

Research on the status quo and strategic positioning of Macao film industry under the background of "One Belt and One Road"

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Abstract: Under the promotion of the Belt and Road Initiative, Macau's film industry has ushered in new development opportunities. This paper thoroughly analyses the current situation of Macau's film industry and discusses its future strategic positioning. The findings show that Macau's film industry has unique competitive advantages and great potential for development. It should make full use of the Belt and Road opportunity to strengthen cooperation with the Mainland and countries along the route, and enhance the international influence of Macau's films.

1. Introduction

Under the promotion of the Belt and Road Initiative, cultural exchanges and co-operation between China and the countries along the route have become increasingly frequent. As a special administrative region of China, Macao's unique geographical location and rich cultural background give it great potential for development in the film industry. Macao should grasp the opportunities brought by the Belt and Road and strengthen the strategic layout of its film industry.

2. Current Situation of Macao's Film Industry

2.1. Industry Scale and Chain Development

In recent years, Macao's film industry has shown a vigorous development. Film production and box office revenues have been increasing year by year, injecting new vitality into Macao's cultural industry. Nevertheless, the scale of Macao's film industry is still relatively small and its market share is relatively limited compared to regions such as the Mainland and Hong Kong. This is mainly due to limitations in terms of geography, market size and resources. In Macao, the film industry has not yet formed a large-scale and clustered production mode, which also restricts its development speed and competitiveness to a certain extent.

Macao's film industry chain is not yet sound, lacking a complete industrial chain and a mature business model. Various links from production, distribution to projection have yet to form an effective connection and co-ordination, which to a certain extent affects the synergistic development and competitiveness enhancement of the whole industry. In order to improve the industry chain, Macao needs to strengthen the integration and collaboration of all links, and establish a perfect

business model and industry chain system. At the same time, it also needs to focus on the cultivation of innovation and creativity, and promote the development of the whole industry in the direction of high-end and diversification.

2.2. Theme content

The subjects of Macao's films mainly focus on local culture and history, and are dedicated to presenting Macao's unique social landscape and humanistic spirit. These films often feature Macao's history, culture and local customs, focusing on the excavation and presentation of local characteristics. However, with the continuous expansion of the market and the diversification of audience demands, the themes of Macao's films also need to be richer and more diversified. Audiences have higher expectations and demands for different types of film themes, which requires the Macao film industry to actively explore and innovate while maintaining its local characteristics in order to meet the diversified demands of the market.

2.3. Production technology and talent reserves and training

Macao's film production technology is relatively backward, lacking advanced equipment and professional technical talents. This has, to a certain extent, limited the production level and market competitiveness of Macao's films. Although Macao films have made some progress in production technology in recent years, there is still much room for improvement compared with the international advanced level. The backwardness of technology not only affects the quality and perception of films, but also hinders the sustainable development of Macao's film industry to a certain extent. In order to enhance the international competitiveness of Macao's film industry, it is necessary to increase investment in technical research and development and talent training, introduce advanced production technologies and equipment, and cultivate a production team with professionalism and technical strength.

Macao's film industry suffers from an obvious shortage in terms of talent pool and lacks high-quality creative, production and professional talents. This restricts the creative ability and production level of Macao's films, and also affects the sustainable development of the industry as a whole. In order to solve the bottleneck of talents, Macao needs to strengthen the cultivation and introduction of talents. Local talents should be nurtured through the establishment of film schools and training courses; at the same time, international talents should also be actively introduced to inject new vitality into the Macao film industry.

2.4. Policy Support & Market Environment

The Macao Government has given certain policy support to the development of the film industry, including measures such as financial support and tax concessions. The implementation of these policies has played a role in promoting the healthy development of Macao's film industry. However, the strength of policy support is still insufficient compared to other regions such as Mainland China and Hong Kong, and it is necessary to further improve the relevant policy system and increase the support for the film industry.

In addition, the market environment of Macao is also one of the important factors affecting the development of the film industry. Due to the relatively small market size of Macao, there are limited distribution and screening channels for films, which to a certain extent restricts the dissemination and market expansion of Macao films. In order to expand its market share, Macao's film industry needs to strengthen its cooperation and exchanges with the Mainland and Hong Kong to jointly promote the prosperity and development of the regional film market. At the same time, it also needs

to actively explore the international market and enhance the international popularity and influence of Macao films. [1]

3. Strategic positioning

Macau, a vibrant city, is both a special administrative region of China and a unique place where East meets West. Under the promotion of the "Belt and Road" initiative, Macau's film industry is facing unprecedented opportunities and challenges. How to find the right strategic positioning and achieve sustainable and healthy development against this backdrop is an urgent issue to be resolved.

3.1. Cultural export: building cultural brands with international influence

As a place where East meets West, Macao has rich cultural resources and unique cultural charms. Macao's film industry should make full use of this advantage to create cultural brands with international influence and promote the spread of Chinese culture.

3.1.1. Tapping into the unique charm of Macao's culture

Macau, a city full of historical heritage and unique cultural charms, offers unique conditions for the development of the film industry. Its profound cultural background, unique architectural style, rich festivals and special cuisines, etc. all provide rich materials for film creation.

Macau has a very deep historical and cultural background, and has been an important gateway for cultural exchanges between the East and the West since the 16th century. This special geographical location and historical background have left behind a rich cultural heritage for Macau, such as ancient Portuguese architecture, magnificent churches, gorgeous casinos and bustling cityscape, which together form the unique cityscape of Macau. These rich historical and cultural heritages have provided film creators with a constant source of inspiration, enabling them to present the unique charm of Macau to the world audience through film. [2]

Apart from the cityscape, the folk culture of Macau is also very colourful. There are many traditional folk activities and festivals, such as A-Ma's Birthday and the Macau Grand Prix, which not only have strong local characteristics, but also demonstrate the enthusiasm and vitality of the people of Macau. These folk cultures and festivals provide film creators with rich materials and inspirations, which can be presented to the audience through film, allowing them to have a deeper understanding of the cultural connotation of Macau.

Besides, there are many specialties in Macao, such as Portuguese tarts and pork chop buns, which not only have a unique taste, but also have a deep historical and cultural background. These specialties can become important elements in the film, and their delicacies and characteristics can be shown to the audience through the film.

In order to better showcase the unique charm of Macao, the Macao government and cultural institutions should strengthen their cooperation and exchange with the domestic and international film industry, and jointly promote the development of Macao's film industry. At the same time, Macao film creators should also dig deeper into the cultural connotation of Macao and incorporate Macao's unique charms into their film creations, so that the audience can enjoy the films while feeling the charm of Macao.

Specifically, you can refer to the following two works: one is *The Winds of Macao*, which is set in the casino of Macao, and shows the unique culture of Macao and the style of the city of gambling through the narration of the legendary experience of the protagonist, the God of Gamblers, Gao Jin. The other one is *"The People of Macau"*, which is set against the backdrop of Macau's return to the motherland, and shows the development and changes of Macau after its return to the motherland

through the story of the transformation of an ordinary family. Both of these works have successfully incorporated Macao's cultural characteristics into their film creations, allowing the audience to enjoy the storyline and at the same time appreciate the unique charm of Macao.

3.1.2. Cultivating international production talent

Cultivating a film production team with an international outlook is the key to bringing Macao films to the world. Through co-operation with international film organisations, advanced production techniques and concepts can be introduced to improve the overall level of Macao's film production.

First of all, it is essential to strengthen cooperation and exchanges with international film institutions. By establishing partnerships with international film production companies, film schools and festivals, Macao's film production teams can gain more opportunities to communicate with international counterparts and learn about the latest production techniques and concepts, thus broadening their international perspective.

Secondly, the introduction of advanced production techniques and equipment is also an important way to improve the standard of Macao's film production. With the continuous development of technology, film production technology is also constantly upgrading. Through the introduction of advanced camera equipment, special effects software and sound effects equipment, etc., Macao can improve the technological content of film production and enhance the quality and perception of films.

In addition, it is also crucial to cultivate film talents with an international outlook. Macao can attract outstanding film talents to come to study and develop through co-operation with internationally renowned film schools. At the same time, it should step up the training of local film talents and provide them with more learning and practice opportunities, so that they can continue to accumulate experience and improve their professionalism.

Lastly, the government and relevant organisations should also increase their support for the Macao film industry. By formulating preferential policies, providing financial support and building a film industry park, etc., they should provide a better environment and conditions for the development of Macao's film production teams, and help them better reach out to the world.

3.1.3. Expanding international markets

Taking advantage of the "Belt and Road" opportunity, Macao's film industry should actively expand its international market and participate in international film festivals. This will not only help raise the international profile of Macao's films, but also promote cultural exchanges and co-operation among the countries along the route. Specifically, Macao can work with countries along the route to create film productions with international influence. For example, co-production programmes can be launched to enhance mutual cultural exchange and understanding, and to promote cultural interaction and integration among different countries and regions. In addition, through the organisation of international film festivals and other activities, more international audiences can be attracted to Macao's films, thus further expanding the influence of Macao's films in the international film industry. In conclusion, with the opportunity of "Belt and Road", the Macao film industry should actively expand its international market and participate in international film festivals and exhibitions, so as to enhance the international reputation and influence of Macao films, and to promote cultural exchanges and co-operation among the countries along the route.

3.2. Industrial integration: strengthening co-operation with the Mainland and Hong Kong

Under the background of "Belt and Road", Macao's film industry should strengthen its cooperation with the Mainland, Hong Kong and countries along the route, so as to achieve the

sharing of resources and complementarity of advantages, and to promote the integrated development of the industry. [3]

3.2.1. Co-operation with the Mainland to achieve resource sharing

The geographical proximity between Macao and the Mainland makes cultural exchanges and co-operation between the two places particularly convenient. In terms of the film industry, the co-operation between Macao and the Mainland has broad prospects. By strengthening co-operation with Mainland film organisations, Macao can better share resources and complement each other's strengths. Such co-operation will not only help raise the standard of film production in Macao, but also inject new vitality into the Mainland's film market.

In order to better co-operate with the Mainland, Macao can make use of policies such as CEPA, which provide more convenience and opportunities for co-operation between the two places. By tapping into the film resources of the two places, Macau and the Mainland can work together to create more high-quality film productions and promote the sustainable development of China's film industry. At the same time, this kind of co-operation will also help to enhance Macao's international influence and let the world know more about the cultures of Macao and the Mainland.

3.2.2. Co-operation with Hong Kong to enhance production

The Hong Kong film industry has won worldwide acclaim for its unique style and high quality of production over the past decades. In terms of production, distribution and promotion, the Hong Kong film industry has accumulated rich experience. As an international city, Macao should actively learn from Hong Kong's successful experience and enhance its own film production standard.

Co-production:The two places can jointly produce films, share resources and bear risks together. Through co-operation, Macao can learn advanced production techniques and experience from Hong Kong's film production experts, and at the same time make use of Hong Kong's international influence to promote Macao's films to a wider market.

Distribution and Promotion:Hong Kong has a worldwide film distribution and promotion network. Macau can take advantage of this to promote its films to the international market. Through co-operation with Hong Kong, Macau's films can get more exposure and attract more audiences.

Take *The Winds of Macao* as an example, this film is a joint production between Macao and Hong Kong. During the production process, the production teams of the two places carried out in-depth co-operation and exchanges to complete the film together. The film was a great success after its release, not only achieving high box office in Macau and Hong Kong, but also achieving remarkable results in the international market. Through this co-operation, the production level of Macao's film has been greatly enhanced, and at the same time, it has opened up a broader space for the development of Macao's film industry.

3.3. Technological innovation: combining the upgrading of film production technology with the training of professionals

To enhance Macao's film production technology, we should increase investment and simultaneously focus on training and attracting professional and technical talents. This will ensure the industry receives robust technical support for its development.

3.3.1. Increase investment and upgrade production technology

As an internationally renowned film production centre, Macao has to invest more in

technological innovation in order to maintain its leading position and to meet the growing demands of its audience. This implies the need to actively introduce the world's most advanced film production technologies and equipment so that Macao's film industry can keep pace with the times. At the same time, the government and enterprises should encourage co-operation with universities and research institutes in technological R&D and innovation. Such co-operation will not only accelerate the R&D and application of new technologies, but also train more technical talents, injecting new vitality into Macao's film industry. Through these measures, Macao's film industry will be able to better cope with the challenges and maintain its competitiveness in the international film market. [4]

3.3.2. Cultivation and introduction of professional and technical personnel

The key factor in promoting the development of the film industry is talent, and only film talents with professional skills can take Macao's film industry to a higher level. Therefore, Macao should actively cultivate local film talents and provide diversified training and further education opportunities for them to continuously learn and upgrade their skill levels. At the same time, it is also necessary to bring in outstanding film talents from home and abroad, which can inject new vitality and creativity into Macao's film industry and promote its development. [5]

Against the backdrop of the "Belt and Road", Macao's film industry is facing tremendous development opportunities. By clarifying its strategic positioning, giving full play to its own advantages, strengthening cooperation with the Mainland, Hong Kong and countries along the route, upgrading production technology and training professionals, Macao's film industry is expected to make greater breakthroughs in its future development. At the same time, Macao should grasp the support of national policies and the orientation of market demand, and actively integrate into the overall development of the country, so as to make greater contributions to the dissemination of Chinese culture.

4. Conclusion

Against the backdrop of the Belt and Road, Macao's film industry is facing unprecedented development opportunities. In order to achieve sustainable development, Macao needs to strengthen its cooperation with the Mainland and countries along the route, optimise its industrial structure, enhance the quality of its film products, and create film brands with international influence. At the same time, the government should increase its support for the film industry and formulate preferential policies to attract more investment and outstanding talents.

In the future, Macao's film industry should closely follow the Belt and Road Initiative, give full play to its advantages, actively participate in international competition and cooperation, and strive to become a film industry centre with global influence.

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