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## How does LMC change the region

**Keynote: The LMC offers a new path of sub-regional development featuring equality, sincerity, mutual assistance and kinship**



A staff member introduces a Huawei smart phone to a customer in Vientiane, Laos (Photo by Xinhua)

Voleak rides the city bus twice a month to travel from where she lives in central Phnom Penh to the city's western suburb, where she takes a taxi to her hometown in the southwestern Kampot province.

"The distance between my house and the taxi station is more than 10 km, and if I take tuk-tuk (auto rickshaw), the fare is pretty high -- between 20,000 riel (5 U.S. dollars) and 25,000 riel (6.25 dollars) -- but riding the bus costs me only 1,500 riel (0.37 dollars)," she told Xinhua.

Besides the advantage in ticket price, the bus is equipped with GPS, cameras and air-conditioners.

China's Zhengzhou Yutong Group built 98 such buses and donated them to Cambodia in July 2017 under the **Lancang-Mekong Cooperation (LMC)** framework established in March 2016 by China, Laos, Cambodia, Myanmar, Thailand and Vietnam.

The mechanism, as its name suggests, is as simple as possible because the six countries share the same river -- called the Lancang River in China and the Mekong River when it flows through the other five countries before emptying into the sea.

**Media cooperation**  
In addition to those construction projects, the six countries are also

expected to strengthen media cooperation as the two-day 2018 LMC media summit kicked off recently. The Chinese delegation, led by Huang Kunming, head of the Publicity Department of the Communist Party of China Central Committee, attended the summit.

**Innovation model**  
The LMC offers a new path of sub-regional development featuring equality, sincerity, mutual assistance and kinship.

"On a grander scale, I believe that the LMC could be considered a new model of South-South cooperation that supports the LMC member countries to deliver economic prosperity to their people under the framework of the United Nations 2030 Agenda for Sustainable

Development," Cambodian Foreign Minister Prak Sokhonn said.

At an exhibition showcasing LMC achievements in Phnom Penh in January, Chinese telecommunications giant Huawei exhibited its various cooperation projects in Cambodia, Laos, Thailand and Myanmar. The Chinese company is currently the largest information and communication technology provider in Cambodia, serving more than one third of its population.

**Eco development**  
The LMC platform has so far set up the Water Resources Cooperation Center, Lancang-Mekong Environmental Cooperation Center and the Global Mekong River

Studies Center to protect water resources and the overall environment in the region.

In November 2017, Power Construction Corporation of China achieved synchronous water closure of its Phase II Nam Ou River-1 and Nam Ou River-7 hydropower stations in Laos, marking a leap in the hydropower construction project.

Bo Ou, 58-year-old chief of Thong Kham village, where a Nam Ou cascade hydropower plant is located, has witnessed the huge changes in his village.

"Since the project started, many villagers have been employed by the project, and we can sell a lot of things to the Chinese employees here. Our lives are so much better," he said.

(Xinhua)

## Trade war will harm all global players

Since the beginning of this year, trade frictions between China and the United States have significantly escalated. And with additional US tariffs on \$34 billion worth of Chinese goods taking effect on July 6, the US has now launched a full-blown trade war against China.

In his effort to win the US midterm election, President Donald Trump continues to take protectionist measures, which are aimed at destroying the rules-based multilateralism mechanism and replacing it with power-based unilateralism and bilateralism.

Ever since Trump signed a memorandum of understanding on trade with China in late March, trade frictions between the two sides have increased without showing any signs of easing despite several rounds of talks that have followed.

China is well prepared to deal with the additional tariffs, and has taken "qualitative and quantitative" countermeasures against the US.

As the world's two largest economies, the US and China combined account for nearly 40 percent of global economic aggregates and nearly one-fourth of global exports of goods. A trade war between the two is thus bound to affect the global economic recovery. Indeed, the intensifying trade frictions between

the US and China, the European Union, Canada, Brazil, Japan and other economies have decelerated the growth of some economies, such as the eurozone, since the second quarter of this year.

It is thus clear the trade war launched by the US will deal a heavy blow to the global economy, which will be unbearable economically and perhaps politically for many countries. And given its political system, the US may not be able to bear the pressure from voters at home and the international community.

The current global value chain has been reconstructed, and globalization has broken national barriers, integrating the industrial systems of all countries. Which means not all the goods exported by China are "made in China"; many of them are "made in the world" products.

**There is no winner in a trade war, as a trade war can only lead to lose-lose results. Any behavior detrimental to others but not conducive to oneself either is difficult to sustain for long. Experience shows that talks and dialogue are the best way to solve trade disputes.**

(Dong Ximiao, the executive director of Hengfeng Bank's research institute and a senior researcher at the Chongyang Institute for Financial Studies, Renmin University of China. From ChinaDaily)

## China's cross-border e-commerce players value India markets

China's major cross-border e-commerce players put much focus on the Middle East and India markets, a report has shown.

Five of the top 10 best performing cross-border e-commerce apps in the first five months focus on the two regions, such as Club Factory, SHEIN, ROMWE, and JollyChic, according to a report from app data provider App Annie. Smartphones are

popular in Arab countries and local consumers have strong purchasing power. But the oil-rich countries lack textiles and other light sectors, offering cross-border e-commerce opportunities for products like apparel.

The Indian market enjoys a huge population and high potential for economic growth, thus attracting many e-commerce players to expand their presence. Alibaba's AliEx-

press tops the list, which mainly reviews the performances of third-party business-to-consumer e-commerce platforms targeting overseas consumers.

The report also showed that South American markets pose rising growth potential while developed markets in Europe and the United States remain attractive to Chinese e-commerce players. (Xinhua)



The 2018 Maritime Day of China was observed in Kunming's Jinning District, hometown of the renowned Chinese navigator Zheng He, on July 11. Meanwhile, the 5-day 2018 Zheng He Culture and Tourism Festival throws a big 'party' in Jinning District, Kunming. (Photo by Huang Xingneng)

## Indian Youth Delegation visits China

A 200-member Indian Youth Delegation is currently visiting China as part of the efforts by the two governments to provide opportunities to their youth to mutually understand each other better.

The delegation comprising students, researchers, youth leaders and young achievers is visiting various Chinese cities, including Beijing, Wuhan, Kunming, Shanghai and Guangzhou, from July 3 to 10.

India and China have implemented the annual India-China Youth Exchange program since 2006-07. Large delegations of Chinese youth have also been visiting India under the program.

Last year, the Indian delegation visited Beijing, Hefei, Changsha, Guangzhou and Shanghai from 9-17 June.

In his speech at the welcome reception for the visiting delegation on July 5, Ambassador of India to China Gautam Bambawale emphasized strengthening people-to-people exchanges between the two countries while covering all aspects of India-China bilateral relations.

He said that through

annual youth exchange program, the governments of India and China intend to provide opportunities to their youth to mutually understand each other better.

During the youth's stay in China, the delegation will get a wide opportunity to experience various facets of China's economy, society and culture through company visits, tours and lectures.

They would gain firsthand knowledge about China with the help of close interaction with experts and practitioners from various fields, including industry, education, sports, science and technology, urban planning, agriculture and health.

The delegation also visited Kunming University in southwest China's Yunnan Province. This is the first delegation from SCO countries coming to Kunming after SCO-China Centre for Youth Exchanges was established in Kunming in December last year. Ethnic dances, yaga and Taiji were performed by students from Kunming University to welcome the Indian youths. (Compilation)



The Indian Youth Delegation visits Beijing, China (Photo provided by interviewees)

## Mulberry brings fortune to Yunnan silk growers

On a steep hill, Yu Shengyi and his wife are busy picking fresh mulberry leaves which will be taken home to feed their silkworms. In two weeks, Yu will sell around 100 kilograms of silkworm cocoons and earn more than 4,500 yuan (about 680 U.S. dollars).

Yu, 34, is a farmer in Longchuan County in west Yunnan's Dehong Dai and Jingpo Autonomous Prefecture. The county is an ideal place to grow mulberry trees and breed silkworms due to its mild weather and abundant rainfall.

Yu's five-member family used to grow sugarcane on their mere one hectare of land, earning



Women are sorting out silk in Longchuan, Yunnan (Online Photo)

just 30,000 yuan a year, before deciding to raise silkworms.

In January 2015, Yu and other villagers started

to grow mulberry trees and feed silkworms when the local government and a company jointly launched a mulberry plan-

tation and sericulture development program in the county at the end of 2014.

Besides providing technical guidance, the company also signed purchase contracts with silk growers with a favorable price to guarantee stable incomes.

Over the past three years, about 7,800 households in Dehong joined the mulberry plantation program and planted nearly 3,500 hectares of mulberry trees.

"Last year, we paid more than 13 million yuan for silkworm cocoons purchased from silkgrowers," said Zheng, founder and chairman of the company.

(Abridged from Xinhua)

## Tong Ren Tang goes global

If innovation has instilled more vitality in time-honored brands, then opening up to the world has increased their strength.

The pharmaceutical company **Tong Ren Tang** is already 349 years old. In the past, its operation was limited to Beijing, but now it has set up 140 branches across 27 countries and regions, aiming to reach not only the overseas Chinese communities around the world, but anywhere there may be a demand. This year marks the 25th anniversary of Tong Ren Tang's entry into overseas markets.

Ding Yongling, the Deputy General Manager of Beijing Tong Ren Tang Group, still remembers the difficulties the company encountered when

it first attempted to go global. Many traditional Chinese medicines need to be decocted before the liquid medicine is poured out and consumed. However, British people poured out the medicine and left the dregs. To solve this problem, Tong Ren Tang now provides instructions in English accompanied by detailed illustrations, so that English-speaking customers will be able to follow the correct procedure.

Tong Ren Tang not only sells traditional Chinese medicines all over the world, but has also introduced the Traditional Chinese Medicine (TCM) culture to many different countries. Ninety-two percent of the company's overseas employees are locally recruited, and members of the public

have become acquainted with the medicines through word-of-mouth. The Czech Republic, an country in the European Union, announced its first law clarifying the status of TCM last year. An American melanoma patient improved markedly after taking a capsule of Tong Ren Tang's 'magic fungus spore powder' and praised the product as "Chinese magic medicine."

"As part of our overseas development, we have learned to adapt to local conditions in order to benefit as many people as possible. We provide customers with a thorough, comprehensive service at every stage, so that they can truly feel the positive effects of Chinese medicine," said Ding Yongling.

Within just 40 years, time-honored Chinese brands have made their presence felt all over the world. Some products are sold overseas via e-commerce platforms, while others have won over foreign customers independently. Data released by TMall shows that when looking at areas with large Chinese communities in Australia, New Zealand, Europe and the United States, Chinese brands rank highly on lists of popular search queries; among others, Lao Gan Ma, Ma Yinglong, Yongjiu, White Rabbit and Zhang Xiaoquan have become the most searched-for Chinese brands in the global market.

(People's Daily Overseas Edition/Wang Meng)

## What do they say about "Travel in Yunnan" APP?

The "Yunnan mobile phone tour" global experience officer programme has recently come to a close, demonstrating what a new Yunnan-focused travel APP is capable of providing to Yunnan's ever-growing number of tourists.

In the past two weeks, 50 experience officers from all over the world travelled to cities in Yunnan including Dali, Lijiang, Xishuangbanna, Pu'er, Honghe, Shangri-La, Tengchong, and Mangshi. The officers were divided into five groups with theme five differently themed itineraries, a parent-child tour, a romantic tour, a movie tour, a photography tour and a national border tour.

"The APP is not just a platform for technical service, but also a platform that integrates tourism data and resources. From high-speed rail to walking on foot, the APP can combine various means of transportation to provide tourists with the best, most convenient travel experience. In the future, the APP will have different grades available for purchase which will provide customized routes depending on how much a given traveller wants to spend," said Shi Peihua, the Secretary-General of the China Tourism Think Tank.

On the first day of the programme, Yu Wenjie, a doctor of engineering, was full of expectations. "The APP is a leader in

the industry of combining the internet and tourism. A mobile phone is able bring together all relevant tourist information in one place for smart and convenient service. It also provides a mechanism that enables tourists to lodge a complaint and track its handling progress.

MC Maziya is an experience officer from South Africa. He bought a ticket on the APP to visit a scenic spot and entered his personal information. Even as an international experience officer, MC Maziya got a whole new travelling experience on this trip to Yunnan. At the scenic spot, he was admitted through facial recognition. He was amazed that the APP could even recognize a foreign face.

How many times should one come to Yunnan in a lifetime? Shi Chengbin, also an experience officer, has been to the province 23 times, and he wishes he could come back 456 times. He is most satisfied with the "one-click complaint" feature of the APP. When he learned that tourists can make complaints three ways, online, through voice and telephone, he immediately downloaded the APP on his mobile phone. When he discovered that he could then track the complaint handling progress in real-time and check the results of the process within 24 hours, he gave the APP a thumbs-up.

(Li Hengqiang)



Experiencing officers are visiting tie dyeing arts in Dali, Yunnan (Photo provided by interviewees)