Fuzhou Cultural Heritage Takes the International Stage at WTO Public Forum in Geneva

Xuhe Gaoqiang Opera and Intangible Cultural Heritage Crafts Showcase the Cultural Legacy of Fuzhou, Jiangxi, at the World Trade Organization



During a visit to the exhibition, a Fuzhou ceramic plate inspired by “The Romance of Liu and Du” was introduced to WTO Director-General Ngozi Okonjo-Iweala and her delegation.

GENEVA, CANTON OF GENEVA, SWITZERLAND, September 17, 2026 /EINPresswire.com/ -- Fuzhou, a historic city in China’s Jiangxi Province, brought its distinctive cultural heritage to an international audience in Geneva as part of a Chinese cultural promotion program held during the World Trade Organization’s 2026 Public Forum.

The three-day WTO Public Forum opened on Sept. 15 at the WTO headquarters in Geneva. On the same day, the “Opportunity China · Creating the Future” Chinese cultural promotion series was launched, featuring cultural performances and creative heritage displays from China.

Representing Fuzhou’s rich cultural traditions, Xuhe Gaoqiang — a centuries-old form of traditional Chinese opera originating in Fuzhou, Jiangxi — took the international stage. Known for its distinctive vocal style and expressive performance, the art form combines singing, movement and theatrical storytelling, offering audiences a vivid introduction to the region’s rich theatrical heritage.

One of the highlights came during the evening cultural performance, “Sounds of Harmony,” held on the WTO’s lakeside terrace.

Artists from Fuzhou performed an excerpt from “The Peony Pavilion · Strolling in the Garden,” presented in the traditional Xuhe Gaoqiang style. With its distinctive vocal expression, graceful movement and classical aesthetics, the performance introduced international guests to one of

the best-known works associated with Tang Xianzu, the celebrated Chinese playwright known as Shakespeare of the East whose hometown is Fuzhou.

Through music, movement and theatrical expression, the performance offered audiences a way to experience the artistic world of The Peony Pavilion beyond language, while highlighting themes of human emotion, harmony and cultural connection.

The performance was warmly received by guests from different countries, providing a vivid example of how traditional Chinese performing arts can create dialogue across cultures.



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Traditional Craftsmanship Meets Contemporary Creativity

Fuzhou’s cultural presence extended beyond the stage.

At the accompanying “Renewal of Craftsmanship” cultural and creative exhibition, a dedicated Fuzhou display presented a range of local intangible cultural heritage and traditional crafts, including Linchuan knotting, paper-cutting, The Peony Pavilion-themed ceramics, eggshell carving and Nanfeng Baishe kiln ceramics.



International visitors also stopped to learn about Fuzhou’s traditional crafts and experience elements of Chinese opera, including traditional theatrical costumes.

The exhibits transformed centuries-old cultural traditions into objects that international visitors could see and experience at close range.

The combination of live performance, cultural products and interactive experiences created multiple ways for audiences to discover the history and creativity behind Fuzhou culture.

Bringing the Cultural Story of Fuzhou to a Global Audience

The Geneva presentation marked the first appearance of Fuzhou's folk and traditional arts on the WTO's multilateral international stage, representing a new milestone in the city's efforts to introduce its cultural heritage to audiences overseas.

Fuzhou is closely associated with Linchuan culture and Tang Xianzu, whose literary legacy remains an important part of the city's cultural identity. In recent years, the city has sought new ways to preserve traditional culture while bringing it into contemporary cultural and creative expression.

The Geneva program demonstrated one such approach: allowing international audiences not only to learn about Chinese culture through information, but also to hear it, see it and experience it firsthand.

From the centuries-old melodies of Xuhe Gaoqiang to contemporary interpretations of traditional craftsmanship, Fuzhou's presence in Geneva provided a window into the cultural heritage of eastern Jiangxi while creating new opportunities for cultural exchange.

Through international platforms such as the WTO Public Forum, Fuzhou continues to explore ways to share its cultural stories with wider global audiences and to build connections through performing arts, craftsmanship and shared cultural experiences.

Mike Qin
Media Strategy Global, LLC
email us here
Visit us on social media:
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