



YUNNAN DAILY PRESS GROUP

CHINA·YUNNAN



YUNNAN DAILY PRESS GROUP

The Nation

Friday, June 3, 2016

english.yunnan.cn

CSA EXPO

158 top Thai brands to show up at 4th CSA Expo

BY LIU YANQIN

A total of 158 Thai businesses will participate in the up coming 4th China-South Asia Expo (CSA Expo) and the 24th Kunming Import and Export Fair which to be held in Kunming on June 12-17. It is reported that all featured items to be exhibited at the Thai pavilion (No. 6 Pavilion) will be of top brands, according to a May 17 news release meeting by the commercial department of Thai Consulate General in Kunming.

"At 2016 CSA Expo, the Thai Pavilion will have a brand new look. Adopting the concept of top-brand exhibition for the first time, we aims to introduce as many top Thai brands as possible into the Chinese market, so as to make top

Thai products better known to consumers in China," said Natchathorn Manopajaisiri, consul with the commercial department of Thai Consulate General in Kunming.

This year, the Thai exhibitors will have a total of 224 booths, including 77 booths for 58 food companies, 61 booths for 50 cosmetics and health care companies, 35 booths for 24 clothing companies, 25 booths for 19 household goods manufacturers, and 26 booths for service providers.

During the expo, business negotiations for China-Thailand entrepreneurs will be held, and the Thai pavilion will stage traditional Thai dances, fashion shows and Thai cooking performances as well.

VOLUNTEER

China-South Asia Expo volunteers receive intensive training

BY ZUO CHAO

It is said that volunteers for the 4th China-South Asia Expo and 24th Kunming Import and Export Commodities Fair have received intensive training at the Chenggong campus of Yunnan University.

During the training, experts from Guangdong, Shanghai and other places that are more experienced in volunteer work gave lectures on the topic of etiquette, emergency response and security procedures regarding such

large-scale events. More than 1,200 volunteers from colleges and universities around Yunnan province participated in the training.

To date, volunteer recruitment and deployment has been completed for the 4th China-South Asia Expo and the 24th Import and Export Fair. Following training seminars, volunteer work stations in different colleges and universities will further organise various supplemental training activities, while exhibition bureau will also carry out more targeted training programmes.

THAI FESTIVAL



Thai Festival 2016 Concludes

This year's Kunming Thai Festival was themed "Thai temple fairs", and lasted from May 11 to 15. Nearly 100 Thai SMEs participated in the festival. Kunming people experienced genuine Thai temple fairs, enjoyed wonderful cultural performances and sampled authentic Thai cuisine. Among other activities, there were exhibitions featuring Thai commodities, promotions centred on Thai tourist destinations, Thai food tastings, Thai dance performances, Thai handicraft demonstrations and meetings with Thai movie and sports stars.

Photo by Lin Yiguang

COOPERATION

South and Southeast Asia media talents training centre founded

BY LUO RONGCHAN

Yunnan Daily Press Group and Yunnan Normal University signed a strategic cooperation agreement concerning the establishment of a South and Southeast Asia international communication personnel training centre recently. The training centre will further promote cultural exchanges between Yunnan and South and Southeast Asian countries, serve the Belt and Road Initiative and help to build Yunnan into a radiation centre for South and Southeast Asia.

During the early stages of the cooperation agreement, the training centre will mainly provide media workers and international cultural communication personnel in South and South-

east Asian countries with non-degree journalism training as well as short-term training and academic exchanges designed to help recipients better understand China and Yunnan. In the future, the training centre will recruit undergraduate students of studying international cultural communications from South and Southeast Asian countries, the center will also offer minority language journalism undergraduate programmes and train editors and translators of South and Southeast Asian minority languages.

On the same day the strategic cooperation was announced, the Myanmar journalist seminar debuted as the training centre's first training programme. A total of 20 leaders and core journalists from 15 Myanmar

mainstream media outlets, including Yangon Media Group, Golden Phoenix (a Chinese newspaper), The Mandalay Daily and Padamyar FM Radio participated in the ten-day seminar.

In conjunction with the seminar, the multilingual website yunnangateway.com, run by Yunnan Daily Press Group, was re-launched after a major upgrade, shifting from an aggregate information publisher to an integrated information service platform. The site will also leverage the advantages of new media to establish a media matrix integrating Weibo account, WeChat public account and mobile terminal. Currently, the web pages are available in Chinese, English, Thai and Myanmar languages, with more versions in other languages of neighbouring countries on the way.

INFORMATION

Accommodation and Traffic Information

BY SHUWEN

Q: How could domestic and overseas exhibitors to the 4th China-South Asia Expo enjoy convenient accommodation and transportation?

A: In order to save commuting time, domestic and overseas exhibitors to the 4th China-South Asia Expo and 24th Kunming Import and Export Fair can stay at hotels near the Kunming International Convention and Exhibition Centre on the Fubao Peninsula in Guandu District, by Dianchi Lake. Additionally, Hometown Lotus Hotel, Baohai Mingzhu Hotel and Xinsheng Dahongsheng International Hotel are available specially for the expo.

For domestic and overseas exhibitors who would like to live in the city center of Kunming, there are many other hotels in the downtown area. Among them, Green Lake Hotel, Wyndham Grand Plaza, Royale Colourful Yunnan, Kunming Hotel and some others will provide comfortable accommodations as well as a distinctive travel experience.

In addition, during this Expo, six temporary bus lines and 600 large-capacity buses will be put into operation, to make sure the exhibitors who stay in the downtown areas have a convenient travelling experience.



第4届中国—南亚博览会暨第24届中国昆明进出口商品交易会

4th CHINA-SOUTH ASIA EXPOSITION AND 24th CHINA KUNMING IMPORT & EXPORT FAIR

南博会 群英荟 商机汇

EXPO CREATES BUSINESS IDEAS AND OPPORTUNITIES