

Macau Asset Property Exchange (www.mce.mo) Builds Cross-Border Cultural Property Trading Ecosystem

Driving Digital Transformation of China's Cultural Heritage Through International IP Trading and Cross-Regional Partnerships

MACAO, CHINA, October 13, 2025 /EINPresswire.com/ -- On September 28, the "2025 Digital Intelligence Empowering Cultural Power "(Shaanxi) Symposium" was successfully held in Xi'an, Shaanxi Province. Guided by the National Copyright Trading Center Joint Conference, the event was co-hosted by the Shaanxi Copyright Association and Shanghai "SINOFAITH" Intellectual Property Group, with support from the Western National Copyright Trading Center and the Silk Road International Digital Asset Platform. As a core player in cross-border cultural intellectual property trading, the Macau Cultural Property Exchange (www.mce.mo) was invited to participate. It engaged deeply throughout the event in thematic discussions and field research. Guided by the core principle that "trading is the best protection, and circulation is the best inheritance," it injected "MACAU'S INTERNATIONAL RESOURCES" into Shaanxi's cultural digitization, digital copyright trading ecosystem development, and the international dissemination of cultural IP.

Leveraging Cross-Border Strengths, Macau Asset Property Exchange (www.mce.mo) Offers Practical Solutions for Cultural Digitization



The Symposium Venue



Neo, CEO of MCE

The symposium centered on three core themes: "Establishing a Digital Asset Framework for Cultural Relics,"

"Pathways for Digital Cultural Creativity Value Conversion," and "Building Copyright Trading Ecosystems and Regional Platforms." As a professional cultural property exchange platform based in Macao, backed by the Guangdong-Hong Kong-Macao Greater Bay Area, and oriented toward overseas markets, the Macao Cultural Property Exchange (www.mce.mo)

leveraged its strengths in cross-border cultural property transactions, international transaction rule adaptation, overseas market resource integration, and foreign exchange settlement. It presented solutions for "cross-border cultural property transactions" and "international digital cultural relics trading": On one hand, it proposed integrating Shaanxi's abundant cultural relic resources (7.74 million immovable cultural relics and over 1.7 million museum-held artifacts) with Macao's "cultural property trading platform" strengths. After digital conversion, these assets could be channeled through the Macao Cultural Property Exchange (www.mce.mo)

international trading network to facilitate Shaanxi's cultural IP access to overseas markets. On the other hand, it shared Macao's experience in models such as "basic licensing + traffic revenue sharing" and "cross-border cultural property trading," offering support to build a more inclusive international cultural property trading ecosystem for Shaanxi's cultural assets. This approach gained broad recognition from attendees. Cross-Border Cultural Property Transactions." This approach aims to build a more inclusive international cultural property trading ecosystem for Shaanxi's cultural assets, gaining broad recognition from attendees.

Engaging Industry Authorities to Build Cross-Regional Cultural Cooperation Bridges

During the symposium, Mr. Li Donglin, representative of the Macau Cultural Property Exchange (www.mce.mo), engaged in in-depth discussions with industry authorities including Yu Cike,



Neo is delivering a speech



Conference participants conducted a field study at the Shaanxi History Museum

Honorary Chairman of the National Copyright Trading Center Joint Conference and former Director of the Copyright Administration Bureau of the Publicity Department of the CPC Central Committee; Sha Qingchao, former First-Level Inspector of the Publicity Department of the CPC Shaanxi Provincial Committee and former Deputy Director of the Shaanxi Provincial Copyright Bureau; and Zhou Peng, Head of Shanghai Sinofaith Group. Sinofaith Intellectual Property Group is a leading domestic intellectual property operation enterprise. It currently employs over 4,000 full-time staff and achieved service revenue of RMB 1.2 billion in 2024, with non-GAAP net profit attributable to parent company shareholders of approximately RMB 250 million. Sinofaith is actively pursuing an IPO and currently stands as China's largest intellectual property group. Its newly launched “Global Cultural IP Innovation Platform” initiative aligns closely with the Macau Cultural Property Exchange (www.mce.mo)'s advocacy for global cultural property trading. Both parties will pursue in-depth collaboration to facilitate the global trading of cultural property rights and realize the global value of China's cultural assets. Additionally, the Macau Cultural Property Exchange (www.mce.mo) reached preliminary consensus with participating institutions including the Shaanxi History Museum, the Western China National Copyright Trading Center, the Jingdezhen National Ceramic Copyright Trading Center, and the Northern Copyright Trading Center. Follow-up efforts will explore deep cooperation in cross-border transactions of cultural heritage assets.

Field Research for Insights, Charting Course for Cultural Collaboration

Beyond thematic discussions, Mr. Li Donglin, CEO of the Macau Cultural Property Exchange (www.mce.mo), joined attendees on field visits to the Shaanxi History Museum, Xi'an Stele Forest Museum, and Xi'an Film Museum. These visits provided in-depth exposure to the institutions' practical achievements in digital preservation of cultural relics, digital cultural and creative development, and IP operations. During the research, The Macau Cultural Property Exchange (www.mce.mo) focused on Shaanxi's technological applications and experiences in digital artifact acquisition and digital asset rights confirmation. Integrating these insights with its platform's trading rules, the exchange preliminarily outlined a “Shaanxi Digital Cultural Heritage + Macau International Trading” cooperation pathway: The plan involves prioritizing the selection of representative digital cultural relic resources from Shaanxi. Following compliance reviews and value assessments conducted by the Macau Cultural Property Exchange (www.mce.mo), these resources will be integrated into its international trading platform. This initiative aims to establish a model case for “China's cultural relic digitization – Macau platform international trading,” laying a solid foundation for subsequent large-scale cooperation.

9月28日，由澳门文化产权交易所（www.mce.mo）与上海信义知识产权集团（Sinofaith）联合主办的“2025 全球文化IP创新平台”高峰论坛在西安圆满举行。论坛围绕“全球文化IP创新平台”主题，深入探讨了文化IP的运营、保护及国际交易等议题。论坛期间，与会嘉宾还实地考察了陕西历史博物馆、西安碑林博物馆及西安电影博物馆，深入了解其在数字文化遗产保护、数字文化及创意发展、IP运营等方面的实践成果。论坛还就“2025 全球文化IP创新平台”合作路径进行了初步探讨，计划优先选取具有代表性的数字文化遗产资源，经澳门文化产权交易所（www.mce.mo）合规审查及价值评估后，纳入其国际交易平台。此次论坛旨在建立“中国文化遗产数字化—澳门平台国际交易”的典型案例，为后续大规模合作奠定坚实基础。

论坛期间，与会嘉宾还实地考察了陕西历史博物馆、西安碑林博物馆及西安电影博物馆，深入了解其在数字文化遗产保护、数字文化及创意发展、IP运营等方面的实践成果。论坛还就“2025 全球文化IP创新平台”合作路径进行了初步探讨，计划优先选取具有代表性的数字文化遗产资源，经澳门文化产权交易所（www.mce.mo）合规审查及价值评估后，纳入其国际交易平台。此次论坛旨在建立“中国文化遗产数字化—澳门平台国际交易”的典型案例，为后续大规模合作奠定坚实基础。

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