

# CHINA PICTORIAL

## Hainan 30 Years After Liftoff





Ningbo Ruyi Joint Stock Co. Ltd.,  
ADD : 656 North Taoyuan Road Ninghai,  
Zhejiang, 315600 China  
Tel : 0086-571-87153626  
E-mail : ruyi@xilin.com  
Site : www.xilin.com

International quality global certification



# PROFESSIONAL MAKES VALUE 专业决定价值



Hand/Electric Pallet Truck; Manual/Power Stacker; Tow Tractor; Order Picker; Forklift Trucks

COMPLETE WAREHOUSE SOLUTIONS





# 塞罕坝

牢记使命 艰苦创业 绿色发展

半个多世纪，三代人耕耘。

沙地变林海，荒原成绿洲。

寒来暑往，

塞罕坝机械林场的森林覆盖率

已达80%。

栽种树木按二米株距排开，

可绕地球赤道二圈。

Saihanba is a cold alpine area in northern Hebei Province bordering the Inner Mongolia Autonomous Region. It was once a barren land but is now home to 75,000 hectares of forest, thanks to the labor of generations of forestry workers in the past 55 years. Every year the forest purifies 137 million cubic meters of water and absorbs 747,000 tons of carbon dioxide. The forest produces 12 billion yuan (around US\$1.8 billion) of ecological value annually, according to the Chinese Academy of Forestry.

**Administrative Agency:** 主管: 中国外文出版发行事业局  
China International Publishing Group (中国国际出版集团)

**Publisher:** China Pictorial Publications 主办: 人民画报社

**Address:** 社址:  
33 Chegongzhuang Xilu 北京市海淀区车公庄西路33号  
Haidian, Beijing 100048 邮编: 100048  
Email: imagechina@chinapictorial.com.cn 邮箱: imagechina@chinapictorial.com.cn

**President:** 社长:  
Yu Tao 于涛

**Editorial Board:** 编委会:  
Yu Tao, Li Xia, He Peng 于涛、李霞、贺鹏  
Wang Lei, Bao Linfu, Yu Jia, Yan Ying 王磊、鲍林富、于佳、闫颖

**Editor-in-Chief:** Li Xia 总编辑: 李霞

**Editorial Directors:** 编辑部主任:  
Wen Zhihong, Qiao Zhenqi 温志宏、乔振祺

**English Editor:** Liu Haile 英文定稿: 刘海乐  
**Editorial Consultants:** 语言顾问:  
Scott Huntsman, Mithila Phadke 苏格、弥萨罗  
**Editors and Translators:** 编辑、翻译:  
Gong Haiying, Yin Xing 龚海莹、殷星  
Zhao Yue, Zhang Xue, Wang Shuya 赵月、张雪、王舒雅  
Li Zhuoxi, Xu Shuyuan 李卓希、许舒园  
Zhou Xin, Hu Zhoumeng 周昕、胡周萌  
Li Yiqi, Lu Anqi 李艺琦、鲁安琪  
**Operation:** Zhang Yingjie 编务: 张英杰

**Design:** Alinea Productions 设计: 利雅法盛

**Web Maintenance and** 网络总监:  
**Graphic Design Specialist:** 数据设计师:  
Andrey Maleev 安德烈·马列耶夫

**Advertising Department:** 广告部:  
**Telephone:** 86-10-88417354 电话: 010-88417354  
or 88417419 88417419

**Publishing and Distribution Director:** 出版发行部主任:  
Qiu Mingli 邱明丽  
**Telephone:** 86-10-68412660 电话: 010-68412660

**Remittance to:** 邮购收款人:  
Publishing and Distribution Department, 人民画报社出版  
China Pictorial 发行部

**Legal Adviser:** Yue Cheng 法律顾问: 岳成

**Printing:** Toppan Leefung Changcheng 印刷: 北京利丰雅高长城  
Printing (Beijing) Co., Ltd. 印刷有限公司

**Overseas Distribution:**  
China International Book Trading Corporation (Guoji Shudian),  
35 Chegongzhuang Xilu,  
P.O. Box 399, Beijing 100044, China  
**Telephone:** 86-10-68413849  
**Fax:** 86-10-68412166  
China Book Trading (Canada) Inc.  
**Telephone:** 1-416-497-8096

出版日期 每月1日  
国内刊号: CN11-1429/Z  
国际刊号: ISSN0009-4420  
京海工商广字第0121号

In China, subscriptions are available at any post office.

Subscription and distribution agency in Hong Kong, Macao, and Taiwan:  
Hong Kong Peace Book Company, Ltd.  
17/F, Paramount Building, 12 Ka Yip Street, Chai Wan, Hong Kong

Visit China Pictorial on the Internet:  
[www.china-pictorial.com.cn](http://www.china-pictorial.com.cn)

Follow us on:



## Express

08 Innovation: New Driver of China's Economy

## Sensing China

10 Lost and Found in Fuzhou

## Now

12 China Leads the World to Openness

16 The Belt and Road Initiative: A Pathway to Inclusive Globalization

20 Sino-Indian Cooperation as a Global Stabilizer

22 ADB Vice President: China's Further Opening Up Is Encouraging

24 Kent Calder: China's Role as Global Stabilizer





07



58



10



16



66



40



72

## New Ideas and New Goals for a New Era

**26** Targeted Poverty Relief: China's New Anti-Poverty Strategy

### Features

**30** Hainan: Three Decades of Dramatic Change

**36** Building an International, Modern and Beautiful Island

*Exclusive interview with Chi Fulin, president of the China Institute of Reform and Development*

**40** Building a Top-Notch Tourism Island

**44** Huang Yiming: Capturing Hainan's 30 Years with My Lens

**46** Jiang Haiyan: Nature Is the Best Listener

**48** Huang Peilun: Courage to Reform

**50** Wang Luqing: Hainan Hotelier

## People

**52** The Heart Doctor

*Zhou Yujie, vice president of Beijing Anzhen Hospital*

**58** Yuan Xikun's Art Diplomacy

## Ecology

**62** Green Hands Up: Environmental Volunteers in Action

## Society

**66** Brick-and-Mortar Bookstore 3.0

## Culture

**70** Stage Education in China

**72** Virtual Imperial Garden

**74** BRICS Expands Into Art





by Pang Xinglei/Xinhua

## **A New Chapter in Bilateral Ties**

April 27, Wuhan, Hubei Province: Chinese President Xi Jinping shakes hands with Indian Prime Minister Narendra Modi during their visit to an exhibition of cultural relics.

President Xi met with Prime Minister Modi that day, saying that he expected their two-day informal meeting to open a new chapter in bilateral ties. “The great cooperation between our two great countries can influence the world,” Xi said. He suggested that both

sides should look at the complete picture of Sino-Indian ties from a strategic perspective, so as to ensure that relations between the two countries always proceed in the right direction.

Modi said that the informal meeting has a historic significance. He called on the two sides to increase mutual understanding, and work together to deal with global issues and challenges using the wisdom of the two countries.



by Isabel Infantes/Xinhua

## ➤ Multilingual Versions of 2nd Volume of Xi's Book on Governance Launched in London

April 11, London: Britain's Prince Andrew (fourth left), the Duke of York, unveils the multilingual versions of the second volume of *Xi Jinping: The Governance of China* with Jiang Jianguo (third right), minister of China's State Council Information Office, at the launch ceremony.

The new book, published in traditional Chinese characters, English, French, Spanish, German, Russian, Japanese, Arabic and Portuguese, was launched at a

ceremony attended by about 300 political and business leaders, academics, and representatives of publishing agencies from 14 countries and regions during the London Book Fair.

The book contains a collection of 99 articles, including Xi's speeches, conversations, instructions and congratulatory messages, dated between August 2014 and September 2017.





VCG

## Respect to Cinema

April 15, Beijing: Chinese-American singer and actor Lee-Hom Wang and his team pay respect to Chinese films and filmmakers on the red carpet before the opening ceremony of the 8th Beijing International Film Festival (BJIFF).

The 8th annual BJIFF commenced that day at the Yanqi Lake International Convention and Exhibition Center. During the week-long festival from April 15 to

22, a total of 328 films were screened and nearly 100 related events were held in Beijing.

A total of 15 films, selected from over 650 submissions from 71 countries and regions, were shortlisted for the Tiantan Award, the highest awards at the festival, including domestic productions *Hold Your Hands* and *Operation Red Sea*.





by Xu Yu/Xinhua

## ➤ Wuzhen Temple Fair

April 1, Tongxiang, Zhejiang Province: A boat race is held during a temple fair in the historic town of Wuzhen.

Wuzhen, about 125 kilometers from Hangzhou, is a typical water town along the Beijing-Hangzhou Grand Canal. For centuries, during the Qingming Festival (around April 5), farmers from nearby villages gathered at the temples to pray and at the fairs to enjoy

entertainment. In the past, the silk farming business was an important pillar of the town's economy.

Today, these practices have become part of the local tourism programs during April every year. The unique and diverse folk arts, including the silkworm festival, boat races, boat deck acrobatics and the intense boat boxing, attract many tourists from home and abroad.

# Innovation New Driver of China's Economy

Text by Chen Qiqing

*Innovation is gradually becoming the new engine driving China's economic development, which is evolving from dependent on investment to driven by innovation.*

The government work report delivered by Premier Li Keqiang at this year's annual session of China's National People's Congress mentioned "innovation" many times. The report reviewed the successful results of innovation-driven development over the past five years. It attributed the social and economic achievements since the 18th National Congress of the Communist Party of China (CPC) partly to a commitment to innovation-driven development. The report proposed moving even faster to make China a country of innovators and stay abreast of trends of the latest global revolution in science and technology and industrial transformation, implement innovation-driven development strategy, and continue making the Chinese economy more innovative and competitive.

Innovation is the prime and foremost driver for development. Since the 18th CPC National Congress, China has committed to the principle of innovative development, implemented innovation-driven development strategy and promoted the construction of an innovative country.

Driven by innovation, China's economy is undergoing a series of

major changes.

First, innovation has led to a fundamental change in the growth model. In China's case, its economy is shifting from driven by investment and factors to driven by innovation. With progress in innovation, especially technological innovation, investment's contribution to economic growth is decreasing while science and technology are gaining an increasingly larger portion. In February 2018, Wan Gang, then Chinese Minister of Science and Technology, briefed reporters on the fact that the contribution rate of scientific and technological progress to economic growth has reached 57.5 percent, compared to 52.2 percent in 2012.

Second, innovation has promoted the optimization of economic structure. China's economic structure has undergone historical changes since the 18th CPC National Congress in 2012. Consumption has replaced investment to become the largest driving force for growth. The tertiary industry has surpassed the primary and secondary industries to gain the biggest portion in the economy, which could not have been achieved without contributions from innovation.

Third, innovation has quickened the evolution of growth engines.

In recent years, some significant technological results have been quickly transferred into products or the productive force of strategically important industries, injecting new impetus into economic growth. For instance, China's latest generation of high-speed rail technology now leads the world and fosters an advanced high-speed railway industry. China's fourth generation of mobile communications standard, known as TD-LTE, has formed a complete industrial chain with users numbering more than 650 million. Sales of new energy vehicles neared 700,000 in 2017, with a year-on-year growth rate of 51.2 percent.

Driven by innovation, China's economy is casting off old modes characterized by high input, high consumption and heavy pollution. The country is on track towards innovative, green, quality, lucrative and sustainable development.

Although China has made remarkable achievements in innovation, it hasn't yet met the standards to become a leading innovative country and a science and technology giant. It is still dwarfed by developed countries in comprehensive strength for innovation. Due to a weak foundation for research, relatively low ability to produce original innovation, a lack of innovative human capital, especially high-end human capital, and many scientific and technological developments awaiting application, it is imperative for China to accelerate implementation of the innovation-driven development strategy.

To develop by innovating, we need innovators, which should be the market entities willing to innovate. The power to innovate comes mainly from competition and reform. First and foremost, competition should be introduced to drive innovation. Xi



Jinping, general secretary of the CPC Central Committee, once pointed out that under the background of increasingly complex relations between supply and demand, many new technologies, new industries and new products are not discovered or fostered by the government, but through market competition. Restrictions on market access should be further removed, and monopolistic and protectionist behaviors should be eliminated so as to build an environment for fair competition.

Then, reform policies should be introduced to spark innovation. Xi once remarked that scientific and technological innovation is the new engine for China's development, and reform is the ignition system for the engine. Reform of institutions related to science and technology should continue, and old-fashioned regulations that hold back the encouragement of innovation should be abolished. Results of innovation shouldn't be locked in drawers, but applied to boost economic development. Only by putting it into action can innovation drive development. In recent years, more and more resources invested in scientific and technological development have produced desirable results.

This year marks the 40th anniversary of China's reform and opening up. China has achieved high-speed growth through reform, which is widely considered a "Chinese miracle" in the economic history of the world. Four decades later, China's economic development has entered a new era in which innovation is gradually becoming the primary force driving economic growth. We are eager to create another "Chinese miracle"—a miracle of high-quality development. 

The author is a professor with the Division of Science of Economics at the Party School of the Central Committee of the CPC.

## 湾区经济

### Bay Area Economy

Edited by Li Zhuoxi

"Bay Area Economy" refers to an economic effect derived from port and town clusters along coastal areas. According to a study by the World Bank, 60 percent of the world's total economic output comes from ports and gulf regions and their direct surroundings. Open economic structure, efficient resource allocation ability, powerful agglomeration spillover function and advanced international interaction networks are the major features of a bay area economy.

A bay area economy is not only



A bird's-eye view of Macao on December 31, 2017. Guangzhou, Shenzhen, Hong Kong and Macao are the four core cities of the Guangdong-Hong Kong-Macao Greater Bay Area. IC

a growth pole, but more importantly an innovation hub. China's economic development is presently facing both international and domestic pressure and challenges. The country has urgent need to cultivate new growth poles and driving forces.

In 2017, the central government of China proposed a plan to develop a city cluster in the Guangdong-Hong Kong-Macao Greater Bay Area, marking the beginning of the Chinese government's focus on bay area construction. The Greater Bay Area covers Hong Kong and Macao special administrative regions and nine cities in Guangdong Province: Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing.

On April 9, 2018, the Guangdong-Hong Kong-Macao Greater Bay Area panel discussion was held during the Boao Forum for Asia Annual Conference in Boao, Hainan Province. Participants estimated the total economic volume of the Greater Bay Area at near that of the New York Bay Area. It has attracted 16 of the global top 500 companies, with great potential for development.

## 国际大科学工程

### International "Big Science" Projects

Edited by Li Zhuoxi

"Big science" is a new concept proposed by international scientific and technological circles in recent years, and refers to research projects featuring heavy investment, plentiful researchers, advanced and sophisticated equipment and grand research goals.

Recently, China's State Council issued a set of guidelines to encourage the launch of more international "big science" projects.

The guidelines stress that an international "big science" project aims to achieve original breakthroughs for major scientific problems and represents an all-round expansion of basic research on the frontiers of science. Such projects play a supportive role in promoting global scientific and technological innovation and progress while tackling common challenges plaguing human society.

The guidelines also unveiled the "three-step" development goals for China to organize and launch a series of international "big science" plans and projects by 2020, 2035 and the middle of the 21st century, respectively.

Short-term goals: By 2020, China will foster three to five projects to organize




The China Spallation Neutron Source (CSNS) in Dongguan, Guangdong Province, is a national "big science" facility that began to be built during the 12th Five-Year Plan period (2011-2015). It is

expected to be completed in 2018 and open to both domestic and foreign users. VCG

and launch one or two international "big science" projects, and generally form a mechanism for organizing "big science" plans to accumulate useful experience for follow-up work.

Mid-term goals: By 2035, China will cultivate another six to ten large projects, and the mature projects will start to form an early layout of the "big science" project plan to increase China's global influence in science and technology.

Long-term goals: China will develop more "big science" projects to improve its abilities in scientific and technological innovation and play an important role in the international science and technology governance system by the middle of this century. 



# Lost and Found in Fuzhou

Text by Helena Villar Segura

*I spent more than a year in Fuzhou, and it changed my way of thinking in many ways.*

I tried to kiss the cheek of the young Chinese guy from the university who picked me up at the airport when I first arrived in China. This scared him. Shy and embarrassed, he repeatedly insisted: “*bu, bu, bu, bu*” (no, no, no, no) and hid behind the girl who accompanied him. His English name was Leo, and he probably thought I was crazy. Wasn’t I? Who kisses strangers? I quickly realized there were some major cultural differences.

With two heavy suitcases and the humidity of southeastern China soaking my body, I got into the car and went across Fuzhou, the capital city of coastal Fujian Province, where my university was located. The scene of the city through the window struck me: colossal gray residential buildings everywhere, one after another, lining the Minjiang River. The totally unfamiliar architecture surprised me and reminded me that I was far from home. But when I arrived at the campus on the outskirts of the city, I was surrounded only by nature: green mountains of dense vegetation in a subtropical climate. I spent more than a year in that place and it changed my way of thinking in many ways.

Just “*ni hao*” and a few other expressions composed my Chinese vocabulary those days. I tried to learn some basics about the language before coming, but my efforts seemed completely useless. Moreover,

the accent was so unique there that even the simplest words sounded totally different to me. An “F” would be pronounced like an “H”, “R” like an “L”, and so on. Somehow, I felt like a baby abandoned in a new environment. My only tools were mime and improvisation. Sometimes they worked, sometimes I got frustrated, and most of the time I ended up laughing at myself.

## First Day of Class

Since I had arrived in Fuzhou three days earlier, I hadn’t met many people. I was excited about starting lessons and getting to know everyone. My classroom was in a brand new building just next to a lake—very different from the environment of my university back in Spain, which was located right in downtown Granada in a historical building.

I still had jet lag and couldn’t help but be a bit nervous. And on top of all that, I was really late. I opened the door of the classroom, gasped for breath and said “sorry” over and over before realizing there was only one student and the teacher inside. She smiled at me. And a sixty-year-old Korean woman was my only classmate during the first semester at Fuzhou University. At that moment, all I could think was: “Where am I?”

Things, of course, got better. One or two new students would come and go. I would later realize that the Chinese teacher from my



The author at the front gate of Fuzhou University on her first day of classes in China. courtesy of the author

first day was the best Chinese teacher I have ever had. The old woman in the class was amazing and had lived all around the globe, but would still show surprise and curiosity at anything I said. My learning schedule was tight.

The teacher would ask you where you lived and what you had for breakfast. “Did you put on weight?” “When are you going to marry?” “What was your salary when you worked in Spain?” Questions were direct, honest and simple and I got used to them. Privacy wasn’t an issue for them, nor for me. As for improving my Chinese language ability, three years later, I am still working on it.

## Lost in the City

When I first arrived in Fuzhou, the city didn’t have a metro. At bus stops, only Chinese characters spelled out the routes or stops, not even



*pinyin* (a system of Latin letters for reading and writing standard Chinese), making buses impossible for me to take. However, showing an address written in Chinese to taxi drivers made it possible for me to move around. The cost of a ride in that area was really cheap compared to fares back home, so it quickly became my prime means of transport. But the taxi system had its own peculiarities. For me, normally when you stop a taxi, it takes you wherever you need to go. However, I quickly learned that here, the driver had the final say. And if it rained, it was almost impossible to get a cab.

One day I went to meet some friends in an unfamiliar area. Lacking an umbrella, I got soaked searching for a cab. In Fuzhou it never rains gently—water falls violently, and thick


layers of moisture cover everything. I decided to take a bus. My phone was out of battery. The address was in it. I missed my bus stop.

When I got off the bus in the middle of nowhere, I was completely lost. Wading along the flooded roads, I was unable to find any known place and ended up in a tiny dumpling restaurant, anxious due to the lack of cash in my pocket. Fuzhou didn't have many foreigners, so everyone looked at me and said things I would never understand. They talked to each other curiously, and then the old lady managing the canteen gave me hot water and homemade food, worried that I might catch a cold. I managed to point to my dead phone and showed them that it was dead, and they smiled and gave me a charger. Feeling comforted and grateful, I

waited there until the rain stopped. With the phone powered up, I could pay by scanning a QR code, and I finally got a taxi that took me home. Since then, I wasn't afraid of taking buses anymore.

### Few Foreigners

The expat community in Fuzhou was almost negligible, especially considering the city has more than seven million inhabitants according to the 2010 census. Locals were not used to meeting us. Neither were we. After hearing so many Chinese people declare the passing of a “*laowai*,” referring to foreigners, I started to say the same thing if I encountered a non-Chinese face. I joked, but everyone in town seemed to notice if a new foreign face showed up.

In my experience, when you live abroad, you gravitate towards friends in the expat community. And the desire for the familiar goes even further: If you find the chance, you would choose people who share your nationality, language, religion or any other common feature that can become the source of a sense of belonging to a community. In Fuzhou, it doesn't work that way. There are not many people who share origins or cultural backgrounds. Consequently, you often find people from Egypt hanging out with Costa Ricans or Koreans. Australia and Spain seem like next door neighbors. France is best friends with Kazakhstan. “Do you really have Chinese friends?” Of course I do. 

June 22, 2017: Gui'an Hotspring Resort in northeastern Fuzhou, Fujian Province. VCG



■ The author is an international student from Spain who studied at Fuzhou University. She currently studies at Peking University on a scholarship from the Spanish Official Credit Institute (ICO).



April 10, 2018:  
Chinese President  
Xi Jinping delivers  
a keynote speech  
themed "Openness  
for Greater Pros-  
perity, Innovation  
for a Better Future"  
at the opening  
ceremony of the  
annual conference  
of the Boao Forum  
for Asia in Boao,  
Hainan Province.  
Xinhua



# China Leads the World to Openness

Text by Chen Jianqi

*Opening up has been key to China's economic growth over the past 40 years and similarly, future high-quality economic development can only be achieved through greater openness.*

This year marks the 40th anniversary of China's reform and opening up. Over the last four decades, China has constantly consolidated its connection with countries around the world. The period also brought rapid social and economic development to China. Now, as a major economic power, China's global influence is increasing with each passing day.

The world is now undergoing tremendous development and adjustment. China faces grave challenges as it endeavors to transform its development patterns, optimize its economic structure and adjust its growth engines. Considering the profound changes in the international landscape, methods to deepen reform and opening up have become a significant chunk of China's adjustment of development strategies.

On April 10, Chinese President Xi Jinping delivered a keynote speech themed "Openness for Greater Prosperity, Innovation for a Better Future" at the opening ceremony of the Boao Forum for Asia (BFA) Annual Conference 2018, in which he offered his objective assessment of the global situations faced by China's reform and opening up and answered important questions including how to continue deepening the reform and opening up. China is leading the world into a new era of openness.

## Openness Key to Win-win Results

Since the beginning of 2018, the international situation facing China's reform and opening up has become increasingly complicated. Trade friction between China and the United States, in particular, tends to escalate. On March 8, U.S. President Donald Trump signed an order that raises tariffs on steel and aluminum imports. On March 20, Trump signed a memorandum to impose tariffs on nearly US\$50 billion worth of Chinese imports, under the pretext that China has forcefully acquired U.S. technologies.

China warned it would take countermeasures. On March 23, China's Ministry of Commerce announced a proposal to levy retaliatory tariffs on some U.S. exports to China in response to the U.S. 232 Trade Action on steel and aluminum.

On April 5, President Trump instructed U.S. trade representative to consider US\$100 billion in additional tariffs against China based on the results of an investigation under Section 301.

Trade friction between China and the United States has, to some extent, disturbed China's reform and opening up, stirring worldwide concern about whether the issue will weaken China's determination to open up and how the country will continue reforms in the future. In this context, President Xi Jinping assured the world that China's door of

18年年会  
CONFERENCE 2018

opening up will not close—it will only open even wider.

Human history has shown openness leads to progress and seclusion leaves one behind. The world has become a global village of intertwined interests and interconnected economic and social progress. To promote common prosperity and development in today's world, all countries have no choice but to pursue greater connectivity and integrated development.

China will continue to increase openness and expand cooperation as it stays committed

to the strategy of opening up for win-win results. The nation will continue to work alongside the rest of the world and make greater contribution to mankind by holding firm to the path of peaceful development and staunchly supporting multilateralism.

Recent history has shown that opening up was key to China's economic growth over the past 40 years and similarly, future high-quality economic development can only be achieved through greater openness. This was a strategic decision made by China based on its development needs that turned into action



A logo of the Boao Forum for Asia. by Xu Xun



From April 8 to 11, the 2018 annual conference of the Boao Forum for Asia, themed "An Open and Innovative Asia for a World of Greater Prosperity," was held in Boao, a coastal town in Hainan Province. by Chen Jian





to nudge economic globalization in a direction that benefits more people around the world.

Today, China continues deepening its opening up. Not only does this mark a new phase of openness at a new starting point based on the country's four decades of reform and opening up, but it also meets the demands of global economic development in the new era. China's outward-oriented development strategy is vital to the steady growth of the global economy.

In the two decades from 1980 to 1999, China contributed 3.7 percent of nominal global growth, and the United States 31.5 percent. From 2000 to 2007, before the outbreak of the 2008 global financial crisis, China's contribution rate to global economic growth rose to 9.7 percent, while that of the United States dropped to 17.3 percent. If the impact of the worldwide financial crisis is taken into consideration, China contributed 46.9 percent of global growth from 2008 to 2017, and the United States 29.7 percent. In 2017, China still contributed 30 percent of global growth. China has overtaken the United States to become the biggest contributor to global economic growth, so its deeper opening up will play a lead role in the world.

### Upgraded Version of Reform and Opening Up


At this year's BFA Annual Conference, President Xi Jinping presented four major measures to pursue further opening: First, China will significantly broaden market access. The country will accelerate the opening of its service sector, especially the finance industry, and fully open the manufacturing sector with focus on automobiles, ships and aircraft. Second, China will create a more attractive investment environment by enhancing alignment with international economic and trade rules, removing the systematic and institutional obstacles that prevent the market from playing a more decisive role in resource allocation while enhancing the government's role and implementing an across-the-board management system based on pre-established

national treatment and a negative list.

Third, China will strengthen protection of intellectual property rights (IPR). It is taking measures to re-institute the State Intellectual Property Office and protect lawful IPR owned by foreign enterprises in China. At the same time, it hopes foreign governments will accordingly improve protection of Chinese IPR. Fourth, China will make positive steps to expand imports. The country does not seek a trade surplus, but maintains a genuine desire to increase imports and achieve greater balance of international payments under the current account. China will significantly lower the import tariffs on automobiles and reduce tariffs on some other products. It will seek faster progress toward joining the WTO Government Procurement Agreement.

Despite rising anti-globalization sentiment and escalating China-U.S. trade friction, China steadily continues opening up further. This move demonstrates China's theoretical and practical innovation in opening up and further solidifies its new vision of seeking open development in the new era.

In recent years, China has worked with other countries to jointly promote the Belt and Road Initiative, which has accelerated the formation of an open economic pattern, called for construction of an open global economy and actively guided global economic governance. These measures will move globalization forward and inspire countries around the world to carry out closer and more open cooperation.

With the adjustment and implementation of its opening-up strategy in the new era, China will further enhance cooperation with other countries and stride towards its goal of building a community with a shared future for all mankind. 

The author is a professor and vice director of the Office of World Economics at the International Strategy Academy, Party School of the Central Committee of the Communist Party of China (CPC).

# The Belt and Road Initiative

## A Pathway to Inclusive Globalization

Text by Liu Weidong

*The China-proposed Belt and Road Initiative can enhance the integration of Asia, providing a new way of thinking and a new driving force for its advancement.*



The China Railway Express is a key project of the Belt and Road Initiative. This photo shows a view of a new container crane serving the Transcontainer Rail Terminal in Zabaikalsk, Russia. It is the biggest container rail terminal on the border between Russia and China. by Yang Jie



**T**he rise of protectionism in recent years has accompanied dramatic changes taking place in the world, leaving global statesmen and scholars anxious about the future of globalization. Since the 2008 international financial crisis and especially after 2016, the globalization trend has taken a sudden downturn marked by Brexit and a series of protectionist policies implemented by the Donald Trump administration. Once stalwart champions of free trade and globalization, the United

States and Britain both took a step back, causing the locomotive of globalization to lose power and switch tracks.

Against this backdrop, the Belt and Road Initiative (BRI), which was proposed by China, has become an anchor for the precarious global economy and a propeller of the reform and development of globalization. Five years ago when it proposed the initiative, China was aiming to improve the global economic governance system. Now, changes in the global context have objectively raised the initiative's importance to new heights—it is a platform for increasing numbers of heads of state and government to explore new modes of global economic governance. In short, the BRI is leading a new type of globalization and will usher in a new era of inclusive globalization.

The term “inclusive globalization” is an immanent critique of neoliberal globalization of the last 30 to 40 years that features both similarities and differences with the latter. Inclusive globalization does not involve de-globalization or a reversal of globalization but rather a radical evolution and reform of globalization. The fundamental difference between the two is that inclusive globalization is designed first and foremost to improve people's livelihoods rather than only serve the interests of capital.

### **Inclusive Growth**

In the research and practice of both global and national development, the relationship between markets and government intervention has been a consistent focus. An inclusive growth model requires a more active state to

avoid becoming subservient to the needs of capital accumulation, with greater emphasis on social equity, environmental sustainability and improved governance capacity. First, governments need to strengthen cooperation to address global challenges such as turbulence in financial markets, climate change and similar global pains. Second, countries need to strengthen the protection of ordinary people and increase the living standards of the poor through training and education, targeted poverty alleviation, mass entrepreneurship and innovation, job creation, infrastructure provision, and other measures. Third, a country needs the ability to guide the allocation of financial resources and provide basic, reliable and affordable public services. The BRI attaches great importance to the role of governments, emphasizing interactive bilateral or multilateral policy coordination, alignment of development strategies, plans and projects and a proactive search for points of agreement and mutual benefits. The aim is not just to meet the need of capital expansion, but do so in ways that meet the needs of less developed regions and ordinary people, spread the benefits to more regions and more people and provide for inclusive, win-win adaptation and adjustment.

### **Inclusive Infrastructure Development**

Inclusive infrastructure development means providing reliable and affordable infrastructure in less-developed regions and countries. Many studies have shown that connectivity is a prerequisite for a region to benefit from economic globalization, and that investing in infrastructure bottlenecks



can spur economic growth and social and financial returns. Although modern infrastructure has linked many parts of the globe, making the world smaller in many ways, many regions and billions of people still lack full access to the modern infrastructure system. Even in some developed countries such as the United States, infrastructure has become outdated and dilapidated due to a lack of investment.

These problems are closely related to changes in national and global capital markets since the 1980s. Over the past 25 years, regional banks and traditional savings organizations have lost out to new financial intermediaries such as pension funds, mutual funds, sovereign wealth funds, funds of private corporations and certain types of insurance companies. The fundamental problem is that the funds supplied by these financial intermediaries are more likely to be invested in speculative or short-term investments in financial markets. Hot money that flows from one country to another to earn short-term profits is exemplary, as is the conduct of institutions such as hedge funds. Infrastructure projects are, however, large-scale and capital-intensive

with long turnover times and long payback periods that require patient long-term funding. The gap between these needs and the predominance of short-term financing led scholars like Justin Yifu Lin to emphasize the importance of a serious “maturity mismatch” in the global infrastructure financing market and the need for more “patient capital.” One of the priority areas of the BRI is the provision of substantial infrastructure financing for connectivity of facilities to accelerate access to modern infrastructure networks in less developed countries and regions and provide opportunities for development. The provision of patient capital is one of the important reasons the BRI has been welcomed by many developing countries.

### **Inclusive Development Paths**

Globalization does not require a unified development model—promoting the so-called “best practices” and established formulas for development should be abandoned. In the years since the 1980s, Western countries like the United States and Britain sought to transfer neoliberal ideals and policies often in the shape of conditionality to

other countries, especially developing countries. In the late 1980s, the Washington Consensus emerged as a set of policy prescriptions adopted by Washington-based institutions such as the International Monetary Fund, the World Bank, and the United States Treasury Department. In the 1990s, these and sometimes a wider set of neoliberal measures were imposed on countries in need of financial assistance. At least until the global financial crisis of 2008, the World Bank peddled to developing countries a set of “best practices” whose essence was privatization, marketization and liberalization.

Nearly two decades of history have shown that almost all the countries that were forced to follow the recipe of the Washington Consensus were subsequently mired in serious economic difficulties for some time and lost their economic independence (which was indeed an objective of the measures). Although frequently recommended (but unable to be imposed), China did not adopt these standard prescriptions. Instead, it explored its own development path of “crossing the river by feeling the stones.” As a result, it achieved rapid and sustained economic growth. It is precisely for this reason that unlike the neoliberal globalization model, China’s BRI does not involve the identification of one best development path (namely, one centered on contemporary economic, institutional and political conditions in developed countries). Instead, the BRI stresses that each country should choose a development path that suits its own development conditions and its own circumstances. At the Belt and Road Forum for International Cooperation in May 2017, Chinese President Xi Jinping noted that China has no intention to

A textile factory in Cambodia, invested by a Chinese enterprise, is one of the fruits of the Belt and Road Initiative. VCG





interfere in other countries' internal affairs or export its own model of development, but seeks to achieve a new model of win-win cooperation.

### **Inclusive Participation in Globalization**

The very concept of inclusive globalization embodies the notion that it involves all countries and all people in the world. Although global powers are the catalysts of globalization, all countries should have the basic right to equal participation. In historical experiences of global economic expansion, strong countries exercised dominant (hegemonic) influence. The expansion of colonial trade was dominated at various times by the Portuguese, Spanish and Dutch, followed by a wave of imperial expansion led by Great Britain and subsequently the United States. The liberal international order dominated by Western countries has been associated with an extremely unequal system of international trade and investment. In the last phase of economic globalization, multinational corporations and Western-dominated international organizations supported by the United States, the only global superpower, exercised extraordinary power, leaving many countries in a weak position to negotiate with them. While further advancing globalization, a key issue in promoting an inclusive path concerns methods to care for the weak and limit the dominant influence of great powers.

The BRI adheres to the principles of “openness, inclusiveness, equality and mutual benefits” as well as that of “achieving shared growth through discussion and collaboration,” lifting the largest common development factor atop

the agenda and giving priority to joint development and common prosperity. Moreover, the initiative is neither confined to a small group, nor just for groups with one set of beliefs or social values. The initiative upholds open-mindedness and welcomes all interested countries and regions to participate in appropriate ways on equal footing. The Joint Communiqué of the Leaders Roundtable of the Belt and Road Forum for International Cooperation specifically emphasized the need for special attention on least developed countries, landlocked developing countries, small island developing states and other such parties. Such players are the cornerstones of a strong and inclusive BRI.


### **Cultural Inclusiveness**

Over the past three centuries, Western European and North American countries led development, emerging as “developed” countries and colonial/imperial powers, and have since occupied a leading position in the global economic order. These Western countries have developed self-centric ideologies and a sense of cultural superiority, under pressure from which many developing countries have been left with a sense of cultural inferiority. Especially in recent decades, increasingly powerful forces of economic globalization and the projection of Western political and ideological power have eroded the cultural independence of many countries and non-Western civilizational values. Hollywood movies, McDonald's fast food culture, Western-inspired and supported “color revolutions” and wars in some cases have swept through many countries and regions, bringing all kinds of cultural conflicts. The evil

consequences of the dominance of Western doctrine and Western cultural superiority are very detrimental to global sustainable development.

The ancient Silk Road's principle of mutual respect and mutual learning upheld completely different cultural values. The BRI also venerates the Silk Road spirit, respecting cultural differences and emphasizing the principles of common development and common prosperity on the basis of the preservation of cultural pluralism and shared peace. Chinese President Xi Jinping has repeatedly stressed that the BRI does not involve an ideological or political agenda. There is no place for concepts of cultural superiority or inferiority anywhere in it. Through equal exchange and mutual learning, cultures have become more colorful and more innovative.

Two of the four key topics of this year's Boao Forum for Asia Annual Conference were “An Open Asia” and “Globalization and the Belt and Road Initiative.” Economic globalization has reached a crossroads. Anti-globalization rhetoric is becoming strident and trade wars are on hair-trigger alert. So the promotion of inclusive globalization with the help of the BRI has become a more attractive political concept to more political leaders from around the world. Inclusive globalization can also enhance the integration of Asia, providing a new philosophy and a new driving force for its advancement. 

 The author is director of the Center for the Belt and Road Initiative Studies and assistant director of the Institute of Geographic Sciences and Natural Resources Research at the Chinese Academy of Sciences.

# Sino-Indian Cooperation as a Global Stabilizer

Text by Zhang Shujian

*The rapid economic growth of China and India depends on a rational global trade order, and the two countries should cooperate more deeply in the maintenance and formulation of global trade rules.*

The Boao Forum for Asia (BFA) Annual Conference 2018 was held from April 8 to 11, wherein the economic prospects of India as well as cooperation and exchange between China and India were important topics of discussion.

## Bilateral Economic and Trade Cooperation on the Rise

In March, an international trade promotion group of the Ministry of Commerce of China, including more than 30 representatives from Chinese enterprises covering industries such as textiles, pharmaceuticals, agriculture, petrochemicals, trade and commerce, visited India. The two sides signed 101 trade deals worth US\$2.37 billion in New Delhi, an amount equal to 14.5 percent of China's total imports from India in 2017. At the same time, the 11th meeting of China-India Joint Group on Economic Relations, Trade, Science and Technology was also held in New Delhi. Chinese Commerce Minister Zhong Shan and Indian Commerce and Industry Minister Suresh Prabhu both expressed willingness to deepen practical cooperation, which is tremendously significant considering the global shadow of depression.

In recent years, relations between China and India have experienced ups

and downs. The Dong Lang (Doklam) standoff last year brought relations between the two countries to the lowest level in nearly 20 years. Despite India launching anti-dumping investigations on China and a movement to "boycott Chinese products," bilateral trade between China and India reached a new high of 84.4 billion U.S. dollars in 2017, rising by 20.3 percent from the previous year. While China continues to be India's largest trade partner, its imports from India have increased by nearly 40 percent, which to some extent alleviated the trade imbalance between the two countries. Investment cooperation between China and India has been increasing. Chinese enterprises have invested more than US\$8 billion in India, and Indian investment in China grew by 18.5 percent annually over the past three years.

## Mutual Benefits and Common Growth

Closer ties in bilateral trade and investment are not only reflected in macro statistics, but also in the long-term economic development plans of India and the daily lives of hundreds of millions of Indians. Since Narendra Modi became India's prime minister in 2014, the Indian government has launched a number of major initiatives, such as "Make in India," "Digital India," "Skill India" and "Start-up India." At

the same time, India has continuously reduced foreign investment thresholds, improved the business environment, absorbed more capital to promote industrial upgrading, and created more jobs. Chinese enterprises grasp the opportunities in the Indian market and continue to expand investment in traditional manufacturing sectors such as automobile, machinery, and electrical equipment and hi-tech fields such as the internet. In recent years, Alibaba, Tencent and other Chinese internet giants have constantly explored the Indian market, and provided China's development experience and huge capital input for local Indian start-ups, promoting "Start-up India" as they expanded their shares of the Indian market and stimulating India's entrepreneurial enthusiasm and innovative potential. India's largest online payment platform Paytm that became popular after Modi's demonetization campaign, as well as e-commerce platform Flipkart, UC Browser and other famous Indian internet brands, are backed by Chinese internet companies. Many start-up projects have been launched thanks to the support of Chinese capital. This assistance has increased the potential for e-commerce in India while improving the lives of hundreds of millions of Indian internet users.

As for hardware, Chinese mobile



phone manufacturers, represented by Xiaomi, have invested in factories in India to participate in “Make in India,” creating jobs for local people while producing high-quality products. In 2017, Chinese brands accounted for half of the Indian smartphone market and four of the top five brands in terms of shipments. Advertisements for Chinese mobile phone brands can be seen all over the streets of India. Vivo and Oppo are the title sponsors of the Indian Premiere League (IPL) and India’s national cricket team, respectively.

Under adverse factors of bilateral political relations, the rising Sino-Indian economic and trade exchange is showing the world that the interdependency in economic growth and social development between the two countries is unstoppable. The vast market created by the huge population of India and the country’s strong economic growth potential have made India one of the best investment destinations for Chinese enterprises, and at the same time the two countries’ vast territories, large populations and similar development backgrounds give them many common grounds in exploring the paths for development and social governance. As the two largest developing countries in the world, achieving economic


growth is a common goal of China and India as they strive to improve the living standards of the people and eliminate poverty. In his report to the 19th National Congress of the Communist Party of China (CPC), Chinese President Xi Jinping, also general secretary of the CPC Central Committee, proposed building China into a great modern socialist country that is prosperous, strong, democratic, culturally advanced, harmonious and beautiful by the middle of the century. The Modi administration also proposed building a “great India” by 2047. Both sides have pledged to rationally control differences during their common rise and to dock the Chinese Dream with the Indian dream through sustainable development and mutual benefits.

### Hand in Hand to Face Trade Protectionism

The roles of China and India in maintaining the world trade order and promoting globalization have become increasingly prominent in the context of the greater protectionism challenges emerging in the world trade order and the process of globalization.

As beneficiaries of economic globalization, the rapid economic growth of China and India relies on a rational global trade order. However, China and India face many challenges economically due to the gradual introduction of U.S. President Donald Trump’s protectionist trade policy. India and China are listed among the ten countries with which the United States has the highest trade deficits. Trump has repeatedly threatened to overhaul H-1B visas since he ran for president, causing serious concern in India’s IT outsourcing industry. The measure will affect tens of thousands of Indian IT employees who work in the United States and make a huge

impact on Indian IT service export. The high tariffs imposed by the United States on the import of iron and steel products are estimated to disrupt global steel prices and affect related Indian industries. American trade protectionism is bound to impact India’s economic growth and industrial development as the country urgently needs to boost the scale and levels of its manufacturing industry, relieve unemployment pressures and tap into the potential of its demographic dividend.

As victims of America’s trade policy, China and India can counter not only by expanding bilateral trade through deepening economic exchange, but also by carrying out broader cooperation in the maintenance and formulation of global trade rules. In his speech at the World Economic Forum (WEF) in Davos in 2017, President Xi Jinping called for “developing global free trade and investment, promoting trade and investment liberalization and facilitation through opening up and saying no to protectionism.” At the closing ceremony of the WEF annual meeting in Davos in January this year, Prime Minister Modi also expressed India’s support for global free trade and listed trade protectionism, climate change and terrorism as the three major challenges that the world faces today. As the two fastest-growing major economies in the world, China and India should play a leading role in maintaining the world trade order and promoting globalization, inject great energy into their own economic development, and foster stable and peaceful global governance. 

June 20, 2017: Kavin Bharti Mittal, CEO of Hike Messenger, speaks during a news conference in New Delhi, India. The startup was valued at US\$1.4 billion last year after securing US\$175 million from investors including Tencent Holdings Ltd. and Foxconn Technology Group. VCG



The author is an assistant researcher at the Institute of South and Southeast Asian and Oceanian Studies under the China Institutes of Contemporary International Relations.

# ADB Vice President: China's Further Opening Up Is Encouraging

Text by Hu Zhoumeng

*Stephen P. Groff, vice president of the Asian Development Bank, believes that the reform and opening up is an important process not only for the development of China but also for Asia as a whole.*

“The idea of further opening up, as was the focus of President Xi’s speech, is great, especially his commitment to opening the financial sector,” remarked Stephen P. Groff, vice president of the Asian Development Bank (ADB), on April 10 when he attended the Boao Forum for Asia (BFA) Annual Conference 2018. “It will provide a lot of opportunities. We will definitely support it.”

Even though this was the seventh time that Groff had attended the BFA, he was particularly impressed by Chinese President Xi Jinping’s keynote speech at the opening ceremony of this year’s conference. Xi declared that China would accelerate the opening up of the insurance industry, ease restrictions on the establishment of foreign financial institutions in China, expand their business scope and open up more areas for cooperation between Chinese and foreign financial markets.

“The areas President Xi specified that China would continue opening up are exactly the right areas the country needs to focus on,” Groff explained. “He set the right tone and delivered the right message at a time when a lot of zero-sum rhetoric is emerging around the world. Openness and continual reform are critical components of future global growth



and cooperation.”

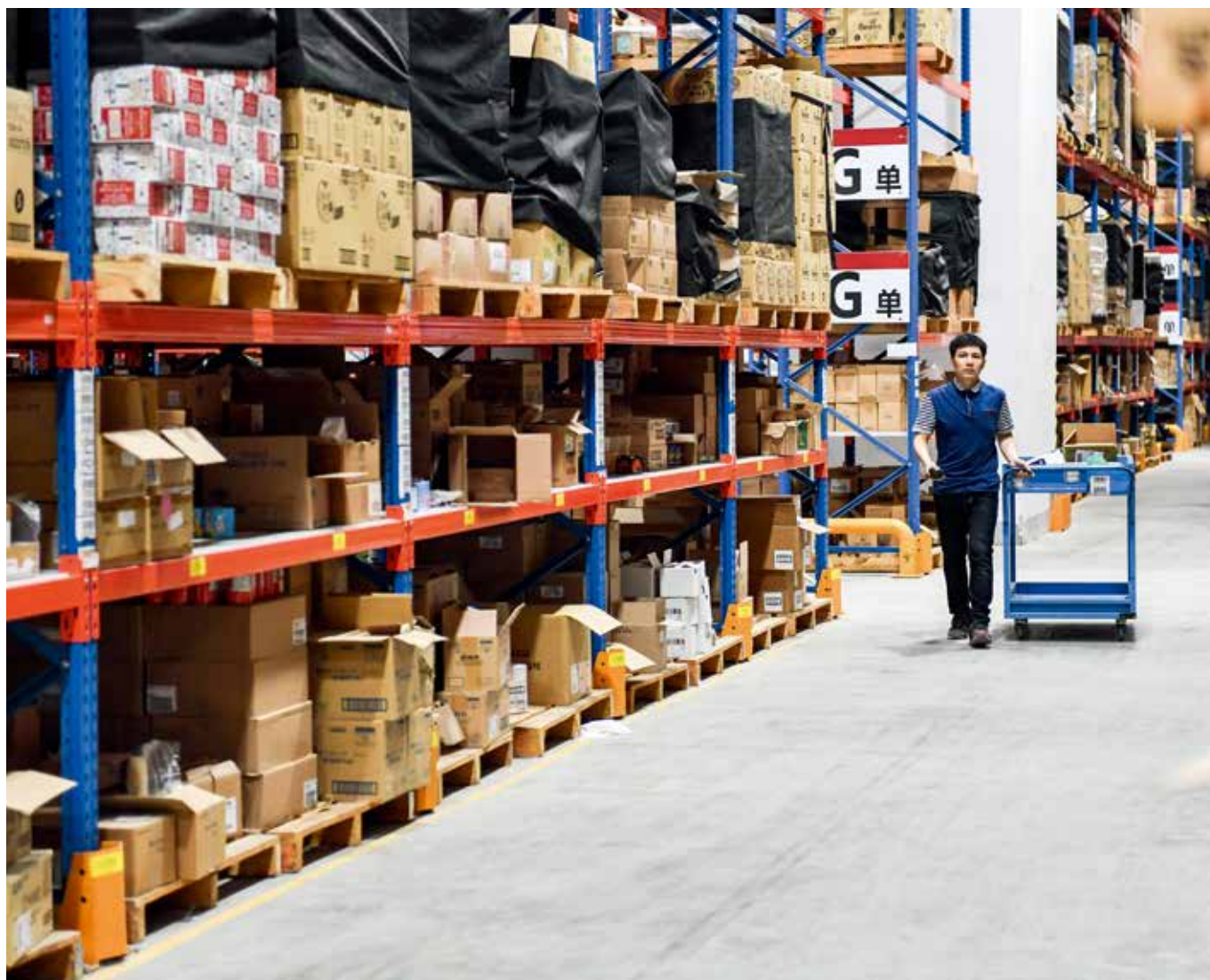
Groff believes that free and open trade regimes have been significant contributors to underpin global economic growth over the last five to ten years. “Any move that restricts or hampers free trade will make a negative impact on global growth.”

When asked about China’s step to improve the investment environment, Groff responded, “It is all about ensuring investors have equal opportunities to invest in the competitive environment. President Xi put a lot of cards on the table with regard to enforcement of intellectual property rights, judiciary reform and anti-corruption.”

He noted that the moves the Chinese

April 10, 2018: Stephen P. Groff, vice president of the Asian Development Bank, meets the press at the Boao Forum for Asia (BFA) Annual Conference in Boao Town, in the southern Chinese province of Hainan. by Chen Ye






government plans to make are “very positive” and “encouraging.” He opined that wider access to the Chinese market is beneficial for China as well as for the world.

“Increased competition in these sectors will ultimately result in increased production, increased innovation and reduced costs,” Groff noted. “The opening-up measures generate win-win prospects. They are positive for the world economy as well as for Chinese consumers.”

Groff believes that the reform and opening up is an important process not only for the development of China but also for Asia as a whole. “In establishing a development narrative for Asia, the example set by China is crucially important.”

This year marks the fifth anniversary of the launch of the Belt and Road Initiative. “Financial integration is incredibly important for strengthening the resilience of individual countries,” Groff added. “The more these countries become integrated, the less risk they absorb from each economic shock.” He revealed that the ADB is actively linking some sub-regional programs involved with the Initiative.

As for discussions of a community with a shared future for mankind, Groff said: “The future of our world is highly dependent on international cooperation. Unilateral approaches are no longer appropriate in terms of addressing challenges facing the world today.” 

April 16, 2018: A warehouse of JD Group, a Chinese e-commerce giant, in the Nansha Area of the China (Guangdong) Pilot Free Trade Zone in Guangzhou, capital of Guangdong Province. It has been reported that international trade in the area has risen from nearly 130 billion yuan in 2014 to more than 195 billion yuan in 2017. by Liao Shupe/China News Service/VCG

# Kent Calder: China's Role as Global Stabilizer

Text by Hu Zhoumeng

*The U.S. expert on East Asian studies believes that the concept of a community with a shared future for mankind demonstrates Chinese wisdom in addressing global challenges.*

“An open trading system is key to global prosperity,” remarked Kent Calder, director of the Edwin O. Reischauer Center for East Asian Studies at Johns Hopkins University, at the annual conference of the Boao Forum for Asia (BFA) on April 8, 2018.

Current tensions in China-U.S. trade have created greater risk to the world economy than Japan-U.S. trade conflicts in the 1990s because of the wider trade imbalance and stronger interdependency between the two economies, Calder noted.

He expressed anticipation that the two countries would conduct intensive negotiations in the coming months, adding that both China and the U.S. could change and modify their policies.

“No citizen in any country would want a trade war, nor would the multinational corporations,” said Calder. “An open trading system is important for both China and the U.S., the world’s two largest traders.”

Amid tensions and risks facing the world economy, global trade and financial systems need a stabilizer. “Every system needs a stabilizer,” Calder stressed. “China’s role as a potential stabilizer in the global system is very important.”

Calder noted that China, a firm supporter of free trade and investment, has been facilitating international trade and investment

April 17, 2018: Exhibition of home appliances at the 123rd China Import and Export Fair (Canton Fair). The fair featured more than 60,000 exhibition booths and attracted over 25,000 companies from home and abroad to showcase their products and services. VCG







April 8, 2018: Kent Calder, director of the Edwin O. Reischauer Center for East Asian Studies at Johns Hopkins University, meets the press at the annual conference of the Boao Forum for Asia (BFA) in Boao, southern China's Hainan Province. by Chen Ye


with its opening-up policies, standing against protectionism in any form.

"China is stepping into the role of a stabilizer," Calder said. "It is significant in terms of protecting the fabric of an open trading system."

This year's BFA annual conference was themed "An Open and Innovative Asia for a World of Greater Prosperity." During the four-day conference that ended on April 11, innovation, like openness, was at the center of discussions by over 2,000 guests from 63 countries and regions including political leaders, business titans and academics.

Calder remarked that technological innovation is critical for all economies as it is for Asian economies, and multilateral cooperation should be promoted to advance technological innovation. He added that those who seize the opportunity to innovate will increase their global competitiveness.

On April 10, Chinese President Xi Jinping delivered a keynote speech at the opening ceremony of the BFA annual conference, which Calder attended. Xi called for people around the world to work together to build a community with a shared future for mankind and make Asia and the world peaceful, tranquil, prosperous, open and beautiful.

President Xi is a global leader who cares not just for the future of China but for the whole world, said Calder. According to him, the concept of a community with a shared future for mankind demonstrates Chinese wisdom in addressing global challenges. 



# Targeted Poverty Relief China's New Anti-Poverty Strategy

Text by Wang Sangui

*China cut the number of the poor by more than 700 million in the past 40 years. Its contribution rate to global poverty reduction exceeded 70 percent.*

Since the late 1970s, China has made great progress in large-scale poverty reduction in the process of its reform and opening up, making considerable contribution to the realization of the UN Millennium Development Goals (MDGs). However, the nation is still facing problems such as income inequality, comparatively lower poverty line, huge poor population, and lack of targeted poverty alleviation measures. In this context, the strategy of “targeted poverty relief” needs to be taken further for hastening large-scale poverty reduction.

## Progress in Poverty Alleviation

Over nearly four decades since it began the reform and opening-up policy, China has greatly reduced poverty while maintaining rapid economic growth. According to the World Bank's poverty line of US\$1 a day, the country cut the number of the poor by more than 700 million in the past 40 years. In 2000, the UN Millennium Summit passed the MDGs, setting a goal to halve the number of the poor from the 1990 figure. China was the first country to reach the goal. By 2002, it had



A bird's-eye view of Shibadong Village in the Xiangxi Tujia and Miao Autonomous Prefecture, Hunan Province. In early spring, when wild cherry trees blossom in the nearby mountains, the village welcomes flocks of tourists. Rural tourism has become a pillar industry that lifts villagers out of poverty. Xinhua



reduced the percentage of the poor in rural areas to 30 percent, which was 60 percent in 1990. During the period, China's contribution rate to global poverty reduction exceeded 70 percent. China has made further efforts to reduce poverty since the 18th National Congress of the Communist Party of China in 2012. By the end of 2017, the population of the poor in the country's rural areas had decreased to 30.26 million

from 98.99 million at the end of 2012, and the poverty headcount ratio had dropped from 10.2 percent to 3.1 percent.

Rapid economic growth over decades has substantially increased incomes and consumption, being decisive in large-scale poverty reduction. This large-scale poverty reduction is attributed to a combination of many factors. Firstly, growth in agriculture is particularly important for poverty alleviation. According to a research report released by the World Bank, growth in China's agricultural sector is four times as effective in reducing poverty as growth in the secondary and tertiary industries. Secondly, targeted poverty alleviation effort has helped narrow the gap between different regions and accelerate economic and social development of poverty-stricken areas. Thirdly, China began to establish a social security system for rural areas in 2007. Measures such as guaranteed minimum income, the new-type rural cooperative medical care system and the rural pension insurance system have ensured provision of basic living and public services. Fourthly, inclusive rural policies have benefited vast sections of the impoverished in rural areas. In 2003, the country launched the "grain for green" campaign in poverty-stricken areas, and farmers who returned their farmland to forests and grasslands were paid with allowances. In 2006, agricultural tax was abolished, and a policy to provide general subsidies for agricultural development was implemented. From 2008, nine-year free compulsory education began to be available nationwide for all children. And finally, the basic land system and land operation pattern

ensure that the poor benefit from agricultural growth. The household contract responsibility system was adopted as the basic land system in rural areas, according to which rural lands are collectively owned, but farmers enjoy long-term use and management rights of the land contracted. In the early 1980s, farmlands were distributed to farmers in a basically equal manner, so that impoverished households could also benefit from their farmland and agricultural development.

### Challenges in Poverty Reduction

Despite great progress in economic development and poverty reduction, it is undeniable that the income gap between the rich and the poor continues to expand. China's Gini coefficient grew from 0.288 in 1981 to 0.4 in 2017. As relief measures accelerated economic growth of poverty-stricken regions, income inequality in those regions continued to increase. During the implementation of the *Outline for Development-oriented Poverty Reduction for China's Rural Areas (2001-2010)*, the ratio of the average income of the poorest households to that of the richest households in key counties for poverty alleviation dropped from 21.59 percent in 2002 to 17.38 percent in 2010. The more income a rural household earns, the faster its net income grows. From 2002 to 2010, the per-head net income of farmers with the lowest incomes increased at an annual rate of 11.1 percent, while that of farmers with the highest incomes increased at an annual rate of 14.1 percent, resulting in a further expansion of the income gap. From 2002 to 2009, the annual income growth rates for



poor rural households and average rural households in key counties for poverty alleviation were 2.75 percent and 11.76 percent, respectively—the former is 9 percent lower than the latter, while the national average stayed at 11.04 percent. The ratio of the income of poor households to that of the average households nationwide continued to fall—from one third in 2002 to one fifth in 2009.

The increase in income inequality is attributed to various reasons.

First, the mainstay of China's economic structure has shifted from agriculture that is labor-intensive to manufacturing and service industries, resulting in further expansion of the income gap. Due to the fact that the country adopts a land system featuring equal distribution, the income distribution in its agricultural sector is comparatively equal. However, income inequality grows in the secondary and tertiary industries that are capital- and technology-intensive. Second, the population and labor migration between rural areas and urban areas also causes income inequality. Due to their comparatively lower educational level and comprehensive capacity and the shortage of capital and information, migrant workers from poverty-stricken rural areas are less likely to find jobs in cities than those from comparatively richer rural areas. This further widens the income gap. Third, although development-oriented relief effort has greatly improved infrastructure, production, and living conditions in poverty-stricken areas, it remains hard for poor households to substantially increase their incomes by utilizing improved infrastructure as rich households did. Finally, it is difficult for the poor to enjoy effective financial services, which

impedes a rise in their incomes.

Against the backdrop of growing income inequality, it has become harder to reduce the number of the poor through economic development and regional poverty alleviation. Therefore, it is increasingly important to directly help the poor through more targeted relief policies.

### **Targeted Poverty Alleviation Strategy**

In November 2013, Chinese President Xi Jinping first put forward the strategy of “targeted poverty alleviation” during his visit to Xiangxi Tujia and Miao Autonomous Prefecture in Hunan Province. So far, the strategy has remained a significant part of China's fight against poverty.

The strategy aims to enhance the relevance and efficacy of relief effort, so as to offset the drop in the effect of economic growth on

poverty reduction. The key content of targeted poverty alleviation is elimination of all the factors and obstacles that cause poverty through targeted assistance for the poor and enabling their self-development towards the goal of sustainable poverty reduction. Targeted poverty alleviation includes precise identification, assistance, management, and assessment.

According to a survey conducted by the National Bureau of Statistics of China, the country had 70.17 million below the poverty line at the end of 2014. (It was estimated that the figure would be reduced to 60 million in early 2016). The government has taken a series of measures to further innovate its poverty relief mechanism, so as to facilitate the implementation of its targeted poverty alleviation strategy and ensure eradication of

Yu Maoyun, director of the Center for Rare Medicinal Plants Cultivation and Industrialization at West Anhui University in Anhui Province, works in a sterile laboratory. Local villagers in mountainous areas in the province's Jinzhai County and Jin'an District have shaken off poverty and become wealthy through planting medicinal herbs such as *Dendrobium huoshanense* and *Bletilla striata*. Xinhua





poverty by 2020. In terms of precise identification, China has identified 29.48 million poor households with a total population of 89.62 million since 2013. (Currently, the second round of poor identification is underway, and although the findings are yet to be revealed, it is believed that the identified poor would be less in numbers). Moreover, the country has registered all poor households and population and details about the families, as well as their available resources, income sources, and reasons of poverty, in the national poverty alleviation information system.

The government has taken a series of measures to push forward targeted poverty alleviation. First, supporting a batch of poor households through industrial development and employment and solving their difficulties in relation to technology, capital, and marketing. Second, relocating 10 million of the poor in remote areas with harsh natural conditions to comparatively more hospitable villages or small towns with a view to improving the environment and conditions for their development. Third, helping a batch of poor households reduce poverty through ecological compensation policies such as subsidies for those who returned their farmland to forests. Fourth, helping a batch of poor households reduce poverty through strengthening education. The measures include developing preschool education in poverty-stricken areas, providing free high school or occupational school education and living allowances for students from impoverished families. This will not only reduce the education expenditure of poor households, but also help end inter-

generational poverty. Finally, helping a batch of poor households through social security measures such as expanding the coverage of minimum living allowances, launching rural cooperative medical care system, and providing severe-disease medical insurance and assistance, and pension insurance. By 2020, China's minimum living security system will lift all its citizens above the poverty line.

To strengthen community-level poverty alleviation capacity, governments at various levels have dispatched officials to act as first secretaries and poverty relief team leaders in 128,000 poverty-stricken villages. Academic institutions, nongovernmental organizations (NGOs), and ordinary citizens are also encouraged to participate in poverty relief efforts by various means, such as establishing independent third-party poverty reduction appraisal mechanism.

### Chinese Experience in Poverty Relief


China's success in large-scale poverty reduction over the past four decades, as well as its ongoing effort in targeted poverty alleviation, is useful experience for developing countries. China's successful experience can be summarized as follows:

First, sustained economic growth has been combined with development-centered relief effort. For any country, economic growth is a necessary prerequisite for large-scale poverty reduction. Against a backdrop of increasing income inequality, targeted poverty relief is indispensable to end poverty.

Second, the country has realized an organic integration of poverty alleviation and social security.

Essentially, in order to achieve sustainable poverty reduction, a country needs to enhance the self-development ability of poverty-stricken areas and population through development-oriented relief effort. Moreover, providing necessary social security policies will not only guarantee the poor's basic livelihood, but also lay the foundation for development-oriented poverty alleviation. If the poor lack basic living guarantee, it is impossible to achieve sustainable poverty reduction.

Third, government-led relief effort should be made alongside social mobilization. With primary liability for poverty alleviation, governments at various levels are responsible for formulating relief strategies, providing and mobilizing relevant resources, and drafting and implementing relevant plans and policies. Poverty alleviation is a comprehensive, systemic project that involves various sectors and requires specialized knowledge and expertise. Therefore, broad participation of market entities, NGOs and citizens is vital to enhancing the effectiveness of poverty relief efforts.

Finally, rational institutional arrangements are helpful for poverty reduction. China's fair land distribution system has considerably magnified agriculture's role in poverty reduction. Moreover, the popularization of free compulsory education and cooperative medical care helps the poor increase their human capital and enhance their capacity for development. 

■ The author is a professor at the School of Agricultural Economics and Rural Development under Renmin University of China, and director of the university's Anti-Poverty Research Center. He is dedicated to research on rural poverty.





# Hainan

## Three Decades of Dramatic Change

Text by Tan Xingyu

*The dramatic change in Hainan Province over the last three decades has become a glowing torch for China's reform and opening up.*





Tourists enjoy the beautiful scenery in Haikou Beach Park. Since the establishment of a special economic zone in Hainan in 1988, the southernmost province in China has embarked on a new journey of reform and opening up for 30 years. by Qin Bin



Since Hainan Province was designated as a special economic zone (SEZ) in 1988, this southernmost province in China has been committed to the reform and opening up for 30 years straight.

From the days when “100,000 talents went to Hainan” to the current construction of an international tourism island, the thirty-year history of the southern Chinese island

represents a brilliant chapter of China’s reform and opening up. The three decades of valuable experience and tempered memories have become priceless assets for the future growth of the country.

### Wild Island to Special Economic Zone

As early as 110 B.C., rulers of the Han Dynasty (202 B.C.-A.D. 220) exercised jurisdiction over Hainan

Island and formally annexed it into Chinese territory. Considering ancient production methods, the people of Hainan endured a harsh tropical monsoon climate featuring perpetual summer. For a long time, it was considered as a wild land and saw little fundamental change until very recently.

In 1979, shortly after China implemented the reform and opening-up policies, the country began to set up SEZs in Shenzhen and Zhuhai along the southeastern coast in a bid to explore new development paths.

In June 1987 while meeting with foreign guests, Deng Xiaoping, chief architect of China’s reform and opening up, first proposed the idea of establishing a special economic zone in Hainan. He asserted, “If Hainan Island became developed, it would be a remarkable place.”

On April 13, 1988, the first session of the 7th National People’s Congress passed the *Decision on Establishing Hainan Province* and the *Resolution on Establishing a Special Economic Zone in Hainan*.

On April 26, the Hainan Provincial CPC (Communist Party of China) Committee and the Hainan Provincial People’s Government were formally inaugurated, making it the youngest province and the largest SEZ in the country.

Since its establishment, the Hainan SEZ has achieved breakthroughs in many areas: pioneering the implementation of the socialist market economy, leading the reform of the administrative management system characterized by the policy of “small government, big society,” and honing the country’s implementation of the visa-on-arrival policy, all of which have guided the development of reform and opening

1998: A stream of visitors at the entrance of Ever-Green Park, a tropical seaside ecological park in Haikou, with a noticeable massive portrait of Deng Xiaoping. In June 1987, Deng Xiaoping, the chief architect of China’s reform and opening up, proposed the idea of establishing a special economic zone in Hainan. by Chen Xiaoying/Xinhua







April 13, 2018: Chinese President Xi Jinping shakes hands with villagers during his visit to Shicha Village, Shishan Town, Xiuying District, Haikou. Under the leadership of the Communist Party of China (CPC) Central Committee with General Secretary Xi Jinping at the core, Hainan has launched a new round of practice and exploration of reform and opening up since the 18th CPC National Congress in 2012. by Xie Huanchi/Xinhua

up in related fields in China.

In April 2013, Xi Jinping, general secretary of the CPC Central Committee, emphasized that Hainan, as the country's largest SEZ, maintains many advantages and great potential for development, during his tour to Hainan Province. He encouraged the province to strive to become a powerful example for the practice of socialism with Chinese characteristics.

Hainan has kicked off a new round of reform and opening-up practices and explorations:

- Become a leader in carrying out a "multiple-regulation-as-one" reform at provincial level by planning its construction as a large-scale scenic area and a big metropolitan zone.
- Launch a new round of reform of

the agricultural land reclamation system to divorce enterprises from administration, which drastically stimulates the vitality of land reclamation.

- Fully implement the reform of the judicial system.
- Continuously further the reform of the commercial system and improve the business environment.
- Pioneer a campaign to build an "All-For-One" Tourism Demonstration Province.

After its designation as the country's largest SEZ, Hainan has generated new ideas and blazed new trails for economic development.

Over the past 30 years, Hainan's major economic indicators have multiplied dozens to hundreds of times.

Compared to 1987 just before it was first established as a province, in 2017, Hainan saw a 22-fold increase in its regional GDP, an increase of 226.8 times in local general public budget revenues and a rise of 30.3 times and 24.7 times in the incomes of urban and rural residents, respectively.

### **Closed to Open**

Chi Fulin, president of the Hainan-based China Institute of Reform and Development, noted in an interview that Hainan is an island economic entity. Hainan could not have the strength it does today without the reform and opening-up policies.

Opening up demands modern infrastructure. Hainan has accelerated

construction of a road network, fiber-optic network, gas network, water network, and power grid.

In terms of roads, the world's first round-island high-speed rail began operation in Hainan in 2015. It now takes three hours to make a full circle around Hainan Island. In 2016,

Boao Airport was completed and opened. Two larger airports, Meilan and Phoenix, are currently under reorganization and expansion, and the construction of an expressway network has started.

In terms of internet access, by the end of 2017, 99.9 percent of

Hainan's cities and towns and 2,573 administrative villages had been covered by a fiber-optic broadband network, and all administrative villages received 4G signals.

As far as the gas network is concerned, the western line of the natural gas pipeline network has been



- ① 1988: Workers arrive in Hainan via ferry. Hainan Province attracted an enormous labor force from around China when the special economic zone was established through a series of measures to carry out the reform and opening up. by Huang Yiming/VCG
- ② 1988: Young workers from across China hunt for jobs in Hainan. by Huang Yiming/VCG
- ③ 1991: The crowd of job hunters at a recruiting window in Hainan. by Huang Yiming/VCG



1991: An aerial view of bustling job hunters on a street in Hainan. by Huang Yiming/VCG



completed, and the construction of the eastern line has started and is expected to begin operation by the end of 2020.

Construction of the Hongling Key Water-Control Project has finished, and work on large-scale water conservancy projects such as the Hongling Irrigation District and the Nandu River Water Diversion has accelerated. These two projects are expected to provide highly efficient water-saving irrigation for more than 15,000 hectares of farmland.

As for the power grid, multi-channel power supply measures such as hydropower, thermal power, nuclear power and wind power have been implemented in Hainan. Today, all villages in the province have reliable electricity.

Today, Hainan has opened its door wider to the outside world and enjoys continuously growing internationalization. It can be reached by 58 international air routes, 337 domestic and international cargo routes and 14 cruise routes. Tax-free shopping policies on the island have resulted in an amplifying effect. The province offers visa-free and landing visas for 26 countries and has established friendly ties with 56 cities in other parts of the world.

In 2017, the volume of Hainan's annual inbound tourists exceeded one million, reaching the target set by the provincial government three years ahead of schedule.

Opening up requires a sound investment environment.

On February 5, 2018, the *Wall Street Journal* published a story titled "Administrative Approval Reform in Hainan to Attract Overseas Investment," which reported that Russian IT engineer Denis Kleszkov submitted a business



December 30, 2015: Stretching to 653 kilometers, Hainan Roundabout High-Speed Rail, the first of its kind in the world, begins full operation, connecting almost every famous scenic spot and major city in the province. by Yang Guanyu/Xinhua

registration application form to a local administration at 5:00 p.m. and obtained the license the next morning, stunning the applicant and his shareholders. Like this Russian company, many foreign investors have experienced Hainan's determination to optimize the business environment to attract investment from overseas.

Opening up requires a beautiful ecological and cultural environment.

Over the last few years, Hainan has launched a series of strategic campaigns including establishing an "All-For-One" Tourism Demonstration Province and implementing the Beautiful Hainan initiative.

With focus on the development of livable and tourism-oriented projects as well as the promotion of the integration of ecology, production and life, the province has already established 406 uniquely featured villages and aims to have more than 1,000 by 2020.


Hainan has amended the assessment priorities of 12 cities and

counties to focus on residents' income and the ecological environment.

In this way, more space is open for transforming development patterns so that Hainaners and people from other parts of the world share the benefits of its favorable ecological environment.

Over the past 30 years, the journey of Hainan's reform and opening up has only just begun.

As specified by Liu Cigui, secretary of the Hainan Provincial CPC Committee, through continuous opening and cooperation, Hainan will become a big window showcasing China's efforts to build a community of a shared future for mankind and realize the Chinese Dream of the great rejuvenation of the Chinese nation.

The world can expect Hainan's reform and opening up in the new era to continue improving and expanding. Under the strong leadership of the CPC Central Committee with Xi Jinping at the core, the province has its best days ahead thanks to the reform and opening up. 

# Building an International, Modern and Beautiful Island

Exclusive interview with Chi Fulin, president of the China Institute of Reform and Development

Text by Zhao Jun, Tan Xingyu and Wang Zhe

*As long as a more open model is adopted and growth maintained, Hainan can catch up with or even overtake Singapore in economic development in the next 30 years.*

“There would be no Hainan today, and it could have not thrived, without reform,” asserted Chi Fulin, president of the Hainan-based China Institute of Reform and Development (CIRD).

At the end of 1987, 36-year-old Chi Fulin went to Hainan Island, where he joined preparations for the founding of Hainan Province. He became the first official from the central government in Beijing to join such a campaign.

Since then, Chi has experienced the entire breadth of Hainan’s progress as part of the team mapping development plans ranging from the proposal to establish a “special customs territory” in 1992 to the construction of an “international tourism island” in 2010.

His unique experience has made him one of the few representative figures to become deeply involved in China’s reform and opening up as well as the construction of the Hainan Special Economic Zone (SEZ).

Chi Fulin became well-known for his research in the reform of the economic system. Under his leadership, the CIRD—



Chi Fulin, president of the China Institute of Reform and Development, is one of the few people to participate in China’s reform and opening up and construction of the Hainan Special Economic Zone. by Zhao Jun

a once peripheral academic institution—has become an important hub for China’s reform research.

In 2018, as the country celebrates the 40th anniversary of the implementation of its reform and opening-up policies and Hainan honors the 30th anniversary of the establishment of the SEZ, Chi has pondered over and summarized Hainan’s achievements over the past 30 years and set higher goals and greater expectations for its future development.



### What do you think of the three decades of development of the Hainan SEZ?

**Chi Fulin (Chi):** Before I arrived in Hainan Island in 1987, I was living in northern China, and imagined the island a lot. When I got off the plane, I was surprised to find the place hardly developed: Haikou didn't even have traffic lights. My imagination had been way off. That year, Hainan's GDP was around 20 billion yuan, and local fiscal revenue was less than 300 million yuan.

Over the past 30 years, however, Hainan has grown from a relatively secluded island into an international tourism destination and the country's largest SEZ—with sprawling streets full of traffic reaching in every direction. It has also developed from a relatively backward region into one of China's more economically developed provinces. In 2017, Hainan's GDP surpassed 446 billion yuan.

The biggest change is seen in the everyday lives of locals.

In the past, the natural environment in Hainan was good, but the living standards were poor, and the island was plagued by starvation.

Today, Hainan has seen dramatic changes in realms of education, medical care, health, ecology, income levels and urban and rural construction.

Optimism has increased significantly. Over the past few decades, Hainan has attracted talent from all over the country to work or start a business.

### What is the most precious experience Hainan has gained since the establishment of the SEZ 30 years ago?

**Chi:** I would cite four things: First, the development of the island economy requires opening up. As an island economy, Hainan retains a certain degree of inertia and closeness, which must be overcome through an open model that releases its internal driving forces. This is determined by the laws of the



1992: Two female students chat on a street in Haikou, Hainan Province. The city was under rapid development. by Huang Yiming/VCG



2002: Villagers in a remote area are pleasantly surprised by drinking water pumped up from a deep well in Haikou. by Huang Yiming/VCG

island economy.

Second, institutional reforms must adapt to the open model. As an island economy, Hainan has to adapt its institutional mechanism to an open model—the purpose of the reform. I think the island should implement reforms in accordance with the requirements of the central government of China to comprehensively deepen reforms. Hainan should take advantage of its status as China's largest SEZ and make major breakthroughs in the reform and innovation of its economic system, social system, administrative system and ecological conservation system to form new impetus for sustainable development.

Third, the development of an island economy requires industrial choice. The

island economy should choose the optimal mode for industrial development during the process of opening up. As an international tourism island, Hainan should make tourism a pillar industry, but currently the industry is still inadequate: Tourism products lack variety, internationalization is yet on its way, and island tourism is far from enough to integrate with the development of the service trade.

Fourth, the core of the development of the island economy lies in strategic positioning. The island economy cannot focus solely on itself. If Hainan Island sets eyes only on itself, it doesn't have much of an advantage—its strategic positioning is extremely important.

**What role has the Hainan SEZ played in accelerating economic and cultural exchange between China and**

## Southeast Asia?

**Chi:** Hainan is located on the coast of the South China Sea, adjacent to Southeast Asian countries, which gives it convenient geographical connections.

In the past, it served as a gateway for Chinese access to Southeast Asian countries such as Singapore, Thailand and Indonesia. Now, these countries host a particularly large number of overseas Chinese from Hainan. In addition, Hainan and Southeast Asia share a lot of similarities in resources.

Hainan plays an important role in the regional economic integration of China with Southeast Asia, and much room for future development remains.

Economic development of the neighboring countries around the South China Sea depends not only on the Chinese market, but also on the development of China. Hainan has become an offshore hub for the

Over the past three decades, Hainan has grown from a relatively secluded island into an international tourism island and the largest special economic zone in China. VCG





construction of the Belt and Road. Now, Sanya is building a large-scale port for cruise ships that serve Southeast Asian countries.

Hainan should become the leading hub of Pan-South China Sea cooperation. When the South China Sea becomes a sea of peace and cooperation, the neighboring countries will benefit from China's development.

### What opportunities do you see for Hainan in the next 30 years?

**Chi:** Situated at a new starting point, Hainan is facing three major new opportunities and taking on four major new missions.

The three major new opportunities are: implementation of the Belt and Road Initiative, development of an open economy for the promotion of a new pattern of comprehensive opening up, and upgrading of China's consumption structure.

The four major new missions are:

1. Expand opening up in the context of the Belt and Road Initiative. As required for the construction of the 21st Century Maritime Silk Road, over the next few years, Hainan will strive to become a pioneering area for the development and opening up of Pan-South China Sea cooperation and build a free trade economic corridor connecting Pan-South China Sea countries and regions.

2. Comprehensively further reforms. In the future, we must create more dynamic institutional mechanisms.

3. Serve national strategy. In the coming years, Hainan should give full play to its own strength and contribute remarkably to building China into a maritime power.


4. Achieve green development. Hainan enjoys prominent strength in ecology. We must focus on "greening up" and "protecting blues," and blaze a new trail for a harmonious development between man and nature through new models, new systems, and new mechanisms for green development and green living against the backdrop of economic reform and opening up.

We must strive to build Hainan into a



highly internationalized and modern treasure island by 2049.

Specifically, the main indicators of Hainan's economic and social development should reach the levels of advanced economies, its green development should lead the world, and Hainan should serve as a practical example as China becomes a great modern socialist country.

I strongly believe that as long as we adopt a more open model and maintain growth, Hainan can catch up with or even overtake Singapore in economic development in the next 30 years. 

Located in Haikou, Hainan Province, the Century Bridge measures 2,664 meters in length. It is a landmark structure and a major tourist attraction of the city.  
by Qin Bin

# Building a Top-Notch Tourism Island

Text by Tan Xingyu

*The push to build an international tourism island has inspired Hainan to set a goal to become a world-class tourist destination, which presents a prime opportunity for the island province to reach world-class standards comprehensively through learning advanced international experience and upgrading its tourism services.*

As the southernmost province in China, Hainan takes pride in its advantageous natural tourism resources, such as sunshine, seawater, beaches, green vegetation, clean air and rich ethnic customs.

In January 2010, China's State Council released the *Opinions on Accelerating the Construction and Development of Hainan International Tourism Island*, which set 2020 as the deadline for Hainan's tourism service facilities, management and service levels to reach internationally accepted standards and for Hainan to become a top-notch holiday destination.

In fact, the construction of Hainan International Tourism Island has become part of China's national strategy.

## Diversified Tourism

Hainan has enjoyed multiple favorable policies which have enormously enhanced the development of local tourism.

Over the last few years, Hainan has seen great progress in sectors including large-scale supporting facilities such as urban complexes, parks, and museums in addition to rural tourism, featured towns and cultural and creative industries.

In March 2017, the Hainan provincial



A 108-meter-tall statue of the Goddess of Mercy on the sea, a landmark of Sanya City and a sacred place for Buddhists. Hainan takes pride in its advantageous natural tourism resources such as sunshine, seawater, beaches, green vegetation, clean air and ethnic customs. by Qin Bin





government issued the *Hainan Tourism Development Plan (2016-2020)*, proposing to capitalize on Hainan's three major strengths—ecological environment, special economic zone and international tourism island—to accelerate the campaign to build Hainan into a demonstration tourist province for the rest of the country.

Among the many tourist attractions in Hainan, Tianya Haijiao, or the End of the Earth and the Edge of the Sea, might be the most enchanting. It features tropical views of coconut trees bathing in the setting sun.

According to Zheng Conghui, deputy

general manager of the tourism development company in charge of the scenic spot, his company has launched a series of aquatic tourism activities such as yacht sightseeing and motorboat trips as well as wedding facilities to make the scenic spot more attractive.

"We have developed tourism products that require participation and produce experiences to promote our long-term development," Zheng explained.

Sanya Paddy Field National Park, another popular tourist destination, which officially opened on January 24, 2018, is highlighted by landscapes of rice fields and seascapes,

2014: Five magnificent hotel buildings on Phoenix Island in Sanya Bay, Hainan. Construction of the International Tourism Island aims at becoming a world-class island tourism destination. The push has enabled its tourism industry to take the initiative to achieve world-class standards. VCG

supplemented by a dinosaur science base.

Under construction are differentiated, new tourist attractions such as the Yuan Longping National Rice R&D Center, named after the “Father of Hybrid Rice in China,” the Wetland Reserve for Egrets and an Experience Zone for Low-altitude Flight.

“These are cutting-edge tourism products,” illustrated Jiang Haiyan, executive deputy general manager of Sanya Paddy Field National Park. “Our new model features an integration of different segments such as farming culture, popular science education and agricultural experience, which merges rural development with agricultural tourism.”

Hainan has also diversified its tourism with more creative cultural campaigns such as the Sanya International Music Festival,

which was first launched in 2017 and is now scheduled twice a year, and Sanya Atlantis, a world-class tourism complex, which opened in April 2018. And transportation facilities have greatly improved, highlighted by a high-speed railway circling the island and a new offshore airport in Sanya.

### Improving Tourism Software

In March 2011, China’s Ministry of Finance published the *Pilot Implementation Plan of the Offshore Duty-Free Shopping Policy on Hainan Island*, making Hainan the fourth island in the world to offer offshore duty-free service, which has served as a strong impetus for Hainan’s tourism consumption.

Over the past seven years, the local government has frequently adjusted its offshore duty-free policies based on type of

Sanya Haitang Bay Duty-Free Shopping Mall. Hainan is the fourth island in the world to offer offshore duty-free service, which has served as a strong impetus for Hainan’s tourism consumption. by Qin Bin







goods, shopping quotas and shopping time limits, further unleashing great potential for consumption. These policies have been acclaimed for their effectiveness and influence during the campaign to build Hainan into an international tourism island.

Statistics from the Haikou Customs show that by the end of January 2018, two duty-free shops under its supervision in Sanya and Haikou had earned a total of 31.48 billion yuan in cumulative sales, with about 10 million shopper visits.


In 2012, Sanya tourism's reputation was seriously damaged by a "high price seafood" scandal. Learning lessons from the painful experience, the local government took various measures to prevent various kinds of tourist chaos.

In October 2015, the Public Security Bureau of Sanya City established China's first tourism police detachment. After strengthening law enforcement and restoring order in the tourism market, complaints dropped significantly, and tourists became

more satisfied with the services.

June 2014 witnessed the founding of Sanya Tianling Cruise Service Co., Ltd., a joint venture of the Tianya Haijiao Scenic Area and the local community: 1,038 local families became shareholders of the company, and 230 local residents found jobs there, accounting for over 90 percent of the company's employees.

"It's a brand standardization to integrate local private businesses," Zheng Conghui explained. "We were battling safety loopholes. This method enables us to upgrade service quality and allows more people to share the fruits of local tourism development."

"These measures are part of the campaign to build an international tourism island," Zheng added. "The construction of an international tourism island has inspired Hainan to set a goal to become a top-notch island tourist destination, which has pushed Hainan's tourism industry to match world-class standards by learning international advanced experience." 

Visitors filled Haikou's Qilou Old Street during Spring Festival 2016. The street features old buildings with mixed ancient Chinese and Southeast Asian architectural styles. by Guo Cheng/Xinhua

# Huang Yiming

## Capturing Hainan's 30 Years with My Lens

Speech by Huang Yiming, honorary president of Hainan Photographers Association

Edited by Zhang Lijuan

*I wore out one camera after another over the course of amassing more than 100,000 negatives. From each angle, a true image of the development and changes in the Hainan Special Economic Zone was documented.*

On April 25, 1988, I saw a rickshaw on Haifu Road in Haikou City carrying a vertical board inscribed with Chinese characters reading “Hainan Provincial People’s Government.”

My gut told me that the next day, April 26, Hainan Province would be officially born. “This sign will surely be hung on the front of a government building,” I thought.

I felt excited and rushed to the office to get my camera. As I anticipated, staffers were making various preparations to hang the signboard.

An employee in white shirt climbed a bamboo ladder propped against the gate and reached for a piece of red satin raised by two other staff members. When the installation of the large plaque was complete, I clicked the shutter, capturing a precious moment heralding the founding of Hainan Province.

I was unable to adequately capture the big scene of the April 26 inaugural ceremony of the Hainan Provincial CPC (Communist Party of China) Committee because others

had reserved the best locations. I was left to squeeze in front of the provincial leaders to shoot. The area was so crowded with people and journalists that most of my photos turned out vague due to the chaos.

Soon after the ceremony, the leaders marched to the gate of the government building 100 meters away to participate in another inauguration ceremony for the provincial government. I learned my lesson before and wasted no time securing an ideal spot from which I could capture the grand scene of the ceremony, including the honor guards of the Young Pioneers.

The unveiling ceremony was brief and enthusiastic. After it ended, many people stayed for quite some time waiting for a chance to take a photo in front of the plaque of the provincial government.

Someone described the 1980s as “the years of burning passion” for Hainan. After Hainan Province was established, young dream chasers streamed in from all corners of the country.

Most sought opportunities from the “talent wall” erected by East Lake, a famed gathering place for

Over the past 30 years, Huang Yiming, honorary president of the Hainan Photographers Association, has exposed more than 100,000 frames of film to document the development and changes of the Hainan Special Economic Zone from every angle.





The inauguration ceremony of the People's Government of Hainan Province in 1988. by Huang Yiming/VCG



job seekers. I paid frequent visits specifically to take photos.

My documentary series “East Lake Talent Wall” and “Hunting for Jobs” were both shot in this area in the late 1980s and early 1990s.


The “East Lake Talent Wall” series became iconic of Hainan dream chasers in those days. “Hunting for Jobs” captured a glimpse of a group of young newcomers to Hainan, checking job postings on a small board hung on a coconut tree.

In the 1990s, the burst of a real estate bubble in Hainan inflicted heavy trauma on the urbanization of the province. Unfinished high-rises were left one next to another silently. It pained me to see such scenes.

So I focused my lens on such a sensitive social phenomenon of that time: Hainan’s suspended real estate projects. In 1999, China Photographic Publishing House published my series “Hainan in Black-and-White,” which drew attention from the real estate administration department.

In February 2001, Boao Town at the estuary of the Wanquan River in Qionghai City, Hainan, hosted the first Boao Forum for Asia (BFA), jointly launched by 25 Asian countries and Australia.

While conducting an interview at the main venue of the annual BFA, I happened to look back and find a large crowd of Chinese and foreign journalists carrying loads of equipment. For the first time in my life, I saw the world paying attention to Hainan.

Hainan was no longer a small isolated island. I could hardly imagine tracking its footprints for 30 years without the aid of a camera. With more than 100,000 photos I snapped, I have documented the changes in the Hainan Special Economic Zone from every angle. 

# Jiang Haiyan

## Nature Is the Best Listener

Speech by Jiang Haiyan, executive deputy general manager of Sanya Paddy Field National Park

Edited by Tan Xingyu

*Sanya Paddy Field National Park will surely carve out a path for sustainable development that integrates agriculture and tourism.*

Before arriving in Hainan, I worked as a journalist at Ningxia Radio Station. My previous job wasn't too taxing, so I had time to think. When I heard that Hainan wanted to build a special economic zone, I set off for the island with a few friends after minimal discussions, and here we are.

After completing an English degree, in January 1989, I was recruited into the Department of World Economy of *Hainan Daily* and served as a columnist for "World Who's Who." Eventually, I was directly involved in helping establish the overseas edition of the newspaper.

I have witnessed the great changes in Hainan over the last few years since China's reform and opening up.

Based on my technical title at that time, my salary in Ningxia was barely over 100 yuan a month. After arriving in Hainan, I saw my salary rise to over 400 yuan and then to over 1,000 yuan, which greatly inspired my enthusiasm for the work.

During my years in Hainan, I also witnessed the island province's development process from start to finish.

In those days, *Hainan Daily* had gathered talent from across the

country. Everyone seemed happy: "This is exactly what we wanted!"

In 1993, I left *Hainan Daily* for China HNA Group, the first joint-stock airline to undergo a standardized transformation in China, which was establishing a newspaper, *Business Travel News*. They recruited me to serve as deputy editor-in-chief.

In 1994, I quit my job there to accompany my child to the United States to study. When my child enrolled in college, I returned to Hainan just as they were looking for people to promote Sanya's Nanshan Scenic Area. I was happy to shift to the tourism industry and became responsible for planning and



A dinosaur science base in Sanya Paddy Field National Park, which created a new type of business model integrating agricultural resources with tourism.  
by Qin Bin



Jiang Haiyan, deputy general manager of Sanya Paddy Field National Park. She believes that the most impressive parts of Hainan are its green hills and clear waters.



promotion.

Hainan is richly endowed with tourism resources but still needs new ideas and concepts for development. Sanya Paddy Field National Park has a distinct theme and prominent features. The time is ripe to seize this historical opportunity to merge current development with rural

revitalization—integrating rural and tourism resources through a brand-new approach: agricultural tourism.

Rural development can be kindled not only through the integration of rural and tourism resources, but also through the creation of tourism brands. We must consider how to transform farming culture, popular science education and agricultural experience into tourism products that enable tourists to learn more about culture during their trips and enhance their awareness of our brand. This creates new demands and challenges on our work.

Today, Hainan is striving to become an international tourism island. Actually, the hardware of scenic spots in Hainan, especially around Sanya, already leads the international arena. Therefore, we need to think about where we can focus in comparison to world-class scenic spots.

Contrasting high-tech theme parks such as Disney resorts, Hainan's greatest resource is its ecology.

As Chinese President Xi Jinping proposed, "We will adopt a holistic approach to conserve our mountains, rivers, forests, farmlands, lakes and grasslands."

Tourism cannot develop at the cost of the ecology. Sustainable development can be achieved if ecological protection is a top priority. Therefore, we must adhere to regional ecological standards and develop in ways that protect the agricultural ecology.


Sanya Paddy Field National Park endeavors to provide visitors an experience involving the beauty of farmland and traditional Chinese agriculture throughout the entire trip: showing them mountains, letting them touch the fields and flowers, taking them to pick fruits, and sending them home with unforgettable nostalgia.

Our scenic area has just opened. There are many things to do throughout its sectors, including construction of comprehensive support systems, improvement of service concepts, and introduction of intelligent systems.

Decades of experience have taught me that building a scenic spot is an arduous task, but one that can bring benefits to the whole of society and future generations. I believe that our park will pave a path for sustainable development that integrates agriculture and tourism.

I have been to many places, but the most impressive are the green mountains of Hainan.

Thanks to my work on tourism, I have had the opportunity to get intimate with the ocean and talk with the mountains and streams. Coming back was the best choice of my life. When we begin to converse with nature, our mentality changes, and we no longer become anxious over life's trivialities.

I have lived in Hainan for nearly 30 years. It is my home. At home, I feel calm and relaxed. 



# Huang Peilun Courage to Reform

Speech by Huang Peilun, chairman of the Trade Union of Hainan Coconut Palm Group Co., Ltd.

Edited by Tan Xingyu

*Hainan Coconut Palm Group Co., Ltd. has provided jobs for 6,000 employees and accelerated development of the coconut industry across Hainan Province.*

I am a veteran employee of Hainan Coconut Palm Group Co., Ltd. (HCPG), China's largest producer of canned fruit beverages. More than 54 years have passed since 1964 when I first started working part-time at Haikou Cannery, the predecessor of the HCPG.

Established in 1956, Haikou Cannery was a large enterprise in Hainan. In the planned-economy era, under the instruction of the government, the factory produced a number of products including canned pineapple and canned fish, which proved quite popular among consumers.

However, our production efficiency was low at the time. In the 1960s and 1970s, we were striving to raise annual output to 10,000 tons. To reach this goal, the municipal government of Haikou mobilized 30,000 workers and students across the city to support the factory.

And that goal is tiny compared to the daily output of just one of the HCPG's 23 factories today. This comparison evidences how dramatic the changes have been in the company as well as the country.

In the 1980s, during China's transition from a planned economy to a market economy, many state-owned



Huang Peilun, chairman of the Trade Union of Hainan Coconut Palm Group Co., Ltd., has been working there all his life, experiencing the rises and falls of the company.

companies lagged behind, including Haikou Cannery.

From 1981 to 1985, the factory suffered losses for five consecutive years and replaced four managers. At the lowest point, 20,000 yuan saved it from bankruptcy. Many of its most talented employees left the factory.

Backed into a corner, government officials were as nervous as the remaining staff as they hunted for someone to save the factory. Eventually, they found Wang Guangxing.

By the time, Wang had worked in the cannery for nearly 30 years since being hired in 1958. He knew almost every corner of the factory after spending time working at every position. His consistent outstanding performance won him chances to lead teams of some state-owned companies including Haikou Beverage Factory. Wherever he went, production numbers improved.

The municipal government determined that he was the best choice to "put out the fire." In 1986,



Wang Guangxing returned to the cannery to take over, hoping to pull it out of crisis.

Wang began making a big difference the moment he took office. After Hainan Province was established in 1988, talent poured into the island from all parts of China. Wang seized the opportunity and wasted no time recruiting talented personnel and developing products.

He focused on scientific and technological research. After the successful development of natural coconut juice processing technology, he proposed rewarding the research team a bonus of 300,000 yuan—an astronomical figure at the time, which caused strong public pressure and inspired a debate in *Hainan Daily* on such a big-ticket bonus for those who contributed to scientific and technological research. The debate culminated with full support from the provincial government, making the arrangement the first of its kind in the country.

Wang Guangxing persisted with reforms, without consideration of his personal interests. He was first in China to begin replacing the “three iron rules:” “iron rice bowl” (secure job), “iron chair” (guaranteed post) and “iron salary” (guaranteed salary) with “more pay for more work.”

The initiative violated the interests of some, and others did not understand it.

Wang Guangxing ran for election as a deputy to the People’s Congress of Haikou City, but lost: He didn’t get enough votes from the cannery. Every step on his ladder of corporate reform was littered with obstacles.

In 1995, Haikou Cannery became one of the first 100 pilot companies in China to practice a modern enterprise system, and it was renamed



2012: The office building of Hainan Coconut Palm Group Co., Ltd., which remarkably accelerated the coconut industry across Hainan. VCG

Haikou Coconut Palm Group Co., Ltd.

The company has since facilitated greater progress, offering jobs for 6,000 employees and enhancing the development of the entire coconut industry in Hainan.

In general, it takes seven years for a coconut tree to produce fruits, and each tree can earn several hundred yuan a year. If a farmer grows hundreds or thousands of coconut trees, he can earn a substantial income for the family.

Today, 500,000 farmers in Hainan have escaped poverty and become prosperous by planting coconut

palms, and the coconut industry has solid prospects for development.

I have been working for the HCPG all my life and have witnessed all the ups and downs of the company. There is so much to tell.

I was most impressed by two things: First, a business cannot thrive without support from the country’s policies of economic reform and opening up. Second, a company cannot move forward without a competent leader.

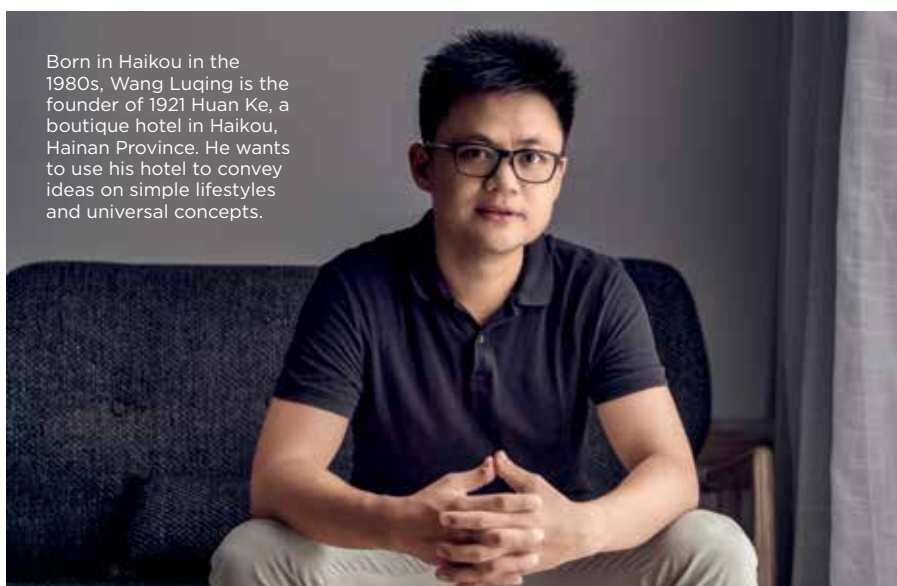
The road of reform is full of twists and turns. Nothing could have been achieved without solid faith and courage to overcome challenges. 47

# Wang Luqing Hainan Hotelier

Speech by Wang Luqing, founder of 1921 Huan Ke

Edited by Tan Xingyu

*I want to use my boutique hotel to convey ideas on simple lifestyles and encourage everyone to discover the beauty around them.*



Born in Haikou in the 1980s, Wang Luqing is the founder of 1921 Huan Ke, a boutique hotel in Haikou, Hainan Province. He wants to use his hotel to convey ideas on simple lifestyles and universal concepts.

I was born in Haikou, Hainan Province. I still remember that when filling out college applications in 2002, my parents urged me to choose a university in Hainan Province even though my dream was to see the world outside the island.

Eventually, I was admitted to Yantai University in Shandong Province. At the time, I was very happy to say goodbye to Hainan.

After graduating from college, I started working on project management for a company in

Guangzhou, Guangdong Province, hoping to build a world of my own. I traveled a lot during my spare time.

I have always enjoyed traveling since I was young, but seldom found chances to do so because of economic limitations. So, during my four years in college and my spare time after work, I went out a lot.

During my travels, I became interested in the design, construction and management of tourist attractions and hotels. I met many veteran professionals with unique insights that greatly inspired

my future business ideas in the hospitality industry.

One day in 2011 on my way home from work, stuck in the traffic, I opened the sunroof in my car to be greeted with a blue sky and white clouds. I was thrilled.

I thought to myself: “What happened to you? If you go back home, you will enjoy blue skies and white clouds all year around. Why weren’t you ever so excited there?” At that moment I knew that I missed my hometown and that I had been away for too long. I thought about it all night and ultimately decided to return to my hometown.

At the time, the concept of boutique hotels was hardly known to the people of Haikou, but I believed such a business might have a good chance in my hometown.

Haikou’s blue skies, fresh air and unique lifestyles are hard to find elsewhere. Even though incomes are higher outside, Haikou people understand that life is not all about work. I wanted to share my understanding of life with more people by launching a boutique hotel.

I received a lot of positive feedback and support when I shared the idea with my classmates and family.

In 2012, I began to prepare to start the business together with several of my friends. I teamed up with college classmates and friends who had won the China Design Award, had specialized in corporate planning or had experience in management. My team has expanded to 26 members today.

Some core team members, however, do not live and work in Hainan, which has proved a good way to provide a constant source of good ideas from around China and





The gate of 1921 Huan Ke, a boutique hotel with a historical flavor.


the world to improve the business.

We built a boutique hotel by renovating two old buildings with designs unique to coastal areas of Fujian and Hainan and named it 1921 Huan Ke. Today it offers 24 rooms, each with a tailored, poetic name. The names of the 24 rooms combined together form a poem.

“Huan Ke” is a term used by Hainan natives to refer to those who returned to their motherland after living for some time, particularly in Southeast Asia. The year “1921” was the zenith of trade between Haikou and Southeast Asia.

Traces of those good old days can be seen in almost every component of 1921 Huan Ke: bricks, tiles, walls and pavilion in addition to antique furniture, memorabilia, classic doorways, arches and the vintage front desk.

Alongside 1921 Huan Ke, we are working on another project near Haikou Airport.

I want to use this hotel to remind consumers of the simple lifestyles and concepts that were once essential and to encourage everyone to discover the beauty around them. 

# The Heart Doctor

Zhou Yujie, vice president of Beijing Anzhen Hospital

Text by Wen Zhihong

*Zhou Yujie and his team expanded arterial access for PCI from the femoral artery to several radial arteries on the upper arm, providing more “avenues” for treating hundreds of millions of cardiovascular patients in China.*





**P**ercutaneous coronary intervention (PCI), also known as coronary angioplasty, is one of the most revolutionary technical breakthroughs for treating cardiovascular diseases in recent medicine history. In 1992, Dutch cardiologist Ferdinand Kiemeneij successfully performed the world's first transradial angioplasty and stenting. Despite the twists and turns during its global dispersal, this

coronary treatment method resulted in fewer complications and a lower mortality rate, leading to universal acceptance.

Zhou Yujie, a cardiovascular specialist and vice president of Beijing Anzhen Hospital, is considered a pioneer and central figure in promoting transradial angioplasty and intervention in China. He founded an International Transradial Cardiovascular Intervention and Treatment Center at Beijing Anzhen Hospital and led his team in carrying out the first large-scale clinical practice and training in China in this field. Their efforts have given China the highest penetration rate of transradial intervention in the world.

Many years ago, Zhou Yujie once demonstrated a transradial angioplasty alongside Professor Kiemeneij. At that time, they received pushback and criticism from some of their watching counterparts. But this didn't abate Professor Kiemeneij's confidence for the prospects of PCI, nor did it Zhou's. Although dubbed a "madman of transradial intervention," Zhou maintains that the only goal of medical innovation is to treat diseases at the lowest cost and with minimal pain to patients.

### Clearing Veins for Life

Throughout his decades-long medical career, Zhou has been primarily engaged in interventional treatment of cardiovascular diseases. PCI is one of the fastest-growing and most active subfields in the realm of cardiology. It involves transradial catheterization with the help of medical imaging techniques. However, not until the end of the 20th century did Chinese cardiovascular professionals begin paying attention to transradial access

for interventional treatment. Most chose the femoral artery to perform catheterization. After reviewing many such cases, Zhou realized that the transfemoral procedure frequently resulted in severe bleeding and corresponding complications. "After such a surgery, the patient has to lay flat on a bed for a dozen hours, and the doctor must exert continued pressure on the wound to stop the bleeding for four to six hours before removing the arterial sheath," he explains. "This is an exhausting process for both patient and doctor."

Due to its lofty reputation in cardiovascular disease treatment, Beijing Anzhen Hospital is perpetually crowded with patients from across China. Typically, physicians in its Cardiology Department perform a dozen surgeries a day. When he was director of the department's Ward 12, Zhou often slept on a couch in his office because he needed to remove arterial sheaths for patients who finished surgeries in the day throughout the wee hours. Sometimes he and his colleagues had to treat postoperative complications such as edema and hemorrhagic shock.

In this context, Zhou was eager to find a safer procedure that would cause less pain to patients. Around 2000, he noticed that some of his European and Japanese counterparts began to apply transradial intervention. But Zhou didn't find a chance to try this technique until May 2002 when a patient with angitis from Zaozhuang, Shandong Province, asked him to perform a transradial angioplasty from the arm. While on a train to Zaozhuang, Zhou studied a book on the latest advances reported at a European interventional cardiology conference



Cardiovascular specialist Zhou Yujie (third right, front) is considered a pioneer and central figure in promoting transradial angioplasty and intervention in China. Zhou and his team further expanded arterial access for PCI from the femoral artery to several radial arteries on the upper arm, providing more "avenues" for treating hundreds of millions of cardiovascular patients in the world's largest developing country. by Dong Fang

and imagined all possible outcomes of the angioplasty over and over.

At the time, local hospitals in Zaozhuang lacked specialized transradial puncture instruments, so Zhou managed to place two stents in a blocked blood vessel with conventional catheters. This was the first transradial intervention ever performed in a local hospital, which attracted a television station to cover the surgery. Less than two hours after the operation, the patient could already use his arm that had been used in treatment while taking a shower. Transradial intervention has obvious advantages: Postoperative bleeding can be stopped promptly and conveniently, and patients need not rest on a bed for a dozen hours. Clearly, they suffer less pain and recover more rapidly. Moreover, transradial intervention is usually accompanied by fewer complications such as bleeding, and patients can leave the hospital sooner with a smaller bill. For this reason, Zhou believes that this treatment method

should become mainstream for the majority of cardiovascular patients.

Afterwards, Zhou and his team became devoted to clinical practice and research of transradial angioplasty. Zhou divided their efforts into three stages: The first was about applied research including surgical techniques to avoid various complications; the second stage focused on expanding the availability of radial access and exploring the possibilities of the ulnar and brachial arteries as access for interventional treatment, as well as solutions to relevant problems; the third stage placed priority on blood vessel protection, during which time they conducted research on vascular trauma and reapplication in transradial intervention.

“For a time, many called me a ‘madman in interventional treatment’ because I gave up on the femoral artery with a diameter of six millimeters in favor of the radial artery as narrow as less than two millimeters,” Zhou explains.

More than two decades of clinical research and practice has shown that transradial intervention not only eliminates the need to lie flat for a dozen hours after the operation, but also cuts the mortality rate by 28 percent and the possibility of severe bleeding complications by 23 percent.

After years of application and popularization, transradial intervention is now used to treat not only minor cardiovascular ailments but also complicated, dangerous diseases. The establishment of a transradial intervention system has not only resulted in rational, effective use of medical resources, but also created tremendous economic and social returns. It is estimated that a single transradial intervention surgery can save at least 8,000 yuan compared to a transfemoral intervention surgery. In 2016, more than 1.2 million transradial intervention operations were performed in China, which were estimated to have saved about 10 billion yuan.

As one of the global champions

Zhou Yujie (left) demonstrates a transradial intervention surgery alongside Dutch cardiologist Ferdinand Kiemeneij (right), who successfully performed the world's first transradial angioplasty, at Beijing Anzhen Hospital.

Zhou Yujie (right) and Professor Ferdinand Kiemeneij attend the 2010 International Forum on Transradial Cardiovascular Intervention, at which Professor Kiemeneij presented medical records on the world's first 100 transradial intervention surgeries to Zhou.





of minimally invasive PCI, Zhou has not only led his team to delve into research of this new interventional therapy, but also devoted himself to promoting training on the technique both at home and abroad. He published the book *Transradial Coronary Angiography and Intervention* to spread knowledge on the treatment approach. In addition, he has organized the International Forum on Transradial Cardiovascular Intervention for 11 years straight and has shared cases and experiences at numerous international academic conferences. Thanks to Zhou and his counterparts both at home and abroad, in 2012, the Clinical Practice Guidelines of the European Society of Cardiology listed the radial artery as the prime access for PCI treatment. The popularity rate of transradial intervention has risen from less than 5 percent to 90.5 percent in China.

Over the years, the prevalence and mortality rates of cardiovascular diseases have been on the rise in China. According to the *2018 Report on Cardiovascular Diseases in China* released by the National Center of Cardiovascular Diseases of China, more than 290 million people are suffering various cardiovascular diseases in the country, which contribute to 40 percent of deaths, a figure higher than any other disease. Interventional treatment is key to rescuing patients from acute and severe cardiovascular diseases.

Zhou and his team further expanded arterial access for PCI from the femoral artery to several radial arteries on the upper arm, providing more “avenues” for treating hundreds of millions of cardiovascular patients in the world’s largest developing country. This breakthrough has global significance. Professor Kiemeneij,



When Zhou Yujie (first left) sees patients, his Ph.D. student Bright Eric King (second left) from Ghana often watches. Zhou hopes that his foreign students from developing countries can bring advanced medical techniques to their homes to help more people.

who was dubbed the “Father of Transradial Intervention” globally, called Zhou the “Chinese pioneer in transradial intervention practice,” noting that the research team at Beijing Anzhen Hospital headed by Professor Zhou Yujie greatly boosted the development of minimally invasive interventional treatment in China and became a shining global representative for minimally invasive coronary intervention.

### State-of-the-Art Techniques for All

When transradial intervention was first applied in clinical practice, many of Zhou’s counterparts from both China and overseas argued that its extreme difficulty would make the approach less practical. Indeed, compared to the femoral artery, the radial artery features a much smaller diameter, which makes it hard to be punctured and easier to cause problems such as spasm, twisted arteries, variations and stenosis during transradial intervention surgeries. In this context, how is the success rate of transradial intervention guaranteed across the medical community?

Zhou is confident because he believes in his state-of-the-art techniques. Over decades, he has completed 15,000 procedures

of coronary angiography and intervention. His rich clinical experience has bestowed on him superb medical skills.

“Medicine is an applied science,” Zhou often tells his students. “And in most cases, it is an irreversible art with the media of life. In a surgical room, a doctor needs to control himself or herself with experience and techniques to solve problems and save lives. We must perform the surgeries that others cannot and give better performances than others can.”

In December 2013, a patient with tachycardia came to Zhou. The patient was falling into tachycardia several times a week and almost every time, he went to the emergency room. He had already received surgeries at two hospitals in Beijing, but physicians had aborted the operations halfway due to cardiac perforation. After the patient was admitted to Beijing Anzhen Hospital, Zhou and his colleagues agreed to arrange a surgery.

During the surgery, Zhou found the situation more complicated than he expected: The patient had an abnormal cardiac structure, and there was a lesion hidden deep in a corner of his heart, unreachable with conventional surgical approaches. After two hours of surgery, there was no progress. However, Zhou still didn’t give up.

The patient came from a low-income family in suburban Beijing. Previous surgeries and the emergency treatment costs had already imposed a heavy financial burden on his family. Zhou was unwavering in his commitment to help the patient. “Fortunately, no complications occurred during the surgery,” he recalls. “I decided to try my best to treat the patient.”

A turning point finally arrived in the surgery's third hour. Through performing a radiofrequency ablation, Zhou successfully removed the dysfunctional tissue that was causing the patient's tachycardia, and he never experienced the condition again.

Zhou often participates in emergency treatment when he can. At around 9 p.m. on April 30, 2017, Zhou received a phone call just before he arrived home, in which he was informed that a patient with acute myocardial infarction was in emergency treatment and could use his help. As Zhou rushed back to the emergency room, the patient's heart stopped. Doctors in the emergency department did all they could, but nothing worked. The patient's relatives implored doctors to keep trying to save his life.

Upon arrival, Zhou and his colleagues continued emergency treatment for another one and half hours, but without a positive response from the patient.

By the wee hours of the next day, more than three hours had passed since the onset of the stroke. At the request of the patient's family, Zhou made a risky decision: He checked circulation in the coronary artery of the patient who had been declared clinically dead. A transradial coronary angiography showed that the three blood-supplying vessels in the patient's heart were all blocked. Zhou immediately placed two stents in one of the three blood vessels that had clearly just been blocked, which restored circulation. Four hours after his heartbeat had stopped, the patient's heart started beating again. Then, after a series of treatments, the patient opened his eyes by 11 a.m. the next day.

Zhou and his colleagues later

summarized the factors behind the miracle: timely hospitalization, professional cardiac massage, first-class emergency treatment and postoperative nursing, trust from the patient's relatives, bold and effective measures taken by doctors, and the spirit of never giving up. The miracle would have not happened if any of these factors had not been present.

The marvelous emergency treatment also stunned the world. Before that, no patient with a heartbeat stopping for so long had ever been revived. An international clinical research conference awarded Zhou and his team first prize, and the award presentation words read: "Life is fragile, but miracles happen when doctors do not give up."

As one of China's most prestigious cardiology hospitals, Beijing Anzhen Hospital has received countless patients with complicated heart diseases. Due to his outstanding skill, Zhou always plays a central role in treating these patients. He also consistently makes breakthroughs in clinical research on rarer cases.

In his *Contrast Agents: A Knotty Problem for Coronary Intervention*, Zhou provides a systematic analysis of the impact of contrast agents used in coronary intervention on the kidneys. He ever performed surgeries on a patient with an acute myocardial infarction who had a transplanted kidney. During the surgeries, Zhou meticulously controlled the amount of contrast agents and used less than half of the normal level to complete the imaging to avoid injuring the patient's transplanted kidney.

Zhou has been applauded for his efforts in promoting transradial intervention in the international cardiovascular circles. However, he and his team aim higher: They

want to explore more world-leading cardiac therapies. Some of his team focus on the research of systematic diseases such as metabolism problems of the heart and the kidneys plaguing many seniors, and others commit to biomedical research such as nanomedicine and medical nanorobots. In the coming decade, Zhou will begin promoting the application of medical robots in peripheral cardiovascular surgeries and exploring domestic laser therapies for vascular calcification to remove impurities from the blood and prevent cardiovascular diseases at costs comparable to the price of a cell phone.

### Spirit of a Great Doctor

When applying for colleges, Zhou went against his parents' advice and chose Harbin Medical University. Once, he and several of his classmates volunteered to transport books for their university's library, which took several days of hard work. As a reward for his dedication, the chief librarian let Zhou choose a book to keep. Zhou thought for a while before selecting a copy of *Applied Cardiology*, a textbook compiled by Chinese trailblazers in cardiology Dong Chenglang and Tao Shouqi. This book kindled Zhou's life-long love affair with cardiology. Over the following three decades, Zhou became friends with several pioneering Chinese cardiologists, from whom he learned a lot.

When Zhou joined a postgraduate program, Professor Tao Shouqi visited Harbin to lecture. His tutor asked Zhou to accompany the prestigious cardiologist. Over the next few days, Zhou escorted Professor Tao to various activities during the day and slept in the outer room of



the professor's suite at night.

"I wore a linen shirt, a tie and a pair of leather sandals," Zhou recalls. "On a rainy day, I held an umbrella for Professor Tao when he attended an outdoor event. Moved by my hospitality, he predicted I would become somebody one day and reminded me that if I attended an international conference in the future, I should dress better, noting that the tie didn't match the wrinkled short-sleeved linen shirt or a pair of casual sandals."

Just as Tao predicted, today Zhou is a specialist of global fame in the field of PCI. He often speaks at international academic conferences. Even on ordinary working days, he usually wears a long-sleeved white shirt and a tie. "This reminds me I'm a medical professional and need to continue studying and seeking innovation."

During a postdoctoral program at Beijing Medical University (now Peking University Health Science Center), Zhou was tutored by Professor Wang Lihui, a Chinese pioneer in interventional cardiology. At the time, Professor Wang's health was failing due to old age. Even so, she often taught Zhou while wearing a cotton-padded coat and sitting on a sickbed packed with books. She exhorted Zhou to stay calm and devote himself to medical research.

In the past, when lecturing elsewhere, Zhou often brought a heart specimen donated by Wu Yingkai, the founding president of Beijing Anzhen Hospital. Before establishing Beijing Anzhen Hospital, Wu served as president of Fuwai Hospital under the Chinese Academy of Medical Sciences.

Wu coined Beijing Anzhen Hospital's motto of "Equity, Diligence, Precision and Honesty"



Zhou Yujie often encourages students and doctors to participate in medical aid missions abroad. This picture shows his postdoctoral student Liu Xiaoli (center) providing epidemic survey training to local medical workers during a medical aid mission to fight Ebola in the Republic of Guinea in Africa.

and pledged to donate all of his organs to medical research and teaching upon his death.


Through words and deeds, those senior medical experts inspired Zhou to preserve and spread the spirit of a great doctor through their dedication, selflessness and commitment to helping every patient with the most advanced medical techniques. Zhou cannot count the towns he has visited to do surgeries. His footprints can be found in almost every Chinese hospital that has introduced PCI.

In 2012, with Zhou's support, several doctors from Beijing Anzhen Hospital participated in a medical aid mission in the Republic of Guinea in Africa, where they shared their experience in PCI with local doctors. In 2016, Bright Eric King, a Ph.D. in cardiology from Ghana, became his student. Zhou hopes that his foreign students from developing countries can bring advanced medical techniques to their homes to help more people.

In the eyes of his students, Zhou is a "superman" and a strict teacher. In addition to superb medical skills, Zhou is also noted for his

photographic memory, studious spirit and fluent English. The last thing he can be expected to do is to waste time. "Time is more precious than gold," he says. "With more time, I could save more lives or learn more to better help patients."

Almost every day Zhou carries a bag loaded with various electronic devices that connect him to the internet. Before smartphones were everywhere, he equipped each of his students with a mobile hotspot, so that they could "access the world" via the internet anytime. Every time he encountered difficult cases, Zhou would search the internet for the latest techniques in treating similar cases. He instructs his students and younger physicians to do the same. "Before checking your patients, you need to be familiar with all relevant information from similar cases from around the world," he explains.

Zhou taught his students three major lessons: to dream of being a great doctor, to maintain a spirit of diligence and dedication, and to gain the ability to resist various distractions. These are what fueled his decades-long career. 



# Yuan Xikun's Art Diplomacy

Text by Li Zhuoxi

*"I have no problem with artists who hide in ivory towers, express themselves in a limited format and produce meager work," Yuan declares. "But my own philosophy is that an artist should use talent to repay society and address concerns closest to the people, which in turn fosters broader vision within the artistic realm."*

At age 74, Yuan Xikun has been hailed as an "art wizard" after creating masterpieces in oil painting, ink painting and sculpture. He has also been dubbed an "artistic diplomat" and actively participated in international cultural and artistic exchange with fruitful results.

Yuan is a world-renowned painter and sculptor, as well as a member of the Standing Committee of the 12th

National Committee of the Chinese People's Political Consultative Conference, and curator of Beijing Jintai Art Museum.

## Welcome to the Jungle

Yuan Xikun was born in August 1944 in Kunming, Yunnan Province. His father, Yuan Xiaocen, was a famous master of Chinese painting, and his mother was a biology teacher. Growing up in such a family, Yuan

Yuan Xikun with his sculpture, Deng Xiaoping, Chief Architect of China's Reform and Opening Up.





was deeply influenced by family tradition and became obsessed with nature and animals.

In 1962, 18-year-old Yuan Xikun enrolled in the high school attached to the Kunming Institute of Arts. A rare opportunity at the school enabled him to accompany a group of literary and art workers on a trip to ethnic minority settlements deep in the mountains, which broadened his vision. He became even more fascinated with nature and animals and continued down the path towards his art career.

As a young painter in the 1970s, Yuan followed an inspection team organized by the Institute of Zoology under the Chinese Academy of Sciences to Xishuangbanna in Yunnan



October 16, 1992: Yuan Xikun paints a portrait of Nelson Mandela, then president of South Africa's African National Congress.

*Mountain Gentleman* by Yuan Xikun, oil on canvas, 1955, housed at Beijing Jintai Art Museum.



Province to draw animal specimens. He then spent five years living in the jungle—a dense forest along the southwestern border of China. He became completely immersed in the creation of animal paintings.

If the words and deeds of his father and mentor Jiang Zhaohe laid a solid foundation for his traditional Chinese painting creation, the long five years of dedicated practice in Xishuangbanna provided an opportunity for him to build a unique style.

The sketches from this period fueled the rest of his artistic career. For an artist, inspiration—the emotions and impulses of artistic creation—strikes like lightning. In Yuan's art is the advocacy of “moment feelings,” which embed vividness in each of his works, something that is hardly found in traditional paintings.

## Portrait Diplomacy

In the 1980s, China's reform and opening up provided artists with rare historical opportunities.

Yuan Xikun climbed to the peak of his career in lockstep with China's rise after the introduction of the reform and opening up: He frequently traveled abroad and caught global attention with his unique artistic techniques and expressiveness.

In January 1999, Yuan became the first Asian oil painter to hold a personal exhibition at the United Nations headquarters. Many of his oil paintings have been acquired by world-famous museums.

“Mr. Yuan's greatness lies in the combination of ancient and modern art,” opined the curator of Berlin Museum. “The themes and techniques of his paintings are rooted in the past, but his thinking faces the future. He skillfully

## ● PEOPLE

combines the spirit of Chinese paintings and the material of Western oil paintings with his superb techniques, thus establishing a style completely free from the limitations of time and space.”

In the 1990s, Yuan Xikun began working on ink-and-wash portraits. He has been blessed with opportunities to paint more than 100 presidents and dignitaries from around the world including former UN Secretaries-General Boutros Boutros-Ghali and Kofi Annan and former International Olympic Committee president Juan Antonio Samaranch.

Foreign media outlets have noted that Yuan Xikun’s exposure to key global political figures raises his influence far beyond painting. He has been nicknamed an “artistic diplomat.”

“I have no problem with artists who hide in ivory towers, express



*Billy Graham by  
Yuan Xikun.*



An expert in depicting animals, Yuan Xikun brings them to life with his exquisite skills.





*Wishing You Every Success* by Yuan Xikun, ink and wash.

themselves in a limited format and produce meager work,” Yuan declares. “But my own philosophy is that an artist should use talent to repay society and address concerns closest to the people, which in turn fosters broader vision within the artistic realm.”

### **Sculpture Need Not Be Translated**

Some Chinese people assert that one cannot be known for experience, accomplishment and fame until reaching his or her fifties.

Sculpture represents a culmination of Yuan Xikun’s art exploration. “Using my talent, limited and unlimited, I built a monument that I admire,” Yuan explained when asked about the reason why he delved

into sculpture.

The year 2009 marked the 60th anniversary of the establishment of diplomatic relations between China and Bulgaria. “During that year, Bulgaria’s economy was undergoing a rough time,” illustrated Yuan. “I wanted to use the spirit of Bulgarian revolutionary Hristo Botev to inspire the Bulgarian people to persevere, so I decided to send a bronze statue to his hometown. Sculpture need not be translated.”

On February 21, 2018, famous American Christian evangelist Billy Graham passed away. On February 24, Yuan’s *Reverend Billy Graham* and *Sower Graham* debuted.

“I was lucky to meet him 10 years ago when Billy Graham offered aid after the catastrophic Wenchuan

earthquake in Sichuan,” recalled Yuan. “We did the same thing in different ways.”


“Over the last few years, I have sculpted many celebrities who have driven human progress to preserve their ‘spiritual weight’ and commemorate their works.”

One of the two Graham statues will be placed in China and the other in the United States to build a cultural bridge of friendship between the two countries.

Yuan Xikun has received as many international medals as anyone for his sculptures. To date, he has completed more than 50 statues for global titans.

His celebrity sculptures have been acquired by the governments of Japan, Greece, Russia and the United States as well as museums and international organizations. Eleven of his celebrity sculptures and three animal sculptures were selected as national gifts for various heads of state.

In 2016, the International Astronomical Union (IAU) Minor Planet Center named Asteroid 214883 after Yuan Xikun.

As for his reputation in global art circles and plans for the future, Yuan Xikun remains humble: “Jack Kerouac said, ‘forever young, always in tears.’ I will never be a master; I will never forget my country.” 



# Green Hands Up

## Environmental Volunteers in Action

Text by Luo Jie

*On April 22, the Chinese government launched Earth Day Week with the theme of “Treasuring Natural Resources, Protecting Beautiful Land—Telling the Story of Our Earth.” Within a week, various environmental protection activities were held in different parts of China.*

The 49th Earth Day fell on April 22, 2018, at which time the Chinese government presented a series of activities to promote natural resource preservation and environmental protection.

Volunteers across China became

a highlight of these activities. They cleaned up trash in communities, gave the public tips on how to live greener lives and publicized environmental protection ideas. Since China’s reform and opening-up policy was implemented forty years ago, rising environmental protection awareness

September 15, 2017: Volunteers ride bicycles in a park in Chongqing Municipality to promote green travel and low carbon practices. by Zhou Yi/China News Service/VCG



Volunteers from the Environmental Protection Association of Anhui University perform behavioral art titled “revenge of nature.” VCG

has inspired many volunteers to take up the challenge and become part of the central force propelling the country’s green campaign.

### Rising Power

Tibetan antelopes inhabit the tundra at altitudes between 4,000 and 5,300 meters on the Qinghai-Tibet Plateau. Every year, nearly 1,000 volunteers venture into the animals’ habitat to join protection work.





Since 2010, Yang Gang, a native of Fuzhou, capital of Fujian Province, has driven to the Sonam Dargye Protection Station in Hoh Xil, the main habitat of Tibetan antelopes, every year to work for two weeks as a volunteer. He performs cleaning, cooking and tour guide work. He also drives hundreds of kilometers along a patrol line to mend fences in wild animal reserves. Yang covers all the costs himself

while locals provide him with simple accommodation.

It takes Yang seven days to drive over 2,500 kilometers from Fuzhou to Hoh Xil. The 50-year-old attributes his devotion to the “meaningful” work. In Hoh Xil, Yang Gang is not alone. All the volunteers endure hardships in ice and snow while braving the wind and dew, helping fight poaching and illegal mining as well as aiding distressed animals.

Unlike Yang, the vast majority of China’s environmental volunteers are committed to their own communities. They often buy environmental equipment, use their own money to print publicity flyers, clean up trash and monitor polluting behaviors. These volunteers include students, white-collar workers, civil servants and managers of private businesses, and they all dedicate major efforts to making a cleaner world.



A local environmental volunteer picks up a plastic bag from a lake at an altitude of 3,200 meters in Qinghai Province. VCG

Chinese photographer Wu Di uses his work to highlight the pollution issue and alert the public to possible health problems brought by smog. This is one of his photographic works. VCG



The Chinese government still lacks an accurate count of its environmental protection volunteers. But according to a document issued by the Ministry of Civil Affairs in August 2017, by the end of 2016, China had over 6,000 social groups engaged in environmental protection. “If each group has an average of 200 members, that would mean more than one million long-term environmental volunteers in China,” estimates Zhang Boju, secretary-general of Friends of Nature, a Beijing-based environmental organization. According to him, most volunteers come from high schools, colleges, public institutions and companies. The groups are either government-sponsored or non-governmental,



working together to improve China's ecology.

## Growing Pains

Over the past four decades, enhanced awareness of environmental protection has fueled the rise in the number of Chinese environmental volunteers from a few to over a million. However, the growing group also faces some growing pains.

Despite the big numbers, China today has just a few influential environmental protection organizations and most need to improve their capabilities to participate in environmental affairs. And they often lack professionals and diverse funding sources.

Xin Hao, secretary-general of Green Zhejiang, understands the situation all too well. As the largest non-governmental environmental protection group of Zhejiang Province, the 18-year-old Green Zhejiang employs 400 people full-time and utilizes 100,000 volunteers. Compared to other groups, the organization has many full-time staffers. "But only a few members graduated with environment-related degrees," Xin admits. "The shortage of professionals makes it hard for us to provide professional services to society."

Miao Qing, a professor and doctoral tutor with the Public Administration School at Zhejiang University, explains that environmental organizations are "neither government departments nor enterprises." Many lack stable sources of funding, making it difficult to employ professionals. Miao also believes that China's environmental protection groups still need to improve their professionalism. "Many campaigns are impulsive rather than



May 14, 2017: Over 300 volunteers from a dozen cities and provinces pick up trash at the Gaoguan waterfall scenic area in Chang'an District, Xi'an City. VCG


well-planned and lack a far-reaching influence," he notes.

## Expected Development

Despite their flaws, China's green organizations have greatly propelled the progress of the country's environmental protection cause. Especially in the last five years, the Chinese government raised ecological improvement to the top of its agenda. In 2017, the report presented to the 19th National Congress of the Communist Party of China, an important event mapping the future of the country, declared that China is working on fighting three "critical battles," of which preventing and controlling pollution is among them. This evidences the tremendous development space for China's environmental organizations.

On January 26, 2017, the Chinese government issued a document to guide and regulate the growth of green organizations, hoping to help them play a more central role in ecological improvement. The document also called on the public to practice environmentally friendly lifestyles and promote green development.

The government has also enacted policies to encourage more social capital to be invested in the sector. On May 14, 2010, Alibaba Group, China's largest online retailer, announced it would invest 0.3 percent of its annual earnings into its environmental protection fund, the first of its kind in the country. Since then, many Chinese enterprises have successively set up green funds. Alibaba Group's 2017 income reached 158.2 billion yuan (US\$25.2 billion).

"From the perspective of governments, the social services provided by volunteers make up for deficiencies of governments in social administration and bring authorities closer to the public," remarks Professor Wei Na from the School of Public Administration and Policy at Renmin University of China. "From the perspective of volunteers, their efforts benefit their own communities as well as the greater cause. And in terms of financial resources, better access to social capital alleviates the pressure on environmental protection groups. As a result, China's environmental organizations are moving in the right direction." 



# Brick-and-Mortar Bookstore 3.0

Text by Shangguan Yun

*After brick-and-mortar bookstores were decimated by the impact of online retailers, some graceful and quality physical bookstores have recently emerged in China. Going to the bookstore is back in fashion.*

It would be fair to say that bookstores have endured considerable ups and downs throughout the ages. A few years ago, when reading habits began changing and online retailers began selling books, brick-and-mortar bookstore began disappearing.

However, in recent years, the situation looks good for a resurgence of physical bookstores in China. According to incomplete statistics, in 2017, about 80 new bookstores opened. Thanks to preferential policies and reforms, brick-and-mortar bookstores have endured a cold winter and are welcoming spring.

A report released by the book market monitoring and analysis firm OpenBook showed that in 2017, the count of Chinese physical bookstores shifted from a drop to a rise by 2.33 percent compared to the previous year.

Traditional bookshops primarily consist of books and shelves, but emerging new bookstores have

taken on a new look in terms of both architectural design and book displays, gradually establishing their own brands. According to Jiang Xiliang, president of OpenBook, bookstore 1.0 sold only books, bookstore 2.0 integrated other businesses and bookstore 3.0 is just beginning.

## Design Power

In Jiang's opinion, future bookstores need to attract regular customer flow and earn money by promoting cultural consumption. "The appearance of a bookstore needs to catch customers' eyes first," he explains. "In recent years, some bookstores have been acclaimed as exceptionally beautiful and become 'internet bookstore celebrities.' Such retailers are clearly outstanding in terms of design and style."

Dan Jie, president and CEO of Shanghai Yanjiyou Brand Management Co., Ltd., agrees. He believes the appearance of a



Dubbed the "most beautiful bookstore" in Hangzhou, Zhejiang Province, Zhongshuge Bookstore in Xingguang International Plaza focuses on humanities and science as well as kids' books. VCG







bookstore represents part of the “design power.” “In general terms, ‘design power’ is the decoration,” he says. “But actually it is the ability to choose quality products and display books well as well as integrate books with cultural creative products. ‘Design power’ penetrates every factor attracting readers.”

Beijing’s most popular bookstores like Owspace, SiSPHE and Yanjiyou all have distinct styles in terms of design and book display. SiSPHE, for example, features dark green set off by red and black, greeting customers with its strong visual impact. With soft lighting and great varieties of books, the bookstore creates a reading-friendly atmosphere.

“I like the design of Yanjiyou,” remarks a reader in the bookstore. “I can easily find the bestsellers on a particular shelf. The space color is bright. It feels pleasant to select and read books here.”



Beijing’s 8th SiSPHE bookstore opened at Xizhimen Capitaland Mall in February 2017. Built with red bricks set off with black metal lines and wood radiating natural gentle color, the design enables readers to relax in its cultural ambiance. VCG

PAGEONE Bookstore in Beijing’s Xicheng District is situated in a prime location, facing the ancient Zhengyang Gate. Readers can feel the combination of ancient and modern Beijing. by Yu Zhiqiang



## Focus on Books

Certainly, a bookstore cannot solely rely on its look and needs “substantial content,” which is represented by the selection of books. Jiang Xiliang thinks that bookstores will become an entrance to urban cultural consumption, in which books and reading are the focus and core logic.

“Bookstores cannot become shopping malls or places selling cultural products,” says Yang Liuqing, deputy director of the Retail Chain Department at Xinhua Winshare Publishing and Media Co., Ltd. She admits that a bookstore could maintain several revenue streams to ensure books are not the main source





Children enjoy books in a fairytale-like bookstore. VCG

of profit, but books are still the heart of the establishment and a key factor in drawing customers. The further development of bookstores will still not change this point. “The industry is distinct from others,” Yang stresses.

A rich cultural experience differentiates brick-and-mortar bookstores from online retailers. At present, many bookstores hold lectures and salons. Jiang wonders whether a bookstore can combine its own characteristics with cultural events like a musical festival by holding activities related to music. “Maybe a poetry reading salon,” he says. “They just need to establish more connections and interactions with readers. This kind of experience


can serve as a ‘protective screen’ against the impact of e-commerce.”

### Targeted Readers

According to Yang Liuqing, while selling books and organizing cultural activities, a bookstore should segment their readers. “Rather than trying to sell books for everyone, newer bookstores tend to target specific customers,” she says.

“We have branch bookstores especially for kids and others for fans of traditional Chinese culture,” Yang elaborates. “Customer segmentation is the trend. For instance, Fang Suo Commune, an innovative bookstore, focuses on art. This kind of bookstore needs to pay

more attention to the ‘experience.’ There, readers can find specific books while communicating with people sharing similar interests. This enhances the reading experience.”

“Readers have good instincts to find the most satisfying content and atmosphere,” adds Dan Jie. “They naturally choose the bookstores closest to their interests. Essentially, birds of a feather flock together. If a bookstore defines itself accurately and gradually establishes a brand, it can enjoy a big and stable market after attracting regular customers.” Dan is optimistic about the future of brick-and-mortar bookstores. “But of course, they still have a long way to go.” 

# Stage Education in China

Text by Gong Haiying

*The promotion of drama education is not aimed at cultivating theatrical professionals such as directors, actors and playwrights; rather, it is a way to inspire every child to participate and have fun.*

On April 2, 2018, Beijing's most prestigious professional theater, the Beijing People's Art Theatre (BPAT) and the Beijing Municipal Education Commission jointly established the Beijing Campus Theatre Education Alliance (BCTEA), aiming to popularize theatrical culture and education across Beijing's campuses, ranging from primary schools to colleges.

The first group of BCTEA

members includes 27 schools and school districts across Beijing. After joining the alliance, these schools will incorporate drama education into their daily aesthetic education. Through professional guidance, drama education will become a natural supplement to quality-oriented education.

"Thanks to the establishment of the alliance, our theatre can perform better and more systematic educational work and bring drama to the campus

to benefit more children," BPAT director Ren Ming said.

According to Ren, the BPAT will join hands with many schools in the following ways:

First, the BPAT will bring its productions to those schools. The first stop will be Tsinghua University.

Second, artists and theatrical professionals from the BPAT will give lectures on campus and help students rehearse plays.

Moreover, students can visit venues such as Beijing Capital Theatre, BPAT Museum and Juyin Theatre, all of which are open to the public. Student visitors can sit in on rehearsals and participate in various drama activities.

More than a decade ago, artists from the BPAT first began to go to various schools to promote drama. They established drama education bases in two secondary schools, and regularly sent personnel there to teach various classes and organize rehearsals.

In an interview, Tang Ye, a well-known director with the BPAT, pointed out: "The promotion of drama education is not aimed at cultivating theatrical professionals such as directors, actors, and playwrights; rather, it is a way to inspire every child to participate and enjoy the fun."

"We set up teaching groups and arrange a classic repertoire for schools almost every two years," added

A still from the drama *A Dream of Youth*. Every year, the Experimental School Affiliated to Haidian Teachers Training College rehearses a drama under the guidance of artists from the Beijing People's Art Theatre.





Tang. “Before rehearsals, we instruct students to read the original texts of the Chinese classics. We want to get them interested in reading the plays.”

Tang Ye serves as a part-time tutor at the Experimental School Affiliated to Haidian Teachers Training College. “If we want to arrange a production of Cao Yu’s drama *Home*, for instance, we will first encourage the students to read the script and show them the original novel by Ba Jin, the author, alongside other works from the same period. The best way to get closer to the characters and understand their motivation is to learn about what was going on in that era.”

Through such drama education bases, how can these institutions provide educational resources that benefit every student?

“Every year, the school arranges a production of a drama—either a classic or students’ original,” Tang continued. “Every student in classes from first through sixth grades is required to read scripts, write a reaction paper and choose scenes to rehearse or design around. Sometimes tutors from the BPAT, including myself, help the school drama troupe rehearse a scene with students watching, so they can see the difference. It’s a process of broadening their horizons. There is no good or bad.”

Du Mingcong, a freshman at Beijing No. 166 Middle School, another drama education base launched by the BPAT, is a beneficiary.

“Learning the script and performing has made me more confident in other aspects of my life and helped me understand literature more profoundly,” Du asserted.

“We usually meet once a week at a fixed time,” she continued. “The teacher explains the content and teaches us basic skills. Sometimes we

will rehearse scenes from our favorite dramas on weekends.”

“Teachers from the BPAT once directed our rehearsals of *A Dream of Red Mansions*, one of China’s four most-revered classics alongside rehearsals of Shakespeare’s comedy *A Midsummer Night’s Dream*, leading us deep into the stories and characters.”

China’s implementation of reform in quality education in the early 1990s triggered growing attention to aesthetic education such as drama and music.

“The purpose of setting up an alliance is to explore how to maximize our drama education resources,” said Wang Jun, director of the Physical and Artistic Education Department of the Beijing Municipal Education Commission.

The situation is not as optimistic as the founders of the alliance would like it to be. One concern is how to build drama education into the mainstream in more schools.

“Each school’s philosophy and needs are different,” Tang Ye admitted. “And we lack suitable systematic textbooks, not to mention teachers.”

The integration of drama into school teaching originated from the educational concepts of French thinker and educator Jean-Jacques Rousseau (1712-1778): “learning in practice” and “learning in the practice of drama.”

After World War II, Western countries continued to explore the theories and practice of educational theater and drama. Drama education in many countries has now been institutionalized and standardized. For example, Britain formally included theatrical events as part of the national English curriculum standards. The United States has already formed a complete drama education system



Tang Ye (right), a well-known director of the Beijing People’s Art Theatre, directs a scene.


covering kindergartens, elementary and secondary schools, and even colleges and universities.

In early 20th-century China, just a few years after Western drama was introduced, Zhang Boling (1876-1951), a famous contemporary educator, adopted Western theater education ideas and used drama as a way to nurture talent and improve society, leading China to incorporate drama into the educational system.

Since then, many Chinese educators have followed suit, practiced his ideas and used drama to facilitate various kinds of social education.

For example, famous Chinese educators Tao Xingzhi and Yan Yangchu used drama as a powerful, effective means of public education and spared no efforts to accelerate theater campaigns among farmers.

However, there are still some concerns: How should China develop drama today and utilize the educational function of drama? How should drama veer off the stage, enter society, and go public with the help of modern media?

From the concepts introduced by Zhang Boling to extensive and widespread efforts in teaching and educating people through the use of theatrical forms, drama education still has a long way to go in China. 



# Virtual Imperial Garden

By Wang Shiwei and Hu Jie

Published by China Building Material Press, January 2018

*Qianlong Garden is a collection of both “ritual music culture” and “seclusion culture.”*

**N**ingshougong Garden, located in the northeastern part of the Palace Museum, was built between 1771 and 1776 for Emperor Qianlong (1711-1799) of the Qing Dynasty (1644-1911), the longest-living Chinese emperor in history.

It is the only imperial garden built for private use of the emperor after his abdication. And its entire design and construction process was completed under Qianlong's guidance,

fully showcasing the emperor's pursuit of peace of mind and inner tranquility after his abdication. Thus, it was also called Qianlong Garden.

Covering 5,920 square meters, Qianlong Garden is 160 meters from north to south and 37 meters from east to west and represents the peak of gardening techniques and art in the Qing Dynasty.

According to Shan Jixiang, director of the Palace Museum, Qianlong Garden was built in

limited space and conditions. By making optimal use of axis dislocation and space transformation measures, the architects designed more than twenty buildings of diverse styles for the garden. The garden features extraordinary dexterity and novelty in layout, landscaping and decoration.

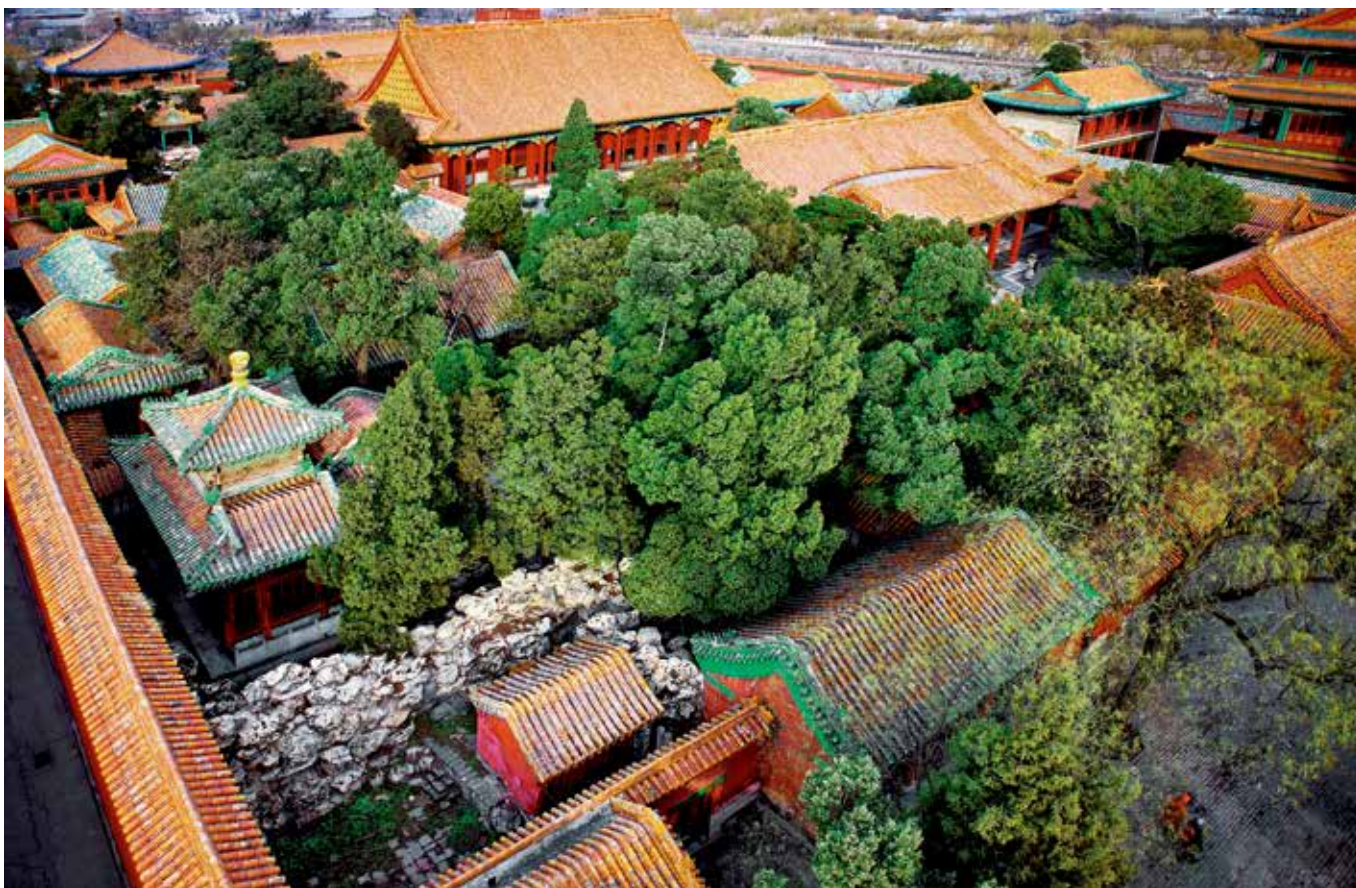
To fully protect the precious ancient architectural heritage and explore and inherit the construction and repair skills of ancient buildings, the Palace Museum cooperated with Beijing Tsinghua Tongheng Urban Planning and Design Institute to jointly launch the Qianlong Garden Research Protection Project.

Lasting from 2007 to 2014, the project made extensive use of modern surveying and mapping technology to complete detailed mapping and a three-dimensional virtual reproduction of Qianlong Garden, which was awarded the second prize in science and technology progress by the Chinese Society of Landscape Architecture in 2014.

This book is based on the project's achievements in digital mapping. Shan Jixiang wrote the preface, in which he pointed out that Chinese palace architecture and Chinese garden architecture each represent an ancient Chinese cultural system. The former represents “ritual music culture” characterized by order and standardization, while the latter is a “seclusion culture” advocating nature and non-action. Qianlong Garden is a collection combining both “ritual music culture” and “seclusion culture.”

Author Wang Shiwei, also noted in the preface that Qianlong Garden is not only a beautiful private garden, but also stays in harmony with the atmosphere of the imperial palace. The two styles are ingeniously combined.





A bird's-eye view of Qianlong Garden.


Co-author, Hu Jie, wrote in the book's postscript that the three-dimensional information achievements made with modern surveying and mapping technology not only played

an important role in the research on Chinese classical gardens, but also exerted a deep influence on the education system that will guide future garden design.

A 3D-scan point-cloud registration picture of the Yizhai building at the entrance of Qianlong Garden.



Wang Shiwei, chief engineer and researcher of the ancient architecture department of the Palace Museum and deputy director and secretary-general of the China Heritage Conservation Technology Association, won the Award of Excellence of the UNESCO Asia-Pacific Awards for Cultural Heritage Conservation in 2010.

Hu Jie is vice president of Beijing Tsinghua Tongheng Urban Planning and Design Institute, senior engineer of Tsinghua University, director of the Chinese Society of Landscape Architecture and lifetime fellow of the American Society of Landscape Architects. His research focuses on the sustainable development of Chinese cities. 

# BRICS Expands Into Art

Text by Yi Mei

*To facilitate the growing international artistic cooperation accompanying increasing globalization, updating cooperation among BRICS art museums and galleries is essential.*





*Eco in the Empty Valley: Laozi Leaves Hangu Pass* by Wu Weishan (China), bronze, 74×93×33cm, 2012.



As members of BRICS, Brazil, Russia, India, China, and South Africa represent five attention-grabbing economies as well as the forces in the emerging global market that have risen in the 21st century. Their cooperation in the fields of trade and business are extensive and ongoing. Furthermore, as five countries boasting diverse and rich cultures, their cultural collaboration is also on the rise, as evidenced by the establishment of the BRICS Alliance of Art Museums and Galleries on April 12, 2018.

### Artistic Alliance

To facilitate the growing international artistic cooperation accompanying increasing globalization, updating cooperation among BRICS art museums and galleries is essential. Exploring new cooperation under new international circumstances is a brand

new challenge for all art museums and galleries, especially those in BRICS countries. In July 2017, representatives from Brazil, Russia, India, China and South Africa jointly signed a Letter of Intent on the Founding of the BRICS Alliance of Art Museums and Galleries during the second Meeting of BRICS Ministers of Culture, officially clarifying the intent of art museums in BRICS countries to set up a mechanism for multilateral cooperation. The alliance aims to promote mutual learning among cultures to boost cultural and artistic exchange among BRICS countries.

Between April 12 and 14, 2018, the National Art Museum of China (NAMOC) invited the directors of four other key national art organizations—the Iziko Museum of South Africa, the Brazilian Institute of Museums (IBRAM), the State Museum of Oriental Art in Moscow and the National Gallery of Modern Art in New Delhi—to join the first forum of the alliance, which signified the formal founding of the BRICS Alliance of Art Museums and Galleries. Wu Weishan, director of NAMOC, was elected the first secretary-general of



*Colecao Entomologica II* by Christus Nóbrega, cropped photo and pin, 123×65cm, 2015.



*Wanderer* by L.T. Gadaev (Russia), chamotte and modeling, 62×24.5×22cm, 1980s.

*Sherpa on a Trek* by Bireswar Sen (India), water color and tempera on paper, 8.5×5.5cm, 1914.

the alliance with a term of five years.

“I am honored to serve in this role,” said Wu. “I am so glad for such a great platform to carry out cultural communication. I am convinced that our mutual trust, love and cooperation will be enhanced through art—the door to the heart. And we will be able to develop more genuine and deeper friendship.”

At the forum, directors of the five art institutions gave speeches, discussed the current development of art in BRICS countries, looked into the prospects of tapping into cultural synergy of the five countries and exchanged views on strengthening mutual understanding and friendly ties among them to deepen win-win cooperation through the alliance mechanism.

“We will launch a series of projects like artist exchanges, forums and joint exhibitions,” said Alexander Sedov, director-general of the State Museum of Oriental Art in Moscow, Russia. “I believe this will promote understanding between people in BRICS countries.”

The second forum of the alliance will be held next year in India, sponsored by the National Gallery of Modern Art. “BRICS countries feature drastically different cultures,” noted Adwaita Gadanayak, director-general of the Indian museum, who is slated to serve as the executive secretary-general of the alliance next year. “Through exchange, we can understand each other more while keeping our own unique qualities.”

“While improving their domestic economies and living standards, governments and peoples of BRICS countries have remained open to cooperation for win-win results and mutual benefits, establishing profound multi-pronged and multi-dimensional



❶ *Build a Boat* by N.K. Roerich (Russia), oil on canvas, 106×141.5cm, 1903.

❷ *The Village Shrine* by Bireswar Sen (India), water color and tempera on paper, 8.5×5.5cm, 1914.





3 *Girl and Dove* by Liu Jude (China), ink and color on paper, 180×97cm, 2017.



4 *Rock Art Reproduction* by George Stow (South Africa), watercolor on paper, 78×92cm, 1865.



*Nozi Vessel* by Andile Dyalvane (South Africa), ceramic, 38×13.5cm, 2011.

cooperation ties,” remarked Wu. “The founding of the BRICS Alliance of Art Museums and Galleries establishes a working mechanism for in-depth exchange and interaction through displaying classical collections. It lays a solid foundation for deeper understanding of history and cultural traditions because we believe that all arts and thoughts are connected, and all cultures and arts should be shared by all mankind.”

### Uniqueness and Convergence

Along with the forum, “Uniqueness and Convergence,” a special exhibition of the BRICS Alliance of Art Museums and Galleries, was held.

South Africa boasts a time-honored history of artistic expression dating back to the oldest known art in the world. This exhibition highlights and juxtaposes old and new, exposing how the traditional, spiritual and cultural aspects of a diverse and sometimes ancient South African society are included in modern and contemporary works.

“We create and feel art in hopes of tracking the emotions deep in the hearts of all nations because classical art paints the image of a country, a nation and an era,” elaborated Zhang Qing, Chinese curator of the exhibition. “The 61 works on display here reinforce our idea that beauty is

the shared sun and inspiring spring of humankind. The power of life captured in the works helps us probe the core mental temperament of different cultures, so we can feel the glory and significance of humanity beyond time and space.”

The Brazilian pieces in the exhibition showcased a glimpse not only of Brazil’s cultural diversity but also of the way Brazilian artists express their feelings in the contemporary world—the world in which BRICS came into existence and relevance as a group. Two of the works were especially interesting for the Chinese audience because they were “made in China.” Christus Nobrega created his piece during an artistic residence at China’s Central Academy of Fine Arts. And Afonso Tostes continued his celebrated *Work Room* series in Beijing last year with instruments collected in China’s Hebei Province.

“Amid expanding globalization, international artistic and cultural communication is increasingly important,” posited Wu Weishan. “As an important medium for international artistic dialogue, art museums and galleries play increasingly significant roles. Research on the methodology of cultural and artistic communication is a vital aspect of the mission of art museums and galleries as part of the public service system. We consider this exhibition just the beginning.” 

## Giant Roll: Map of the Yangtze

April 10 – April 30  
National Museum of China, Beijing

On display is a 200-meter-long, 1.5-meter-tall scroll painting themed on the Yangtze River, a mother river

of the Chinese nation. It took a year for 50 artists to complete the project.

Titled *Map of the Yangtze*, the painting is a majestic and magnificent joint project that fully captures the splendid scenery of the Yangtze River such as snow-capped mountains,

oases and plains along the banks, as well as the Three Gorges Dam, the world's largest hydroelectric project, and urban landscapes with high-rise buildings and highways that wind through the mountains—a diverse image of China's new era fused with modern flavor.

*Map of the Yangtze*, a magnificent scroll painting.



## Carve the Era: Art Exhibition of Young Sculptors

March 31 – April 13 National Art Museum of China, Beijing



A poster for "Carve the Era: Art Exhibition of Young Sculptors."

The young generation of Chinese sculptors are full of vitality and creativity. They use a variety of forms and ideas to innovate the connotations of sculpture art.

The exhibition features 135 sculptures by 28 young Chinese sculptors, highlighting the localization experience of the artists and showcasing to the international community the value of traditional Chinese culture. These works also emphasize greater possibilities of communication with the general public and feature more realism.



*Autumn* by Shen Hongbiao, 93×39×83cm, cast copper, 2017.

## 2018 John Moores Painting Prize (China)

April 10 – June 15 Minsheng Art Museum, Shanghai



A poster for the 2018 John Moores Painting Prize (China) exhibition.

The exhibition is divided into two parts: China and Britain. A total of 116 paintings are on display.

The Chinese section features 103 works shortlisted for the 2018 John Moores Painting Prize (China), including the award-winning work *Running on Thin Ice* by Chinese artist Zhong Xueqing.

The British section exhibits 13 works by Michael Simpson, the 2016 British Grand Prix winner, including his latest *Squint Paintings* series and other works on paper.

The John Moores Painting Prize was founded in 1957 in Britain, and submissions are judged independently by a jury. Since its introduction to China in 2010, the award has attracted more and more attention from artists and the general public.

This year's event in China set a new record in terms of the number and quality of submissions: A total of 3,319 entrants from widely diverse fields submitted their works.



## Ye Yongqing: Out of Nothing 1982-1992

April 12 – May 20 Yuz Museum, Shanghai

The exhibition showcases 85 works by famous contemporary Chinese artist Ye Yongqing, from the collection of the Yuz Foundation. They include oil paintings, watercolors, drawings and wood blocks in addition to poetry, letters, newspapers and journals. Organized across six themes, the exhibition traces the first

decade of Ye's creative career.

A professor at Sichuan Academy of Fine Arts, Ye Yongqing serves as an art director of the Chinese Academy of Contemporary Art.

He is active in the art circles as a creator, curator, art organizer, and critic. Over the last few years, Ye has established studios in Beijing, Chongqing, London and Chiang Mai. He has held personal exhibitions and participated in group exhibitions in many places around the world. Moreover, he has won many awards both at home and abroad.

A poster for the exhibition "Out of Nothing."



## Reflection of Soul: Exhibition of Photographic Works by Yang Yankang

April 15 – May 20 Yishun Art Space, Shenyang

Yang Yankang is one of the most influential documentary photographers in China. For decades, Yang has remained devoted to photography related to religion.

Since 2003, he has trekked through Tibet, Qinghai, Gansu, Sichuan, Yunnan and other places inhabited by Tibetan people, resulting in the special album *The Reflection of Soul*, which showcases the scenery of Tibet, local lifestyles and religious practices.

According to American critic and historian A.D. Coleman, Yang's Tibetan work has penetrated the upper echelons of global classics and mainstream documentary photography, and any Western critic can confirm its status.

The exhibition features 114 classic black-and-white documentary photographs by Yang Yankang, which were

all enlarged and printed manually by the photographer himself.

Yang Yankang, born in 1954, currently resides in Guangdong Province, China. He works as a freelance photographer and a contract photographer for Agence VU, a French photography agency.

A poster for the exhibition "Reflection of Soul."





中国儿童少年基金会  
China Children and Teenagers' Fund



# HELLO KIDS

## LOVE PACKAGE

SCHOOL SUPPLIES, SPORTS GOODS, LIFESTYLE PRODUCTS,  
AND EMERGENCY KITS ARE PART OF THE PACKAGE FOR KIDS.



**DONATION HOTLINE: 010-6510 3490/6513 2438**





**Plant Trees    Love Trees**

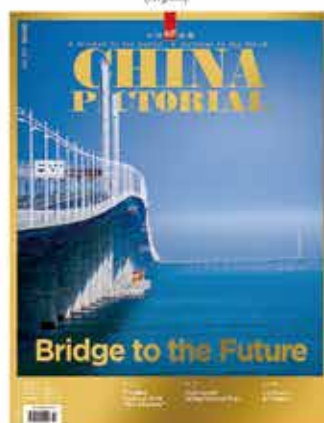
**Protect the "lungs of the earth"  
to enjoy clean air.**



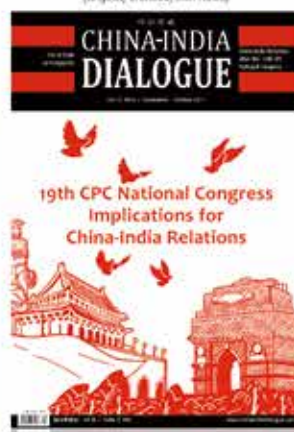
# 人民畫報

China Pictorial Publications

China Pictorial  
(English)



China-India Dialogue  
(English, Chinese, and Hindi)



China Pictorial  
(Chinese)



China  
(Korean)



China  
(Russian)



New Silk Road Review  
(Russian, Chinese, and Kazakh)



A Window to the Nation    A Welcome to the World  
Chinese Passion    Global Vision

Advertisement hotline: 86-10-8841 7354 / 7355 / 7419