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## COMMODITY EXPO

# Lancang-Mekong Sub-region Expo to be held in Kunming

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More than 2,800 standard booths will be set in seven pavilions, Thai pavilion will be one of them. The production capacity cooperation forum, the international shipping forum, and the first Dianchi music festival will be simultaneously held during the expo.”

BY YUN BAO

The first Lancang-Mekong Sub-region National Commodity Exposition will be held in Dianchi International Convention Center in Kunming from October 19<sup>th</sup> to 24<sup>th</sup> according to Kunming Exposition Bureau.

With the theme of “Drinking water from the same river, jointly discuss the common development”, the expo will cover an exhibition area of more than 70,000 square meters and establish a total of more than 2,800 international standard booths.

It will set a themed national pavilion to focus on introducing the themed country, a Lancang-Mekong cooperation countries pavilion and a national image zone for each country to introduce its image. In addition, it will set one or two international pavilions to intensively display business and culture of the other countries out of cooperation among countries of the Lancang

- Mekong cooperation. Meanwhile, it also plans to establish professionally classified pavilions and special zones inside professional pavilions.

It is reported that Thai government will send 400 four-star and five-star businesses of Thai “One Town One Product” (OTOP) project to make the Thai themed pavilion with the richest Thai characteristics and send appropriate number of Thai translators to make the communication more convenient.

During the expo, forums such as the production capacity cooperation forum and international shipping forum will also be held that government officials, experts, scholars and entrepreneurs from countries in Lancang-Mekong cooperation will have the chance to communicate and discuss over key issues in interconnectivity, production capacity, and cross-border economy.

In addition, the 1<sup>st</sup> Dianchi Music Festival will also be held in Kunming Dianchi International Convention Center, aiming at promoting environmental protection, integrating public welfare into music themed activities, and improving peoples’ environmental protection consciousness.

Since its inception in 2014, the Lancang-Mekong Cooperation mechanism has gained positive responses from related countries.

## CULTURE EXCHANGE



The Creative Yunnan 2016 Cultural Industries Exposition (CYCIE) will be held from August 11 to 15 at Kunming International Convention and Exhibition Center (No.289, Chun Cheng Road, Kunming, China). Seven exhibition pavilions will be set up for the upcoming event, including the South and Southeast Asian pavilion, the Kunming pavilion, the craft and lifestyle pavilion, the animation pavilion, the cities and prefectures pavilion, the jewelry and jade pavilion, and the pavilion for natural science and cultural creativity. Photo by Yang Zheng

## VOICE

# China vows to contribute to the world win-win

BY PENG XUNWEN

“China is willing to expand common interests with other countries, promote a new model of international relations with win-win cooperation at the core and facilitate the building of a community of shared destiny and interests for all mankind.” These were delivered by President Xi Jinping on July 1, in his speech marking the 95<sup>th</sup> anniversary of the founding of the Communist Party of China. He also called on all countries to build “a common garden shared by all.”

The concept of a “community of shared destiny” was first proposed by President Xi Jinping on March 23, 2013 in his speech at the Moscow State Institute of International Relations.

A regional community of shared destiny,

the starting point of a global community of shared destiny, is embodied in China’s harmonious relations with neighboring countries and regions. On October 3, 2013 Xi delivered an important speech to the Indonesian Parliament, for the first time associating the idea of a community of shared destiny with the relationship between China and ASEAN countries.

During the symposium on China’s peripheral diplomacy, held October 24-25, 2013, Xi stressed that China should pursue amity, sincerity, mutual benefit and inclusiveness in its diplomatic work, so that the awareness of a community of shared destiny would take root in neighboring countries.

On September 28, 2015, Xi delivered another important speech at the General Debate of the 70<sup>th</sup> Session of the UN Gen-

eral Assembly, emphasizing the building of a new model of international relations with win-win cooperation as the core and a community of shared destiny for all mankind.

China is not only talking the talk, but also walking the walk. Since the Asian Infrastructure Investment Bank was first proposed by China in October 2013, it has assembled 57 founding members. The Belt and Road initiative involves 44 million people in more than 60 countries. China was the first country to provide humanitarian aid to quake-hit Ecuador. Through these practical efforts, China is joining hands with other countries in seeking common development and common prosperity.

(This article is abridged from a news story on People’s Daily Overseas Edition)

## BUSINESS

# Yunnan enterprises will participate the International Jewelry Fair in BKK

BY WANG JING

The press conference for the 58<sup>th</sup> International Jewelry Fair in Bangkok, Thailand was held in Kunming. 16 enterprises in Yunnan province will attend the Fair from September 7 to 11 this year, representing the first time for Yunnan enterprises to participate in the exhibition.

The International Jewelry Fair aims at establishing platform for communication and cooperation among jewelry entrepreneurs around the world, promote exchanges among jewelry enterprises, expand mutual cooperation and develop the jewelry market together. So far, a total of 539 jewelry enterprises are sure to participate, and the determined number of booths reaches 1,935 (total booth number is 2,000).

Mrs. Natchathorn Manopanjari, commercial consul in Thai Consulate-General to Kunming said that, Yunnan was very close to Thailand geographically and transportation was very convenient. As a major jewelry industry province, Yunnan has exceptional resource advantage, while jewelry industry is one of the dominant industries in Thailand, so the two sides have a broad space for cooperation. The Fair organizers and Yunnan Jewelry, Jade, Personal ornaments industry association reached cooperation intention, and the two sides will promote common development of Chinese and Thai jewelry industry hand in hand.

# PROJEN impresses the world with “Made in SOJEN” in just three days Technological innovation and upgrading of Shijun Automobile draws world attention

锐意进取创“时骏”精品 厚积薄发兴“铂骏”之路  
Keep a progressive spirit to create competitive products of “Shijun” Amplify the groundwork to develop a prosperous path for “Projen”

SOJEN  
时骏



PROJEN  
铂骏

The 2016 mid-year business meeting of PROJEN was held from July 26 to 28 when the PROJEN Components & Parts Industrial Alliance was proclaimed and the off-line ceremony of Dali Fengyi Automobiles Manufacturing Base came to a successful end. During the meeting, PROJEN proclaimed the true meaning of “Made in SOJEN” as “Intelligence-Driven Manufacturing by SOJEN” to the world through extraordinary presentations.

## Exploring industrial development and witnessing the establishment of PROJEN Components & Parts Industrial Alliance

The PROJEN concept of “Intelligence-Driven Manufacturing by SOJEN” reveals the company’s outlook of optimization and upgrading of its commercial vehicle production. This view features automation, intelligent design, communication

and integrated services. With supplier sales service, traceable and controllable links and more intensive and efficient production methods.

The establishment of PROJEN Components & Parts Industrial Alliance is a key link in the innovation-driven development of PROJEN Industry’s Shijun Automobile. It is expected to incorporate suppliers into a single complete industrial chain, while building a healthy and sustainable ecosystem for auto parts. This will be done simultaneously with the construction of a platform of resource sharing and win-win cooperation through the agglomeration effect of the alliance, thus better serving development in the domestic automobile industry.

The PROJEN Components & Parts Industrial Alliance will construct a number of industrial parks. They will feature electronic technology, precision parts, drive components, power components

and integrated services. With supplier partners, PROJEN aims to make design and production more controllable, while improving product quality and promoting production inventiveness.

## Technological innovation and upgrading generates outcomes and off-line ceremony demonstrates excellence

The off-line ceremony of Dali Fengyi Automobiles Manufacturing Base certifies the effect of the technological innovation and upgrading of PROJEN Industry’s Shijun Automobile. It also highlights the innovation pattern known as “Heart and Intelligence Driven Manufacturing”.

PROJEN Industry’s Shijun Automobile has optimized and upgraded the capacity of its production line to cater to the ever-changing demands of the domestic and international commercial

vehicle markets. It has also embraced the intelligent design and production of commercial vehicles. With the maturing application of new technologies, including 3D printing and AGV automatic logistics transport vehicles, every link in the production of PROJEN Industry’s Shijun Automobile has been optimized and upgraded through automation and intelligent design.

Inventiveness generates competitive products and intelligence creates a bright future. The production line’s capacity has been optimized and upgraded to become a new power source for the development of the enterprise. The PROJEN pursuit of innovation and excellence in technology and production enriches the concept of “Made in SOJEN” and “Intelligence-Driven Manufacturing by SOJEN”. These slogans present the company to the rest of the world as a new calling card for Dali.

“Intelligence-driven manu-

## facturing by SOJEN” seizes the world’s attention

PROJEN Industry is committed to “innovation driven development, quality driven products and a brand driven future”. The company now has four major business sectors, namely, auto manufacturing, cultural tourism, high-tech and civil engineering. It is taking steps to develop new markets and general aviation items by focusing on “Intelligent Manufacturing + Internet”, while planning cultural understanding, hotel operation and management and the real estate industry as a whole. In automobile-making, the company pursues the double-brand strategy, namely, “PROJEN”, “SOJEN”.

The products of “PROJEN” have gained extensive popularity since their release in 2015 and have become an example brand for both trucks with car. Meanwhile, “SOJEN” products have been sold to “Belt and Road” countries in South,

Southeast and Western Asia.

As the first commercial vehicle enterprise to have incorporated 3D printing into its research, development and testing, PROJEN Industry’s Shijun Automobile is committed to refine and innovate its manufacturing techniques and build a more professional and high-level vehicle manufacturing base. This was done with reference to “Industry 4.0” and the national action plan Made in China 2025.

With attention and support from all sides, “Intelligence-Driven Manufacturing by SOJEN” will become the guiding principle and example for the manufacturing industry in Yunnan, as well as a great driving force for the progression of PROJEN Industry’s Shijun Automobile. The world is watching Yunnan and Yunnan is expecting PROJEN to deliver. PROJEN Industry’s Shijun Automobile will surely impress the world with “Made in SOJEN” in the near future!