The Pearl River Delta is not only the economic core of Guangdong province but also the concentrated area of historical and cultural heritage. Guangdong province has 6 national historical and cultural cities among which are 3 cities located in the Pearl River Delta. Cultural heritage in the Pearl River Delta widespread undergo aging and hollow phenomenon which is not conducive to the protection of cultural heritage. The key to solve the problem is increase employment opportunities and enhance the attractiveness of the community. The paper puts forward a positive thinking and exploring to build cultural industry clusters in the cultural heritage under the background of global actively cultivation of cultural industry.

BUILDING INFRASTRUCTURE AND INTEGRATING CITIES

The PRD plans aim to foster regional integration in infrastructure, urban planning, social services, environmental protection, and culture among the nine cities in the PRD—and as well as between the PRD, Hong Kong, and Macau. An important element of regional integration is the development of infrastructure links to speed transit. ENCOURAGING CHINESE COMPANIES TO “GO OUT” Another vision of the Chinese government is to build world-class Chinese brands. Guangdong and in particular the Pearl River Delta has seen phenomenal growth since the late 1970s when Deng Xiaoping implemented his “open door” economic reform policies. Long considered the southern gate to China, the Pearl River Delta was designated as the open door to China through which the country would attract foreign direct investment and make its move towards a more market oriented economy. Over the last two decades, the region has done just that, averaging an annual growth rate of 15% of real GDP, which has elevated the region to the forefront of prosperity in China.
River Delta region and the unified planning and division of labor in the advanced manufacturing industry during the industrial upgrading process. Wang Fengyun and Ren Yaping [12] believe that in order to build a world-class urban agglomeration in Guangdong, Hong Kong and Macau, the Bay Area must first solve the problem of precise positioning of individual cities within the urban agglomeration and avoid repeated construction and homogenization competition within the city. (2002) Building a Competitive Pearl River Delta Region: Cooperation, Coordination, and Planning. Hong Kong: Centre of Urban Planning and Environmental Management, The University of Hong Kong. Microregionalism and world order. Book. Enright, M. J., Chang, K. M., Scott, E. E. and Zhu, W. H. (2003) Hong Kong and the Pearl River Delta: Economic Interaction. A project sponsored by the 2022 Foundation. An emerging cross-boundary metropolis in China: Hong Kong and Shenzhen under 'Two Systems'. The State Council on March 15 released a guideline on promoting cooperation within the Pan-Pearl-River Delta region, which includes nine provincial regions -- Fujian, Jiangxi, Hunan, Guangdong, Guangxi Zhuang autonomous region, Hainan, Sichuan, Guizhou, Yunnan -- as well as the Hong Kong and Macao Special Administrative Regions. According to the plan, regional economic structure is expected to be optimized with Guangzhou and Shenzhen’s expertise on innovative administration and green development to be spread across the region. The government will also seek to promote uniform market regulations in the region, build a regional social credit cooperation system and remove customs clearance barriers.