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**FROM ECONOMIC RELATIONS TO CULTURAL “OPENING”.  
HIGHLIGHTS FROM THE ARTISTIC EVENTS OF WESTERN  
EUROPE IN CHINA**

(Summary)

The study presents the strategies of France and Italy to intensify trade with China in the years after Mao Zedong as a starting point for the development of their cultural influence and vice versa; of Great Britain – to increase humanitarian contacts as a prerequisite for its larger trade supplies. As the topic is very broad, the examples that illustrate the described processes are mainly in the field of music and cinema. More attention is paid to China’s acceptance of Western European initiatives. The text traces and analyzes the development of China’s official positions regarding the foreign cultural presence in the country, and could serve as a guide for developing a successful diplomatic practice.