
Abstract

Guangxi is the “bridgehead” between China and ASEAN, and has a deep cultural origin with ASEAN, so, it will be a convenient condition on the cultural cooperation between Guangxi and ASEAN.

Rely on the favorable condition of geographical location、 overseas Chinese and cultural, it make Guangxi has the ascendant position compared with other provinces in the cultural cooperation with ASEAN, and plays an important role in the cooperation of China - ASEAN.

Face to ASEAN, and the cultural industry of Guangxi implement the strategy of “going out”, all of this not only provides a good opportunity to Guangxi, but also brings a challenge.

Based on the background of the cooperation between China-ASEAN, this article through analyzing the current situation of the development of cultural industry in Guangxi, use the method of SWOT analysis the development of cultural industry in Guangxi from different angles, and the impact of the cooperation framework of China - ASEAN to the cultural industry development of Guangxi, dialectical analysis the prospect of the cooperation of China - ASEAN bring to the cultural industry of Guangxi.

In the last chapter, it will put forward some suggestions to make Guangxi play the role of “bridgehead” better, service for the cooperation of China - ASEAN better.

Keywords: China - ASEAN; Guangxi; Cultural Industry; Impact
