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ABOUT THE ASEAN-CHINA CENTRE

WHO WE ARE?

Established in 2011 with its headquarters in Beijing, China, the ASEAN-China Centre (ACC) is the first and the only inter-governmental organization jointly established by the governments of ASEAN Member States and China.

As a one-stop information and activities centre to promote ASEAN-China cooperation in trade, investment, education, culture and tourism, ACC has, since its inception, been striving to become a promoter of good neighborliness and mutual trust, facilitator of functional cooperation and spreader of friendship to contribute to the development of ASEAN-China strategic partnership.

WHAT WE DO?

ACC works by providing up-to-date and authoritative information and trends as well as organizing results-oriented events to promote sound interaction and cooperation in business, education, culture and tourism sectors as well as people to people exchanges between ASEAN and China.

HOW WE WORK?

ACC is governed by three bodies:

The Joint Council: Policy-making body of ACC, comprises representatives appointed by 10 ASEAN Member States and China;

The Joint Executive Board: Supervising and advisory body of ACC, comprises 10 Members of the ASEAN Committee in Beijing and representatives from the related Chinese agencies;

The Secretariat: Executing body of ACC, comprises a Secretary-General as its chief executive and four divisions, namely; General Affairs and Coordination Division, Trade and Investment Division, Education, Culture and Tourism Division, and Information and Public Relations Division.

WHERE WE ARE?

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FOREWORD



The year 2014 marks the beginning of the second decade of China-ASEAN strategic partnership. While reaping the tangible fruits of the Golden Decade of the previous 10 years, the China-ASEAN relation is leaping into the new Diamond Decade and stands at a new historical starting point.

ASEAN-China political mutual trust has been deepened. ASEAN leaders and Chinese leaders have more frequent interaction and close exchange. The Chinese leaders have made the proposals of building the ASEAN-China Community of shared destiny, the 21st Century Maritime Silk Road, 2+7 Cooperation Framework. These strategic proposals and ideas have been welcomed and echoed by ASEAN countries.

ASEAN-China economic cooperation and trade has scaled new heights. In 2013, the total trade between the two sides reached a record 443.6 billion US dollars, an 11% increase on 2012. By October 2014, the bilateral trade scored 2.4 trillion RMB (about 391.83 billion US dollars), with year-on-year growth of 7.4%, and the total stock of FDI between ASEAN and China stood at 120 billion US dollars.


ASEAN-China cultural and people-to-people connectivity has become more frequent. The year 2014 is the ASEAN-China Cultural Exchange Year. Over 100 cultural events in various forms will be accomplished and the cultural links and friendship between our two peoples will be further cemented. There are more than 140 pairs of sister cities/provinces. Every week there are over 1,000 flights between ASEAN and China. Every year, more than 18 million people travel between the two sides. The number of exchange students has exceeded 180,000.

As an intergovernmental organization, under the unwavering support and cooperation from its Members, ACC has undertaken its responsibility to be a one-stop information and activity centre. It has also played a unique role in pushing forward ASEAN-China strategic partnership, and contributed to the process of ASEAN Community building.

In 2014, ACC has continued its efforts to promote the overall cooperation on trade, investment, education, culture and tourism between ASEAN and China. By the end of October, ACC has completed 19 approved programmes and carried out nearly 120 activities in various fields with tangible results.

—The ASEAN-China Products Trade Centre in Yiwu, Zhejiang Province has been formally set up and commodities from 8 ASEAN countries have already shown up in the Centre. The ASEAN-China Electronic Trade Centre has been under construction.

—Remarkable progress has been achieved in sectoral cooperation and programmes of joint investment has been pushing forward.



— The ASEAN-China Language and Culture Centre was inaugurated at Beijing Language and Culture University. Three platforms have been set up to facilitate cooperation between nearly 350 Chinese and ASEAN education institutes.

— Tourism documentary series "Discovery-Southeast Asia" and "Taste-Southeast Asia" have already been filmed in five ASEAN countries and shown on China Central Television (CCTV).

— ACC has helped to organize twelve China's state-level art groups to perform in Cambodia, Vietnam, Indonesia, Malaysia and other ASEAN countries.

ACC has also worked hard on carrying out programmes of public relations and providing public services. By September 2014, ACC Microblog fans have been increased more than half a million, bringing its fans up to approximately 1.6 million. ACC weChat has released 225 pieces of information, which have been redistributed 15,871 times, bringing the number of views up to 219,156. The customer service center, which has been put into operation in March, started 5×7 hours working cycle and answered inquiries up to 1,557 times.

ASEAN and China see a huge potential for future cooperation, thanks to their close neighbour relations and cultural similarities. ACC will fully exploit its advantages to make new contributions in the coming year to push forward practical cooperation and deepen ASEAN-China strategic partnership.

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CHAPTER I TRADE AND INVESTMENT



The year 2014 marks the beginning of the “Diamond Decade” of ASEAN-China Strategic Partnership. The past decade witnessed the tremendous achievement of the ASEAN-China economic and trade cooperation. The ASEAN and China leaders have set new targets of 1 trillion USD for bilateral trade for the year 2020, and an additional two-way investment of USD 150 billion in the next seven years.

With the view to putting to practice the above important consensus among the leaders and facilitating the connectivity in the area of the ASEAN-China economic and trade cooperation, ACC kept dedicating itself to the promotion of the ASEAN-China trade and investment cooperation with joint efforts of all parties concerned. Following the successful establishment of the ASEAN-China Products Trade and Exhibition Centre (ACPTC) in Yiwu, ACC started its attempt to set up new ASEAN-China Products Trade Centres in Linyi, Shandong Province; Deyang, Sichuan Province; Fuyang, Anhui Province. ACC has also widened the channels of sectoral matching and enlarged the ASEAN-China Investment Consortium, built up the information bank and database on ASEAN-China trade and investment, shaped ASEAN-China Watch and 21 Survey Consultancy into think tanks on the research in ASEAN-China economic cooperation and made substantial support to China’s investment to ASEAN.

ASEAN-China Sectoral and Regional Cooperation

◆ Background

The growing economic cooperation and strong economic complementarity between ASEAN and China have engendered the zeal for further cooperation between enterprises of both sides, which expect ACC to set stages for cooperation.

Through its network with Chinese business circles and local governments, ACC organized, co-organized and/or participated in the events in various sectors and in many Chinese cities to raise awareness of ASEAN-China cooperation and benefit the enterprises to the full.

The approved budget for the project is 150,000 RMB.

◆ Activities

(1) On 30 October 2013, ACC hosted the “ASEAN-China Business Salon: Indonesia-China Agriculture Cooperation”. Officials from the Ministry of Agriculture and agricultural officials from nine provinces including Sulawesi, Maluku Utara, Papua, Sumatra, Aceh, Riau, and companies had a business matching with 30 Chinese agricultural agencies on the cooperation in crop farming, sea farming, agricultural machinery, agricultural technology, and husbandry.

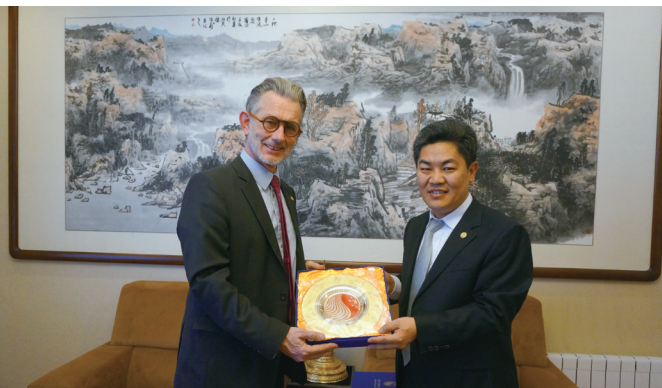


(2) On 21 November 2013, ACC and the International Cooperation Centre of National Development and Reform Committee of China (NDRC) co-hosted the ASEAN-China Green Economy and Sustainable Development Cooperation Forum in Beijing. Representatives from the Ministry of Industry of Indonesia, the Ministry of Industry and Commerce of Laos, the Ministry of Industry of Myanmar, the Ministry of Science and Technology of Vietnam, Bureau for the Development of SMEs of Malaysia attended the Forum with speeches. Over 220 representatives from the concerned ministries of China and enterprises attended the Forum. Commercial Counselors from Cambodian, Indonesian, Lao, Malaysian, Myanmar, Philippine, Singaporean, Thai and Vietnamese Embassies in Beijing were also present. The attendants had discussions on green economy, new energy, and sustainable development in the forum.



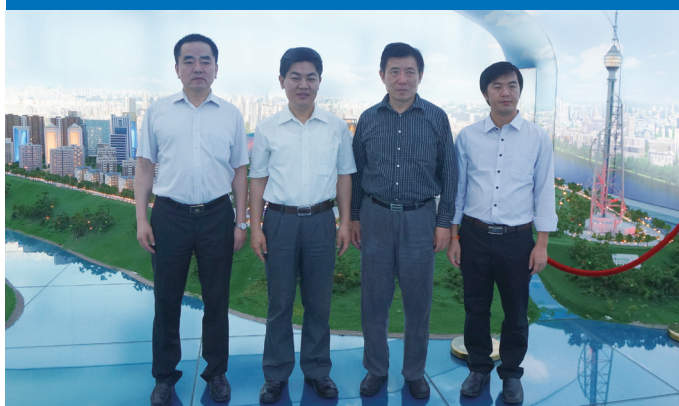
(3) From 29 November to 1 December 2013, the China General Chamber of Commerce held the China Market Western Development Forum in Deyang, Sichuan Province. ACC attended the forum and made a presentation on the progress of the ASEAN and China economic and trade cooperation. ACC also held discussions with the organizations concerned on setting up an ASEAN Products Trade Centre in Deyang.

(4) On 13 March 2014, Secretary-General (SG) Ma Mingqiang met with Dr. Hans Friederich, Director General of the International Network for Bamboo and Rattan (INBAR). Both sides expressed their readiness to work closely for further strengthening the ASEAN-China cooperation in the area of bamboo and rattan.



(5) On 18 March 2014, ACC and the China Council for the Promotion of International Trade (CCPIT) Shandong Sub-council, Shandong Economic and Information Technology Committee and Shandong Machinery Industry Association, co-organized the 9th China (Shandong) International Equipment Manufacturing Industry Exposition in Jinan, Shandong Province. Representatives and enterprises from ASEAN countries attended the Exposition.

(6) On 6 May 2014, ACC hosted the visit of a Delegation of the Global Coalition of Efficient Logistics (GCEL) Leadership, headed by Dr. Surin Pitsuwan, Chairman of GCEL Asia Advisory Board and former ASEAN Secretary-General. During the meeting, SG Ma Mingqiang and Dr. Surin both agreed that efficient logistics should play a more important role in trade and investment between ASEAN and China.



(7) From 5 to 8 May 2014, SG Ma Mingqiang made an official visit to Linyi and Tai'an, Shandong Province, to explore the strengthening of cooperation of trade and investment between ASEAN countries and Shandong Province. Mr. Ma had also held discussions with the local authorities on setting up a ASEAN Products Trade Centre in Linyi City, where the biggest commodity market in Northern China is located.

(8) On 30 June 2014, ACC reached a consensus with the Foreign Affairs Office of Shandong Provincial People's Government on reaping the comparative advantage between Shandong and the ASEAN Member States, strengthening cooperation between Shandong and ASEAN in agriculture, industry, mining, fishery, and forestry, and encouraging enterprises to make investments and expansion in ASEAN.



(9) From 30 August to 2 September 2014, ACC, the China National Coal Industry Association and the Tai'an Municipal government co-organised the 2014 China (Mount Tai) International Mining Equipment & Technology Exhibition (CIMETE). Commercial Counsellors from seven ASEAN Embassies in China and a number of mining companies from ASEAN attended the Exhibition. A business

matching between the Commercial Counsellors and Chinese entrepreneurs, followed by a field trip to local enterprises interested in investing in ASEAN.

(10) In mid-September 2014, as a co-sponsor, ACC officials attended the 11th China-ASEAN Expo Business Networking and the China-ASEAN Industrial and Commerce Forum held within the framework of the 11th CAEXPO in Nanning. Both events helped to push forward the cooperation in market access, market supervision, safeguarding of consumers' rights and interests, protection of trademarks between the authorities concerned in ASEAN and China, and provide better service for the facilitation and regulation in investment and trade.



◆ Outcomes and Effects

The above events and activities have significantly raised the awareness among ASEAN and Chinese enterprises of the comparative advantages and investment environment of individual countries. They served as platforms for direct dialogues between the businesses and the central and local governments of China and ASEAN. Through these activities, businesses of both sides have established contact with their partners, and built up confidence for cooperation in the areas of agriculture, sea-farming, environmental protection, handicrafts, mining, energy (traditional and new), machine building, transportation and logistics.

Investment Missions to the ASEAN Member States and Industrial Parks

◆ Background

ASEAN has been valued as an ideal investment destination by Chinese investors. The two-way investment between ASEAN and China has kept the momentum since 2013. In September 2013, Chinese Premier Li Keqiang's proposed target of an additional 150 billion US dollars in the two-way investment in the next eight years fueled much enthusiasm for cooperation between Chinese and ASEAN businesses.

Most potential Chinese investors are still underserved with the knowledge of the ASEAN markets and investment policies and regulations.

From the end of 2013, ACC organised four investment missions from China to four ASEAN countries.

The approved budget for the project is 400,000 RMB.

◆ Activities

(1) From 2 to 10 November 2013, SG Ma Mingqiang headed a delegation to visit Indonesia and held a meeting with Mr. Mahendra Siregar, Chairman of Indonesia Investment Coordinating Board (BKPM). They exchanged views on expanding Chinese direct investment to ASEAN, especially Indonesia, and reached consensus to carry out cooperation in assuring the quality and the progress of major projects.



(2) From 11 to 13 March 2014, ACC members attended the 14th Working Group Meeting on Economic Cooperation (WGEC) for ACFTA in Chengdu, Sichuan Province. ACC's pledge of continued activities to serve as a promoter and facilitator of trade and investment between ASEAN and China was highly acclaimed in WGEC's summary decision.



(3) On 14 April 2014, SG Ma Mingqiang met with Mrs. Yang Xinliang, Deputy Director General of the International Finance Department of China Development Bank (CDB) and had a discussion on clearing form, facilitation of financing for SMEs, and support agricultural cooperation between ASEAN and China.

(4) On 17 June 2014, SG Ma Mingqiang met with Dr. Laohoua CHEUCHING, Deputy Director General of Foreign Trade Policy Department, Lao Ministry of Industry and Commerce. They had a discussion on the promotion of investment in underdeveloped ASEAN countries, the launch of SMEs' capacity building projects, financing facilitation and technology transfer in the process of upgrading ASEAN-China FTA.



(5) On 15 August 2014, ACC organised a tour for Ambassadors of ASEAN Committee in Beijing (ACB) to SANY Heavy Industry Group, China's largest engineering machinery producer. ASEAN is the fastest-growing market for SANY, which has set up factories in a number of industrial parks in ASEAN countries. The Ambassadors all hoped that SANY will make further contributions to ASEAN economy by increasing its investment in ASEAN.



(6) From 19 to 24 August 2014, ACC organised a Chinese Trade and Investment Mission to Indonesia. The members of the mission consisted of business people representing the areas such as agriculture, real estate, oil and gas, infrastructure, sea farming, mining, logistics and environment sectors. The delegation had two presentations of business potentials and business matchings with the Indonesian Young Entrepreneurs Association, and Indonesian Chamber of Commerce and Industry. Junaidi Hamsyah, Governor of Bengkulu Province, Bima Arya Sugiarto, Mayor of Bogor, and the Mayor

of Tual (Southeast Maluku) and over 100 Indonesian business people attended the events. The Chinese delegation also had a meeting with the Indonesian Investment Coordinating Board.

(7) From 5 to 9 September 2014, the Lao Ministry of Industry and Commerce and the Department of Commerce of Guangxi Province, China, held the first Laos-China (Guangxi) Trade Fair with the support and coordination of ACC. ACC officials who attended the Trade Fair networked with the Lao business circles and visited relevant government agencies in Laos to brief on ACC's work in trade and investment. During the meeting, ACC and Lao National Chamber of Commerce and Industry (LNCCI) agreed on signing a MOU for further cooperation.



(8) On 16 September 2014, SG Ma Mingqiang led members of the ASEAN-China Investment Consortium to meet with H.E. Mme. Khemmani Pholsena, Lao Minister of Industry and Commerce (MOIC), in Nanning during her visit to China to attend the 11th CAEXPO. Both sides agreed on strengthening cooperation in pragmatic projects in areas such as crop farming, down-stream processing, industrial investment, logistics and border trade in the process of upgrading ASEAN-China FTA.



◆ Outcomes and Effects

The series of missions and events organised by ACC helped the enterprises of ASEAN and China to have a better understanding of the demands and expectations of their business partners, and the investment policies and environment in both China and ASEAN Member States. These activities strengthened the confidence of Chinese investors, and provided invaluable opportunities and platforms for the Chinese and ASEAN business circles to network and interact with each other. Many partnerships have been forged through face-to-face talks with relevant government organisations. In this way ACC have identified reliable investment targets for potential investors. Many projects initiated in the investment missions in cassava processing, petroleum and natural gas, logistics, real estate, construction of bonded zone, garbage power, forestry, crop farming, aquaculture are progressing smoothly.

Upgrading and Setting up of ASEAN Products Trade Centres

◆ Background

The strong economic complementarity and comparative advantage existing between China and ASEAN carry huge potentials in trade and investment yet to be explored to the full. The two-way trade between ASEAN and China reached 443.6 billion US dollars in 2013. In the same year, Chinese Premier Li Keqiang proposed that the two-way trade shall reach 1 trillion US dollars by 2020. The Chinese customers have an ever-increasing interest in ASEAN products. The ASEAN-China Products Trade and Exhibition Centre (ACPTC) set up by ACC in the Yiwu International Trade Mart has played a positive role in giving ASEAN products access to the Chinese market. The establishment of more ASEAN Products Trade Centres in China will further promote the trade cooperation between China and ASEAN.

The approved budget for the project is 200,000 RMB.

◆ Activities



(1) On 19 December 2013, the ASEAN-China Products Trade Centre was inaugurated in Yiwu, Zhejiang Province. SG Ma Mingqiang, Mr. Tang Lili, Vice Chairman of the Chinese People's Political Consultative Conference of Zhejiang Province, Mr. Arthayudh Srisamoot, DG of Department of ASEAN Affairs of Ministry of Foreign Affairs of Thailand, and Mr. He Meihua, Mayor of Yiwu, jointly unveiled the plate of the Centre. H.E. Mme. Yang Xiuping, Chinese Ambassador to ASEAN, H.E. Mr. Ngurah

Swajaya, Indonesian Permanent Representative to ASEAN, H.E. Mr. Somdy Bounkhoum, Lao Ambassador to China, H.E. Mr. Tan Heng Seng, Singaporean Permanent Representative to ASEAN, and representatives of Ministry of Foreign Affairs and Trade of Brunei Darussalam and Embassy of the Philippines in China, together with more than 200 representatives from business communities, attended the inauguration.

(2) From 7 to 9 May 2014, Mr. Mouvixay Palee, Deputy Director of Trade and Investment Division of ACC, led a delegation to Linyi City, Shandong Province, and held talks with Mr. Bian Feng, Vice Mayor of Linyi City. Both sides exchanged views on the establishment of the ASEAN Products Trade Centre in the Linyi Wholesale City, the largest of its kind in North China with an annual trade volume of RMB over 200 billion. This visit marked the start of working out a MOU of setting up the Trade Centre in Linyi.



(3) From 30 to 31 October 2014, SG Ma Mingqiang attended the 3rd China Marketing Conference in Qingdao City, Shandong Province of China and signed a MOU with the China General Chamber of Commerce on setting up two trade centres in Fuyang, Anhui Province, and Deyang, Sichuan Province.



◆ Outcomes and Effects

The ASEAN Products Trade Centre is not only a never-ending expo for ASEAN products but also an ideal platform to showcase, retail and wholesale them. As of now, traders from eight ASEAN countries including Cambodia, Indonesia, Laos, Malaysia, Myanmar, Singapore, Thailand and Viet Nam have set up shops at ACPTC, selling nearly 1000 products and commodities. The shops of Brunei Darussalam and Philippines are in active preparation. The traders now have a 100 million RMB worth of stock with a sales volume of 15 million RMB as of July 2013. The ASEAN traders have recruited more than 200 franchisees and wholesalers in China. Some ASEAN traders have become reputable wholesalers for supermarkets and departments stores in the vicinity.

ACPTC has played a positive role in promoting trade between ASEAN and China. Its practical achievements have been highly acclaimed by ASEAN traders. In January 2014, Mr. Wang Yang, Vice Prime Minister of China, affirmed ACPTC's achievements after his inspection of the site.

Yiwu ASEAN-China Products Trade and Exhibition Centre (ACPTC)	
ASEAN country shops	8
Franchisees and wholesalers	More than 200
Sales volume	15 million RMB
Stock value	Worth 100 million RMB

Analysis of ASEAN Market Prospects and Information Bank

◆ Background

Information plays a vital role in the pragmatic cooperation between ASEAN and China. As a one-stop information centre, ACC should follow the stipulations of the MOU on its establishment to create a database on trade and investment, carry out assessment on the market prospects and make analyses and proposals accordingly. The approved budget for the project is 300,000 RMB.

◆ Activities

(1) ACC has undertaken the project of ASEAN-China Watch, a monthly publication in Chinese since the end of 2012. The publication mainly focuses on the trade and investment, ASEAN Macro & Business Briefing, ASEAN-China Economic & Trade Cooperation, China's Overseas Investment in ASEAN, Insight on ASEAN and Knowledge in ASEAN. The publication provides an insight and analysis of on-going cooperation projects, highlights of the benefit of ACFTA, investment environment, economic policies and trade opportunities in ASEAN. Over 30 issues of ASEAN-China Watch have been published by October 2014.

(2) In June 2014, ACC entered into discussion with Aivi investment Consultant (21 Survey) Co. to explore cooperation on the joint publications of Guidelines to Business and Investment Environment in Individual ASEAN Countries and basic research reports on sectoral investment environment. The publications will combine the research on the investment environment of various fields, feasibility studies of individual projects, analyses of market prospects and interpretations of relevant investment policies.

◆ Outcomes and Effects

As a provider of detailed studies and analyses on the investment environment, market potentials and trends, ASEAN-China Watch is widely distributed among relevant government agencies both at the central and provincial levels, ASEAN Embassies, the private sector and stakeholders in China. The in-depth yet practical information contained therein makes it a popular publication among Chinese investors and traders. ACC will also forge the forthcoming Guidelines to Business and Investment Environment in Individual ASEAN Countries into guiding documents and valuable reference books to give Chinese investors a better understanding of the investment environment of ASEAN countries and help them make right decisions in investments.

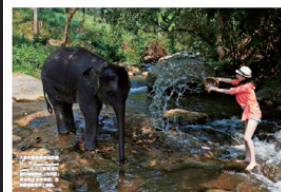
CHAPTER II

EDUCATION, CULTURE AND TOURISM





2014 ASEAN-China Cultural 2014 中国-东盟文



在泰国曼谷的曼谷大象保护中心，游客们可以近距离接触大象，了解大象的生活习性。大象是泰国的重要象征，也是泰国旅游业的重要组成部分。大象保护中心致力于保护大象的生存环境，防止大象被非法猎杀和贩卖。游客们可以通过喂食大象、抚摸大象等方式，与大象进行亲密接触。大象保护中心还设有大象博物馆，向游客介绍大象的历史和现状。大象保护中心的工作人员表示，大象是泰国的重要文化遗产，也是泰国旅游业的重要资源。他们将继续努力，保护大象的生存环境，为游客提供优质的旅游体验。

大象是泰国的重要象征，也是泰国旅游业的重要组成部分。大象保护中心致力于保护大象的生存环境，防止大象被非法猎杀和贩卖。游客们可以通过喂食大象、抚摸大象等方式，与大象进行亲密接触。大象保护中心还设有大象博物馆，向游客介绍大象的历史和现状。大象保护中心的工作人员表示，大象是泰国的重要文化遗产，也是泰国旅游业的重要资源。他们将继续努力，保护大象的生存环境，为游客提供优质的旅游体验。



Expanding educational, cultural and tourism exchanges are pre-requisites to deepening mutual understanding and affection as well as enhancing people-to-people connectivity between ASEAN and China. In 2014, ACC continued its efforts on consolidating the popular mandate and taking forward the strategic partnership between ASEAN and China that are critical to promoting good relations between countries.

In the field of education, the overarching objective of ACC remains the "One Goal" known as "Double 100,000 Students Mobility Goals" and the "Three Platforms" (China-ASEAN Education Cooperation Week or CAECW, Southeast Asian Ministers of Education Organization or SEAMEO, and ASEAN-China Language and Culture Centre) to serve the needs of education authorities of Chinese and ASEAN governments and education institutions. With the idea of providing services pro-actively and expanding activities gradually, ACC continues to serve the three groups of stakeholders, namely ASEAN Embassies, ASEAN students, and higher education institutions (currently vocational colleges). ACC organized lecture series for ASEAN Embassy officials, activities for ASEAN students, and workshops/exhibitions to promote cooperation and exchange in vocational education. ACC organized and facilitated the signing of MOU between ASEAN and China vocational education institutions to ensure a workable plan of actions and education exchanges are realized. ACC also worked closely with Beijing Language and Culture University following the establishment of ASEAN-China Language and Culture Centre as one of the platforms to promote mutual understanding between the peoples and societies of ASEAN and China and to promote students' activities.

In the field of culture, throughout 2014, ACC highlighted the "ASEAN-China Cultural Exchange Year" by co-organizing with the Ministry of Culture, and other relevant agencies on cultural exchanges between ASEAN and China. ACC co-sponsored and facilitated Chinese cultural entourage to perform in ASEAN countries as well as conducting and taking part in other activities such as exhibitions, seminars, workshops, forum, cultural tours with the aim at promoting ASEAN cultures among the Chinese public and the Chinese culture among the ASEAN communities. The projects were implemented not only to feature the uniqueness of each Member's rich culture but also to highlight the importance of further strengthening cultural cooperation, and enhancing friendship between the peoples of China and ASEAN.

In the field of tourism, ACC spares no efforts to promote tours to ASEAN through various events and activities by working together with relevant stakeholders. To provide potential Chinese travelers with up-to-date travel information on ASEAN, ACC shot tourism TV documentaries, which were aired on the national TV network CCTV. ACC also works in collaboration with various partners to promote the two-way travel between ASEAN and China. ACC initiated capacity building projects for tourism professionals in ASEAN by assigning experts to ASEAN to help them better understand Chinese tourists and improve their service.

Supporting ASEAN Students' Activities

◆ Background

There are nearly 70,000 ASEAN students studying in China by the end of 2013, but lack of opportunities for mutual communication and exchanges among ASEAN students in China. ACC can provide exchange platforms for those students, and foster ASEAN identity among them for promoting ASEAN cultures in China and the awareness of ASEAN Community building process.

The approved budget of the project is 200,000 RMB.

◆ Activities

(1) In December 2013, working with Beijing Language and Culture University, the ACC held the 2nd New Year's Gala for ASEAN Students in Beijing. Representatives from ASEAN Embassies in Beijing and more than 300 ASEAN students attended the event. The students also showcased their respective national art performances and enjoyed a wonderful evening. Officials from ASEAN Embassies attended the Gala, and their attendance and speeches uplifted the spirits and enthusiasm of the students. Upon the request of ASEAN students, ACC has made the Gala an annual event since 2012.



(2) Sponsored by ACC, the 2nd Beijing ASEAN Students' Games (BASG 2014) was held on the weekends during 19 April - 18 May, at Beijing Language and Culture University (BLCU). Almost 1000 ASEAN students from Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Thailand, Singapore and Vietnam competed in 10 sports games namely, track and field, basketball, volleyball, football, tennis, table tennis, bowling, chess, and snooker. The opening and closing ceremonies as well as presentation of trophies were held to cheer up the ASEAN students. Ambassadors and officials from ASEAN Embassies in Beijing were invited to attend the ceremonies and watch the games, during which the ASEAN Anthem was played.



(3) ACC and the Malaysian Embassy in Beijing co-sponsored the Artistic Conception of South Seas, which was organized by the Malaysian Alumni Association of Tsinghua University, to commemorate the 40th Anniversary of the Establishment of Diplomatic Relationship between China and Malaysia on 7 June 2014 at ACC. More than 200 participants attended the event. The one-day event also showcased students' singing and dancing performances, painting exhibition, as well as seminars on Malaysian art and culture.



(4) ACC actively explores ways to promote ASEAN students' activities. ACC has donated many sport items for ASEAN students, and stands ready to provide venue for ASEAN students to hold activities.

◆ Outcomes and Effects

ACC facilitated the exchanges and communications among ASEAN students. The frequent gathering of ASEAN students helped to enhance their understanding about the importance of ASEAN Community building, and how they can play a role in promoting friendship and ASEAN identity. The participation of Chinese students in some of the ASEAN students' activities have helped to enhance the public awareness on ASEAN cultures, languages and arts in China.

Mutual Exchanges between ASEAN-China Vocational Education Institutions

◆ Background

Vocational education is a key field for ASEAN community building, as well as one of the priorities for developing Chinese education. To meet the needs of ASEAN Member States and China for occupation talents, ACC is dedicated to promoting ASEAN-China vocational education cooperation, and has made it a flagship programme in deepening ASEAN-China educational exchanges.

The approved budget of the project is 100,000 RMB.

◆ Activities

(1) In the year of 2014, ACC organized 3 groups of Chinese Vocational Colleges' ASEAN Tour, covering all the 10 ASEAN Member States.

On 11-20 February, ACC, together with China Education Association for International Exchanges (CEAIE) and Guizhou Provincial Department of Education, organized a group of Chinese Vocational Colleges to visit Brunei Darussalam, the Philippines and Indonesia. The two Chinese organizations signed MOUs with SEAMEO INNOTECH and SEAMEO VOCTECH.



On 26 March - 3 April, ACC organized a delegation of 20 representatives from 10 Chinese Vocational Colleges to visit Indonesia and Singapore. During the visit in Indonesia, two Indonesia-China Partnership Workshops on Vocational Education were held in Jakarta and Denpasar.



On 5-13 May, a delegation of 26 representatives from 12 Chinese vocational colleges, organized by ACC, visited Myanmar, Lao PDR and Cambodia. The delegation participated in three Partnership Workshops on Vocational Education held respectively in Yangon, Vientiane and Phnom Penh, and field visits to related local education institutions.



(2) In 2014, ACC received four groups of ASEAN vocational education delegation to visit China.

On 10-12 June, organized by ACC and SEAMOLEC, an Indonesia delegation of 60 representatives from vocational colleges and vocational high schools visited 2 universities and 4 vocational colleges in Beijing and Jiangsu Province. It was a return visit of the Chinese Vocational Colleges' ASEAN Tour to Indonesia in March.



On 1-5 September, organized by ACC and SEAMOLEC, another Indonesian delegation of 30 representatives from vocational colleges paid a return visit to 1 university and 3 vocational colleges in Guizhou Province and Guangdong Province. The delegation also attended the ASEAN-China TVET Summit and the partnership workshop on Vocational education cooperation held on 1 September, in Guiyang City, which were two events of the 7th ASEAN-China Education Cooperation Week.

On 20-21 October 2014, ACC organized the Singapore vocational education delegation from the Singapore Institute of Technical Education (ITE) to visit 3 vocational education institutes in Beijing, to better understand Chinese vocational education, to explore further cooperation between the two sides. The delegates from Singapore also attended the ASEAN-China Seminar on Cooperation and Exchanges in TVET held by ACC on 25 Oct. 2014, which was a key event during the World Federation of Colleges and Polytechnics (WFCP) World Congress 2014 in Beijing .



On 23 October - 2 November, organized by ACC and the Ministry of Education and Sports of Laos, a delegation from Laos vocational colleges paid a return visit to Yalong Education Equipment Joint-Stock Co. Ltd. and vocational colleges in Jiangsu Province and Zhejiang Province. The Lao delegation also attended the ASEAN-China Seminar on Cooperation in TVET held on 25 October during the WFCP World Congress 2014.



(3) ACC held two high-level seminars on ASEAN-China Cooperation in TVET.



The 2014 ASEAN-China TVET Summit, co-organized by ACC, SEAMEO VOCTECH and the Central Institute for Vocational and Technical Education (CIVTE) of MOE China, was held in Guiyang from 2 to 3 September 2014. The Proposal for the Establishment of the ASEAN-China Mechanism for Cooperation and Exchanges in TVET was signed by representatives of the above-mentioned institutions and observers from participating institutions.



During the WFCP World Congress 2014, ACC, SEAMEO VOCTECH and CIVTE co-organized the ASEAN-China Seminar on Cooperation and Exchanges in TVET on 25 Oct. 2014. Almost 100 representatives from ASEAN Member States and 50 Chinese vocational education colleges and institutions attended the seminar, on which ASEAN-China vocational education condition, trend of reform and cooperation perspective

were shared and expected, as well as the initiation of the ASEAN-China consortium for cooperation and exchanges in TVET.

◆ Outcomes and Effects

The Tours to ASEAN, workshops and seminars organized by ACC enhanced the partnerships and exchanges among vocational institutions of ASEAN and China, provided opportunities for vocational education institutions of the two sides on potential cooperation, promoted students mobility from ASEAN countries to China, and facilitated the establishment of a long-term ASEAN-China mechanism for cooperation and exchanges in TVET:

Altogether 99 Chinese colleges and institutions and 287 ASEAN education institutions participated in the above-mentioned events;

More than 302 MOUs were signed between ASEAN-China TVET institutions;

At least 180 scholarships for ASEAN students to study in Chinese top vocational colleges were facilitated, and the first batch of Indonesian students have already started their studies in several vocational colleges in Jiangsu Province since this September, while the second batch departed in early October;

The “ASEAN-China Consortium for Cooperation in TVET” has been established and is expected to function in 2015;

ACC has facilitated a Chinese company, Zhejiang Yalong Education Equipment Joint-Stock Co. Ltd. to donate 1.2 million RMB worth of equipment and training to some ASEAN countries.

Outcome of ASEAN-China Vocational Education Cooperation	
Participating Chinese Colleges and Insitutions	99
Participating ASEAN Colleges and Insitutions	287
MOUs Signed	302
Scholarships provided by Chinese side	180

Providing Information for "Study in ASEAN" and "Study in China"

◆ Background

In 2010, Leaders from ASEAN member states and China agreed that the numbers of ASEAN students studying in China and Chinese students studying in ASEAN member states would both reach 100,000 by the year 2020. To fulfill the goal and further encourage student mobility among ASEAN member states and China, more information on education policies, education resources and opportunities should be made readily available.

The approved budget of the project is 100,000 RMB.

◆ Activities

(1) ACC, together with Beijing Language and Culture University (BLCU), has started the work of publishing a Guide for ASEAN Students Studying in China (Beijing). The Guide, including useful information of

living and studying in Beijing, ie. how to register, how to apply for scholarships, the laws and regulations, the tourist and shopping sites etc., will become a very useful guidance for potential ASEAN students, and especially for new arrivals, to settle down in the new living environment. The print version of this Guide will be made available soon.

(2) ACC has collected authoritative information of studying in Beijing, Tianjin, Jiangsu, Zhejiang and other provinces from the municipal/provincial departments of education, as well as e-version brochures of over 30 Chinese universities and colleges, and put them on ACC's website for dissemination and publication.

◆ Outcomes and Effects

ACC's work has facilitated information flow between ASEAN and China that are conducive to student mobility; provided help for ASEAN students studying in China and promoted the education resources in different areas of China.

Mutual Exchanges between ASEAN-China Scholars and Experts

◆ Background

There are increasing needs for mutual exchange of scholars and experts in ASEAN member states and China. Some ASEAN countries are eager to learn China's experience on the development of education. ACC has made efforts to facilitate the exchange of scholars and experts in the field of education, to showcase the achievement of education in China and to facilitate communication and exchanges of ideas.

The approved budget of the project is 150,000 RMB.

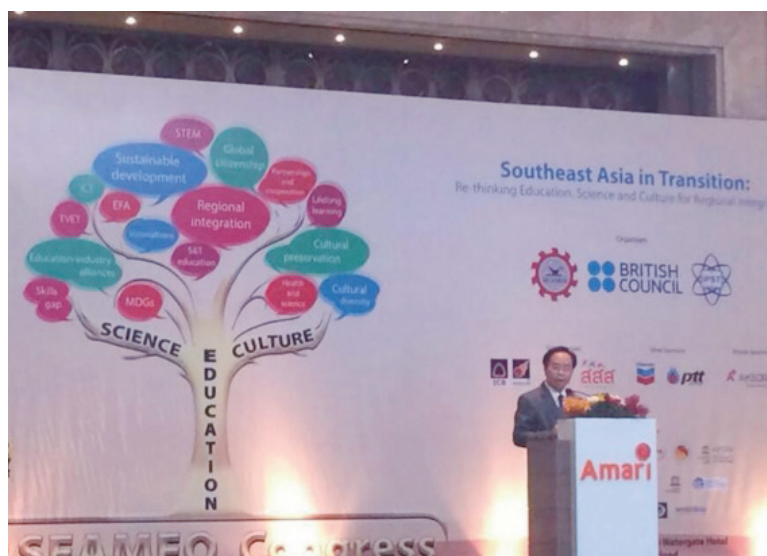
◆ Activities

(1) ACC, together with Southeast Asia Ministers of Education Organization (SEAMEO) and the National Institute of Education Sciences of China (NIES), co-sponsored the Coordination Meeting on the Establishment of the SEAMEO-China Education Research Network & the Development of the Guidebook on Education Systems and Reforms in Southeast Asia and China in Beijing on 5 June 2014. 12



representatives from Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, the Philippines, Singapore and Thailand participated in the discussions about the rationale, vision, mission and mechanism for sustainabilities of the Network, as well as the contents and time line of the Guidebook. They unanimously requested NIES to be the General Coordinator of the Guidebook Project.

On September 1-2, 2014, the three sides co-organized the China-ASEAN Conference on Education Policy and Research & The First Meeting of the SEAMEO-China Education Research Network. More than 20 representatives from the three initiators, namely, SEAMEO, ACC and NIES, and representatives from Brunei, Cambodia, Laos, Indonesia, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Timor Leste and Vietnam participated in the the Meeting. The meeting pooled suggestions and questions for the mechanism and working mode of the Network, and reached at consensus though discussion.



(2) As a partner of SEAMEO, ACC held a seminar on the development of TVET in the world and China on 21 October, as an incorporated event of the SEAMEO Congress, held on 21-22 October in Bangkok, Thailand. ACC invited the president of World Federation of Colleges and Polytechnics (WFCP) to serve as the moderator, and two experts from Central Institute for Vocational and Technical Education (CIVTE) of MOE China to share the experience and ideas on the fast development of modern TVET system in China in the past decade, as well as the new national policies for accelerating the reform and development of TVET.

(3) In 2014, ACC established SEAMEO-ACC Sports Education Innovation Award, which will recognize primary and secondary schools in ASEAN countries that have exemplary projects or activities in those aspects, in order to promote the physical education in ASEAN. ACC invited an expert from Asian Middle School Students Federation to Bangkok on 23-24 October, to provide support on the selection of exemplary sport projects and activities, and to give a lecture on the development of physical education in Asia.



◆ Outcomes and Effects

The experts invited to ASEAN showcased the development of education in China and even in the World, shared their ideas, enhanced mutual understanding, and promoted the information flow between ASEAN and China. The Guidebook on Education Systems and Reforms in Southeast Asia and China is expected to be completed by 2015.

Experiencing Chinese Education

◆ Background

As part of the efforts to promote better understanding of ASEAN officials on China's education and to promote education exchanges and cooperation between China and ASEAN countries, ACC has hosted a series of lectures (in the form of seminars or field visits) for education officials from ASEAN Embassies and Consulate-Generals. Since 2012, ACC has held 10 such lectures (themed "Promoting ASEAN-China Double 100,000 Students Mobility") in Beijing and other cities in China, to assist ASEAN officials obtain first-hand experience in education in China so as to enhance ASEAN-China education cooperation through their own experiences and visits. In 2014, three lectures and field visits have been organized by ACC.

The approved budget of the project is 100,000 RMB.

◆ Activities

(1) On 22 January 2014, ACC and Beijing Municipal Department of Education co-hosted the "Seminar on ASEAN Students Studying in Beijing". Officials from 8 ASEAN Embassies and 20 representatives from top universities in Beijing were invited to the seminar. The seminar facilitated the information exchange, promoted best education



resources in Beijing, and provided more channels and opportunities for ASEAN students to obtain studying opportunities in Beijing.

(2) On 27-30 May 2014, ACC organized a working visit to Zhejiang Province for officials from ASEAN Embassies and Consulates. 6 ASEAN officials met officials from Zhejiang Provincial Department of Education, visited a public university, a private university and a public vocational college. The field visit helped the ASEAN officials understand better the education development of Zhejiang Province as well as the opportunities and scholarships provided for students from ASEAN countries.



(3) On 2 September 2014, ACC and Guizhou Provincial Department of Education co-hosted the “Dialogue on Policies of ASEAN-China Education Cooperation” in Guiyang, Guizhou Province, which is also an important event of the 7th CAECW. Themed “Experiencing Education in China, Promoting Two-way Students Mobility”, the Forum invited 8 officials from ASEAN Embassies and Consulate-Generals, about 30 officials from the Chinese Ministry of Education and 12 provincial departments of education, as well as representatives from universities and colleges.

◆ Outcomes and Effects

The lectures and working visits held by ACC enhanced the mutual understanding and promoted more opportunities for students' mobility. ASEAN education officials learnt more about the situation, strengths and advantages of education in different areas of China, connected with local education institutions, and explored the potential areas for future cooperation and exchanges. The education authorities and education institutions better understood the needs of ASEAN students, and many local education institutions also had the opportunities to promote themselves.

Signing MOUs with related organizations

◆ Background

In Education, ACC is actively cooperating with provincial education departments and related enterprises, integrating resources, to better promote exchange and cooperation in education between China and ASEAN.

◆ Activities

(1) ACC signed MOUs with Jiangsu Provincial Department of Education. On 2 September 2014, SG Ma Mingqiang signed the cooperation MOUs with the Director-General Mr. Shen Jian of Jiangsu Provincial Department of Education. The two parties will fully utilize ACC's role as the platform of information and activities, and take advantage of the high quality education resources and scholarship in Jiangsu Province, to establish the coordinated mechanism, share information with each other, to jointly facilitate education collaboration between Jiangsu Province and ASEAN countries, as well as to promote to build a steady exchange and cooperation relationship in areas of students studying abroad, teacher training, mutual visits and international conference among the colleges in Jiangsu Province and ASEAN countries.





(2) ACC signed MOUs with Zhejiang Yalong Educational Equipment Joint-Stock Co. Ltd. On 2 September 2014, SG Ma Mingqiang signed MOUs with the Chairman Mr. Chen Jiquan of Zhejiang Yalong Educational Equipment Joint-Stock Co. Ltd. The two sides will jointly promote exchange and cooperation in vocational education between China and ASEAN, and facilitate development of vocational education in ASEAN countries. Yalong Educational Equipment Company will donate to ACC educational equipments or provide training opportunities worth of 5,000,000 RMB, for supporting the development of vocational education in ASEAN countries in the next three years.

◆ Outcomes and Effects

The ACC cooperated with Jiangsu Provincial Department of Education closely, have organized many colleges in Jiangsu Province to participate in the activity of Chinese Vocational Colleges' Tour to ASEAN, for establishing the cooperation platform among colleges in Jiangsu Province and ASEAN countries, enhancing internationalization of colleges in Jiangsu Province, particularly vocational colleges. In 2014, colleges in Jiangsu Province have offered around 180 scholarships for students from ASEAN countries, the first and second batch of 150 Indonesian students have enrolled in universities and vocational colleges in Jiangsu Province.

Zhejiang Yalong Educational Equipment Joint-Stock Co. Ltd. is actively supporting the activity of Chinese vocational colleges' tour to ASEAN, and promoting high quality education equipments to ASEAN countries. In 2014, Yalong Educational Equipment Company has donated educational equipments and provided training worth of 1,200,000 RMB to some parts of ASEAN countries.

Organizing SEAMEO RIHED-ACC Study Visit in China

◆ Background

According to the cooperation program between ACC and SEAMEO RIHED, the two parties co-organized university executives from ASEAN Member States' study tour in China, to promote mutual understanding and cooperation among universities and colleges in China and ASEAN Member States.

◆ Activities

In December 2013, ACC together with SEAMEO RIHED organized the first group of ASEAN universities study visit in China with 26 participants, and paid a visit to Tsinghua University, Tianjin University and Northeastern University, as well as to their respective science and technology parks.

On 2-7 November 2014, the two parties organized the 2nd ASEAN Universities study visit to China. Altogether 24 participants from Ministries of Education and universities from Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Thailand, Philippines and Vietnam visited Shanghai municipal education commission, Shanghai Education and Science Institute, Suzhou Dushu Lake Higher Education Park, Tongji University, Zhejiang University, Zhejiang Industrial University, Xi'an Jiaotong Liverpool University and Commercial Aircraft Corp. of China.



◆ Outcomes and Effects

The two groups of study visit in China, organized by ACC and SEAMEO RIHED showcased the development of Chinese higher education, as well as the huge achievement of Chinese universities on talents training, and promoted bilateral cooperation on students mobility, teachers exchange and collaboration programs on science and research between universities from ASEAN Member States and China.

Tour performances by China Art Troupes to Southeast Asia

◆ Background

To celebrate the 2014 ASEAN-China Cultural Exchange Year, ACC organized the tour performances jointly with the Ministry of Culture of China and other cultural institutions in Cambodia, Vietnam, Indonesia and Malaysia. The performances were given by the China National level art groups, displaying colorful ethnic culture of China and ASEAN, which contributed to enhancing ASEAN-China mutual understanding and friendship.

The approved budget of the project is 250,000 RMB.

◆ Activities

(1) On 2 January 2014, the China Ethnic Art Troupe gave its premiere of the tour at Koh Pich Theatre, which is the biggest theatre in Phnom Penh. The theatre with a full capacity of 3500 was filled with enthusiastic audiences. H.E. Mr. Ek Sam Ol, President of the Constitutional Council, H.R.H. Princess Buppha Devi, H.E. Mrs. Pheong Sakona, Minister of Culture and Fine Arts, H.E. Mr. Thong Khon, Minister of Tourism, H.E. Mr. Khieu Kanharith, Minister of Information and diplomatic envoys in Cambodia watched the performance.

(2) On 4 January 2014, the troupe gave the second show at Cambodian Cultural Village in Siem Reap. There are about 4000 local and international audiences watched the performance.



(3) On 7 January 2014, the troupe gave the third show at the City University of Culture in Ho Chi Minh. 1200 audiences watched the performance.

(4) On 10 January 2014, the troupe gave the forth performance at Hanoi Opera House. Ten Ministerial-level officials including Vice Minister of Foreign Affairs, Vice Minister of Culture, Sport and Tourism and diplomatic corp based in Hanoi were present at the show.



(5) On 18-19 August 2014, "Taiji Grand Stage Show" was held at the Balai Kartini, Jakarta, Indonesia. Secretary-General of ASEAN, Permanent Representatives of ASEAN Member States, Diplomatic corps in Jakarta and the other 3000 audiences watched the performances.

(6) On 22 August 2014, the China Ethnic Art Troupe gave a performance at the Balai Kartini. Deputy Secretary-General, Permanent Representatives of ASEAN Member States, Diplomatic corps in Jakarta and the other 1500 audiences watched the performance.

(7) On 24 August, China Ethnic Art Troupe gave a performance in Yogyakarta. The Mayor and the other 2000 local people watched the performance.

(8) On 26 August, China Ethnic Art Troupe gave a performance in Bandung. About 2000 audiences watched the performance.



(9) On 6 October 2014, China Oriental Performing Arts Group gave a performance in Kuala Lumpur Convention Centre. Around 3000 audiences from all walks of life watched the performance. H.E. Huang Huikang, Ambassador of China to Malaysia, Tan Sri Huang Yanyan, Chairman of Bureau for Malaysian Tourism Promotion and diplomats from foreign countries based in Kuala Lumpur were present at the performance. Prime Minister of Malaysia Dato' Sri Mohad Najib sent a congratulatory message praising the performance.



(10) On 8 October, China Oriental Performing Arts Group gave a performance in Melaka. About 3000 audiences watched the performance. YAB Dato's Seri Ir. Hj Idris Bin Hj Haron, Chief Minister of Melaka sent a congratulatory message praising the performance and also sent a representative to watch the performance.



(11) On 10 October, China Oriental Performing Arts Group gave a performance at the Miri Stadium. About 5000 audiences watched the performance including many of them were from Brunei Darussalam. YAB Datuk Patinggi Tan Sri HaJI Adenan Bln Naji Satem, Chief Minister of Sarawak sent a congratulatory message praising the performance and also sent a representative to watch the performance. Mr. Liu Quan, Consul-General of China to Kuching and Mayor of Miri were present at the performance.

(12) On 12 October, China Oriental Performing Arts Group gave a performance in Kuching. About 3000 audiences watched the performance. Dato Sri Wong Soon Koh, Senior Minister of local Government and Community Development and Second Minister of Finance, Mr. Liu Quan, Consul-General of China to Kuching were present at the event.



◆ Outcomes and Effects

Having attracted over 30000 audiences from all walks of life, the series of performances organized by the ACC, especially the ones in Cambodia, Vietnam, Indonesia and Malaysia displayed a wide range of China's best art, song, dance and music. The tour offered the audiences chances to have a direct experience of the ethnic culture of China, including traditional dances, folk songs, and instrumental music, which is beneficial to promoting cultural exchange and enhancing mutual understanding among the peoples of ASEAN and China. The event was widely covered by the local and Chinese media like CCTV, Xinhua News Agency, CRI, People net and the major media in Cambodia, Vietnam, Indonesia and Malaysia. The event not only helped to promote the ASEAN-China Cultural Exchange Year, but also raise the ACC's profile in Southeast Asia.

Tour performances by China Art Troupes to Southeast Asia	
Participating Chinese Art Troupes	China Ethnic Art Troupe, China Oriental Performing Arts Group
ASEAN Countries visited	Cambodia(2 shows), Vietnam(2 shows), Indonesia(4 shows), Malaysia(4 shows)
Number of Audiences attracted	30,000
Reporting News Medias	Chinese media like CCTV, Xinhua News Agency, China Radio International, People net and the major media in Cambodia, Vietnam, Indonesia and Malaysia

The 4th Nanyang Culture Festival

◆ Background

The festival was organized by Xiamen Municipal Foreign Affairs Office, Consulates General of Philippines, Singapore and Royal Thai in Xiamen, and supported by ACC. It was also the first time that all ASEAN Member States took part in the festival.

◆ Activities



On 28 March, the 4th Nanyang Culture Festival was opened in Xiamen, Fujian Province. Mr. Liu Jianchao, Assistant Minister of Foreign Affairs of China, Mr. Liu Keqing, Mayor of Xiamen, Mr. Zhu Chongshi, President of Xiamen University and Ambassadors of Brunei Darussalam, Laos, the Philippines, Viet Nam and Consuls General of ASEAN Member States in Xiamen attended the opening ceremony. Mayor Liu Keqing and SG Ma Mingqiang delivered speeches at the opening ceremony. Mr. Liu Jianchao, Assistant Minister of Foreign Affairs of China declared the opening of the festival. Cultural performances given by the Chinese and ASEAN artists were presented at the opening festival. During the festival, a number of events such as trade fair and food festival were also organized.



◆ Outcomes and Effects

The Nanyang Culture Festival has become an effective platform for exhibition, communication and collaboration among all stakeholders in advocating China-ASEAN connectivity for the flow of goods, capital and talents. As supporter, ACC attended the festival, which helped to raise the Centre's profile in the departments concerned among ASEAN and China. Through the frequent communication with the participants, ACC had more complete understanding on the ASEAN-China cultural exchange and the trend of cooperation.

Ministerial Representatives of Culture of ASEAN Gathered at ACC

◆ Background

2014 is the year of ASEAN-China cultural exchanges. The opening ceremony of the year was held on 7 April 2014 in Beijing. The ministerial representatives of culture from ASEAN countries attended the opening ceremony. Under the arrangements of ACC, a 40-people delegation of the ministerial representatives of culture from ASEAN countries visited ACC.

◆ Activities

On 8 April 2014, ACC invited the 40-people delegation of the ministerial representatives of culture from 10 ASEAN countries to visit ACC after attending the Opening Ceremony of 2014 ASEAN-China Cultural Exchange Year. The delegation toured the photo exhibition on the development of ACC and ASEAN-China relations, was briefed on the ASEAN-China relations and the development of ACC. ACC invited 7 inheritance people of intangible cultural heritages to demonstrate their remarkable techniques, such as Clay Figurine Zhang, Yangliuqing New Year Painting, Ninghe County Paper-cutting, Root-carving, Gourd-carving, Pottery-making, and etc. The ministerial representatives were attracted to each stall and watched the demonstration with great interest. Some delegates even tried the techniques by themselves. The well-known artists presented to the delegation wonderful performance of folk musical instrument playing, singing and dancing of Chinese ethnic minorities, and enjoyed the warm welcome by the delegation.



◆ Outcomes and Effects

Joining personally in the making-process of China's folk arts and crafts, the ministerial representatives of culture from ASEAN countries had a direct understanding on the protection and inheritance of China's intangible heritage and the performing arts. They affirmed the importance of the cultural exchanges which would help enhance people-to-people connectivity, create mutual trust and better understanding between the peoples of ASEAN and China.

This event was of great and special significance as this was the first time that high-ranking officials from all ten ASEAN Member States paid a visit to ACC together. This event not only vigorously raised the profile of ACC among the ministerial-level officials of ASEAN countries, but also displayed the charm of Chinese culture and enhanced the ASEAN-China cultural exchange and cooperation. Major media like CCTV, CRI, People.cn, and Huanqiu.com covered the event.

Participating in the Pan-Beibu Gulf Economic Cooperation Forum

◆ Background

In 2011, the Study Report on the Feasibility of Pan-Beibu Gulf Economic Cooperation was passed on the ASEAN-China Summit, marking Pan-Beibu Gulf economic cooperation as subregional cooperation under the framework of China-ASEAN cooperation. The Pan-Beibu Gulf Economic Cooperation Forum has been successfully held for seven times, and become an important platform for pushing forward the Pan-Beibu Gulf Economic Cooperation.

◆ Activities

On 15 May 2014, the 8th Pan-Beibu Gulf Economic Cooperation Forum was held in Nanning, Guangxi. More than 500 delegates including ASEAN-China high-ranking officials, scholars and experts attended the Forum, and had in-depth discussions on the strategic idea of Maritime Silk Road of the 21st Century and the way to achieve it in extensive areas so as to promote China-ASEAN co-destiny. SG Ma Mingqiang delivered a speech at the Forum expressing ACC's willingness to support the Pan-Beibu Gulf Economic Cooperation and actively join in the building of Maritime Silk Road of the 21st Century.

Meanwhile, the Pan-Beibu Gulf Cultural Transmission Cooperation & Innovation Seminar was also held during the Forum emphasizing the role of cultural exchange in the Pan-Beibu Gulf Economic Cooperation and building Maritime Silk Road of the 21st Century.



◆ Outcomes and Effects

The Forum has become an important platform and brand for China-ASEAN cooperation. This year's forum was attended by state leaders and senior officials of China and ASEAN countries. ACC's attendance substantially raises the profile of ACC and also had a chance to learn the thoughts and suggestions from the relevant organizations on building Maritime Silk Road of the 21st Century, which provided useful reference for ACC pushing forward Pan-Beibu Gulf economic cooperation and joining in building Maritime Silk Road of the 21st Century.

“Journey to the West” Cultural Tour to Myanmar

◆ Background

To celebrate the 2014 ASEAN-China Cultural Exchange Year, ACC organized a Cultural Tour to Myanmar by the famous artist Liu Xiaolingtong, the player of Monkey King of the Chinese TV drama “Journey to the West”, which contributed to enhancing ASEAN-China mutual understanding and friendship.

The approved budget of the project is 100,000 RMB.

◆ Activities

From 21-27 May 2014, ACC successfully organized the Cultural Tour to Myanmar by Liu Xiaolingtong, player of Monkey King, jointly with the Chinese Embassy in Myanmar and the Myanmar-China Friendship Association. During the visit to Myanmar, the delegation led by SG Ma Mingqiang and Liuxiaolingtou, paid a courtesy call to H.E. U Sai Mauk Kham, Vice President of the Republic of the Union of Myanmar and Foreign Minister H.E. U Wunna Maung Lwin. Two fans meetings were held respectively in Yangon and Mandalay, where thousand of fans attended the meetings. The delegation also visited Yangon Culture University, donated money and stationeries to orphans, and made friendly exchanges with Myanmar-China Friendship Association. Liuxiaolingtong was warmly surrounded by Myanmar fans wherever he appeared and made headline news in the local media reports. Myanmar-China Friendship Association awarded Liuxiaolingtou the title “Envoy of Friendship between China and Myanmar” for his contribution in promoting China-Myanmar cultural exchange, strengthening friendship between two peoples, as well as the promotion of world peace. During his visit to Myanmar in November 2011, Chinese Premier Li Keqiang praised that this was a vivid example of friendly exchanges between the people of China and the people of Myanmar.





◆ Outcomes and Effects

As ACC's efforts to celebrate the year of ASEAN-China Cultural Exchange, this visit attracted huge number of people from all walks of life of Myanmar and became the headline news in the local media reports, and local hot topic. It offered the audiences chances to have a direct interaction with the famous Chinese actor Liuxiaolingtong, which is beneficial to promoting cultural exchange and enhancing mutual understanding among the peoples of Myanmar and China. The event displayed the long history of cultural contact between China and its neighboring countries while reflecting the spirit of unity and struggle. It was widely covered by the local and Chinese media like Myanmar News Agency, MRTV, Mirror, Skynet, Yangon Media Group, Manmar Business Today, CCTV, Xinhua News Agency, CRI, Guangming Daily, People net, etc.

Best of China Performing Arts--Special Celebration of 2014 China-ASEAN Cultural Exchange Year and tour performances in Indonesia

◆ Background

The Best of ASEAN Performing Arts is an event initiated by the ASEAN Secretariat to celebrate the rich and diversified cultures of the ASEAN Member States and foster cultural identity of the region. After many years of success, this event has made unique and substantial contributions to enhancing the mutual understanding and friendship among peoples of ASEAN countries, and facilitating the development of the ASEAN Socio-Cultural Community. Marking the significant 2014 ASEAN-China Cultural Exchange Year, ASEAN invited China, as a Dialogue Partner, to participate in the Best of ASEAN Performing Arts event as the guest of honor for showcasing its culture and arts.

The approved budget of the project is 150,000 RMB.

◆ Outcomes and Effects

The Best of China Performing Arts--Special Celebration of 2014 China-ASEAN Cultural Exchange Year, co-organized by ASEAN-China Centre, Chinese Mission to ASEAN, ASEAN Secretariat was successfully held in Balai Kartini, Jakarta, Indonesia from 18 to 22 August. ASEAN Secretariat, Diplomatic corps in Jakarta. International organizations, Indonesian high-ranking officials, local celebrities, media and think-tanks attended the opening and closing ceremonies. H.E. Le Luong Minh, Secretary-General of ASEAN, Mr. Zhang Aiping, Director-General of Bureau for the External Cultural Relations of the Ministry of Culture of China, H.E. Suvat Chirapant, Permanent Representative of Thailand to ASEAN, and H.E. Yang Xiuping, Ambassador of the Mission of China to ASEAN delivered speeches.

On 18 August, the event was opened by the Taiji Grand Stage Show. The show proceeded along the line of the Tai Ji concept integrating the quintessence of Chinese performing feats, such as Tai Ji Boxing, Wudang Kung Fu, Plum Blossom Piles, Energy Ball, Balance Bar, etc. At the closing ceremony on 22 August, Colorful China showcased the diversified arts and culture of Chinese ethnic minorities through the splendid performances of songs, dances and music play. H.E. Dr. Mochtan, Deputy Secretary-General of ASEAN, SG Ma Mingqiang, H.E. Min Lwin, Permanent Representative of the Republic of the Union of Myanmar to ASEAN, and Mr. Wu Jinguan, Deputy Director-General of the State Ethnic Affairs Commission of China delivered speeches.



◆ Outcomes and Effects

As major celebrating projects for the 2014 China-ASEAN Cultural Exchange Year and the start of the second decade of China-ASEAN Strategic Partnership, this activity produced profound historic significance. This was the first time that ACC worked together with ASEAN Secretariat, Chinese Mission to ASEAN holding such a grand cultural activity. The performances were warmly welcomed by all walks of life of Indonesia and diplomatic corp based in Indonesia. The audience spoke highly of the performances given by the China National level performing groups and had better understanding of the Chinese culture and ethnic art. The event was widely covered by the local and Chinese media such as Metro TV, International Daily, Qiandao Daily, CCTV, CRI and Xinhua News.

China-ASEAN Cultural Forum

◆ Background

Both ASEAN and China enjoy rich and unique cultural heritage resource, which constitute good contents for the cultural exchanges and cooperation. China-ASEAN Cultural Forum is an important mechanism and platform for cultural dialogue and cooperation between ASEAN and China. It has been held for eight sessions and become a well-known brand of ASEAN-China cultural exchanges. Each session selects a common-concerned cultural content as the theme for discussion and sharing.

◆ Activities



On 15 September 2014, the 9th China-ASEAN Cultural Forum was held in Nanning, Guangxi Zhuang Autonomous Region. The Forum was organized by the Ministry of Culture of China, Government of Guangxi Zhuang Autonomous Region, and supported by ACC. Mme. Li Kang, Governor of Guangxi Zhuang Autonomous Region, Mr. Liu Yuzhu, Assistant Minister of Chinese Ministry of Culture, Mr. Sam Tan, Minister of State of Singapore's Ministry of Culture, Community, and Youth, delegates from ASEAN Member States, ASEAN Secretariat,

ASEAN Foundation and Chinese cultural officials attended the Forum. SG Ma Mingqiang attended the Forum.

◆ Outcomes and Effects

This Forum, themed on "Management and Practices of International Arts Festival" was also an important event of 2014 China-ASEAN Cultural Exchange Year. As supporter, ACC attended the Forum and had wide contacts with the cultural officials and professionals exchanging views on the management of art festival, which was conducive to holding future cultural activities.

Conference on ASEAN-China People-to-People Friendship (CACPPF)

◆ Background

CACPPF was jointly initiated by the Chinese People's Association for Friendship with Foreign Countries (CPAFFC), China-ASEAN Association and friendship-with-China organizations in ASEAN countries in 2006, with the purpose of establishing people-to-people

exchange platform, promote mutual trust and push forward pragmatic cooperation. The Conference has been held annually in China, Brunei Darussalam, Indonesia, Malaysia, Singapore, Thailand, Vietnam and the Philippines. It has become an important platform for China-ASEAN people-to-people exchanges and made significant contributions to the development of relations between China and ASEAN countries.

◆ Activities

On 19 September 2014, the Ninth Conference on ASEAN-China People-to-People Friendship (CACPPF) was held in Chengdu. The Conference was organized by the Chinese People's Association for Friendship with Foreign Countries (CPAFFC), China-ASEAN Association, Chengdu Municipal People's Government, and supported by ACC. Mr. Ma Biao, Vice Chairman of the National Committee of the Chinese People's Political Consultative Conference, Madame Gu Xiulian, President of China-ASEAN Association, Mr. Feng Zuoku, Vice President of CPAFFC, and Mr. Tang Chuanping, Chairman of Chengdu Committee of the Chinese People's Political Consultative Conference attended the Conference with ASEAN former state leaders, government ministers, ASEAN Secretariat officials, friendship-with-China associations' leaders, diplomats accredited to China, local government officials, entrepreneurs as well as representatives from cultural and media sectors. About 300 delegates from China and abroad were present at the Conference. SG Ma Mingqiang spoke at the Summit Forum on ASEAN-China Relations held during the Conference introducing ACC's objectives and major works in the area of people-to-people exchanges and cooperation. SG Ma also attended the discussion on the ASEAN-China tourism.



◆ Outcomes and Effects

ACC, as inter-governmental organization, not only serves the ASEAN-China official exchanges and cooperation, but also the people-to-people friendly cooperation. ACC's support and attendance substantially contributed to raising the profile of ACC among ASEAN-China non-governmental organizations, and also provided the new opportunities in exploring the new channels for pushing forward the ASEAN-China people-to-people exchanges.

ASEAN Tourism Promotion

◆ Background

ASEAN countries are popular travel destinations for Chinese travelers. Statistics from the China National Tourism Administration show that Mainland Chinese travelers made a total of 12.27 million visits (first stop) to ASEAN in 2013, an increase of 26.6% over 2012, indicating a strong performance. To further raise the profile of ASEAN on the Chinese outbound travel market, ACC is committed to promoting ASEAN countries as travel destinations in China through various media and cooperation with relevant tourism stakeholders. The cooperation with CCTV, “Voyage”, “National Geographic Traveler (China)” proved to be effective methods of promotion, as TV, print and online media are integrated to approach a high-end market share. The approved budget of the project is 100,000 RMB.

◆ Activities

(1) “Taste - ASEAN”, the TV documentary featuring delicacies in ASEAN that ACC produced in 2013 was aired on China Central TV in February, May, June and October, four times during 2014, with a total of 840 minutes, including replay, for each country that completed shooting in Malaysia, Singapore, Thailand, Indonesia and Vietnam. The documentary was reaching out to viewers over 300 million which will greatly enhance the profile of ASEAN as travel destinations among Chinese citizens.

(2) Driven by ACC, more direct flights from China to ASEAN were launched. On 1-5 December 2013, ACC organized major tour operators promoting Cambodia, and media to visit Siem Reap, Cambodia, taking advantage of the inauguration of the regular direct flight between Beijing and Siem Reap which kicked off on 1 December 2013. Tourism Ministry of Cambodia hosted a Welcome Ceremony in the airport upon the arrival of the group, and made a destination presentation for the group. The landing arrangement agents and local hotel association were invited to meet and network with the group. Stories and images on Cambodia after the tour were posted on the media, and trade participants got a better understanding of the destination which will help them adjust and promote Cambodian tourism products in China.



(3) In January 2014, ACC worked together with Voyage, one of the leading travel & lifestyle magazine to photograph in Siem Reap, Cambodia. Famous actress Liu Shishi was invited to join the photo sessions. With the support of Tourism Ministry of Cambodia, the photographing went on smoothly. The 15-pages feature on Cambodia including the destination report, information of hotel and flight details appeared on April issue of the magazine.



(4) To consolidate capacity building of tourism industry and develop new products, from 20 to 25 February 2014, ACC invited tour operators dealing with ASEAN countries, together with travel and air related media to Chiang Mai, Thailand. A total of 18 participants took part in the technical visit to the tourist attractions in Chiang Mai, during which they discussed methods on promoting Thailand in China; facilitating the landing arrangements for Chinese tourists with local tourism authority and travel trade representatives. Statistics show that the mainland Chinese travelers made a total of 4.01 million first-stop visits to Thailand, an increase of 78.7%. In respond to the growing demand for ASEAN, Air China launched regular direct flight from Beijing to Chiang Mai in November 2013.



(5) On 2 April, ACC hosted a meeting with Beijing-based tour operators dealing with ASEAN. Mr. Tri Purnajaya, Director of Education, Culture & Tourism Division of ACC briefed the participants on the region's economic development as well as on ACC's work of promoting ASEAN as travel destinations in China, and updated them of ACC's plans in the coming months. The tour operators appreciated ACC's efforts in promoting ASEAN and shared current sales and market status. Topics on facilitating visa procedures and consolidating cooperation with ASEAN Member States were also discussed.

(6) From 7 to 10 April 2014, ACC dispatched a team of National Geographic Traveler (China) to produce a special feature on Chiang Mai, a town in North Thailand. Chinese actress Che Yongli joined the photographing. The team went to Wat Chiang Man Temple, Mae Sa Elephant Camp and Old Town. Typical local activities such as Thai Boxing, Thai traditional dancing, and umbrella painting were photographed. Stories and photos taken in Chiang Mai appeared in the 12-pages“FEATURES Exciting & Relaxing Chiang Mai”of the May issue.



(7) From 13 to 20 September 2014, ACC invited a group of 12 media and travel trade representatives from Shanghai & East China to undertake site inspections to major tourist attractions and hotels in Laos and Thailand. The group visited popular sites in Luang Prabang in Laos, both must-see and potential sites in Chiangmai and Bangkok, Thailand. The travel media and tour operators found both countries to have great potential in attracting more Chinese travelers. Stories and images of the two countries were posted on media, and new products of the two countries

were created after the tour. The combination of developed destinations with emerging ones in ASEAN is one of the endeavors of ACC to further promote people-to-people contact between ASEAN and China, and help to boost the local and regional economy.

(8) On 27 September 2014, ACC assigned a representative to deliver a keynote speech on the “Forum on Trend of Self-Driving Tour in China”. The self-driving tour has become one of the vital elements in China’s tourism consumption. In accordance with “Annual Report of China’s Self-Driving Tour 2013-2014”, the domestic tourist visits reached up to 3.26 billion in 2013, an increase of 10.3%. The self-drive travelers reached up to 1.73 billion in 2013, an increase of 7%, accounting for 53% of the total travelers.

(9) On the first half of 2014, the GMS mobile navigation APP, developed by ACC, was ready to download. The APP of ASEAN-Chinese language translation has been completed for 5 ASEAN Member States with a total of 148461 usages during the first three quarters of 2014.

(10) On 13-16 November, ACC will participate in the China International Travel Mart (CITM), Shanghai. This is the third time that ACC teams up with ASEAN Secretariat since CITM 2012 in Shanghai. ACC’s booth is filled with backdrops of iconic images of all 10 ASEAN Member States. Inaugurated in 1998, CITM has become one of the biggest and most influential travel trade shows of its kind in Asia.

◆ Outcomes and Effects

The implementation of these diversified tourism promotional activities focusing on integrating media; travel trade; airlines and other tourism stakeholders effectively raises the awareness of ASEAN as travel destinations among the Chinese travelers. Through the above-mentioned events, ASEAN Member States are exposed more than ever on Chinese media, especially the TV documentary aired on the national TV network, CCTV, that generated great public attention. The Chinese viewers got a better and in-depth understanding of the history, culture, customs and food in ASEAN, which increases the demand for ASEAN tourism products by Chinese travelers. The APP developed by ACC caters to the needs of Chinese travelers. The mobile translation software facilitates the two-way travel flow between ASEAN and China.

ASEAN Tourism Promotion by ASEAN-China Centre	
Media partners	CCTV, Voyage, National Geographic Traveler (China), etc.
Social media and new media	Web page, GMS mobile navigation APP, ASEAN-Chinese language translation APP
ASEAN Countries recommended	Malaysia, Singapore, Thailand, Indonesia, Vietnam, Cambodia, etc.
Main activities	Produce TV Documentaries, features with film stars, organize tour operators and medias to visit ASEAN countries, participate in International Travel Mart, tourism forum and host tourism seminars, etc.

Experiencing China Tourism

◆ Background

Boasting with world cultural & historical heritage sites and picturesque landscape, China amazes visitors from home and abroad with its spectacular architecture and towering skylines as well as a wealth of traditional culture and exquisite cuisine. To enhance people-to-people connectivity between ASEAN and China through tourism, and further increase visits to China from ASEAN, ACC organized visits and tours for ASEAN diplomats and media to experience the wonders of China. The approved budget of the project is 200,000 RMB.

◆ Activities

(1) In September, ACC invited ASEAN diplomats based in Beijing to visit Water Town & Simatai Great Wall located in Northeast Beijing. The area is a perfect match of natural and historical spots with towns renovated to its original look. The Simatai Great Wall is also praised as the most impressive part of the Great Wall. The planning and management of the area impressed the diplomats who believed similar areas in their respective countries could learn from the experiences and best practices.

(2) On 15-19 August, ACC organized a group of major TV networks of Thailand to visit Tai An and Qu Fu of Shandong Province. Shows and stories featuring Shandong were reported by Thailand media.

(3) On 15-24 October, ACC invited 3 influential TV networks of Thailand to shoot featured shows entitled “A Tour to Panda’s Hometown” in Southwest China’s Sichuan Province. The home to Giant Panda, Sichuan, is also renowned for its food and splendid culture. The crew shot the Panda named Lin Bing born in Chiangmai Zoo of Thailand in 2009 and reported on the world-renowned Sichuan food. The crew also filmed an elementary school in Mianyang, which was donated by Maha Chakri Sirindhorn, Princess of Thailand. World Natural Heritage sites, Jiuzhaigou and Huanglong, were also filmed.

◆ Outcomes and Effects

China and ASEAN are both source markets and travel destinations to each other. The two-way travel is also driven by friendship between ASEAN and China. The visits and tours organised by ACC will help to increase the understanding of China and promote China in ASEAN as a travel destination, build regional connectivity and boost regional economy.

Capacity Building for Tourism Professionals in ASEAN

◆ Background

With the growth of China's economy and income increase of its residents, the fast-growing outbound travel market of China has been targeted by the world. Statistics from the China National Tourism Administration shows that the Mainland Chinese

travelers made a total of 98.19 million overseas visits (first stop) in 2013, an increase of 18.04%. Of all these visits, 12.27 million were made to ASEAN, an increase of 26.60%. To attract more Chinese travelers, ASEAN needs to better understand the Chinese travelers.

The approved budget of the project is 100,000 RMB.

◆ Activities

From 18 to 23 August 2014, ACC has successfully organized 4 workshops in Bandar Seri Begawan in Brunei Darussalam, Bandung and Jakarta in Indonesia, as part of ACC's Capacity Building Project for Tourism Professionals in ASEAN. Four professors from Guilin Institute of Tourism gave lectures on general introductions to Chinese history, culture, tourism market updates, Chinese Muslim community and e-business. The Workshops were participated by nearly 600 participants, including travel agents, hoteliers, airlines, travel trade associations and government's agents.

The four workshops were the first batch of capacity building activities initiated by ACC who will organize more similar events in all ASEAN Member States.



◆ Outcomes and Effects

Analyzing the characteristics of Chinese tourism market and demands of Chinese travelers, the workshops were very well received and praised highly by the participants. The workshops created fruitful discussions and good networking among the lecturers and participants. This project helped the ASEAN tourism professionals better understand the Chinese tourism market, which will be helpful for them to adjust and improve their service quality, so as to attract more Chinese travelers to ASEAN by creating more products to cater to the Chinese travelers.

Tourism Cooperation with ASEAN Governments

◆ Background

Tourism cooperation is one of the five fields of ACC's priority. In 2013, the visits by Mainland Chinese visitors to ASEAN witnessed a double-digit increase again, which contributed greatly to the economic development in ASEAN. To assist ASEAN with tourism promotional activities in China and encourage more Chinese travelers to visit ASEAN, ACC has been actively involved in tourism related meetings organized by ASEAN Secretariat in efforts to forge a closer cooperation and partnership with government agents of ASEAN countries and international institutions with hopes to consolidate tourism cooperation between ASEAN and China.

◆ Activities



(1) Participation of ASEAN Tourism Forum (ATF)

2014 ASEAN Tourism Forum (ATF) took place in Kuching, Sarawak, Malaysia from 16 to 23 January 2014. At the invitation by the Ministry of Tourism & Culture Malaysia, SG Ma Mingqiang led a delegation to attend ATF, the 17th Meeting of ASEAN Tourism Ministers (17th M-ATM), and the 39th Meeting of the ASEAN National Organizations (39th ASEAN NTOs). During the 17th M-ATM, SG Ma briefed the Tourism Ministers of ASEAN on ACC's works in facilitating tourism cooperation between ASEAN and China over the past one year and work plan for 2014. ACC's integrated tourism promotion activities including TV documentaries, multi-media exhibition, ASEAN cultural nights, online photo competition, ASEAN-Chinese language translation APP, proved to be effective leverage for tourism promotion for ASEAN and cooperation between ASEAN and China. The ASEAN Tourism Ministers appreciated the work of ACC in promoting ASEAN in China and facilitating ASEAN-China tourism cooperation.

During the ATF, SG Ma Mingqiang also met with YB Dato' Seri Mohamed Nazri, Malaysian Minister of Tourism and Culture; H.E. Mari Pangestu, Indonesian Minister of Tourism and Creative Economy; H.E. U Htay Aung, Union Minister of Hotel and Tourism, the Republic of the Union of Myanmar; and H.E. Chaleune Warinthrasak, Vice Minister of Information, Culture and Tourism, Lao PDR, and exchanged views on the market status and future cooperation.

(2) Participation of ASEAN NTO Meeting

On 17-19 May 2014, ACC assigned representatives to attend the 40th ASEAN National Tourism Organizations (NTOs) meeting held in Legazpi, the Philippines. The ACC representative briefed the meeting of works ACC has done in the field of tourism over the past one year and the status of the on-going projects this year. ASEAN representatives expressed their gratitude to ACC for its efforts to promote ASEAN by integrating various resources, especially the TV documentaries aired on CCTV.



(3) Participation of Regional Workshop on ASEAN Tourism Strategic Plan

The Regional Workshop on the ASEAN Tourism Strategic Plan (ATSP) took place on 7 October 2014 in Manila, the Philippines. An ACC representative briefed the workshop of ACC's accomplishments and experiences over the past 3 years since the launch of the Centre, in addition to ACC's inputs and advises on the new ATSP.

◆ Outcomes and Effects

Through the above-mentioned events, ACC forges an even closer cooperation with Tourism Ministries of ASEAN, which will generate more attention on tourism promotion of ASEAN in China from the policy-making level. ACC also shared the effective tourism promotional methods and best practices with ASEAN tourism representatives. The ASEAN side showed great interest in the capacity building projects for ASEAN tourism professionals and expressed their willingness to work together with ACC to improve the service quality in dealing with Chinese travelers. These events helped with mutual understanding and laid a solid foundation for ACC to carry out its projects.



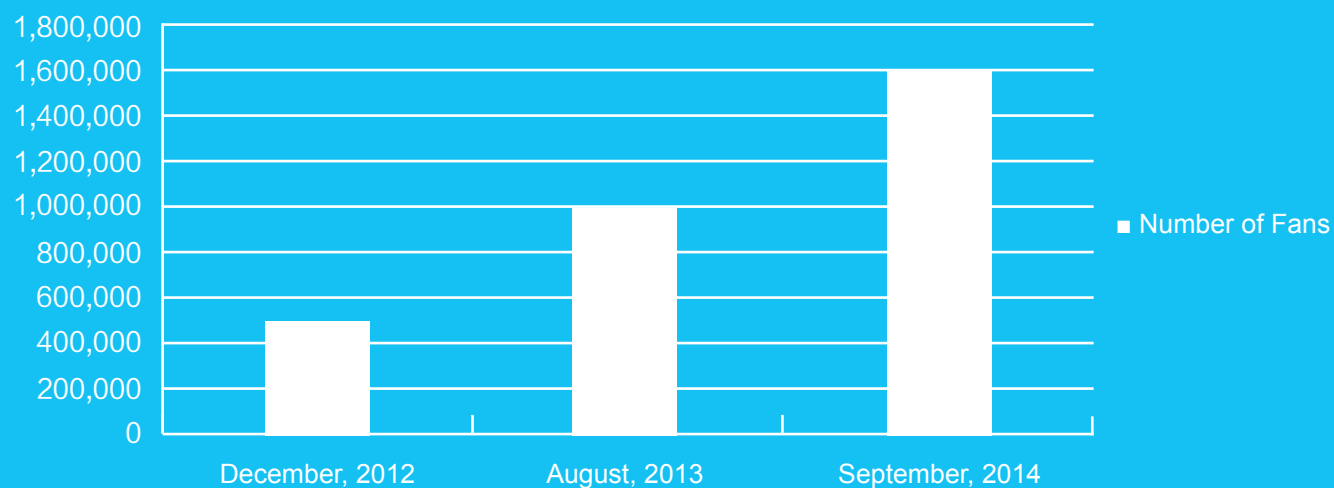
CHAPTER III INFORMATION AND PUBLIC RELATIONS





For FY 2014, ACC has successfully completed its projects and activities as planned, inter alia, the 3rd Lecture Series with the Ambassador of Vietnam to China, the 5th and 6th "My ASEAN & China" Multimedia Art Exhibition Series for Laos and "Colorful Symphony: Wonderful ASEAN and China" respectively, "Voice of ASEAN" High-end Dialogue with ASEAN VIPs, "Life in China" Presented by ASEAN Residents and Students, Microblog Interview Series of "Touring ASEAN with Diplomats" with the Ambassador of Indonesia, Tai Chi Class for ASEAN Diplomats and Spouses, and "ACC Cup—Understanding ASEAN-China Relations" Essay Contest. ACC also completed 2 pending projects from FY 2013, namely, ASEAN Film Week at Beijing Language and Culture University (BLCU) as the 1st meaningful activity of the ASEAN-China Language and Culture Centre (ACLCC) after its launch and "Spending Holidays in ASEAN and China" Online Photo Competition. The activities were successful and rewarding, bringing ACC more close to the general public. Since 2013, ACC Microblog fans have been increased more than half a million, bringing its fans up to at approximately 1.6 million by September 2014.

Growth of ACC Microblog Fans



In addition to the planned projects and activities, ACC has implemented additional 3 projects in 2014 including: photo exhibition on ASEAN and China at ACC ASEAN Hall for 1 month, the 2nd ACC booth at the 11th CAEXPO in Nanning, and producing 2013 ASEAN-CHINA INFO on ASEAN-China cooperation, particularly in the areas within ACC mandates. Publications and articles about ACC have been consistently published in both English, Chinese and some ASEAN languages through various means throughout the year.

All ACC projects and activities were mostly welcomed and received great support and participation from the media and public at large. ACC is committed to continue its work in closer collaboration with media from both ASEAN Member States and China and with great participation of Chinese and ASEAN peoples to further strengthen and enhance ASEAN-China relations in its 2nd decade of ASEAN-China Strategic Partnership.

3rd ACC Lecture Series by ASEAN Ambassadors (Vietnam)

◆ Background

The lecture series by ASEAN Ambassadors aim to boost public awareness about ASEAN Member States in China and to enhance mutual understanding and friendship between ASEAN and China, especially among the young generation. During the past years, two lectures by the Indonesian and Malaysian Ambassadors were successfully held at Beijing Foreign Studies University (BFSU).

The approved budget for the project is 60,000 RMB.

◆ Activities

On 12 March 2014, ACC invited H.E. Ambassador Nguyen Van Tho of Vietnam to deliver a keynote speech on "Vietnam-China Relations and Regional Cooperation". Ambassador Nguyen Van Tho introduced Vietnam's foreign policy of independence, self-resilience, peace, cooperation and development, reviewed the friendly relations between Vietnam and China, and shared his views of Vietnam's role in ASEAN-China relations. On the same day, Ambassador Nguyen Van Tho received an exclusive interview by China Radio International (CRI).



◆ Outcomes and Effects

More than 200 audiences, including faculties and students from BFSU, Ambassador of the Philippines to China, H.E. Mrs. Erlinda F. Basilio, representatives from the Embassies of Indonesia, Myanmar, the Philippines, Singapore, Thailand and Vietnam in Beijing and Chinese media attended the lecture. H.E. Ambassador Nguyen Van Tho of Vietnam opined that the Lecture Series served as a good and effective platform for ASEAN Ambassadors to reach out to the young people in China as well as for better understanding, communication and friendship between ASEAN and China. The students at BFSU believed the ASEAN Ambassadors Lecture Series initiated by ACC would inspire them to follow closely the activities of ACC and to contribute to the future development of Vietnam-China relations and ASEAN-China cooperation.

Press releases on the lecture and summary points of the lecture were posted on ACC website and published in China-ASEAN Panorama magazine (April). Live coverage about the lecture was posted on ACC microblog during the lecture. Chinese and Vietnamese media agencies, including China Radio International (CRI), China Daily, China News Service, Global Times, China Youth Daily, and Radio The Voice of Vietnam, Beijing Office widely covered this event.

5th and 6th "My ASEAN & China" Multimedia Art Exhibition Series (Laos, Wonderful ASEAN and China)

◆ Background

"My ASEAN & China" Multimedia Art Exhibition Series aim to give a full display on the history, people's life, beautiful scenery, social and economic development of the ASEAN Member States and China. During the past years, 4 Multimedia Art Exhibition Series were held in different cities of China on Malaysia, Cambodia, Vietnam and Brunei Darussalam respectively. ACC, in collaborating with the renowned artist Ms. Rita Zhao, co-organized the 5th "My ASEAN and China" Multimedia Art Exhibition Series: "Peaceful Laos" from 16 April to 16 May 2014, at Yunnan Agricultural University (YAU), Kunming, and the 6th Multimedia Art Exhibition Series: "Colorful Symphony: Wonderful ASEAN and China" from 1 to 3 September 2014 during the 7th China-ASEAN Education Cooperation Week (CAECW) in Guizhou.

The approved budget for the project is 250,000 RMB.

◆ Activities



(1) The 5th "My ASEAN and China" Multimedia Art Exhibition on "Peaceful Laos" displayed 6 oil paintings and 86 pieces of exquisite photographs by Ms. Rita Zhao on the wonderful culture, tradition, architecture, nature, folk custom, history, religion and the people of Laos. H.E. Ambassador Somdy Bounkhoun of Laos to China participated in the opening ceremony and toured the exhibition. As the art exhibition took place in conjunction of Lao traditional New Year festival, ACC arranged a "Song Nam" ceremony, performed by Lao students at YAU to the VIP guests.

(2) The 6th Multimedia Art Exhibition on “Colorful Symphony: Wonderful ASEAN and China” exhibited 110 photos of important landmarks, interesting daily life, tradition and custom of ASEAN and China by Ms. Rita Zhao. H.E. Mr. Pit Chamnan, Secretary of State, Ministry of Education, Youth and Sport of Cambodia, Mr. Wisanu Edi Pratignyo, Minister and Deputy Chief of Mission of the Indonesian Embassy in Beijing and other high-level officials attended the opening ceremony and toured the exhibition.



(3) As parts of Multimedia Art Exhibition Series, video promotion for tourist destinations for some ASEAN Member States were shown and a lecture was held at Guiyang Pre-school Education College, where hundreds of students and faculty lecturers actively participated in.

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◆ Outcomes and Effects

Over 10,000 visitors of all walks of society enjoyed the exhibitions and commended ACC for its concrete contribution to strengthen ASEAN-China relations. The exhibitions reflected close and friendly bond between the peoples of ASEAN and China, and demonstrated an active role of ACC in enhancing better understanding about ASEAN and China as well as raising awareness on ASEAN-China relations. The activities also reflected ACC's endeavor to promote 2014 ASEAN-China Cultural Exchange Year and ACC's strong support for a convening of the cultural events such as this Multimedia Art Exhibition Series as a meaningful part of the CAECW.

Press releases and articles were posted on ACC Website and China-ASEAN Panorama magazine (May and October). Photos were uploaded on ACC Microblog and coverage on the opening ceremony was shown on the local television. Chinese media including Xinhuanet, Huanqiu.com, China Radio International (CRI), People.cn and Guizhou Daily widely covered the event. Further news and reports on the 6th Multimedia Art Exhibition could be accessed through the following links:

Xinhuanet:	http://www.gov.cn/xinwen/2014-09/02/content_2743938.htm
Huanqiu.com:	http://news.xinhuanet.com/world/2014-09/01/c_126943099.htm
CRI:	http://gb.cri.cn/42071/2014/09/01/6891s4675415.htm
People.cn:	http://gz.people.com.cn/n/2014/0902/c222152-22182487.html
Guizhou Daily:	http://qiye.gog.cn/system/2014/09/02/013772891.shtml

“Voice of ASEAN”--High-end Dialogues with ASEAN VIPs

◆ Background

ACC is a bridge helping to connect people between ASEAN and China. Each year, there are ASEAN VIPs coming to China for visits, including government officials, CEOs, scholars and artists, etc., and their sharing and interaction with Chinese public would be of great importance to the enhancement of better understanding among the peoples of both sides.

The approved budget for the project is 100,000 RMB.

◆ Activities

(1) On 19 December 2013, local Chinese media from Yiwu, Zhejiang Province conducted an interview to Director-General Arthayudh Srisamoot, ASEAN Department, Ministry of Foreign Affairs of Thailand on ASEAN-China relations during the Committee of Permanent Representatives' (CPR) trip to Yiwu to launch ASEAN-China Products Trade Centre.

(2) On 12 March 2014, H.E. Mr. Nguyen Van Tho, Ambassador of Vietnam to China received an exclusive interview by China Radio International (CRI) on Vietnam-China relations and ASEAN-China relations at Beijing Language and Culture University (BLCU), as part of the 3rd ASEAN Ambassador Lecture Series.





(3) On 8 April 2014, Chinese media such as CCTV, CRI, People.cn and Huanqiu.com conducted interviews to the 7 ministerial representatives of culture of ASEAN including Cambodia, Laos, Malaysia, Myanmar, the Philippines, Thailand and Vietnam, on ASEAN-China Cultural Exchange Year.

(4) On 16 April 2014, Chinese media such as CRI, Xinhuanet, People.cn, China Daily, Huanqiu.com and China Youth Daily conducted a joint interview to H.E. Ambassador Somdy Bounkhoum of Laos on Laos-China relations and ASEAN-China relations at Yunnan Agricultural University during the 5th “My ASEAN and China” Multimedia Art Exhibition.



◆ Outcomes and Effects

Press releases on the interviews were posted on ACC Website and Microblog. Relevant media published and broadcast the interviews with ASEAN VIPs through news and article linkages, which have helped enhance mutual understanding, trust and friendship between peoples of ASEAN and China. Profile of ASEAN and ASEAN-China good-neighborliness was further raised among the general public in ASEAN and China. Samples of the interviews to the ministerial representatives of culture of ASEAN could be accessed through the following links:

CRI: <http://gb.cri.cn/42071/more/182344/ZTmore182344.htm>
Huanqiu.com: <http://world.huanqiu.com/photo/2014-04/2732310.html>
People.cn: <http://world.people.com.cn/n/2014/0408/c1002-24851879.html>
China Youth Daily: http://zqb.cyol.com/html/2014-04/12/nw.D110000zgqnb_20140412_3-04.htm

“Life in China Presented by ASEAN Residents & Students”

◆ Background

ASEAN-China relations have witnessed fast growing of two-way flows of peoples between ASEAN and China. More and more ASEAN people come and stay in China for business, study and travel. Each of them has unique experience in China and views China with his/her own interesting perspective.

ACC, in collaboration with China Radio International (CRI), co-organized “Life in China Presented by ASEAN Residents & Students” Interview Series in 2014. ACC and CRI conducted interviews with ASEAN residents and students in China about their life experience in China. Each interview targeted different categories of interviewees in order to widely cover various areas of occupations and life.

The approved budget for the project is 80,000 RMB.

◆ Activities

(1) On 4 April 2014, the 1st interview of “Life in China Presented by ASEAN Residents & Students” was conducted at CRI studio, having ASEAN students studying in China as the interviewees. 3 ASEAN students were invited, namely, Mr. Chia Yiying from Malaysia, Mr. Brian Wiraatmadja from Indonesia and Ms. Dujnate Arjhansiri from Thailand, who are candidates for Bachelor, Master and PhD Degrees on areas of finance, MBA and international relations studies respectively at Peking University, to be the interviewees of this first interview. Ms. Lada Phumas, Director of IPRD of ACC, joined Mr. Zheng Yunfeng, a renowned CRI producer and presenter for NEWSPlus Program, in conducting the interview, providing relevant information pertaining to ACC and ASEAN-China relations, as well as making an interactive dialogue with the students. The one-hour interactive dialogue focused on 4 topics, namely, studying in China, impression about China and Chinese culture, experience of traveling around China, as well as ASEAN-China relations.



(2) On 15 April 2014, the 2nd interview of “Life in China Presented by ASEAN Residents & Students” was conducted at Yunnan Agricultural University (YAU) on the sidelines of the 5th “My ASEAN and China” Multimedia Art Exhibition Series “Peaceful Laos”, where H.E. Ambassador Somdy Bounkhoun of Laos to China was present. Three Lao students, namely, Ms. Khonephaly Taibovavone, Ms. Noukeo Toulakoun and Ms. Somphathay Prasavath, who were focal points of the Lao students at YAU, were invited for the interview. IPRD Director Ms. Lada Phumas,

together with Mr. Meng Long, Deputy Director of Lao Service of CRI, conduct an one-hour interactive interview with the above-mentioned students, focusing on their experience on studying in China, impression about China and Chinese culture, traveling around China, as well as Lao-China / ASEAN-China relations.



(3) On 2 July 2014, the 3rd interview of “Life in China Presented by ASEAN Residents & Students” was conducted at the Thai Service studio of CRI, having Assistant Professor Kuapan Nakbubpa as the special guest. Ms. Kuapan is currently an exchange lecturer for Thai language between Chiang Mai Rajabhat University (CMRU) and Beijing Foreign Studies University (BFSU). With more than 20-year experience at BFSU and in China, Ms. Kuapan has received 2 distinguishing awards from the Chinese government, which are Youyi Award (Gold Medal 45 Grams) in 2005 and the Most Favorite Teacher

for Chinese Students Award (Ranking No. 6 from 50 selected teachers nationwide) in 2014. IPRD Director Ms. Lada Phumas, joined Mr. Cui Yimeng (Mr. Chomphon - Thai name), a Thai Service reporter of CRI’s Thai radio program in conducting the interview. The interactive interview with Ms. Kuapan focused on 4 topics including past and presents life in China, working experience and challenges, impression about China and the Chinese students, and the roles in enhancing the relations between Thailand and China and between ASEAN and China.

◆ Outcomes and Effects

ACC’s profile has been widely raised and recognized through media connection. Bilateral relations between one specific country of ASEAN as well as ASEAN-China relations have been promoted and further strengthened.

The 1st interview, as a part of CRI’s English radio program “Voices from Other Lands”, was aired on CRI radio at AM846 on 10 April 2014, and at FM91.5 on 13 April 2014 respectively, and on CRI website: <http://english.cri.cn/7146/2014/04/10/2422s821435.htm>. “Voices from Other Lands” is a popular radio program of CRI, which is broadcast in more than 30 countries around the world and enjoys millions of listeners. A part of the interview, which was about the students’ perspectives on the 2014 ASEAN-China Cultural Exchange Year, was also shown in video to the ministerial representatives of culture of ASEAN who visited ACC on 8 April 2014.

The 2nd interview was a part of CRI’s Lao radio program to be broadcast on CRI website and through CRI radio network (FM93) both in China and Laos. The Lao students expressed their love and great feelings about China and Chinese friends. They hoped that knowledge they gain at YAU, particularly on agriculture, would yield beneficial outcome for the future development of their country.

The 3rd interview was a part of CRI’s Thai radio program entitled “Talk One Issue A Day”. It was aired through CRI radio network of Chulalongkorn University Radio station at FM101.5 in Thailand on 8 and 11 July 2014 at 16:30 hrs. (Thailand time). Audio broadcasting of the interview as well as the interview script was published through CRI website at <http://thai.cri.cn/247/2014/07/08/225s222796.htm> and <http://thai.cri.cn/247/2014/07/08/225s222797.htm>, the gist of which was translated for further broadcasting in other ASEAN languages in ASEAN countries.

“Touring ASEAN with Diplomats” Microblog Interview Series--with Indonesian Ambassador

◆ Background

"Touring ASEAN with Diplomats" Microblog Interview Series aim to raise the awareness about ASEAN in China through the eyes of ASEAN diplomats. For the past years, ACC has organized Microblog interviews via ACC Microblog with guests of honor including the former Indonesian Ambassador to China H.E. Mr. Imron Cotan, Thai Ambassador to China H.E. Mr. Wiboon Khusakul and a Brunei diplomat in China. These interviews were warmly received by ACC Microblog fans.

◆ Activities



H.E. Ambassador Soengeng Rahardjo of Indonesia was invited as the guest of honor of the ACC Microblog interview on 17 July 2014.

On 16 July 2014, ACC made an announcement through its Microblog and wechat about the Microblog interview, inviting all interested ACC Microblog fans to join this event. The announcement was so warmly received that over 37,000 fans read and noted it, and many fans raised questions on line.

During the one-hour interview, Ambassador Soengeng Rahardjo answered in Bahasa Indonesia and English the questions raised by the microblog fans. The record of the interview on microblog was bilingual in both Chinese and English, covering a wide range of issues, including Indonesia-China relations, prospects of trade and education cooperation between the two countries, Indonesia's role in the process of ASEAN Community building, as well as the beautiful sceneries, colorful culture and rich tourism resources in Indonesia.

The interview was interactive and lively. About 150,000 fans watched the interview and were enthusiastic to chat online with the Ambassador.

◆ Outcomes and Effects

The interview concluded with success. Ambassador Soengeng Rahardjo expressed appreciation to ACC for facilitating the interview, and helping reach Indonesia out to the Chinese general public. Many fans were thankful to ACC for offering them a rare



opportunity to interact with the Indonesian Ambassador, and confirmed that such a interview would enhance mutual understanding between the peoples of ASEAN and China. The interview helped to increase ACC Microblog fans to reach 1.5 million. Press release on the Microblog interview was posted on ACC Website and published in China-ASEAN Panorama magazine (August) and China Report (September). Live coverage about the interview was posted on ACC Microblog during the interview.

Tai Chi Class for ASEAN Diplomats and Spouses

◆ Background

Tai Chi is an introspective art that makes people spiritually and physically aware, improving the physical and mental balance and health. For the purpose of assisting the ASEAN diplomats and spouses in understanding this Chinese art and culture, and provide a platform of exchange and better connection for ASEAN diplomats and ACC officials, ACC organized a Tai Chi Class for ASEAN diplomats and spouses.

The approved budget for the project is 60,000 RMB.

◆ Activities

The Tai Chi Class was kicked off at ACC ASEAN Hall on 1 August 2014. Ms. Ureerat Ratanaprukse, Minister and DCM of the Royal Thai Embassy in Beijing, led the ASEAN delegation to attend the class. At the opening ceremony of the class, SG Ma Mingqiang, who also attended the class, explained in detail the essence of Tai Chi, and wished the participants would learn more about Tai Chi, experience this Chinese culture, enjoy good health and peaceful mind.

During the whole month of August, 5 Tai Chi training courses were conducted once a week as scheduled. The Tai Chi 24 Forms, which was recommended by the General Administration of Sports of China, were taught by a professional teacher from Beijing Sport University. When the classes were concluded, all participants mastered the basic postures of the Tai Chi 24 Forms.



◆ Outcomes and Effects

The participants from ASEAN Embassies expressed their appreciation to ACC for organizing this meaningful class which was beneficial to the participants' health and mind. They enjoyed practicing the Tai Chi and were impressed by effective outcomes from the practice. The class also provided a good opportunity for creating a networking among all participants. Press release on the class was posted on ACC Website. Realtime information was posted on ACC Microblog.

“ACC Cup—Understanding ASEAN-China Relations” Essay Contest

◆ Background

The essay contest aims at nurturing future promoters for ASEAN-China relations, provide a platform for Chinese and foreign students in China to share their knowledge and feelings about ASEAN, as well as inspire the young generation to follow the development of ASEAN-China relations. This also serves the roles of ACC in raising awareness about ASEAN, ASEAN-China relations as well as ACC itself among the young generation across China.

The approved budget for the project is 240,000 RMB.

◆ Activities

The essay contest was kicked off in May 2014 and concluded in October 2014. The contest was held at universities around China. Both Chinese and overseas students were encouraged to write essays about their understanding of ASEAN or any ASEAN Member State or ASEAN-China relations in either Chinese or English.

As a warming-up activity, from May to July 2014, IPRD Director Ms. Lada Phumas and Deputy Director Ms. Cao Ting travelled to 10 universities (namely, Shaanxi Normal University, Xi'an, Xi'an University of Posts & Telecommunications, Xi'an, Southwest Petroleum University, Chengdu, Henan University of Technology, Zhengzhou, Yangtze Normal University, Chongqing, Ningbo University of Technology, Ningbo, Nanjing Normal University, Nanjing, and Qinghai University for Nationalities, Xining, Beijing Jiaotong University, Beijing and Dalian Jiaotong University, Dalian) and gave lectures to students and faculty members on ASEAN and ASEAN-China relations. About 2,000 faculties and students attended the interactive lectures.



◆ Outcomes and Effects

By the end of July 2014, ACC received 168 qualified essays submitted by the students from 17 universities across China. By the end of September 2014, 21 prize winners were selected through a reliable grading system by putting forward to the officials from ASEAN Embassies in Beijing, on behalf of the ASEAN Ambassadors, who were the honorary judges of the contest.

A prize-awarding ceremony was held at ACC ASEAN Hall on 23 October 2014, where over 130 representatives participated in and trophies and ACC certificates were presented to the winners. The representatives included His Excellency Ambassador Thit Linn Ohn of Myanmar, diplomats from all 10 ASEAN Embassies in Beijing, representatives from the related universities, the university students as well as the students from Shijia Primary School. Series of activities were conducted during the historical ceremony and the participants were impressed and commended ACC for the well-organized event, which was not only ceremonial in nature but also substantive in light of further enhancing ASEAN-China relations. The students were attentive to the details of all speeches and remarks, marking another higher level of understanding of friendly relations between ASEAN and China.

ACC also launched "ACC Essay Collection" booklet which contains information about ACC, the project, a snapshot introduction of the participating universities, list of the prize winners and selected winning essays both in Chinese and English. The "ACC Essay Collection" was distributed to all participants and the ASEAN and Chinese representatives from the Committee of Permanent Representatives (CPR) in Jakarta who came to visit ACC Secretariat on 22 October 2014, and it was well received.

The participants spoke highly of the event and ACC's efforts in raising awareness about ASEAN, ASEAN-China relations and ACC among the young and younger generation in China, through this type of project. This also helped increase friends and allies for ASEAN-China relations, which would eventually strengthen the friendly bond and mutual trust between the peoples of ASEAN and China.

ACC had widely disseminated the information about the event through all possible channels including website, weibo and wechat. Chinese media agencies, including CRI, China News Service, China Daily, Sina and China News widely covered the event. Related news could be accessed through the following links:

CRI: <http://gb.cri.cn/42071/2014/10/27/7551s4742919.htm>

China News: http://epaper.chinanews.com/html/2014-10/24/content_65179.htm

China Daily: http://www.chinadaily.com.cn/hqgj/jryw/2014-10-24/content_12590211.html

Sina: <http://news.sina.com.cn/o/2014-10-24/190431041163.shtml>

News China: http://news.china.com.cn/live/2014-10/24/content_29465476.htm

Universities' websites also uploaded their press such as Southwest Petroleum University: <http://news.swpu.edu.cn/NewsDisplay.aspx?id=9532>

ASEAN-China Photo Exhibition

◆ Background

ASEAN-China Photo Exhibition was an additional program organized by ACC to boost public awareness about ASEAN Member States and China and enhance mutual understanding and cultural exchanges between ASEAN and China.

◆ Activities

ACC, in cooperation with Ms. Rita Zhao, organized the photo exhibition on 10 ASEAN Member States and China, at the ASEAN Hall of ACC for 1 month starting from 19 June to 19 July 2014.

The photo exhibition presented Rita Zhao's 110 photos of important landmarks, interesting daily life, tradition and custom of ASEAN and China. This was the first photo exhibition, organized by ACC, encompassing photos from all 10 ASEAN Member States as well as China and reflecting good and close friendship between ASEAN and China. The same set of photo exhibition was re-exhibited at the 6th Multimedia Art Exhibition on "Colorful Symphony: Wonderful ASEAN and China" during the 7th CAECW in Guizhou in September 2014.



◆ Outcomes and Effects

The photo exhibition was well received by the general public and some VIP guests including ASEAN-Japan Centre Secretary-General Mr. Yoshikuni Onishi, ASEAN-Korea Centre Secretary-General Mr. Chung Hae Moon and Secretary-General of Trilateral Cooperation Secretariat Mr. Iwatani Shigeo, who were impressed by ACC's role in reaching out to the general public and admired ACC's great potential to perform its function as a one-stop information and activities centre to promote close and cordial relations between ASEAN and China.

Producing ASEAN-CHINA INFO 2013

◆ Background

With a view to providing the general public with a snapshot of information and statistics to deepen ASEAN-China relations as it is entering the 2nd decade of ASEAN-China strategic partnership, ACC, as a one-stop information and activities centre, produced ASEAN-CHINA INFO 2013 in August 2014 for the first time.

◆ Activities

ACC, in cooperation with China Academy of Social Sciences (CASS), produced ASEAN-CHINA INFO 2013, which is an information booklet offering a general introduction as well as a wide range of substantive contents and statistics of what

ASEAN and China have accomplished in priority areas of trade, investment and people-to-people connectivity.

With charts, graphs and graphic photos, ASEAN-CHINA INFO 2013 contains 10 items, namely, (1) ASEAN-China at a Glance (2013), (2) ASEAN and Other Regional Economies (2013), (3) GDP, (4) ASEAN-China Trade in Goods, (5) ASEAN-China Trade in Services, (6) ASEAN-China Investment, (7) ASEAN-China Tourist Exchange, (8) ASEAN-China Student Exchange, (9) Major Trading Partners of ASEAN and China, and (10) Linking ASEAN and China.



◆ Outcomes and Effects

ASEAN-CHINA INFO 2013 represents a concrete contribution of ACC to ASEAN-China cooperation. It is a meaningful guidance for the readers to better understand ASEAN and ASEAN-China strategic partnership, and to get inspired by the bright future of ASEAN-China relations. ACC distributed a thousand of ASEAN-CHINA INFO 2013 during the 11th CAEXPO in September 2014 in Nanning and will continue to distribute the booklet at various occasions.

ACC Set up ACC Booth at the 11th CAEXPO

◆ Background

During the 11th CAEXPO from 16 to 19 September 2014, among the 1,264 exhibition booths booked by ASEAN countries and countries outside the China-ASEAN region, 1,227 booths were for ASEAN countries. It was a great opportunity for ACC to make itself known and be recognized among all walks of society both from ASEAN and China participating in the CAEXPO.

◆ Activities

On 16-19 September 2014, ACC set up an independent booth at the CAEXPO. ACC booth was next to the ASEAN Secretariat booth, located in the "Cities of Charm" exhibition hall. This was the 2nd time at the annual CAEXPO that ACC made best use of this good opportunity to give a detailed introduction of its roles, development and activities through photos, video presentation, brochures, newsletters and other publications such as ASEAN-CHINA INFO 2013. ACC officials at the booth, led by IPRD Director Ms. Lada Phumas, had an active interaction with thousands of Chinese and ASEAN visitors to the 11th CAEXPO.



◆ Outcomes and Effects

ACC booth has received about 3,000 visitors a day, including some VIP guests such as H.E. Mr. Nyan Lynn, Deputy Secretary-General of ASEAN, H.E. Mr. Soengeng Rahardjo, Indonesian Ambassador to China and Dato' Abdul Majid Ahmad Khan, President of Malaysia-China Friendship Association. More than 10,000 pieces of information have been distributed by ACC booth during the exhibition. The booth set up was proven to be a useful channel for ACC to reach out to the general public in a large scale. Visitors at the 11th CAEXPO learnt about ACC's role in promoting ASEAN-China relations in the areas of trade, investment, education, culture and tourism. Some visitors were even those who used to visit the 1st ACC booth in 2013.

ACC Actively Contributing to China-ASEAN Panorama and China Report

◆ Background

CHINA-ASEAN PANORAMA ("PANORAMA") is a monthly bilingual magazine in both Chinese and English synchronously published in China and ASEAN countries. It is sponsored by the China-ASEAN Expo Secretariat. PANORAMA contains information of China and ASEAN countries in the fields of economic, trade and investment, culture, tourism, etc. It has published 58,000 copies per issue of the current circulation.

China Report is a monthly magazine in Chinese. It is published by China Foreign Language Publishing Administration. The magazine covers China news in a comprehensive manner and has a monthly circulation of about 20,000 copies.

◆ Activities



PANORAMA and China Report are meaningful channels for ACC to reach out to the general public and raise awareness of ACC. ACC has started to contribute articles about ACC activities and ASEAN-China relations to PANORAMA each month since January 2014 and to China Report since April 2014 respectively.

◆ Outcomes and Effects

Dozens of ACC articles have been published by PANORAMA and China Report, including "Myanmar takes ASEAN chairmanship in 2014", "Ministerial Representatives of Culture of ASEAN Gathered at ACC", "ACC as a Bridge for Mutual Trust and Cooperation between ASEAN and China", etc. More and more readers are getting to know about ACC and its efforts to promote ASEAN-China cooperation through reading articles contributed by ACC.

PR with Media Partners

IPRD Director Interviewed by China Radio International (CRI)

On 10 March 2014, Ms. Lada Phumas, Director of Information and Public Relations Division (IPRD) of ACC, received an exclusive interactive interview by Ms. Sopit Wangvivatana, reporter from the Thai Service of China Radio International (CRI). The interview focused on ACC's mandates and activities in promoting ASEAN-China functional cooperation in the areas of trade, investment, education, culture and tourism. The interview was a part of ACC's efforts in working with major Chinese media such as CRI to enhance ASEAN-China relations and raise awareness about ACC. It was broadcast on radio by CRI on 27 March 2014 (<http://thai.china.com/audio/hot/1067/20140327/55856.html>). Related articles could also be accessed through <http://thai.china.com/china/blog/expert3/1779/20140328/56199.htm/>.



Reporting Trip for Thai Media to Shandong Province

During 10 to 19 August 2014, ACC, in collaboration with the Chinese Embassy in Thailand, organized a reporting trip for Thai mainstream media delegation (7 reporters from Nation Multimedia Group, National Broadcasting Services of Thailand, TNN24 and FM 103) to China. On 11 August 2014, the Thai media delegation visited ACC and met with SG Ma Mingqiang. SG Ma received an interview by the host and reporter from TNN24.

On 15-19 August 2014, Ms. Lada Phumas, Director of Information and Public Relations Division (IPRD) of ACC, accompanied the delegates to Shandong Province (Tai'an and Qufu cities).

The reporting trip was successful and educative. It served as a platform to connect the peoples of China and Thailand. It helped enhance mutual understanding between China and Thailand by means of civilization, culture and tourism.

The delegation produced 5-episode documentary about this trip on the Nation TV (<http://www.nationtv.tv/main/program/SawasdeeAsian/378421663> and <http://www.nationtv.tv/main/content/politics/378430881>) and TNN24 (<https://www.youtube.com/watch?v=qyb-03uNuo&feature=youtu.be>) channels, edited a series of articles in the Nation newspaper as well as broadcast the information through FM103 radio channel (<https://www.dropbox/sh/bogp3s3uvt1kprl/AAC33F-N2c4swqMZcOERgila?dl=0>). The delegates recognized the important roles of ACC to enhance ASEAN-China strategic partnership and to promote 2014 ASEAN-China Cultural Exchange Year.



ACC Secretary-General's Interview during the 11th CAEXPO

On 16 September 2014, SG Ma Mingqiang received a joint interview with the Chinese media (CCTV.com, Sina.com, China News Service, Guangxi TV and China-ASEAN Panorama magazine) on a wide range of issues including building maritime silk road in the 21st century, China-ASEAN Expo, building an upgraded CAFTA, etc., raising the profile of ACC. Details of the interview could be accessed through <http://mail.caexpo.org/>.



CHAPTER IV MAJOR EVENTS





Third Meeting of ACC Joint Council

On 17 December 2013, the 3rd Meetings of the ACC Joint Council (JC) was held at ACC headquarters. The meeting was co-chaired by Mr. Haji Rozaimee DP Haji Abdullah, Acting Head of Trade Promotion of Ministry of Foreign Affairs and Trade of Brunei Darussalam, and H.E. Mme. Yang Xiuping, Ambassador of the People's Republic of China to ASEAN. Representatives from China and ASEAN Member States as well as the ASEAN Secretariat attended the JC Meeting.

The Meeting adopted ACC's Annual Report of 2013, the Plan of Operation and Work Programme of 2014 as well as the Proposed Budget of Operational Expenditure of 2014, which would guide ACC's work in the year 2014. The Meeting agreed to convene the 4th Meeting of the Joint Council of ACC in the last quarter of 2014.

In the morning of the same day, the 3rd meeting of the Joint Executive Board of ACC was convened.



ACC Working Group Meetings

1. On 25 April 2014, a Working Group Meeting of the ACC was held at the ACC headquarters. Representatives from the Chinese Foreign Ministry and the ASEAN Embassies in China attended the Meeting. SG Ma Mingqiang spoke highly of the hard work done by the officials dispatched by the ASEAN Member States including Indonesia, Thailand and Laos, and expected the early assumption of post in the ACC by a Brunei official. SG Ma also requested for the continuous support of ACC Members in joint activities, inputs on project proposals, etc. ACC officials briefed the Meeting on the work progress of the ACC since the end of 2013, the upcoming events in 2014 and the preliminary working schedule for 2015.



2. On 7 August 2014, ACC officials and the focal points of ASEAN Embassies in Beijing met and exchanged views on how to further enhance ASEAN-China cooperation. SG Ma Mingqiang briefed the recent work of the ACC, expressed his appreciation to the ASEAN Embassies in Beijing for their continued support, and looked forward to more interactive communications and cooperations between the two sides. The focal points of ASEAN Embassies in Beijing commended the recent work of ACC, took note of the new projects and pledged their continued support to the ACC. The meeting was a continued ACC Working Group activity since the last Working Group Meeting on 25 April 2014, and also in response to the call by the Third Joint Executive Board (JEB) and Joint Council (JC) Meetings of the ACC in December 2013 to have more interactions with ASEAN Embassies in Beijing to improve ACC's work.

Reception Celebrating the Second Anniversary of ACC

On 17 December 2013, ACC hosted a reception celebrating the 2nd anniversary of its establishment at Four Seasons Hotel in Beijing. Mr. Liu Zhenmin, Vice Minister of Foreign Affairs of the People's Republic of China, H.E. Mme. Magdalene Teo, Ambassador of Brunei Darussalam as the rotating ASEAN Chair of 2013, and Director-General Mr. Arthayudh Srisamoot of the Department of ASEAN Affairs of Foreign Ministry of Thailand as the representative of Country Coordinator for ASEAN-China dialogue relations, attended the function. Chinese Vice Foreign Minister Liu Zhenmin commended and congratulated ACC for its remarkable achievements over the past two years to promote cooperation between China and ASEAN in trade, investment, education, culture, tourism and other areas. He expressed that as the host country, China will actively support ACC in its work and also hopes that ACC will make even greater efforts to this end. Ambassador Magdalene Teo highly appraised ACC's fruitful achievement and vital role in organizing a great number of important promotional trade and investment related activities, as well as to enhance public awareness of ASEAN through various cultural, educational and public relations exchanges. She believes that ACC will continue to play a more important role in promoting ASEAN-China relations.



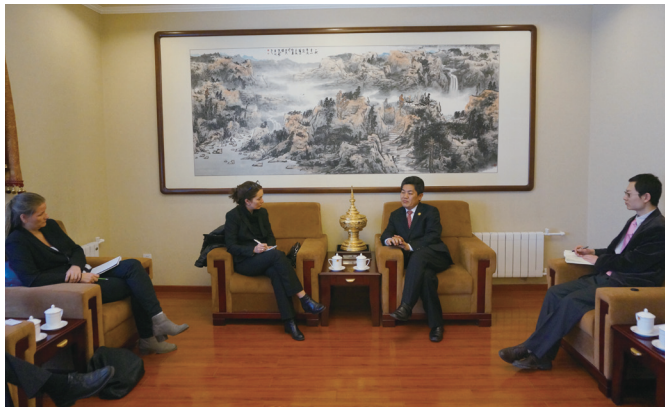
ACC Participated in the 6th "Love Knows No Borders" International Charity Sale

On 19 October 2014, ACC participated in the 6th "Love Knows No Borders" International Charity Sale held in Beijing's Chaoyang Park. This event was hosted by Mme. Qian Wei, wife of the Chinese Foreign Minister Wang Yi, with the theme of "Bring New Hope

to the Heart of Poor Kids in Mountainous Areas”. The fund raised at the charity sale will be used to lend a helping hand to those children who suffer from congenital heart disease in mountainous areas in Guizhou Province of China. Supported by Yiwu ASEAN-China Products Trade and Exhibition Centre, ACC has prepared many ASEAN products for sale. Chinese Foreign Minister Wang Yi and his wife, together with H.E. Ambassador Victor Sikonina of the Republic of Madagascar, as Dean of the diplomatic corp in China, visited the booth of ACC. Nearly 3,000 visitors has been attracted to ACC booth. They purchased products and inquired about ACC. The sale was in a warm and friendly atmosphere.



Important visits



1. On 6 March 2014, SG Ma Mingqiang met with Ms. Anja T. Kaspersen, a senior advisor of the Norwegian Ministry of Foreign Affairs, who had just concluded visits to Brunei Darussalam, Malaysia and Myanmar. SG Ma briefed on the development and roles of ACC and highlighted major projects initiated by ACC to promote ASEAN-China cooperation in trade, investment and people-to-people connectivity. Ms. Kaspersen expressed her appreciation for SG Ma's briefing and perspectives. She said that Norway plans to enhance cooperation with ASEAN and is eager to learn experience from ASEAN's important dialogue partners such as China. Both sides also exchanged views on a wide range of issues including building of an ASEAN Community, narrowing development gap among ASEAN Member States and relevant capacity building programs and initiatives.

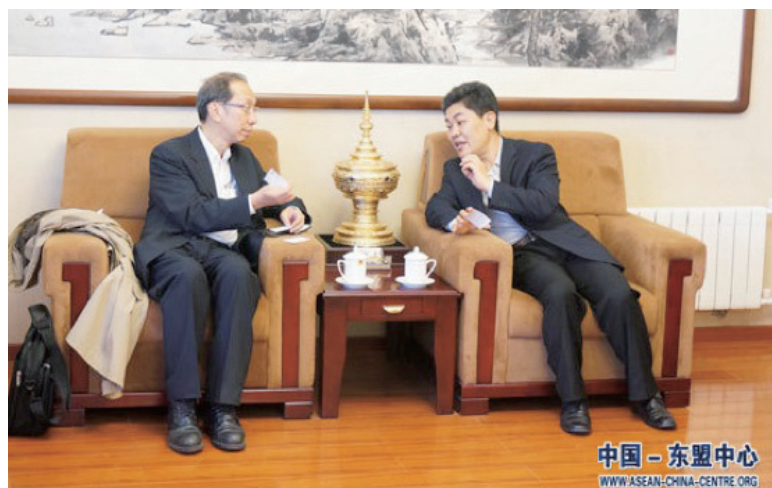


2. On 8 April 2014, a more than 40 people delegation of the ministerial representatives of culture from 10 ASEAN countries visited ACC after attending the Opening Ceremony of 2014 ASEAN-China Cultural Exchange Year. SG Ma Mingqiang gave a warm welcome to the delegation and led the high-level representatives tour the photo exhibition on the development of ACC and ASEAN-China relations. Highlights were a series of cultural and art activities organized by ACC in

2014 ASEAN-China Cultural Exchange Year, in response to the consensus agreed by the leaders of ASEAN and China at the 16th ASEAN-China Summit in October 2013 in Bandar Seri Begawan. Representatives elaborated on their countries' initiatives in enhancing cultural cooperation between ASEAN and China. The delegation spoke highly of ACC's important roles in promoting ASEAN-China relations and commended ACC for its excellent preparation for this visit. CCTV, CRI, People.cn, and Huanqiu.com widely covered the event.



3. On 18 April 2014, SG Ma Mingqiang met with Tan Sri Dr. Koh Tsu Koon, a member of the Malaysian Senate and the former Minister in the Prime Minister's Department of Malaysia and Chief Minister of Penang (State). SG Ma led Dr. Koh tour the photo exhibition on the development of ACC and ASEAN-China relations at the ASEAN Hall of ACC, and briefed on the organizational structure and development of ACC. Both sides agreed that it was important for China and ASEAN countries to increase exchange and cooperation on data collecting with the aim of promoting bilateral cooperation in all fields.



4. On 17 June 2014, SG Ma Mingqiang met with Dr. Laohoua Cheuching, Deputy Director General of Foreign Trade Policy Department, Lao Ministry of Industry and Commerce. SG Ma briefed Dr. Laohoua on ACC's efforts and work plans in promoting trade and investment, and elaborated in details on its initiative of establishing ASEAN products trade centers in China and promote two-way investment through ASEAN-China Investment Consortium. Dr. Laohoua congratulated ACC on its great achievements in the past years and appreciated highly for ACC's efforts to promote the pragmatic cooperation in areas of trade and investment. He also emphasised that as top priorities of upgrading ASEAN-China FTA, more investment in less-developed ASEAN

countries and SMEs' capacity building projects will further consolidate ASEAN-China win-win cooperation, which deserves more attention and support from governments of both sides.

CHAPTER V NETWORKING WITH RELATED AGENCIES AND MECHANISMS





ACC and UNESCAP

On 6 December 2013, SG Ma Mingqiang met with Dr. Sangmin Nam, Deputy Director of UNESCAP East and Northeast Asia Office (ENEA) at the ACC. SG Ma and Dr. Nam briefly introduced the work of ACC and ENEA to each other, and exchanged ideas on future cooperation on environmental protection, eco-tourism and HR training between ACC and ENEA.



ACC and ASEAN-China Joint Cooperation Committee (ACJCC)



On 25 March 2014, SG Ma Mingqiang was invited to brief the 15th ASEAN-China Joint Cooperation Committee(ACJCC) Meeting on ACC's projects in Jakarta, Indonesia. The Meeting was co-chaired by H.E. Mme. Yang Xiuping, Chinese Ambassador to ASEAN, and H.E. Amb. Suvat Chirapant, Permanent Representative of Thailand to ASEAN. Members of the Committee of Permanent Representatives(CPR) to ASEAN, delegates from the Chinese Ministry of Foreign Affairs, the People's Government of Guangxi Zhuang Autonomous Region of China, the Export-Import Bank of China, China-

ASEAN Environmental Cooperation Center, China Foreign Affairs University were present.

SG Ma expressed appreciation for the active support of the ACC Members, and introduced the recent activities carried out by the ACC in the fields of trade, investment, education, culture and tourism. SG Ma said that the ACC has organized and attended several events under the framework of 2014 China-ASEAN Cultural Exchange Year since January 2014 and received positive response. The ACC will continue to open more financing channels to launch more China-ASEAN Cultural Exchange activities. The ACC expects the continuous support from its Members, especially that the approved ASEAN-China Cooperation Fund could be allocated to the ACC more efficiently.

ACC, ASEAN-Japan Centre (AJC) and ASEAN-Korea Centre (AKC)

1. On 20 January 2014, the 2nd Informal Meeting among Secretary-Generals of ACC, ASEAN-Japan Centre and ASEAN-Korea Centre was held in Kuching, Malaysia. SG Ma Mingqiang, H.E. Chung Hae Moon, Secretary-General of ASEAN-Korea Centre and H.E. Onishi Yoshikuni, Secretary-General of ASEAN-Japan Centre attended the meeting. The meeting noted that the ASEAN Plus Three Summit expressed anticipation on the three Centres playing a more constructive role in accelerating regional integration. The Secretary-Generals had an in-depth exchange of views on future cooperation among the three Centres, such as implementing joint work programmes, producing joint publications, personnel exchange and sharing of information and best practices.



2. From 26 to 28 March 2014, the delegation of Information and Public Relations Division (IPRD) of ACC, headed by Ms. Lada Phumas, Director of IPRD, conducted a three-day best practice sharing trip to ASEAN-Korea Centre (AKC) in Seoul, the Republic of Korea. The IPRD delegation had an in-depth exchange of views with the Information and Data Unit, Development Planning and General Affairs Unit, Trade and Investment Unit and Culture and Tourism Unit of AKC, particularly on their PR activities and publications.



AKC Secretary-General Chung Hae Moon highly commended the fruitful achievements of ACC in promoting ASEAN-China functional cooperation in trade, investment, education, culture, tourism, information and public relations. He opined this trip by ACC would open up new dimensions in cooperation among AKC and ACC, and wished to see more personnel exchange and sharing of information and best practice among AKC and ACC in years to come.

3. On 19 June 2014, ACC hosted the 4th Informal Meeting among the Secretary-Generals of ACC, AJC and AKC at the ACC Secretariat in Beijing. SG Ma Mingqiang, AJC Secretary-General Mr. Yoshikuni Onishi and AKC Secretary-General Mr. Chung Hae Moon attended the meeting.

The meeting shared experience and exchanged best practice on project implementation by illustrating the flagship projects of each Centre. The meeting also discussed possible areas of future cooperation, including personnel exchange at a time when a Centre is in preparation for a certain project, holding joint collaborative projects including joint human resource



development projects, producing joint publications, seeking further cooperation with the ASEAN Secretariat and exploring the possibility of joint presentations by the three Secretary-Generals to ASEAN Secretary-General, etc. The meeting reached consensus that the next informal meeting among the Secretary-Generals of ACC, AJC and AKC will be hosted by AJC in Japan, at an appropriate time agreeable to the three Secretary-Generals.

ACC and ASEAN Embassies in China

1. On 15 January 2014, Ms. Lada Phumas, Director of Information and Public Relations Division (IPRD) of ACC, hosted a working lunch for the information and public relations officials of ASEAN Embassies in Beijing. She expressed her heartfelt appreciation to ACB for the generous support to IPRD during the past year, and looked forward to future cooperation between the two sides. The ASEAN representatives commended the good work of IPRD in enhancing mutual understanding and friendship between ASEAN and China, took note of the new projects of IPRD, and pledged their continued support to IPRD.





and China to 100 billion USD, pushing more Chinese investors and encouraging 3 million Chinese visitor to Indonesia within his three-year term. The Indonesian Embassy in China would fully support the work of ACC and carry out more joint activities.

2. On 6 March 2014, SG Ma Mingqiang met with H.E. Mr. Soegeng Rahardjo, who just assumed the post of Ambassador Extraordinary and Plenipotentiary of Indonesia to China. SG Ma briefly introduced the activities carried out by the ACC since its establishment to promote ASEAN-China functional cooperation in trade, investment, education, culture and tourism. Ambassador Soegeng expressed appreciation for the remarkable achievements made by the ACC since its establishment. Ambassador Soegeng said that he would try to fulfill three major targets on promoting the trade volume between Indonesia



the ASEAN Officials understand better education development of Zhejiang Province and opportunities for students from ASEAN countries.

3. On 27-30 May 2014, ACC organized a working visit to Zhejiang Province for ASEAN Embassies and Consulates. Six education officials from the Embassies of Laos, Myanmar, Philippines, and Consulates-General of Cambodia, Indonesia and Thailand in Shanghai joined the trip. The delegation visited Zhejiang Normal University (ZNU), a public university, Zhejiang Yuexiu University of Foreign Languages (ZJYXUFL), a private university and Jinhua Polytechnic (JP), a public vocational college. As the 9th activity of the ACC Lecture Series for China-ASEAN Double 100,000 Student Mobility Goals, the visit helped

4. On 15 August 2014, ACC organized a tour for Ambassadors of ASEAN Committee in Beijing (ACB) to SANY Heavy Industry. President of SANY Group Mr. Tang Xiuguo held a meeting with SG Ma Mingqiang and Ambassadors and gave an introduction of company history, R&D strength and recent development in ASEAN. Mr. Tang said that ASEAN became the fastest growing market for SANY and SANY set up several industrial parks in some ASEAN countries, which contributes to the development of local economies. SANY was looking forward to further cooperate with ACB to expand their presence in Southeast Asia. ACB members expressed their gratitude for SANY's hospitality. They noted that this meaningful tour helped

to deepen their understanding of Chinese economic and technical development. They hoped to see more SANY investment in their respective country and are willing to give any necessary assistance to SANY to further explore the ASEAN market.



ACC and Trilateral Cooperation Secretariat

On 27 June 2014, Mr. Iwatani Shigeo, Secretary-General of the Trilateral Cooperation Secretariat (TCS) led the TCS delegation to visit ACC and met with SG Ma Mingqiang. The two Secretary-Generals exchanged views and information on the historical moment of the establishment of the two inter-governmental organizations, mechanisms, roles, responsibilities as well as past & current activities conducting to enhance ASEAN-China cooperation in the areas of trade, investment, education, culture and tourism and the trilateral cooperation between China, Japan and the ROK. Secretary-General Iwatani Shigeo was impressed by ACC's role and activities in raising awareness about ASEAN-China relations and ACC.

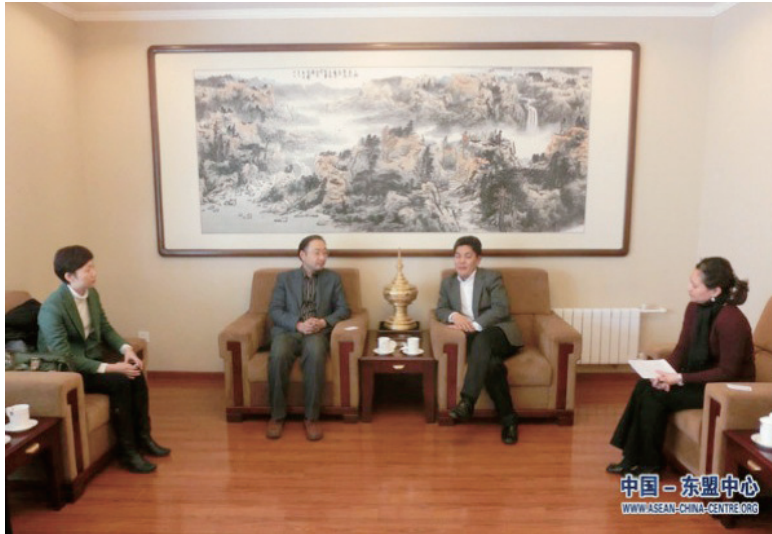


ACC and Cultural Agencies

On 18 April, SG Ma Mingqiang met with Mr. Wang Yongzhang, Vice Chairman of Chinese Culture Promotion Society, at the secretariat of ACC. They exchanged views on future cooperation in promoting ASEAN-China cultural exchanges.



ACC and China Radio International



On 26 December 2013, SG Ma Mingqiang had a meeting with Mr. An Xiaoyu, the Director of Southeast Asia Broadcasting Centre from China Radio International (CRI). SG Ma thanked CRI for its support to ACC's activities such as My ASEAN & China Multi-media Art Exhibition Series and the Reception to Celebrate ACC Micro-blog Fans Reached 1 Million. He looked forward to having more productive cooperation with CRI in the year 2014, which would highly contribute to ASEAN-China Cultural Exchange Year. Director An Xiaoyu reaffirmed CRI's willingness to continue its media support to ACC. He commended ACC for its

concrete planned projects on information and public relations to be implemented in 2014. He also introduced CRI's plan to translate the Chinese TV series into ASEAN languages through its existing services in the coming years. He wished that ACC and CRI would explore further possibility to co-organize some projects to promote ASEAN-China relations in 2014.

ACC and Global Times

On 30 April 2014, SG Ma Mingqiang met with Mr. Shi Ding, Deputy Editor-in-Chief of Global Times Online Culture Communication Company (www.huanqiu.com) at ACC. SG Ma briefed on ACC's efforts in promoting ASEAN-China functional cooperation in trade, investment, education, tourism and culture, as well as ACC's role as a bridge of communication and friendship between the peoples of ASEAN and China. Mr. Shi Ding highly commended ACC's remarkable achievements so far, and expressed sincere appreciation to ACC for its strong support and good cooperation with Huanqiu.



com in past years. Both sides expressed willingness to work with each other to carry out joint cooperative programs particularly media cooperation in the future.

List of Programmes and Activities Accomplished by ACC

Time	Programmes and Activities
Trade and Investment	
ASEAN-China Sectoral and Regional Cooperation	
October 30, 2013	ACC hosted the "ASEAN-China Business Salon: Indonesia-China Agriculture Cooperation"
November 21, 2013	ACC and the International Cooperation Centre of National Development and Reform Committee of China (NDRC) co-hosted the ASEAN-China Green Economy and Sustainable Development Cooperation Forum in Beijing
November 29 - December 1, 2013	ACC attended the China Market Western Development Forum in Deyang, Sichuan Province
March 13, 2014	SG Ma Mingqiang met with Dr. Hans Friederich, Director General of the International Network for Bamboo and Rattan (INBAR)
March 8, 2014	ACC co-organized the 9 th China (Shandong) International Equipment Manufacturing Industry Exposition in Jinan, Shandong Province
May 6, 2014	ACC hosted the visit of a Delegation of the Global Coalition of Efficient Logistics (GCEL) Leadership
May 5-8, 2014	SG Ma Mingqiang made an official visit to Linyi and Tai'an, Shandong Province
June 30, 2014	ACC reached a consensus with the Foreign Affairs Office of Shandong Provincial People's Government on future cooperation
August 30 - September 2, 2014	ACC, the China National Coal Industry Association and the Tai'an Municipal government co-organised the 2014 China (Mount Tai) International Mining Equipment & Technology Exhibition (CIMETE)
Mid-September 2014	ACC officials attended the 11 th China-ASEAN Expo Business Networking and the China-ASEAN Industrial and Commerce Forum
Investment Missions to the ASEAN Member States and Industrial Parks	
November 2-10, 2013	SG Ma Mingqiang headed a delegation to visit Indonesia and held a meeting with Mr. Mahendra Siregar, Chairman of Indonesia Investment Coordinating Board (BKPM)
March 11-13, 2014	ACC officials attended the 14 th Working Group Meeting on Economic Cooperation (WGEC) for ACFTA in Chengdu, Sichuan Province
April 14, 2014	SG Ma Mingqiang met with Mrs. Yang Xinliang, Deputy Director General of the International Finance Department of China Development Bank (CDB)
June 17, 2014	SG Ma Mingqiang met with Dr. Laohoua CHEUCHING, Deputy Director General of Foreign Trade Policy Department, Lao Ministry of Industry and Commerce
August 15, 2014	ACC organised a tour for Ambassadors of ASEAN Committee in Beijing (ACB) to SANY Heavy Industry Group
August 19-24, 2014	ACC organised a Chinese Trade and Investment Mission to Indonesia

Septembe 5-9,2014	The first Laos-China (Guangxi) Trade Fair was the held with the support and coordination of ACC
September 16, 2014	SG Ma Mingqiang led members of the ASEAN-China Investment Consortium to meet with H.E. Mme. Khemmani Pholsena, Lao Minister of Industry and Commerce (MOIC)
Upgrading and Setting up of ASEAN Products Trade Centres	
December 19, 2013	SG Ma Mingqiang attended the inauguration ceremony of the ASEAN-China Products Trade Centre in Yiwu, Zhejiang Province
May 7-9, 2014	Mr. Mouvixay Palee, Deputy Director of Trade and Investment Division of ACC, led a delegation to Linyi City, Shandong Province
October 30- 31, 2014	SG Ma Mingqiang attended the 3 rd China Marketing Conference and signed a MOU with the China General Chamber of Commerce on setting up two trade centres in Fuyang, Anhui Province, and Deyang, Sichuan Province
Analysis of ASEAN Market Prospects and Information Bank	
All year round	ACC has undertaken the project of ASEAN-China Watch, a monthly publication in Chinese
June 2014	ACC entered into discussion with Aivi investment Consultant (21 Survey) Co. to explore cooperation on the joint publications of Guidelines to Business and Investment Environment in Individual ASEAN Countries and basic research reports on sectoral investment environment.
Education	
Analysis of ASEAN Market Prospects and Information Bank	
December 2013	ACC held the 2 nd New Year's Gala for ASEAN Students at Beijing Language and Culture University
April 19-May 18, 2014	ACC held the 2 nd Beijing ASEAN Students' Games (BASG 2014) at Beijing Language and Culture University (BLCU)
June 7, 2014	ACC and the Malaysian Embassy in Beijing co-sponsored the Artistic Conception of South Seas to commemorate the 40 th Anniversary of Establishment of Diplomatic Relationship between China and Malaysia
Mutual Exchanges between ASEAN-China Vocational Education Institutions	
February 11-20, 2014	ACC, together with China Education Association for International Exchanges (CEAIE) and Guizhou Provincial Department of Education, organized a group of Chinese Vocational Colleges to visit Brunei, the Philippines and Indonesia
March 26-April 3, 2014	ACC organized a delegation of 20 representatives from 10 Chinese Vocational Colleges to visit Indonesia and Singapore
May 5-13, 2014	ACC organized a delegation of 26 representatives from 12 Chinese vocational colleges to visit Myanmar, Lao PDR and Cambodia
June 10-12, 2014	Organized by ACC and SEAMOLEC, an Indonesia delegation of 60 representatives from vocational colleges and vocational high schools visited 2 universities and 4 vocational colleges in Beijing and Jiangsu Province

September 1-5, 2014	Organized by ACC and SEAMOLEC, another Indonesian delegation of 30 representatives from vocational colleges paid a return visit to 1 university and 3 vocational colleges in Guizhou Province and Guangdong Province
September 2-3, 2014	The 2014 ASEAN-China TVET Summit was held in Guiyang, co-organized by ACC, SEAMEO VOCTECH and the Central Institute for Vocational and Technical Education (CIVTE) of MOE China
October 23 - November 2, 2014	Organized by ACC and the Ministry of Education and Sports of Laos, a delegation from Laos vocational colleges paid a return visit to Yalong Education Equipment Joint-Stock Co. Ltd. and vocational colleges in Jiangsu and Zhejiang Province
October 25, 2014	The ASEAN-China Seminar on Cooperation and Exchanges in TVET was co-organized by ACC, SEAMEO VOCTECH and CIVTE
Providing Information for "Study in ASEAN" and "Study in China"	
All year round	ACC, together with Beijing Language and Culture University (BLCU), has started the work of publishing a Guide for ASEAN Students Studying in China (Beijing)
All year round	ACC collected authoritative information of studying in Beijing, Tianjin, Jiangsu, Zhejiang and other provinces, as well as e-version brochures of over 30 Chinese universities and colleges, and put them on ACC's website
Mutual Exchanges between ASEAN-China Scholars and Experts	
June 5, 2014	ACC, together with Southeast Asia Ministers of Education Organization (SEAMEO) and the National Institute of Education Sciences of China (NIES), co-sponsored the Coordination Meeting on the Establishment of the SEAMEO-China Education Research Network & the Development of the Guidebook on Education Systems and Reforms in Southeast Asia and China
October 21, 2014	ACC held a seminar on the development of TVET in the world and China, as an incorporated event of the SEAMEO Congress held on 21-22 October in Bangkok, Thailand
October 23-24, 2014	ACC established SEAMEO-ACC Sports Education Innovation Award, invited an expert from Asian Middle School Students Federation to Bangkok to provide support on the selection of exemplary sport projects and activities, and to give a lecture on the development of physical education in Asia
Experiencing Chinese Education	
January 22, 2014	ACC and Beijing Municipal Department of Education co-hosted the "Seminar on ASEAN Students Studying in Beijing"
May 27-30, 2014	ACC organized a working visit to Zhejiang Province for officials from ASEAN Embassies and Consulates
September 2, 2014	ACC and Guizhou Provincial Department of Education co-hosted the "Dialogue on Policies of ASEAN-China Education Cooperation" in Guiyang, Guizhou Province
Signing MOUs with relative organizations	
September 2, 2014	SG Ma Mingqiang signed the cooperation MOUs with the Director-General Mr. Shen Jian of Jiangsu Provincial Department of Education

September 2, 2014	SG Ma Mingqiang signed MOUs with the Chairman Mr. Chen Jiquan of Zhejiang Yalong Educational Equipment Joint-Stock Co., Ltd
Organizing SEAMEO RIHED-ACC Study Visit in China	
December 2013	ACC and SEAMEO RIHED organized the first group of ASEAN universities study visit to China with 26 participants, paid visits to Tsinghua University, Tianjin University and Northeastern University, as well as their respective science and technology park
November 2-7, 2014	ACC and SEAMEO RIHED organized the 2 nd ASEAN Universities study visit to China, paid visits to universities in Shanghai, Zhejiang and Jiangsu
Culture	
Tour performances by China Art Troupes to South-East Asia	
January 2-4, 2014	ACC organised the China Ethnic Art Troupe to perform at Koh Pich Theatre, Phnom Penh and Cambodian Cultural Village in Siem Reap
January 7-10, 2014	ACC organised the China Ethnic Art Troupe to perform at the City University of Culture in Ho Chi minh and Hanoi Opera House
August 22-26, 2014	ACC organised the China Ethnic Art Troupe to perform at Balai Kartini, Jakarta, Yogyakarta and Bandung
October 6-12, 2014	ACC organised the China Oriental Performing Arts Group to perform at Kuala Lumpur Convention Centre, Melaka, the Miri Stadium and Kuching
Other activities	
March 28, 2014	SG Ma Mingqiang attended the opening ceremony of the 4 th Nanyang Culture Festival in Xiamen and delivered a speech
April 8, 2014	A 40-people delegation of the ministerial representatives of culture from 10 ASEAN countries visited ACC after attending the Opening Ceremony of 2014 ASEAN-China Cultural Exchange Year
May 15, 2014	SG Ma Mingqiang attended the opening ceremony of the 8 th Pan-Beibu Gulf Economic Cooperation Forum in Nanning, Guangxi and delivered a speech
May 21-27, 2014	ACC organized a Cultural Tour to Myanmar by the famous artist Liu Xiaolingtong, the player of Monkey King of the Chinese TV drama "Journey to the West"
August 18-22, 2014	The Best of China Performing Arts--Special Celebration of 2014 China-ASEAN Cultural Exchange Year, co-organized by ASEAN-China Centre, Chinese Mission to ASEAN, ASEAN Secretariat was held in Balai Kartini, Jakarta, Indonesia
September 15, 2014	SG Ma Mingqiang attended the 9th China-ASEAN Cultural Forum in Nanning, Guangxi
May 21-27, 2014	ACC organized a Cultural Tour to Myanmar by the famous artist Liu Xiaolingtong, the player of Monkey King of the Chinese TV drama "Journey to the West"
September 19, 2014	SG Ma Mingqiang attended the Ninth Conference on ASEAN-China People-to-People Friendship (CACPPF) in Chengdu, Sichuan

Tourism	
ASEAN Tourism Promotion	
February, May, June and October, 2014	SG Ma Mingqiang signed MOUs with the Chairman Mr. Chen Jiquan of Zhejiang Yalong Educational Equipment Joint-Stock Co., Ltd
December 1, 2013	ACC organized major tour operators selling Cambodia, and media as well to visit Siem Reap, Cambodia, taking advantage of the inauguration of the regular direct flight between Beijing and Siem Reap kicking off
January, 2014	ACC and Voyage magazine invited famous actress Liu Shishi to make photo sessions in Siem Reap, Cambodia.
February 20-25, 2014	ACC invited tour operators dealing with ASEAN countries, together with travel and air related media to pay a technical visit to Chiang Mai, Thailand
April 2, 2014	2 April, ACC hosted a meeting with Beijing-based tour operators dealing with ASEAN
April 7-10, 2014	ACC dispatched a team of National Geographic Traveler (China) to produce a special feature on Chiang Mai, Thailand. Chinese actress Che Yongli joined the photographing
September 13-20, 2014	ACC invited a group of 12 media and travel trade representatives from Shanghai & East China to undertake site inspections to major tourist attractions and hotels in Laos and Thailand
September 27, 2014	ACC official delivered a keynote speech on the "Forum on Trend of Self-Driving Tour in China"
All year round	ACC developed a GMS mobile navigation APP and an APP of ASEAN-Chinese language translation for download
November 13-16, 2014	ACC participated in the China International Travel Mart (CITM), Shanghai
Experiencing China Tourism	
August 15-19, 2014	ACC organized a group of major TV networks of Thailand visit Tai An and Qu Fu of Shandong Province
September 25, 2014	ACC invited ASEAN diplomats based in Beijing to visit Water Town & Simatai Great Wall located in Northeast Beijing
October 15-24, 2014	ACC invited 3 influential TV networks of Thailand to shoot featured shows entitled "A Tour to Panda's Hometown" in Sichuan Province
Capacity Building for Tourism Professionals in ASEAN	
August 18-23, 2014	ACC has successfully organized 4 workshops in Bandar Seri Begawan in Brunei Darussalam, Bandung and Jakarta in Indonesia
Tourism Cooperation with ASEAN Governments	
January 16-23, 2014	SG MA Mingqiang led a delegation to attend ATF, the 17 th Meeting of ASEAN Tourism Ministers (17 th M-ATM), and the 39 th Meeting of the ASEAN National Organizations (39 th ASEAN NTOs)

May 17-19, 2014	ACC assigned representatives to attend the 40 th ASEAN National Tourism Organizations (NTOs) meeting held in Legazpi, the Philippines
October 7, 2014	ACC assigned representatives to attend the Regional Workshop on the ASEAN Tourism Strategic Plan (ATSP) held in Manila, the Philippines
Information and Public Relations	
3rd ACC Lecture Series by ASEAN Ambassadors (Vietnam)	
March 12, 2014	ACC invited H.E. Ambassador Nguyen Van Tho of Vietnam to deliver a keynote speech on "Vietnam-China Relations and Regional Cooperation"
5th and 6th "My ASEAN & China" Multimedia Art Exhibition Series (Laos, Wonderful ASEAN and China)	
April 16-May16, 2014	ACC, in collaborating with the renowned artist Ms. Rita Zhao, co-organized the 5 th "My ASEAN and China" Multimedia Art Exhibition Series: "Peaceful Laos" at Yunnan Agricultural University (YAU), Kunming
September 1-3, 2014	ACC, in collaborating with the renowned artist Ms. Rita Zhao, co-organized the 5 th "My ASEAN and China" Multimedia Art Exhibition Series: "Peaceful Laos" during the 7 th China-ASEAN Education Cooperation Week (CAECW) in Guizhou
September 1-3, 2014	Video promotion for tourist destinations for some ASEAN Member States were shown and a lecture was held at Guiyang Pre-school Education College
"Voice of ASEAN"--High-end Dialogues with ASEAN VIPs	
December 19, 2013	Local media from Yiwu conducted an interview to Director-General Arthayudh Srisamoot, ASEAN Department, Ministry of Foreign Affairs of Thailand on ASEAN-China relations during the Committee of Permanent Representatives' (CPR) trip to Yiwu to launch ASEAN-China Products Trade Centre
March 12, 2014	Ambassador Nguyen Van Tho of Vietnam to China received an exclusive interview by China Radio International (CRI) on Vietnam-China relations and ASEAN-China relations at Beijing Language and Culture University (BLCU)
April 8, 2014	Chinese media such as CCTV, CRI, People.cn and Huanqiu.com conducted interviews to the 7 ministerial representatives of culture of ASEAN including Cambodia, Laos, Malaysia, Myanmar, the Philippines, Thailand and Vietnam, on ASEAN-China Cultural Exchange Year
April 16, 2014	Chinese media such as CRI, Xinhuanet, People.cn, China Daily, Huanqiu.com and China Youth Daily conducted a joint interview to Ambassador Somdy Bounkhoun of Laos on Laos-China relations and ASEAN-China relations at Yunnan Agricultural University
"Life in China Presented by ASEAN Residents & Students"	
April 4, 2014	The 1 st interview of "Life in China Presented by ASEAN Residents & Students" was conducted at CRI studio, having ASEAN students studying in China as the interviewees

April 15, 2014	The 2 nd interview of “Life in China Presented by ASEAN Residents & Students” was conducted at Yunnan Agricultural University
July 2, 2014	The 3 rd interview of “Life in China Presented by ASEAN Residents & Students” was conducted at the Thai Service studio of CRI, having Assistant Professor Kuapan Nakbubpa as the special guest
“Touring ASEAN with Diplomats” Microblog Interview Series--with Indonesian Ambassador	
July 17, 2014	Ambassador Soegeng Rahardjo of Indonesia was invited as the guest of honor of the ACC Microblog interview
Ta Chi Class for ASEAN Diplomats and Spouses	
August 1, 2014	The Tai Chi Class was kicked off at ACC ASEAN Hall. Ms. Ureerat Ratanaprukse, Minister and DCM of the Royal Thai Embassy in Beijing, led the ASEAN delegation to attend the class
“ACC Cup—Understanding ASEAN-China Relations” Essay Contest	
May-October, 2014	A prize-awarding ceremony was held at ACC ASEAN Hall on 23 October 2014, where over 130 representatives participated in and trophies and ACC certificates were presented to the winners
Additional Projects and Activities	
March 10, 2014	Ms. Lada Phumas, Director of Information and Public Relations Division (IPRD) of ACC, received an exclusive interactive interview by Ms. Sopit Wangvivatana, reporter from the Thai Service of China Radio International (CRI)
June 19-July 19, 2014	ACC, in cooperation with Ms. Rita Zhao, organized the photo exhibition on 10 ASEAN Member States and China, at the ASEAN Hall of ACC
August 10 to 19, 2014	ACC, in collaboration with the Chinese Embassy in Thailand, organized a reporting trip for Thai mainstream media delegation (7 reporters from Nation Multimedia Group, National Broadcasting Services of Thailand, TNN24 and FM 103) to China
August, 2014	ACC, in cooperation with China Academy of Social Sciences (CASS), produced ASEAN-CHINA INFO 2013
September 16-19, 2014	ACC set up an independent booth at the CAEXPO
September 16, 2014	SG Ma Mingqiang received a joint interview with the Chinese media during the 11 th CAEXPO
All year round	ACC has started to contribute articles about ACC activities and ASEAN-China relations to PANORAMA each month since January 2014 and to China Report since April 2014 respectively
Major Events	
December 17, 2013	The 3 rd Meetings of the ACC Joint Council (JC) and the 3 rd meeting of the Joint Executive Board (JEB) of ACC were held at ACC headquarters

December 17, 2013	ACC hosted a reception celebrating the 2 nd anniversary of its establishment at Four Seasons Hotel in Beijing
March 6, 2014	SG Ma Mingqiang met with Ms. Anja T. Kaspersen, a senior advisor of the Norwegian Ministry of Foreign Affairs
April 8, 2014	A more than 40 people delegation of the ministerial representatives of culture from 10 ASEAN countries visited ACC after attending the Opening Ceremony of 2014 ASEAN-China Cultural Exchange Year
April 18, 2014	SG Ma Mingqiang met with Tan Sri Dr. Koh Tsu Koon, a member of the Malaysian Senate and the former Minister in the Prime Minister's Department of Malaysia and Chief Minister of Penang (State)
April 25, 2014	A Working Group Meeting of the ACC was held at the ACC headquarters
June 17, 2014	SG Ma Mingqiang met with Dr. Laohoua Cheuching, Deputy Director General of Foreign Trade Policy Department, Lao Ministry of Industry and Commerce
August 7, 2014	ACC officials and the focal points of ASEAN Embassies in Beijing met and exchanged views on how to further enhance ASEAN-China cooperation
October 19, 2014	ACC participated in the 6 th "Love Knows No Borders" International Charity Sale held in Beijing's Chaoyang Park
NETWORKING WITH RELATED AGENCIES AND MECHANISMS	
December 6, 2013	SG Ma Mingqiang met with Dr. Sangmin Nam, Deputy Director of UNESCAP East and Northeast Asia Office (ENEA) at the ACC
December 26, 2013	SG Ma Mingqiang had a meeting with Mr. An Xiaoyu, the Director of Southeast Asia Broadcasting Centre from China Radio International (CRI)
January 20, 2014	The 2nd Informal Meeting among Secretary-Generals of ACC, ASEAN-Japan Centre and ASEAN-Korea Centre was held in Kuching, Malaysia
March 6, 2014	SG Ma Mingqiang met with H.E. Mr. Soegeng Rahardjo, who just assumed the post of Ambassador Extraordinary and Plenipotentiary of Indonesia to China
March 25, 2014	SG Ma Mingqiang was invited to brief the 15th ASEAN-China Joint Cooperation Committee(ACJCC) Meeting on ACC's projects in Jakarta, Indonesia
March 26-28, 2014	Ms. Lada Phumas, Director of IPRD, conducted a three-day best practice sharing trip to ASEAN-Korea Centre (AKC) in Seoul, ROK
April 18, 2014	SG Ma Mingqiang met with Mr. Wang Yongzhang, Vice Chairman of Chinese Culture Promotion Society
April 30, 2014	SG Ma Mingqiang met with Mr. Shi Ding, Deputy Editor-in-Chief of Global Times Online Culture Communication Company (www.huanqiu.com) at ACC
May 27-30, 2014	ACC organized a working visit to Zhejiang Province for ASEAN Embassies and Consulates
June 27, 2014	Mr. Iwatani Shigeo, Secretary-General of the Trilateral Cooperation Secretariat (TCS) led the TCS delegation to visit ACC and met with SG Ma Mingqiang
August 15, 2014	ACC organized a tour for Ambassadors of ASEAN Committee in Beijing (ACB) to SANY Heavy Industry