



Communication

US Consul-General to Chengdu

looks forward to more diversified Yunnan-US cooperation



Mr. Jim Mullinax (R) visits Kunming Municipal Museum (photo by Wang Huan)

A picture exhibition entitled "Path to Harmony – The United States and China 1784-1979" was jointly held by Kunming Municipal Museum and the US Consulate General in Chengdu. At the opening ceremony, Mr. Jim Mullinax, the US Consul-General to Chengdu, introduced the history of interaction between the two world powers with a Chinese fan.

The fan tells the story of "Queen of China", the first American merchant vessel entering Chinese waters. The ship left

New York in 1784 and took black tea, porcelain and silk from China, initiating trade between America and China. The fan on the picture was a gift received by its Captain John Green in China.

Mr. Mullinax said that US-China relations are one of the most important relations in the world. The two countries have always been friends and there is a promising prospect for cooperation between Yunnan and the US. The relationship between the two sides has always been very good in terms of both government level and people-to-people exchanges. He believes that educational exchange is an important way to deepen bilateral understanding and cooperation. In the academic year 2017-2018, more than

360,000 Chinese students went to study at American colleges. And for American students studying abroad, China is also the most popular Asian country.

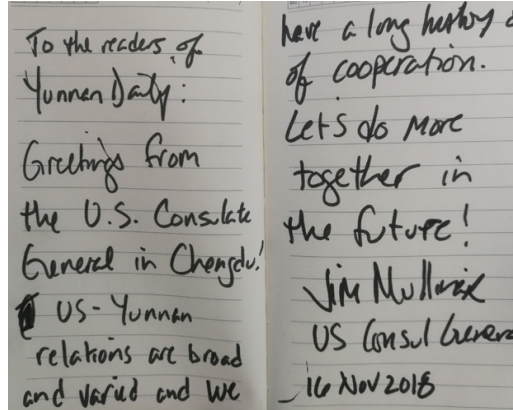
Mr. Mullinax's wife is a well-known food writer, so he is also interested in Yunnan's green food and its sales in the US market. "I have noticed that many American companies are cooperating with Yunnan in agricultural products, tea and coffee."

Knowing that Yunnan is becoming a world-class "healthy life destination", Mr. Mullinax said that experienced pension industry institutions and companies in the US will be interested in related cooperation and looked forward to cooperation and exchanges between the two sides in this field.

The *China • Yun-*

nan news issue of Los Angeles Times launched by Yunnan Daily News Group has been well-received among American readers since its first edition in 2014. Mr. Jim Mullinax wrote down his wishes to its readers: "US-Yunnan relations are broad and varied and we have a long history of cooperation. Let's do more together in the future."

(Wang Huan and Wu Ping)



The wishes that Mr. Jim Mullinax gives to the readers of the *China • Yunnan* news issue of Los Angeles Times (photo by Wang Huan)

Tourism

'Travel in Yunnan'shines for amazing destinations

"Travel in Yunnan" app, a newly-released smart holistic tourism guide built by Yunnan provincial government and Tencent, is going to promote a series of amazing tourism destinations in the province. And the first is Nanjiang Yi Autonomous County in west Yunnan Province.

By introducing local cultures and customs, especially intangible cultural heritages, the app aims to make these destinations more popular to a large extent and even become "cyber stars" among travelers.

Nanjiang is well known for its profound ethnic culture and beautiful landscapes. As the winter comes, the pink cherry flowers are blooming in the sakura valley over the paths embraced by tea bushes, creating breath-taking views in the sunshine.

(Wang Huan)

Interconnectivity

What does Yunnan bring to CIIE

① Yunnan to build everlasting China-South Asia expo

On November 6th, the Yunnan delegation to the China International Import Expo held a promotion at the Shanghai National Convention and Exhibition Centre.

The promotion held with the theme "Exhibition and Trading Centre for Commodities from South Asia and Southeast Asia and Everlasting China-South Asia Expo", drew the attention of the world. In particular, several hundred participants from South and Southeast

Asian countries, as well as other provinces in China, showed intense interest in joining hands with Yunnan to create win-win cooperation.

According to Zhao Ruijun, director of the Yunnan Provincial Department of Commerce, the province will set up special pavilions in the Kunming Dianchi International Convention and Exhibition Centre for an everlasting China-South Asia Expo. The pavilions will help to showcase commod-

ities from South Asia and Southeast Asia as well as function as a trading centre.

The products will primarily highlight the national image and featured commodities of participating countries.

This new project will be located at the Dianchi International Convention and Exhibition Centre. It will focus on the national images, featured commodities and investment projects of 18 South and Southeast Asian countries.

(Staff reporters)

Editor's Note:

The China International Import Expo (CIIE) has drawn a lot of attention around the globe in November. More than 3,000 companies from over 130 countries and regions attended the CIIE. This type of event could facilitate the mission of building a community with shared future for mankind, in which common development of all nations could be realized. Every country makes money, the wealth gap is bridged and all nations prosper. Let's see what event and products that Yunnan delegation brought to the CIIE.

② Starbucks to promote Yunnan coffee brands to the world

"I wish Starbucks can have more opportunities to promote high-end Yunnan coffee beans to the world," said Cui Fuqiu, vice president of Greater China region of Starbucks.

Cui made the remarks while communicating with members of Yunnan Trading Delegation on China International Import Expo, which is being held from November 5 to 10 in Shanghai.

Currently, Starbucks runs 28 coffee shops in SW China's Yunnan Province. It has also established the

Starbucks Yunnan Farmer Support Center in 2012 to help local coffee farmers with sustainable practices, while providing high quality Yunnan Arabica beans for well-known international coffee brands.

Cui said that as the biggest coffee planting area in China, Yunnan is a place with great business opportunities. Starbucks is willing to cooperate with Yunnan by taking advantage of marketing experiences and channels of the group to promote high-end coffee.

(Zhang Ruogu and Han Chengyuan)

Yunnan achieves win-win with neighbouring countries

40 years' reform and opening up

As Yunnan province opens its door wider, it is providing more opportunities for neighbouring countries to board the express train of China's economic development while enhancing its own development momentum and improving its own development quality. A win-win situation has been achieved among involved parties.

Following the 5th China-South Asia Expo in June, the Cambodian jasmine rice has entered 20 Zhijia convenience stores in Kun-

ming.

"This year marks the 60th anniversary of the establishment of diplomatic relations between China and Cambodia. The cooperation between the two countries has gradually borne fruits. China's favourable import policies and Chinese consumers' pursuit of quality have strengthened our confidence to explore the Yunnan market," said Ye Yongming, regional manager in Nanning of Canadian Group, the parent company of Golden DaunKeo Rice Mill Co Ltd.

Kunming International Flower Auction

and Trading Centre is the largest fresh cut flower auction market in Asia. During peak hours every day, eight to ten million flowers are sold to more than 50 countries and regions. Among them, 20 percent to 30 percent are exported to South and Southeast Asian countries.

As the opening up and cooperation deepens, the foreign goods such as Myanmar jade, Sri Lankan gems and Indian blue crabs have made their ways into the homes of ordinary Chinese people.

Yunnan is becoming an increasingly



Businessmen select handicrafts from a Pakistani trader during the China-South Asia Expo, Kunming. (Photo by Lin Yiguang/Xinhua)

important height of China's opening up to South and Southeast Asia. Statistics show that the province's import and export volume grew from 104 million

US dollars in 1978 to 23.39 billion US dollars in 2017, and nearly 60 percent of the increase was from the trade with South and Southeast Asian countries.

(Abridged from Xinhua)

Explore Shangri-La

Diqing inheritor (2): Lobsang Tashi sees bright future for his metal handicrafts

Three hammers, with hand imprints on the handles, have been kept at the house of Lobsang Tashi for more than 600 years.

"This imprint here is the evidence of the development of the traditional technique from generation to generation," Lobsang Tashi said proudly while stroking the hammers in the showcase.

Lobsang Tashi, 55, is the 14th-generation inheritor of traditional metal casting technique. He was among the first batch of provincial inheritors of intangible cultural heritage and also a provincial master of art and crafts in Yunnan.

Lobsang Tashi specializes in metal manufacturing: Five of his works have been collected by Chinese National Museum of Ethnology; To get a Tibetan knife forged by him, you have to order in advance and wait for years; Silver ornaments he made are favored by numerous tourists.

Based on fine Tibetan casting craftsmanship passed down for generations, Lobsang Tashi has promoted overseas the unique intangible cultural heritage.

(Xiong Yan, Chu Donghua and Zhang Ruogu)



Lobsang Tashi is making handicrafts. (Photo by Li Wenjun)

Lao Ambassador to Brunei Phonethavy Boutdara: 'Yunnan fascinates me'

Voice

In July of this year, the Yunnan Provincial Committee and the provincial government vowed to build Yunnan into the most beautiful province in China. They also pledged to make new and greater contributions to the construction of a beautiful China, as well as the Chinese dream. In this edition, Mr. Phonethavy Boutdara, who worked in the province for nine years and now acts as the Lao ambassador to Brunei, will share his views on "building Yun-

nan into the most beautiful province in China".

"Yunnan is building itself into the most beautiful province in China. This is in line with its current situation," said Mr. Phonethavy Boutdara, the Lao Ambassador to Brunei. He worked in Yunnan for nine years and is emotionally attached to the province. While he now works and lives overseas, he is always concerned about Yunnan's development.

"I'm very optimistic about the prospects of Yunnan building itself

into the most beautiful province in China. That's because it has many potential advantages," said Mr. Phonethavy Boutdara. He told that the news immediately brought back his memories of Yunnan. "Yunnan fascinates me," he said.

When Mr. Phonethavy Boutdara first arrived in Yunnan, he was impressed by the fresh air: "The air is as sweet as that in Laos, so I knew Yunnan must be a beautiful place," he said. "Yunnan has diverse weather and

abundant natural resources. From the tropical rainforests in Xishuangbanna to Meili Snow Mountain in Shangri-La, the natural beauty is simply enchanting."

When he worked in Yunnan, Mr. Phonethavy Boutdara visited many cities and villages. He said, "I have been paying close attention to poverty alleviation in the province's rural areas. In recent years, many people have moved into new houses and the rural roads are improving. Laos should

learn from Yunnan in this respect."

"Yunnan should give full play to its ecological advantages. It should protect and utilize its natural resources rationally and effectively. To build itself into the most beautiful province in China, Yunnan must mobilize its people. Additionally, it should vigorously develop tourism. Green and beautiful industries will add brilliance to the province," Mr. Phonethavy Boutdara suggested.

(Staff reporters Yang Chunmei and Yao Chengcheng)