands of miles away to feel the allure of foreign cultures with a sense of physical presence. Looking ahead, digital technology will further drive comprehensive innovation in content, technology, models, business formats, and scenarios, creating unprecedented opportunities for cultural exchanges.

结语

Conclusion

回首2023，国际社会对中国积极推动中外人文交流、倡导全球文明倡议给予高度评价，也有10位做出突出贡献的国际友人获得中国首届“兰花奖”。当前，国际形势依旧复杂多变，全球治理不确定因素增多，促进各国文化交流与文明互鉴的意义更显重大。2024年6月7日，

中国提出的设立“文明对话国际日”决议，得到第78届联合国大会协商一致决议通过，这正是中国为增进文化之间相互理解、促进文明交流互鉴而做出的积极努力。展望未来，中国将继续积极倡导并践行全球文明倡议，为不同文明之间的交流合作搭建更多平台、创造更多机会，努力推动各国共同应对全球性挑战，繁荣世界文明百花园，携手构建人类命运共同体。

Looking back at 2023, the international community highly praised China's active promotion of its cultural exchanges with the world and the GCI it put forward. Additionally, ten international friends who made outstanding contributions were honored with the inaugural Orchid Awards in China. Currently, the international situation remains complex and volatile, with more uncertainties in global governance, making the promotion of cultural exchanges and mutual learning among different cultures even more significant. On June 7, 2024, China proposed the establishment of an "International Day for Dialogue Among Civilizations," which was unanimously adopted by the 78th session of the United Nations General Assembly. This proposal reflects China's proactive efforts to enhance mutual understanding between cultures and promote exchanges and mutual learning among civilizations. Looking ahead, China will continue to actively advocate and implement the GCI, creating more platforms and opportunities for communication and cooperation between different cultures. China will push for global efforts to address challenges facing humanity, add to the diversity of world civilizations, and work along with other countries to build a human community with a shared future.



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