

Reflections on China-West Cultural Exchanges

Activities must be audience-centered. Who will be our major attendants?

What is the best time for the event?

1. **Academic Research.** Francis Pike: historian (Cambridge University) of US-Japan-China relations since WWII and successful investor. As a British researcher, he had worked in Japan and Hong Kong for a long time. His comments: China had led the world for a long time in history. Fudan University and others have invited him to give lectures. He does not know Chinese, but he is an excellent expert in Chinese studies.

2. **Arts Show.** Jilin Song and Dance Troupe visited Preston in 2012. My colleague's estimate is very modest: one says twenty, the other says ten. Actually six hundred people attended the show. Non-verbal show.

3. **Mass Entertainments.** Chinese Kite Festival: kite making, kite flying, brush writing, brush painting with Chinese characters, images and scenes. All kites were bought from China. Of course, shipping is more expensive than the kites themselves. We asked local Kite Association to help fly the Dragon Kite. They are good at flying kites. Many people came to the event.