

ABOUT THE ASEAN-CHINA CENTRE

Who We Are?

Established in 2011 with its headquarters in Beijing, China, the ASEAN-China Centre (ACC) is the first and the only inter-governmental organization jointly established by the governments of ASEAN Member States and China.

As a one-stop information and activities centre to promote ASEAN-China cooperation in trade, investment, education, culture and tourism, ACC has, since its inception, been striving to become a promoter of good neighborliness and mutual trust, facilitator of functional cooperation and spreader of friendship to contribute to the development of ASEAN-China strategic partnership.

What We Do?

ACC works by providing up-to-date and authoritative information and trends as well as organizing results-oriented events to promote sound interaction and cooperation in business, education, culture and tourism sectors as well as people-to- people connectivity between ASEAN and China.

How We Work?

ACC is governed by three bodies:

The Joint Council: Policy-making body of ACC, comprises representatives appointed by 10 ASEAN Member States and China;

The Joint Executive Board: Supervising and advisory body of ACC, comprises 10 Members of the ASEAN Committee in Beijing and representatives from the related Chinese agencies;

The Secretariat: Executing body of ACC, comprises a Secretary-General as its chief executive and four divisions, namely; General Affairs and Coordination Division, Trade and Investment Division, Education, Culture and Tourism Division, and Information and Public Relations Division.

Where We Are?

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ASEAN - China Centre
(中国 — 东盟中心)

Home About Us Regulations News Trade Investment Tourism Education Culture Activities Membership

of the 4th "My ASEAN & China" Multimedia Art Exhibition Series: The Abode of Peace-Brunei, held in Guiyang

On 16 September 2013, ASEAN-China Centre (ACC), the

From 2 to 6 September 2013, Secretary General of

On 2 August 2013, ASEAN-China Centre Secretary General Ma

Chinese hospital ship Peace Ark left Thailand Port of Yonagun

Highlights: Disputes won't affect China-ASEAN relations: Premier Li

ASEAN - China

China and ASEAN have been cooperating closely in political, economic, social and cultural areas since 1991.

CAFTA

With 1.9 billion people and a combined GDP of \$6 trillion, CAFTA is world's largest free trade

Regulations

Policies and principles to guide your business and others in China and ASEAN

Trade

Useful information: figures, guidance to check and exhibitions to visit.

Investment

Chances and advice on investment in China and ASEAN countries.

Travel

Detailed tips for visiting markets in China and ASEAN countries.

Education Exchanges

Way to apply for famous schools in China and ASEAN countries.

Cultural Exchanges

Programs, activities, news, background for cultures and traditions.

FOREWORD



The year 2013 marks the 10th anniversary of ASEAN-China Strategic Partnership. Over the past decade, ASEAN-China friendship has grown into a luxuriant tree, borne rich fruits, and accomplished great achievements.

-- ASEAN-China trade has been growing fast. ASEAN-China Free Trade Area (FTA), the world's largest FTA among the developing countries, further enhanced the bilateral trade. China has become the largest trading partner of ASEAN since 2010 and ASEAN is the fastest growing trade partner of China. In 2012, the two-way trade between ASEAN and China exceeded 400 billion US dollars, over seven-time increase from 2002. By mid 2013, the mutual investment between ASEAN and China is more than 100 billion US dollars. The two-way Foreign Direct Investment (FDI) account for 5.1 and 6.6 per cent of China and ASEAN's total FDI respectively.

-- ASEAN-China people-to-people connectivity has greatly expanded. Currently, there are 110,000 Chinese students in ASEAN Member States and over 60,000 ASEAN students in China. The number of mutual visits of the people in 2012 reached 15 million. ASEAN received almost 9.69 million tourists from China while China received nearly 6 million tourists from ASEAN. China is the second largest source of inbound tourists for ASEAN. Every week there are over 1,000 flights between ASEAN and China.

The year 2013 also witnesses a new starting point of China-ASEAN relations. Despite many new challenges and uncertainties in the international affairs, ASEAN and China must ensure that their cooperation will be further strengthened and deepened, bringing new opportunities for the peoples from both sides. The commitment to further enhance economic prosperity and sustainable development through win-win cooperation remains to be the most important consensus between ASEAN and China.

-- Promoting economic and social development is a long-term priority for ASEAN and China. Faced with the lingering effect of the international financial crisis, ASEAN and China will give undivided attention to development, advance regional economic integration and development of ACFTA, make the pie of shared interests bigger in size, richer in content and better in quality, narrow the development gap, and bring the dividends of ASEAN-China cooperation to as many people as possible.

-- Increasing heart-to-heart communication between the peoples is crucial to promote friendship and cooperation. ASEAN and China will expand educational, cultural and tourism exchanges to deepen mutual understanding and affection between the peoples, making them supporters, builders and beneficiaries of the strategic partnership.

As a one-stop information and activity centre and an intergovernmental organization, ACC has won unwavering support and cooperation from its Members, stakeholders, partners and constituencies since its inception. Shouldering the common aspiration of its Members to promote sustainable development of relations and complementing multi-tiered cooperation mechanisms between ASEAN and China, ACC has been making steady efforts in drawing experience from others and exploring new channels of regional cooperation.

In 2013, ACC has continued to carry out an in-depth study on the development and respective advantages of its Members, and conducted a wide range of activities and involved itself with more than 100 events, with the active participation of the private sector as well as media to promote all-round cooperation between ASEAN and China in trade, investment, education, culture and tourism. By Mid November 2013, ACC has organized and/or participated in over 60 symposiums and lectures in trade, investment, education, culture and tourism in more than 30 cities of ASEAN and China, released around 8,000 pieces of information in Chinese and English and issued over 7,000 pictures on its official website, attracted over one million fans on its Weibo, received over 20 high-level delegations from the ASEAN Member States. ACC's efforts have achieved tangible results, to name a few: ASEAN Products Exhibition and Trade Centre, ASEAN

Investment Consortium, ASEAN Business Saloon, ASEAN-China Education Seminars/Workshops, ASEAN Ambassadors Lectures, ASEAN Cultural Nights, My ASEAN and China Multimedia Art Exhibition, Exhibition of Contemporary Chinese Paintings, national TV promotion campaign for ASEAN and TV documentaries on ASEAN tourism and food, etc.

The leaders of ASEAN and China have set new targets for ASEAN-China cooperation at the 16th ASEAN-China Leaders' Meeting. ACC will double its efforts to function as a platform of communication, a bond of friendship and a bridge of cooperation, contributing to the common goal and aspiration of ASEAN and China, as well as that of the region as a whole.



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CHAPTER I TRADE AND INVESTMENT

北京CBD国际经贸合作洽谈会 东盟国家专场洽谈会

Beijing CBD 2013 International Economic and Trade Fair for
Association of Southeast Asian Nations (ASEAN)

2013年9月 北京·朝阳





Economic cooperation has become a bright spot of ASEAN-China win-win cooperation in the past decades. A new target of 1 trillion USD for bilateral trade has been set for the year 2020. To keep the good momentum of booming ASEAN-China economic integration, ACC is committed to becoming a core promotional unit for trade and investment cooperation.

In 2013, ACC continued to build Yiwu ASEAN Products Exhibition and Trade Center into a platform to speed up the trade cooperation between ASEAN and China, to forge ASEAN-China Investment Consortium an energetic force to promote investment in ASEAN, to shape ASEAN-China Watch a think tank on ASEAN-China economic cooperation research, and to push forward the connectivity by networking ASEAN and China business circles.

ASEAN-China Sectoral Cooperation

1. Background

The strong economic complementarity and growing economic cooperation between ASEAN and China benefit both sides. ACC is mandated to serve as a platform for promoting the cooperation in different sectors and industries and supporting sectoral cooperation, which may also help to narrow the development gaps within ASEAN Member States.

Through its network with Chinese business circles and local governments, ACC organized, co-organized and/or participated in the events in various sectors and in many Chinese cities to maximize benefits for enterprises from ASEAN and China, and raise awareness of ASEAN-China cooperation.

2. Activities

(1) ACC and the Wuhu Municipal Government co-organized the Second China International Rice Expo in Wuhu, Anhui Province of China on 8 December 2012. Officials from Embassies of Cambodia, the Philippines and Thailand, as well as 20 companies from Thailand and Viet Nam attended the Expo.





(2) ACC and the China Good Agri-products Development and Service Association, the Department of Agriculture of Shandong Province co-organized the First China International Vegetable Industry Fair in Cangshan, Shandong Province of China on 12 April 2013. The Fair attracted 322 professional vegetable traders from China and ASEAN Member States.

(3) ACC participated in the Launching Ceremony of Port Klang International Trade and Halal Industry Development Center in Beijing, China on 24 June 2013. 200 officials and guests from Chinese and Malaysian business circles attended the event, including China Information Division of Research Office of State Council, Embassy of Malaysia to China, Port Klang Authority and Malaysia International Co. Ltd.



(4) ACC participated in the China Xuancheng Tourism Products Expo City in Xuancheng, Anhui Province of China on 17 July 2013. ACC Secretary-General Ma Mingqiang delivered a keynote speech on the potential of tourism cooperation between ASEAN and China at the opening ceremony. ACC and China General Chamber of Commerce agreed to strengthen the functional cooperation between the two organizations to enhance ASEAN-China cooperation in the area of tourism products.

(5) ACC co-hosted the Conference on China Textile Industrial Going Global Strategy in Beijing with China National Textile and Apparel Council and China Chamber of Commerce for Import and Export of Textile and Apparel on 28 June 2013. The conference attracted more than 500 officials from Chinese relevant Ministries, foreign Embassies in Beijing and guests from business circles. Participants shared their views and experiences and explored the cooperation opportunities between ASEAN and Chinese textile industries .



(6) On 21-23 August 2013, ACC participated in the 7th ASEAN-China Forum on Social Development and Poverty Reduction in Fangchenggang City, Guangxi Zhuang Autonomous Region of China. Ms. Lada Pumas, Director of Information and Public Relations of ACC, introduced roles of ACC in support of programs which have helped narrow the development gap among ASEAN Member States. She also emphasized poverty reduction and sustainable social development are common issues of interest which ASEAN and China could continue to work closer together.



(7) Organized by ACC, officials from six ASEAN Embassies attended the 3rd China-Eurasia Expo in Xinjiang on 2 September 2013. Over 70 companies from ASEAN Member States attended the Expo and set up booths to showcase their products. The ASEAN Zone was set up for the first time in the Expo.



(8) On 4-5 September 2013, ACC participated in ASEAN-China Environmental Cooperation Forum 2013, themed on "Building up Partnership for Regional Green Transformation" in Guilin, Guangxi Zhuang Autonomous Region of China. ACC official emphasized at the forum the importance of environmental protection and cooperation as the 11th priority area of cooperation in ASEAN-China relations, which has gained more attention in light of current rapid economic and social development. The Forum has become a significant platform to explore innovative ways to enhance ASEAN-China environmental cooperation, establish partnership and promote green development.

(9) Organized by ACC, five commercial counsellors from ASEAN Embassies attended the Second Western China Multinational Sourcing Fair held in Xi'an, Shaanxi Province of China on 16 September 2013. The delegation received interviews by local TV and exchanged views with Chinese purchasers, covering equipment manufacturing, hi-tech, agricultural, consumer goods and textile, etc.

3. Outcomes and Effects

These events and activities raised the publicity of ASEAN and promoted ASEAN-China sectoral cooperation ranging from trade and investment to sustainable development by including issues such as poverty reduction and environmental protection among all participants and business representatives. They helped establish direct links among the participants, network business entities between ASEAN Member States and China and enhance awareness on issues of common interest in ASEAN-China relations. Further implementation and consistent follow-up had been conducted to ensure ACC's relevant roles and contribution to the matters. These events also helped ASEAN officials to reach out the Chinese people across China.

Exploring ASEAN-China Trade Cooperation at Local Levels

1. Background

Knowledge of products and market are key essentials to success for business community. ACC always exerts its effort in tapping the potentials that China and ASEAN can offer and share with each other. To obtain sufficient information and seek ways to establish closer links between ASEAN and China at local levels, ACC paid visits to the localities in China and met with the local government officials as well as business sectors to raise the publicity of ACC and to explore practical and meaningful programs to enhance trade, investment, education and culture cooperation between ASEAN and China.

2. Activities



On 15-16 August 2013, ACC officials paid a visit to Hebei Province of China to meet with local government and companies. ACC officials highlighted the benefits of ASEAN-China FTA and also the huge potential of cooperation with ASEAN.

ACC learned that some companies had already entered Viet Nam and Singapore, and are eager to seek ACC's facilitation in investing in other ASEAN Member States like Indonesia, Malaysia and Cambodia.

3. Outcomes and Effects

ACC timely disseminated the information acquired from the visit to ASEAN business circle and got immediate response. One Indonesian business delegation visited Hebei Province with ACC help and concluded a deal with a local company. Another ASEAN company has also scheduled a visit to Hebei to seek possible cooperation. The visit also raised the awareness of ACFTA and publicity of ACC and ASEAN in Hebei Province. The local government was better equipped with knowledge of ASEAN and the profound cooperation opportunities. They required ACC's help in organizing a symposium in the province and looked forward for closer cooperation with ACC.

Symposium on ASEAN-China International Economic and Trade Arbitration

1. Background

More trade disputes would tend to appear alongside of the fast growing cooperation. To settle the dispute properly will ensure the sustainable development of ASEAN-China economic and trade cooperation and protect enterprises' interests. It is important to be familiar with the practice and procedures of economic and trade arbitration in China, and the ASEAN-China cooperation in this area.

2. Activities

ACC organized the first Symposium on ASEAN-China International Economic and Trade Arbitration on 10 April 2013. Before the Symposium, ACC sent out questionnaires to ASEAN participants to collect their interest and concern regarding arbitration between ASEAN and Chinese business communities. Commercial counselors and diplomats from the Embassies of Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Viet Nam in Beijing attended the Symposium. Experts from the China International Economic and Trade Arbitration Commission (CIETAC) briefed on the function of CIETAC and procedures of trade arbitration, by providing accounts of the settlement of cases. They also answered the questions regarding arbitration proceeding duration, impartiality and only transaction disputes settlement.



3. Outcomes and Effects

The symposium proved to be a meaningful way to increase the awareness of the importance of trade dispute arbitration and the understanding on the features and procedures of international arbitration, the practice in China, and the existing cooperation between ASEAN and China in arbitration. The ASEAN participants appreciated ACC 's efforts and deemed it an important and meaningful endeavour. They said they would advise their business people to resort to arbitration when trade dispute arises.

Promoting Investment in ASEAN Member States

1. Background

The two-way investment between ASEAN and China is undergoing a stage of leap forward development. At the 10th ASEAN-China Business and Investment Summit in September 2013, Chinese Premier Li Keqiang proposed that the two-way investment shall reach 150 billion US dollars by 2020.

As a core unit for promoting two-way investment between ASEAN and China, ACC has made arduous efforts to serve as a reliable bridge for ASEAN and Chinese investors, by following closely the economic development of its Members, identifying areas of investment cooperation, providing consultation service, and keeping in touch with the economic authorities and the investors.

2. Activities



(1) On 21 January 2013, ACC Secretary-General Ma Mingqiang paid a call on Ms. Khemmani Pholsena, Minister of Industry and Commerce of Laos, and Dr. Sananh Chounlamany, Vice President of Laos National Chamber of Commerce and Industry. Both sides exchanged views on strengthening cooperations between small and medium sized enterprises (SMEs) and encouraging more Chinese companies to invest in industries that the Government of Laos wishes to promote.

(2) On 13 March 2013, ACC Secretary-General Ma Mingqiang visited Indonesia and called on Mr. Agus Tjahajana, Deputy Minister of Industry of Indonesia, and the Indonesian Chamber of Commerce and Industry. Both sides agreed on further strengthening ASEAN-China economic ties, especially two-way investment between Indonesia and China.



(3) On 15-20 May 2013, upon the invitation of Sabah Economic Development and Investment Authority (SEDIA), ACC organized a Chinese Investment Mission to Kota Kinabalu, Malaysia and held talks with Datuk Dr. Mohd Yaakub Johari, Chief Executive of SEDIA. Both sides agreed upon establishing closer cooperation to promote incentive packages and investment opportunities of Sabah, Malaysia.

(4) On 3 September 2013, ACC organized a meeting between ASEAN Investment Consortium which was formed with the encouragement of ACC and Dato' Sri Mustapha Mohamed, Minister of International Trade and Industry of Malaysia. Both sides exchanged views on the identified investment project in Malaysia and also the possible Malaysian investment in China.



(5) ACC co-organized Beijing Central Business District (CBD) 2013 International Economic and Trade Fair for ASEAN with the Bureau of Foreign Trade Development of the Ministry of Commerce and Beijing Chaoyang District Government in Beijing, China On 10 September 2013. Around 200 entrepreneurs covering the sectors of construction, chemicals, fertilizer and rubber in Beijing attended the event.



(6) On 29 October 2013, ACC organized a business matching for a delegation of Tenate City of Indonesia and potential Chinese investors at the ACC Headquarters. ACC took the opportunity to brief the Indonesian delegation on ACC's role in promoting functional cooperation. Representatives from 12 Chinese companies in the Agriculture and fishery had intensive discussion with Indonesian delegation.

3. Outcomes and Effects

These visits and events helped to enhance understanding on investment policies and environment in both China and ASEAN Member States and provided a valuable opportunity for Chinese and ASEAN business circle to network and interact. ACC has gained first-hand information and better knowledge of ASEAN. The ASEAN-China Investment Consortium was formed and registered, based on a network of more than 30,000 potential investors. The consortium has chosen Malaysia as its first stop of investment in ASEAN. 10 country-oriented Sub Investment Consortium will be set up. The latest statistics shows that by the end of June 2013, the total amount of Chinese FDI in ASEAN Member States reached 30 billion US dollars, and nearly 2,500 Chinese enterprises were set up in ASEAN with an enrollment of about 120,000 local employees.

ASEAN Products Exhibition and Trade Centre

1. Background

The two-way trade between ASEAN and China reached 400 billion US dollars in 2012. At the 10th China-ASEAN Business and Investment Summit in September 2013, Chinese Premier Li Keqiang proposed that the two-way trade shall reach 1 trillion US dollars by 2020. Chinese President Xi Jinping also expressed that ASEAN enterprises should increase their exports to China. The future prospect for the bilateral trade is indeed encouraging. The Chinese people have an increasing interest in the ASEAN products. To give ASEAN products an easy access to the Chinese market by utilizing the existing logistics and distribution network, ACC set up the ASEAN Products Trade and Exhibition Centre covering 5000 m² in the world's biggest commodity market -- Yi Wu International Trade Mart.

2. Activities



(1) On 13-14 March 2013, ACC participated in the 3rd ASEAN-China FTA Joint Committee Meeting in Yiwu, Zhejiang Province of China. The meeting aimed to minimize and/or remove trade barriers and promote economic and trade cooperation between ASEAN and China. Some 120 representatives from ASEAN Member States, ASEAN Secretariat, Chinese Ministry of Foreign Affairs, Ministry of Commerce, General Administration of Customs, General Administration of Quality Supervision, Inspection and Quarantine attended the meeting. ACC official briefed the meeting of its work. The participants visited the Trade and Exhibition Center.

(2) ACC organized field visits for ASEAN Ambassadors and officials from the ASEAN Embassies in China. The ASEAN Products Trade and Exhibition Center also received visitors from the Philippino Chamber of Commerce and Industry, Malaysia-China Chamber of Commerce, and International Enterprise Singapore (IE Singapore) in Shanghai.



(3) On 20-22 April 2013, the 2nd China Yiwu Imported Commodities Fair was held in Yiwu, Zhejiang Province of China. The Fair attracted more than 5,000 international buyers. Products from 80 countries across the world are displayed at the Fair. All the ASEAN products in the Trade and Exhibition Centre were displayed at the Fair.

3. Outcomes and Effects

The ASEAN Products Trade and Exhibition Centre is a never-ending expo for ASEAN Member States to showcase, retail and wholesale their products to all corners of China and beyond China to the rest of the world, by using the local logistic and distribution networks. In the centre, pavilions of Indonesia, Laos, Myanmar, Singapore, Thailand and Viet Nam have been set up and thousands of products have been displayed. Indonesian business circles asked for more shop space to host their products. The centre has provided a useful outlet for the ASEAN export products. According to China customs statistics, the two-way trade volume between Yiwu and ASEAN Member States increased from 200 million US dollars in 2011 to 655 million US dollars in 2012. The local management believed the ASEAN Products Trade and Exhibition Centre played a crucial role.

Studies in Trade and Investment

1. Background

ACFTA is the world largest free trade area with 1.9 billion population and a combined GDP of 6 trillion USD. China stands the biggest trade partner of ASEAN and ASEAN is the third biggest trade partner of China. The scale and depth of the bilateral business transaction calls for studies and analysis on potentials, opportunities and trends market in the areas of trade and investment, through comprehensive data and information gathering.



2. Activities

The ACC undertook the project of a Chinese version monthly publication ASEAN-China Watch (《中国－东盟观察》) since the end of 2012. The publication focuses solely on the trade and investment, including spotlights, ASEAN Macro and Business Briefing, ASEAN-China Economic and Trade Cooperation, China Overseas Investment in ASEAN, Insight on ASEAN and Knows about ASEAN. The publication provides an insight and analysis of on-going cooperation projects, highlights of the benefit of ACFTA, investment environment, economic policy and trade opportunities in ASEAN. Over a dozen editions of ASEAN-China Watch have been published.

3. Outcomes and Effects

The publication is widely distributed to the relevant government agencies both at central and provincial levels, the private sector and stakeholders in China. The publication provides a detailed study, analysis on the investment environment and potential and trends of market. It serves as a useful living data bank not only for the policy makers but for other stakeholders like investors and traders.

2013 China-ASEAN Economic and Trade Forum (Boao)

1. Background

Thanks to the ACFTA, the bilateral trade and investment between ASEAN and China reached 400 billion USD and 100 billion USD respectively. ACFTA covers not only free trade arrangement, but also investment agreement and service agreement. The potential of ACFTA is yet far to be fully tapped. Most Chinese SMEs have speeded up their pace in going global in recent years. As the most ideal destination of investment, ASEAN has attracted wide attention among Chinese SMEs.

2. Activities

ACC co-hosted the 2013 ASEAN-China Economic and Trade Forum with China Enterprise Cooperation and Promoting Association in Boao, Hainan Province of China on 16 January 2013. Officials from the Chinese Ministry of Commerce, the General Administration of Customs, and commercial counsellors from Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Thailand as well as academic representatives were invited to share their views with more than 200 representatives

of Chinese SMEs. The speakers briefed on the ASEAN-China economic and trade development and the updates of ACFTA, ASEAN-China connectivity and RCEP. Officials from ASEAN Member States briefed on their countries' investment environment, policies and incentives. The speakers had an interactive dialogue on how to further promote their interest and enhance their doing business in ASEAN Member States.



3. Outcomes and Effects

It is one of ACC's priority to help the SMEs in ASEAN and China to establish business links. The Forum provided the Chinese SMEs from different sectors an access to the first hand information of ASEAN-China economic cooperation and an opportunity to interact with ASEAN economic and trade officials. The Forum also served to familiarize the Chinese SMEs with rules and regulations concerning market access and prepared them for possible future investment in ASEAN. The Forum was warmly welcomed by the representatives of Chinese SMEs.

ASEAN+3 Village Leaders Exchange Program

1. Background

While the fast economic development and integration attract the world's attention, poverty remains an issue in some areas that call for cooperation among the ASEAN Member States and between China and ASEAN.

2. Activities

ACC participated in ASEAN+3 Village Leaders Exchange Program on 8-12 April 2013 in Chengdu, Sichuan Province, which was initiated by the International Poverty Reduction Center in China (IPRCC). A total of 60 village leaders, government officials, experts and scholars from 10 ASEAN Member States and China participated in the program and exchanged views on the development and management of rural area. Activities included a two-day course on China's agricultural policy and China's rural development, country presentation, regional workshop and field visits to several villages in Sichuan.



3. Outcomes and Effects

China has been very successful in its poverty reduction endeavour. Sharing experiences and best practices certainly benefit ASEAN and China. The program was in line with ACC's objective of supporting narrowing the regional development gap. Through this project, village leaders from ASEAN Member States had the opportunities to get a close observation on the management of Chinese villages and learn from the experience in China. The field visits provided the participant with examples of the successful poverty reduction program, which would be useful reference for the participants in their future undertaking.

CHAPTER II EDUCATION, CULTURE AND TOURISM





Amity between peoples holds the key to good relations between countries. It is important to expand educational, cultural and tourism exchanges to deepen mutual understanding and affection as well as enhance people-to-people connectivity between ASEAN and China. In 2013, ACC continued its efforts on consolidating the popular mandate and taking forward the strategic partnership between ASEAN and China.

In the field of education, ACC focused on the "One Goal" known as "Double 100,000 Students Mobility Goals" and the "Two Platforms" (China-ASEAN Education Cooperation Week or CAECW, and Southeast Asian Ministers of Education Organization or SEAMEO) to serve the needs of education authorities of Chinese and ASEAN governments and education institutions. With the idea of providing services pro-actively and expanding activities gradually, ACC has served three groups of stakeholders, namely ASEAN Embassies, ASEAN students, and higher education institutions (currently vocational colleges). ACC organized lecture series for ASEAN Embassy officials, activities for ASEAN students, and workshops/exhibitions to promote cooperation and exchange in vocational education. ACC signed and implemented MoUs with Guizhou Provincial Department of Education and SEAMEO to support the CAECW and deepen ASEAN-China Education Cooperation. ACC also signed MoU with Beijing Language and Culture University to establish ASEAN-China Language and Culture Centre to enhance people-to-people contacts and to improve mutual understanding between the peoples and societies of ASEAN and China.

In the field of culture, ACC continued to organize various activities including performances, art exhibitions, seminars, workshops, forum, cultural tours with the aim to promoting ASEAN culture among the Chinese public and the Chinese culture among the ASEAN public, facilitating cultural exchanges, as well as strengthening the people-to-people contacts. The projects were implemented not only to feature the uniqueness of each Member's rich culture but also to highlight the importance of further strengthening cultural cooperation..

In the field of tourism, ACC spared no efforts on ASEAN tourism promotion projects to improve the public awareness on the diversified culture and attractions of ASEAN in China, to strengthen cooperation with related partners to provide more ASEAN tourism information for the Chinese tourists, and to continue the project of filming ASEAN and working with travel agencies and operators to substantially increase Chinese visitor arrivals in ASEAN and bring ASEAN tourists to China.

ASEAN Education Exhibition

1. Background

Leaders from China and ASEAN have set the target that exchange students from one side to the other would both reach 100,000 by 2020, namely, the “Double 100,000 Students Mobility Goals”. To fulfill the target, more efforts should be put on the introduction and promotion of Study in ASEAN/China. As a one-stop information and activity centre, ACC facilitates the participation of Embassies and education institutions of ASEAN Member States to some influential education exhibitions in China, aiming to better introduce and promote Study in ASEAN/China.



2. Activities

On 16 September 2013, ACC facilitated the attendance of ASEAN Vocational Education Institutes to the China-ASEAN Achievements Exhibition on Vocational Education held in Guiyang, Guizhou Province of China. The Exhibition was under the umbrella of China-ASEAN Education Cooperation Week. More than 600 participants from 70 Vocational Education Institutes from China and some ASEAN Member States, namely Cambodia, Laos, Malaysia, Singapore and Thailand attended the Exhibition. Dozens of Cooperation MoUs were signed for concrete intercollegiate cooperation and exchanges, including students exchange plan, joint research and other cooperation programmes. Mr. Wang Daoyu, the Deputy Director of Education, Culture and Tourism Division of ACC, made a presentation on “New Ideas for Getting More Students from ASEAN: The Role of Vocational and Technical Colleges”, which stimulated the participants’ great interests and intent of further cooperation with ACC in promoting ASEAN-China Vocational Education cooperation.

3. Outcomes and Effects

The Exhibition and interactions greatly promoted the idea of Study in ASEAN/China and the role of vocational education in promoting ASEAN-China education cooperation. Through various activities, ACC has raised the profile of ASEAN vocational education institutions in China. Networking process started among vocational education institutions from ASEAN and China, and more partnerships between colleges/universities in ASEAN and China were established.

ASEAN Education Guide

1. Background

Currently, the information on educational development of ASEAN Member States in Chinese language can hardly be found. The fact that the Chinese public knows little about the current status of education in ASEAN Member States obviously affects the materialization of the “Double 100,000 Students Mobility Goals” and ASEAN-China education cooperation as whole. Bearing the obligation of disseminating authoritative data and information of education in ASEAN Member States, ACC plans to publish a series of books for the Chinese public on education systems and resources in ASEAN Member States in the following two years.

2. Activities

With the support of UNESCO International Bureau of Education, ACC translated the country chapters of ASEAN Member States of World Data on Education (2011) into Chinese. After one year of rigorous work, ACC completed the translation of ASEAN Education Guide Series: Education Systems and Status in ASEAN Member States. The book is the first one of ASEAN Education Guide Series, and was published by the Education and Science Publishing House and launched in November 2013. The Guide will provide readers with the information on Education's role in the constitution, national education systems of ASEAN Member States, and national education development strategies, etc.

3. Outcomes and Effects

The publication of ASEAN Education Guide: Education System and Status in ASEAN Member States can help enhance the understanding of Chinese public on the education policy and systems in ASEAN Member States, promote the current bilateral education cooperation and exchanges, and guide the potential areas for future cooperation. The Guide is not only an enlightening book for researchers on ASEAN studies with authoritative data and latest information, but also a reference for China's education experts, policy-makers and students.



ASEAN Education Forum

1. Background

Official contacts between Chinese Ministry of Education (MOE) and its ASEAN counterparts have increased in recent years. It is pressing to promote young MOE officials exchanges and cement the ASEAN-China education cooperation at the working level. ACC initiated the ASEAN-China Young Education Officials Cooperation Forum during the 6th China-ASEAN Education Cooperation Week. The Forum aims at bringing together young MOE officials from ASEAN and China, building up contacts, fostering friendship and enhancing mutual understanding at working level.

2. Activities

On 16 September 2013, ACC hosted the ASEAN-China Young Education Officials Cooperation Forum-the Role of the Youth and the Future Development in Guiyang, Guizhou Province of China. The Forum was under the umbrella of China-ASEAN Education Cooperation Week. About 30 young officials from the MOE of China and officials from Cambodia, Indonesia, Laos, Myanmar, the Philippines, Singapore and Thailand, Guizhou Provincial Government and some representatives from Chinese universities participated in the Forum. The officials from ASEAN and China introduced the current education development in China and ASEAN respectively, and had intense discussions and exchanges on challenges and issues of common interests such as the development of vocational education, the employment of university graduates, ASEAN-China education cooperation and the role of the youth, etc. After the Forum, ACC arranged field visits to Guizhou University for the further understanding of the development of higher education in China.



3. Outcomes and Effects

The Forum provided a platform for the young officials from education authorities of ASEAN and China to share their ideas and foster friendship and understanding of each other's education systems. The Forum also created an opportunity to brainstorm potential areas of future cooperation and exchanges for the young education officials from both sides at the working level. Meanwhile, the Forum strengthened the position of ACC being a one-stop information and activity centre, and highlighted ACC's influence in bridging the peoples from ASEAN and China. The officials from both sides appreciated ACC for its efforts in building up network among them, and wished the Forum could become a mechanism and would be held annually.

Supporting ASEAN Students' Activities

1. Background

There are over 60,000 ASEAN students studying in China by the end of 2012, and more are expected in the years to come. There has been an increasing need of strengthening exchanges and communication among ASEAN students in China, and an eager willingness of promoting ASEAN culture in China. ACC has been making efforts to foster the ASEAN identity among ASEAN students in China in support of the ASEAN Community building process.

2. Activities

(1) In December 2012, ACC hosted a New Year's Gala for ASEAN Students in Beijing, inviting more than 100 students from all the ASEAN Member States to ACC. The students showcased their respective national art performances and enjoyed a wonderful evening. Officials from ASEAN Embassies in Beijing were also invited to the Gala, which uplifted the spirits and enthusiasm of the students. Upon the request of ASEAN students, ACC decided to make the Gala an annual event.

(2) In June 2013, ACC worked with the Royal Thai Embassy to organize a banquet for over 200 ASEAN students in Beijing.



(3) ACC actively explored ways to promote ASEAN Students' Activities. In 2013, ACC invited several ASEAN students unions in Beijing, namely, Indonesia, Malaysia, Myanmar, Singapore, Thailand and Vietnam to discuss possible ASEAN students' activities which can be undertaken by ACC, such as the bi-annual ASEAN Students' Games Beijing, etc.

(4) In 2013, ACC effectively encouraged the privater sector and local governments to provide scholarships to support more ASEAN students to come to China. Through the efforts of ACC, hundreds of new scholarships have been secured.

3. Outcomes and Effects

ACC facilitated the exchanges and communications among ASEAN students. The frequent gathering of ASEAN students not only fostered the ASEAN identity among the ASEAN students, but also helped to enhance their understanding about the importance of ASEAN Community building. From these events, the students better knew the importance of ASEN-China relations and the active role they ccould play in promoting friendship and ASEAN identity. These activities also helped to enhance the public awareness on ASEAN culture, language and art in China among the Chinese participants.

ASEAN-China Education Exchanges Seminar/Workshop

1. Background

Most of the ASEAN Member States and China are developing countries that are in need of professionals. ASEAN-China vocational education cooperation is becoming more significant and of increasing importance. It is also a potentially promising area for deepening ASEAN-China educational exchanges. ACC hosted a series of seminars and workshops with related institutions for vocational education cooperation in China and ASEAN.

2. Activities

(1) On 26 March 2013, ACC co-organized China-Indonesia Vocational College Cooperation Seminar in Jakarta, Indonesia, working closely with the Indonesian Embassy in China and the Southeast Asian Ministers of Education Organization Regional Open Learning Centre (SEAMOLEC). A delegation from 11 Chinese vocational colleges attended the Seminar and met with representatives from 52 Indonesian vocational colleges and high schools. The two sides had fruitful discussions on the agenda of teacher/

student exchanges, potential cooperation fields, etc. and signed 53 MoUs and Letters of Intent for future cooperation. The Chinese delegation also visited Vietnam to conduct exchanges with SEAMOLEC and local vocational colleges.



(2) On 28 May 2013, ACC organized the Indonesia-China Partnership Workshop on Vocational Education Cooperation in Beijing, China with the support of the Indonesian Embassy. The Seminar attracted more than 80 participants from 6 Indonesian Vocational Colleges and Schools, 2 Cambodian Vocational Colleges and 40 Chinese Vocational Colleges and Universities. The participants had very intense interactions and resulted in the signing of 20 MoUs and Letters of Intent. On 29 May, ACC arranged a field visit to Beijing Polytechnic (DKY) and Beijing Polytechnic College (BGY) for the Indonesian and Cambodian delegates to further help them understand China's vocational education system and policies.



3. Outcomes and Effects

The Seminar and Workshop enhanced the academic partnerships and exchanges among vocational institutions of ASEAN and China, provided opportunities for vocational education institutions of the two sides for potential cooperation of concrete programs, which could play an important role in the realization of the double 100,000 students mobility goals. In September of 2013, i.e. the beginning of new semester in China, ACC was pleased to note the tangible result that some Chinese Vocational Colleges which had attended the Seminar and Workshop recruited and welcomed their first batch of ASEAN students.

Promoting ASEAN Culture

1. Background

ASEAN Member States and China enjoy rich culture. To strengthen cultural exchange and cooperation while preserving the unique features of each culture serves the need of deepening mutual understanding. With a view to promoting the rich and diversified culture of ASEAN, ACC recommended Thai Puppet Troupe Joe Louis to Beijing TV(BTV) Spring Festival Global Gala, and supported substantially the new Angklung Guinness World Record attempt in China.

2. Activities



(1) TV show proves to be the most effective way of promoting ASEAN in China. ACC recommended the Thai Puppet Troupe Joe Louist to perform on the BTV Spring Festival Global Gala on 12 January 2013, one of the most influential event in celebration of Chinese Lunar New Year. The Gala was aired national wide in China at prime time during the Chinese Lunar New Year and simultaneously aired globally in the BTV International Channel.

(2) At the request of the Indonesian Embassy in Beijing, ACC supported the Embassy in the new Guinness Record attempt by inviting and mobilizing more than 1500 people to participate in the Angklung performance in the Beijing Worker's Stadium on 30th June 2013. A new Guinness World Record was set with 5493 people participating in the Angklung performance.



3. Outcomes and Effects

It was the first time for the cultural programme from Thailand to join the Spring Gala show. According to BTV figure, more than 100 million people from China and the rest of the world watched the show, and almost the same number of people viewed the show on internet.

Angklung is the world intangible heritage. More than 5400 people personally experienced Angklung at the Stadium and witnessed the new Guinness record. The event was aired by the China Central TV in the news channel at the prime time and more than 120 million people viewed the performance. These events substantially raised the publicity of the ASEAN culture in China and enhanced the mutual understanding between the peoples of China and ASEAN Member States.

Chinese Culture and High-tech Experience Events

1. Background

Embassies of ASEAN Member States in China are the forerunners for enhancing communication and cooperation between ASEAN and China. To provide ASEAN diplomats with more opportunities to reach out to the people, ACC organized experiencing China events.

2. Activities

(1) On 7 March 2013, ACC organized a tour for Ambassadors of ASEAN Committee in Beijing (ACB) to China Academy of Space Technology (CAST). The visitors were briefed on the development of China's space technology and cooperation between CAST and other countries and visited CAST exhibition hall, the satellite assembly line and test centre. CAST also expressed their willingness to cooperation with ASEAN Member States. H.E. Mr. Somdy Bounkhoun, the rotating Chair of ACB and Laos Ambassador spoke on behalf of ACB that ACB would take this opportunity to further promote ASEAN-China cooperation in space technology. Ambassadors also exchanged views with CAST on future cooperation such as personnel training, information sharing and technical application, etc.



(2) On 28 June 2013, ACC entertained the ASEAN diplomats in Beijing with a the Peking Opera performance. "An Embroidered Treasure Pouch" was performed by the China National Peking Opera Company (CNPOC). It tells a story that people should help others when in need. The President of the Company briefed the ASEAN diplomates on the history of Peking Opera and the traditional Chinese virtues reflected in the opera. Malaysian Ambassador Dato Iskandar Sarudin spoke on behalf of the ACB highly of the performce and the moral value in the opera. He expressed his readiness to work with the CNPOC in promoting ASEAN-China cultural exchanges. Other diplomats also expressed hope that ACC would organize more activities of this kind.



3. Outcomes and Effects

It was the first time for ACB to visit CAST and have the first-hand knowledge of the development of the Chinese space technology. The trip also further opened the door for cooperation between CAST and the ASEAN Member States. Thailand signed a MoU with CAST in October 2013 in disaster monitor and reduction by sharing information and using the Chinese space technology.

The trip to the Beijing Opera show was an unique experience for ASEAN diplomats in Beijing. The diplomats not only acquired some basic knowledge of Beijing Opera but also had a better understanding of the rich Chinese culture.

Support 10+3 Workshop on Cooperation for Cultural Human Resource Development

1. Background

The 10+3 Workshop on Cooperation for Cultural Human Resource Development provides good platform for cultural officials, experts, scholars from ASEAN Member States and China to exchange and cooperate. ACC participated in the workshop as a supporting organization and held related activities to facilitate cultural exchanges and cooperation between ASEAN and China.

2. Activities

On 15 May 2013, ACC hosted the Seminar on Cultural Products in Cyberspace and Market Development, with the support of the Chinese Ministry of Culture and the ASEAN Secretariat, The Seminar was part of the 8th ASEAN Plus Three Cultural Human Resources Development Cooperation Workshop. Cultural officials and experts from all ASEAN Member States, China, Japan and ROK attended the Seminar. Representatives of internet companies spoke at the Seminar on the development and corporate culture of their respective companies and interacted with the participants.



3. Outcomes and Effects

Since its inception in 2006, the Workshop has contributed substantially to the exchange and cooperation between ASEAN and the plus three countries of China, Japan and ROK in cultural human resources. The seminar not only bridged the ASEAN cultural officials with ACC but also with the relevant companies and institutions in China.

ASEAN-China Youth Artists Work Exhibition

1. Background

Art knows no boundary. The artists in ASEAN and China are enthusiastic about cultural promotion of their respective countries and have been conducting cultural exchange in their professional fields. ACC tries to explore more channels to facilitate the cultural exchange and cooperation among these ASEAN-China young artists.

2. Activities

In July 2013, ACC and the Bureau for External Cultural Relations of the Chinese Ministry of Culture co-hosted the ASEAN-China Youth Artists' Work Exhibition at ACC headquarters. The three-week Exhibition displayed 50 paintings of 10 young artists from Brunei, Laos, Myanmar, the Philippines, Singapore, Thailand, Viet Nam and China. The 10 young artists were invited by the Chinese Ministry of Culture to take part in the ASEAN-China Youth Artists' Workshop. The exhibition showcased the social phenomena and natural heritages of China and ASEAN. The Online Gallery of the Exhibition was uploaded on the ACC's website and wechat gallery so that more than one million of ACC blog fans and wechat users can also have a chance to appreciate the artworks online.

On 10 July 2013, the Opening Ceremony of the Exhibition was held at ACC. Over 100 guests attended the event, including the Ambassadors of Laos, Malaysia, and the Philippines, and personage of culture and media. Mr. Zhang Aiping, Director-General of the Bureau for External Cultural Relations of the Chinese Ministry of Culture, ACC Secretary-General Ma Mingqiang and the representative of the ASEAN young artists delivered remarks.



3. Outcomes and Effects

The Exhibition provided a platform for the young artists from ASEAN and China to interact with and learn from each other, and provided the public with a unique opportunity to appreciate and better understand different aspects of ASEAN arts and culture. It helped to strengthen mutual understanding and friendship between young artists of ASEAN and China. The Exhibition also served as a venue for network-building among ASEAN and Chinese artists. The Exhibition was covered by major Chinese media, including China Daily, China Radio International (CRI), China Youth Daily, China Culture Daily, Fashion Magazine, Xinhuanet, Gmw.cn, Chinanews.com, Huanqiu.com, etc. The Online Gallery further maximize the effect.

ASEAN Nights

1. Background

"ASEAN Cultural Nights" is a series of events that ACC undertakes to present the ASEAN culture to the Chinese public. It is designed to promote cultural exchanges and enhance mutual understanding between the peoples of China and ASEAN Member States.

2. Activities

(1) On 6 June 2013, ACC and the Indonesian Embassy in Beijing co-organized the "Indonesian Night" at the ACC Headquarters. Over 400 distinguished guests attended the event, including the Ambassadors from ASEAN Member States, African, Latin-American and the European Countries, representatives of the related Chinese Ministries, and personage of culture, travel agencies and media. Indonesian Former first lady Mrs. Shinta Nuriyah graced the function as guest of honour. ACC Secretary-General Ma Mingqiang, Indonesian Ambassador H.E. Mr. Imron Cotan and Mr. Anwar Adnan Saleh, the Governor of West Sulawesi Province of Indonesia delivered opening remarks. The guests were entertained with Indonesian food and wonderful performance brought by Sulawesi dancers and singers.



(2) On 20 August 2013, ACC and the Royal Embassy of Cambodia in Beijing co-hosted the "Cambodian Night" at the ACC. Over 300 distinguished guests, including the Ambassadors from ASEAN Member States, African, Latin-American and the European Countries, representatives of Chinese Ministry of Culture and media attended the activity. Participants also enjoyed the performance by Cambodian acrobatic students, who have been studying in Beijing International Arts School for 2 years under a cultural exchange program.



3. Outcomes and Effects

"Indonesian Night" and "Cambodian Night" attracted nearly 800 people. As part of ACC's effort to raise the profile of ASEAN Member States in China by giving a glimpse of the rich and diversified culture of ASEAN, they helped to further strengthen cultural exchange and enhance mutual understanding among the peoples of ASEAN and China. The events offered the participants chances to have a personal experience of the variety of culture of ASEAN, including traditional dances, folk songs, and instrumental music played by the ASEAN artists. Traditional food and dessert were also served during the events to satisfy the curiosity of the Chinese about the ASEAN delicacies. The events were widely covered by the major media like China Youth Daily, CRI, Global net, Chinanews.com, and Xinhuanet, etc. The related reports were also posted on line by over 100 media websites.

Exhibition of Contemporary Paintings by Renowned Chinese Artists

1. Background

Cultural exchange is very important in deepening people-to-people understanding and affection. To celebrate the 10th Anniversary of ASEAN-China Strategic Partnership, ACC explores an opportunity to organize an art exhibition to give a glimpse of the Chinese fine arts and to enhance the understanding and friendship between the peoples of ASEAN and China. Thailand was chosen to be the exhibition venue for its important role as the current country coordinator for ASEAN-China Dialogue Relations.



2. Activities

On 13-18 August 2013, ACC organized an Exhibition of Contemporary Paintings by Renowned Chinese Artists in Bangkok, Thailand. Around 200 pieces of paintings of various styles by 59 top Chinese artists were exhibited. The Exhibition was divided into two parts. The first part (13-15 August) was held at China Cultural Centre and the second part (16-18 August) was held at the Central World, one of the largest shopping malls in Thailand.

The Exhibition was opened by the Thai Minister of Culture H.E. Mr. Sontaya Kunplome and the former Chinese Foreign Minister H.E. Mr. Li Zhaoxing on 13 August 2013 at China Cultural Center. The Thai Minister spoke highly of the Exhibition, the close and cordial relations between Thailand and China as well as ASEAN and China, and mentioned that they were proud to be a part of ACC's efforts to enable peoples from ASEAN and China to learn more from each other and enhance everlasting friendship and understanding.



3. Outcomes and Effects

As part of the ACC's contribution to celebrating the 10th Anniversary of ASEAN-China Strategic Partnership, the Exhibiton attracted more than 24,000 enthusiastic visitors, including people from various sectors of Thailand, the diplomatic corps of ASEAN Member States and international organizations based in Bangkok such as UNESCAP, UNESCO, SEAMEO, and international visitors to Thailand within those six days. China Central Television (CCTV), Xinhua News Agency, China Education Television (CETV), Asia News Time as well as other international and Thai local media covered the event with more than 63,200 pieces of news released online. The exhibition provided an opportunity to thousands of local people to have a close look at the Chinese top class painting. The promotion boards widely displayed in the downtown of Bangkok also raised the ACC publicity in Thailand.

China-ASEAN Cultural Forum

1. Background

China-ASEAN Cultural Forum is an important mechanism and platform for cultural dialogue and cooperation between ASEAN and China. It has been held for seven times and become a well-known brand of ASEAN-China cultural exchanges.

2. Activities

On 10-12 September 2013, ACC attended as supporting agency the 2013 China-ASEAN Cultural Forum themed on “Dialogue and Cooperation--the Safeguarding and Inheritance of Intangible Heritage (ICH)” held in Nanning, Guangxi Zhuang Autonomous Region of China. The Forum was organized by the Ministry of Culture of China, Government of Guangxi Zhuang Autonomous Region, and supported by ACC. More than 120 delegates including cultural official, ICH experts and scholars from ASEAN Member States, China and UNESCO attended the Forum. ACC Secretary-General Ma Mingqiang delivered a speech at the Forum introducing ACC’s objectives and major efforts in the area of intangible culture protection. The Exhibition showcasing ICH of ASEAN and China was also held during the Forum together with the handicraft demonstrations.



3. Outcomes and Effects

Both ASEAN and China enjoy rich and unique cultural heritage resources. The participants learned from each other the experiences and best practices in protecting their intangible cultural heritage while maintaining fast economic growth. Strengthening the ICH cooperation serves not only the need of ASEAN-China cultural development, but also that of ASEAN-China all-round relations. ACC pioneered the first ASEAN-China ICH safeguarding seminar in Beijing in 2012. ACC’s support and attendance substantially contributed to the Forum by sharing its experience in the field.

ACC Participating into the Thailand Visitors' Programme

1. Background

With an aim to enhancing mutual understanding and promoting people-to-people contact between Thailand and ASEAN+3 countries, the Ministry of Foreign Affairs of Thailand organized Thailand Visitors' Programme.

2. Activities

At the invitation of H.E. Mr. Wiboon Khusakul, Ambassador of Thailand to China, ACC representative participated in the Thailand Visitors' Programme 2013 Phase II on 23-28 June 2013. During the 5-day field trip, participants from ASEAN+3 countries had the chance to learn about Thailand's economic and social development, tradition and culture through participating in a series of events including workshops, briefings, and visits to the relevant institutions.



3. Outcomes and Effects

The trip was a familiarization and a fact-finding tour which provided the participants with access to know about Thai society, network with Thai people from different sectors as well as explore and identify possible areas for deepening ASEAN-China cooperation in the future. ACC representative participating the trip also made ACC better known during the trip.

ASEAN Tourism Promotion

1. Background

People-to-people connectivity is of vital importance in ASEAN-China strategic relations. ASEAN Member States are popular travel destinations for Chinese travelers. Statistics from the China National Tourism Administration shows that a total of 9.7 million visitations (first stop) were made by mainland Chinese travelers to ASEAN countries in 2012, an increase of 21.7% over 2011, indicating a strong performance. To further raise the profile of ASEAN in the Chinese outbound travel market, ACC is committed to promoting ASEAN as travel destination in China through media campaign and cooperation with various tourism stakeholders.



2. Activities

(1) ACC has been undertaken a two-year project to to promote ASEAN tourism by producing documentary films to highlight and showcase ASEAN cultures and travel destinations. ACC has dispatched China Central TV filming crews to Malaysia (March-June 2013), Singapore (July-August-September 2013), Thailand (August-September-October 2013) and Indonesia (October-November 2013). The TV crews will go to Vietnam before the end

of 2013, while visits to the remaining five ASEAN Member States will be arranged in 2014.

The project focuses on a large-scale tourism promotion campaign of ASEAN on China Central TV (CCTV), the national TV network of China. The promotion of ASEAN Member States will cover their abundant tourism attractions including world heritage and major tourist sites. The concrete outcomes of the project will be presented in two featured documentaries for each ASEAN Member State, one for the Taste Program showcasing ASEAN delicacies and another for the Discovery Program featuring landscape, people and life. The shooting in ASEAN Member States will be conducted throughout 2013 and 2014. The documentaries for the first 5 ASEAN countries are scheduled to be aired in early 2014. Each documentary will be in four episodes, totaling 140 minutes. The documentaries will be replayed on CCTV-10 and other channels of the national TV network, reaching out to an even bigger number of viewers over 100 million and will greatly enhance the profile of ASEAN as travel destination among the Chinese citizens.

(2) On 19 June 2013, ACC assigned Dr. Li Chuangxin, an expert from China Tourism Academy on behalf of ACC, to attend a Seminar on Cambodian Tourism Marketing Strategy and Cambodian Tourism Marketing Strategy Targeting China 2013-2018) in Phnom Pehn, Cambodia. Dr. Li delivered a keynote speech entitled "Chinese Outbound Travel Market and Characteristics of Chinese Travelers" at the Seminar.



3. Outcomes and Effects

The implementation of the above-mentioned integrated tourism promotion activities through cooperation with media, travel agencies and tourism stakeholders effectively raised the awareness on ASEAN Member States as travel destination among the Chinese travelers. With more exposure of ASEAN on media, especially the national TV network, and through various marketing and tourism promotion activities with relevant stakeholders, there has been a fruitful result in an increase of demand by the Chinese travelers for ASEAN tourism products in the market. Moreover, the Chinese travelers have been offered more choices on tourist destinations before deciding their next overseas travel.

Experiencing China by ASEAN Ambassadors - Chinese Traditional Medicine Study Tour

1. Background

Beijing, China's political and cultural center, always amazes the visitors from home and abroad. Besides its attractions in terms of architecture, traditional culture and cuisine, the traditional Chinese medical science also draws many visitors from all over the world. To enhance the understanding of the ASEAN diplomats in China on the Chinese traditional medical science, ACC organized a study tour for the diplomats to experience the mysteries behind the traditional Chinese medicine.

2. Activities

On 8 May 2013, ACC invited the ASEAN Ambassadors to a half-day study tour of traditional Chinese medicine. During the tour, the ASEAN Ambassadors met and discussed with doctors of the Dongzhimen Hospital, one of the leading medical institution of China in the field of traditional Chinese medicine. The Chinese doctors introduced the practices of Chinese acupuncture and herbology.



3. Outcome and Effects

All participating Ambassadors were pleased with the study tour and their personal experience and highly commented that it was a very good opportunity to learn about the CTM and CTM treatment. They would like to help explore ways to promote medical exchange between ASEAN and China. Over 23 journalists from various media groups, such as China Daily, China Youth Daily, China News Agency, etc took part in the event and reported the event.

ASEAN-China Tourism Development Forum

1. Background

Tourism, one of the world's largest growing industries benefiting from natural and cultural heritage, is rapidly taking its toll on the environment while contributing to the development of local communities. ACC is sparing no efforts to promote responsible tourism in ASEAN and China, calling for the reduction of disastrous outcomes by promoting the sustainable management practices, reducing negative impacts on the environment, safeguarding natural resources, and respecting and empowering travel destinations. To achieve the goal of responsible tourism, the ASEAN-China Tourism Development Forum was initiated in conjunction with the 3rd China Responsible Tourism Forum.



2. Activities

On 12 September 2013, the ASEAN-China Tourism Development Forum was held in Sichuan Province of China under the strong support of ACC. The Forum brought together more than 150 international experts in the field of responsible tourism. The Forum shared the best practices from the perspectives of China and ASEAN on how to promote sustainable tourism as well as eco-tourism. The participants also had an opportunity to opine, examine and debate on critical new research, policy, and measures related to sustainable tourism.

3. Outcome and Effects

The Forum provided an opportunity for relevant stakeholders from ASEAN Member States, China and other countries to share information and best practices on sustainable tourism which indeed benefits tourism industry in their respective countries. The Forum also set up a platform for further ASEAN-China cooperation in responsible tourism.

Tourism Cooperation with ASEAN Governments

1. Background

As outbound travel markets from West Europe and North America are dwindling , the Chinese outbound travel is performing well. According to the United Nations World Tourism Organization, the overseas expenditure of Chinese travelers in 2012 reached up to 102 billion US dollars, ranked first in the world by overtaking the United States and Germany for the first time. China has become a tourist-generating country in the world tourism market. To help promote ASEAN as tourist destination among the Chinese travelers, ACC has been actively involved itself in related tourism meetings to improve the cooperation with Tourism Ministries/Departments of ASEAN.

2. Activities

(1) ASEAN Tourism Forum (ATF)

On 20 January 2013, ACC Secretary-General Mr. Ma Mingqiang led a delegation to the ATF in Vientiane, Laos and briefed the Forum on the work of ACC in the field of tourism over the previous year. ACC's efforts in promoting, strengthening tourism cooperation between ASEAN and China, and ACC's upcoming projects were well received and highly commended by the ASEAN Ministers of Tourism at the Forum.



(2) 38th ASEAN National Tourism Organizations (NTOs) Meeting

On 3-5 July 2013, ACC attended the 38th ASEAN National Tourism Organizations (NTOs) Meeting in Nay Pyi Taw, Myanmar. ACC representative briefed the meeting on ACC's efforts in the field of tourism promotion and some on-going projects. ASEAN representatives expressed their gratitude to ACC for its efforts in strengthening ASEAN-China tourism cooperation and promotion of tour in ASEAN.



(3) Study Tour in China for ASEAN Tourism Officials

ACC arranged a study tour to Beijing and Xi'an for Mr. Sok Sangvar, Deputy Director of Industry Department, Ministry of Tourism of Cambodia on 27-29 November 2012. During the tour, the participants visited the Great Wall, the Palace Museum, the Temple of Heaven and the Terra-Cotta Warriors & Horses and experienced tourism development and learned the strategies and methods in protecting the World Heritage Sites in China.



3. Outcomes and Effects

The close cooperation with Tourism Ministries of ASEAN provided a solid foundation for ACC to pursue its work in the field of tourism. In 2012, the tourist arrival from China to ASEAN has been increased, contributing greatly to the tourism industry and economic development of ASEAN Member States. Through such close cooperation, ACC will continue its efforts to increase the number of Chinese tourists to ASEAN.



中国-东盟中心
ASEAN-China Centre



CHAPTER III INFORMATION AND PUBLIC RELATIONS



In 2013, ACC has continued to play an important role in promoting ASEAN-China relations as well as in reaching ACC out to the public at all different levels.

ACC had successfully completed its projects and activities as planned, inter alia, the 2nd Lecture Series with the Ambassador of Malaysia to China, the 2nd _ the 4th "My ASEAN and China" Multimedia Art Exhibition Series for Cambodia, Vietnam and Brunei respectively, "Amazing ASEAN" Online Photo Competition Series respectively for all the ASEAN Member States, a Micro-blog Interview Series of "Touring ASEAN with Diplomats" with the Ambassador of Thailand, and the 1st ACC Social Salon to Celebrate ACC Micro-blog Fans Reached 1 Million since its launching in October 2011. The activities were mostly welcomed and received great support and participation from the media and public at large.

In addition to the planned projects and activities, ACC had made further efforts to contribute to ASEAN-China relations and bring ACC closer to the peoples by organizing various Photo Exhibition on ASEAN-China relations and ACC activities at the ACC ASEAN Hall and the 1st ACC Booth at the 10th CAEXPO in Nanning, China. Publications and articles about ACC have been consistently published not only in English, Chinese, but also in few different ASEAN languages.

ACC is determined to continue its works in close collaboration with media from both ASEAN Member States and China and with great participation of Chinese and ASEAN people to further enhance ASEAN-China relations.

"Touring ASEAN with Diplomats" Micro-blog Interview Series -- with Thai Ambassador

1. Background

It is a part of micro-blog interview series of "Touring ASEAN with Diplomats", in which ACC aims to raise Chinese awareness about ASEAN through the eyes and ears of ASEAN diplomats. In January 2013, ACC recommended Joe Louis Puppet Troupe to perform at the Beijing TV Spring Festival Global Gala and invited the Thai Ambassador and the Director of Joe Louis to share their views on Thai-China cultural exchanges with Chinese fans on-line.

2. Activities

On 15 January 2013, ACC invited H.E. Mr. Wiboon Khusakul, Ambassador of Thailand to China, and the renowned Joe Louis Puppet Theatre of Thailand

attended the micro-blog interview of "Sharing with You the Art of Thai Puppet" in Sina.com. Ambassador Wiboon and the artists shared their views with Chinese internet users on Thai traditional puppet shows, Thai cultural heritages, people's life and cuisine as well as the achievements of Thai-China cultural cooperation.



3. Outcomes and Effects

Sina.com has a coverage of more than 400 million people across the world. During the two hours on-line interview, the Thai Ambassador and the Director of Joe Louis answered more than twenty questions raised by Chinese internet users and more than 30,000 viewers watched the interview at the same time. The interview introduced the traditional Thai culture to Chinese people, enhanced their understanding of Thai-China cultural cooperation and exchanges. Sina.com made a special publicity to millions of weibo fans and the Royal Thai Embassy in Beijing also opened its official micro-blog on the same day right after the interview.

2nd ACC Lecture Series by ASEAN Ambassadors (Malaysia)

1. Background

ASEAN and China are strategic partners supported by a set of mechanisms of dialogue and carried out substantial cooperation in various fields. Being the front runners and practitioners of ASEAN-China relationship, the Ambassadors from ASEAN Member States to China have useful information

and personal experience to share with the public. ACC kicked off the lecture series in May 2012. To continue this meaningful event, ACC held the second lecture of ASEAN Ambassador Lecture Series (Malaysia) in cooperation with Beijing Foreign Studies University (BFSU). BFSU started the Malay language course in 1961, which marked the first ASEAN language in China, and a Malaysia Study Center was founded in 1996 at BFSU.

2. Activities

On 6 March 2013, ACC invited H.E. Ambassador Iskandar Sarudin of Malaysia to deliver a keynote speech on "Malaysia-China Relations: Diplomacy and the Role of the Young Generation". Ambassador Iskandar reviewed the friendly relations between Malaysia and China since ancient times. He pointed out that the expedition by Admiral Cheng Ho, the Chinese navigator in Ming Dynasty, to Southeast Asia in the 16th Century had introduced China's diplomacy of friendship to the world. At present, the two countries have very good political relations and huge trading volume. China is an opportunity for Malaysia and ASEAN. On the same day, Ambassador Iskandar also visited the Malaysia Study Center at BFSU and received an exclusive interview by China Radio International (CRI).



3. Outcomes and Effects

ACC invited more than 200 audiences, including faculties and students from BFSU, and representatives from the Chinese Foreign Affairs Ministry, ASEAN Embassies in Beijing and Chinese media to attend the lecture. The young students of the two countries learned the history and current situation of Malaysia-China relations and they strongly believed that the lecture series initiated by ACC would encourage them to contribute to the future development of ASEAN-China relations. On internet, 282,000 pieces of information about the event were released. China Youth Daily, CRI, China Daily, China News Agency, Sina.com as well as the State Council Office also made reports on the event.

2nd , 3rd and 4th "My ASEAN and China" Multi-media Art Exhibition Series (Cambodia, Vietnam and Brunei)

1. Background

ACC kicked off the 1st "My ASEAN and China" Multi-media Art Exhibition Series in June 2012. The series exhibition aims to give a full display on the history, people's life, beautiful scenery, social and economic development of the ASEAN Member States. The universities in Guangxi Zhuang Autonomous Region and Guizhou Province keep very close contacts with ASEAN Member States and they boost a window of opportunity as well as a platform for ASEAN-China educational cooperation.

2. Activities

On 13 April 2013, ACC held the 2nd "My ASEAN and China Multi-media Exhibition: Khmer Smile" in Guangxi University of Nationalities. On 23 May 2013, ACC held the 3rd Exhibition on "Charming Vietnam" in Guangxi Normal University. On 16 September 2013, ACC held the 4th Exhibition on "Abode of Peace: Brunei" at Guiyang International Eco-Conference Centre. ACC invited H.E. Mrs. Khek Caimealy Sysoda, Ambassador of Cambodia, H.E. Mr. Nguyen Van Tho, Ambassador of Viet Nam and H.E. Mme. Magdalene Teo, Ambassador of Brunei, to attend the opening ceremonies and deliver speeches respectively. The exhibitions displayed more than 500 pictures, photos and paintings on natural scenery, historic relics and daily life of the three countries. On the side lines of the exhibitions, Ms. Rita Zhao, a famous artist and photographer delivered lectures on "Inspiration of Angkor Wat", "Charming Vietnam", and "Eyes of the Nature Brunei" on the events, Mr.

Xu Jiatian, President of China-Cambodia Youth Friendship Foundation delivered a lecture on "Chinese Volunteer in Cambodia" for Cambodia. More than 2,000 students attended the lecture and expressed their strong wish to dedicate their knowledge learned to ASEAN-China relations in the future.



3. Outcomes and Effects

Each exhibition lasted for about one month and more than 10,000 visitors of all walks of society enjoyed the exhibitions. On internet, 750,000 pieces of information on Cambodia, 1,600,000 on Vietnam and 764,000 on Brunei in relation to the events were released. Many mainstream media such as China Daily, China Youth Daily, People.com, China.com, Global Net, CRI, Xinhua Net, Guangxi Daily and Guiyang Daily reported the events, which influenced 2,000 universities and 25 millions students in China. The exhibition series enhanced the cooperation between ACC, ASEAN Embassies in Beijing, local universities and students and promoted mutual understanding and friendly exchanges between ASEAN and China.



“Amazing ASEAN” On-line Photo Competition Series

1. Background

ASEAN Member States attract more and more Chinese tourists. Micro-blog is one of the most influential media that newly emerged. Sina Micro Blog has more than 365 million users and ACC Micro-blog has over 360,000 followers in Sina.com in July 2012. ACC utilizes this platform to promote tourism in ASEAN Member States and started online photo competition on Amazing ASEAN since July 2012.

2. Activities

From July 2012 to April 2013, ACC held 10 online photo competitions with each of the ASEAN Member States as the theme country on an alphabetical order. ACC designed attractive topics and provided meaningful gifts to draw attention of the internet users and invited Sina.com and other mainstream media such as CRI and Xinhua Net to help publicize the events.

3. Outcomes and Effects

During the ten month competition, thousands of photos of ASEAN Member States by Chinese travellers were posted to the internet, 44,300 pieces of information on the event were found and nearly 2,000,000 people voted for the best photos. The competitions raised the public awareness on ASEAN tourism and promoted travel to ASEAN Member States in China. The competitions also helped enhance people-to-people understanding and friendship between ASEAN and China and attracted more Chinese tourists to ASEAN Member States. According to the Thai figure, in the first six months of 2013, more than 2,300,000 Chinese visited Thailand and there is a substantial increase of Chinese visitors to other ASEAN Member States.

1st ACC Social Salon Series-Reception to Celebrate ACC Micro-blog Fans Reached 1 Million

1. Background

ACC serves as a one-stop information and activity centre and a useful platform to promote people-to-people contact between ASEAN and China. By organizing a series of social salons with different topics and themes, ACC has helped the ASEAN diplomats based in Beijing network with Chinese people from all walks of life in a relaxed manner.

Since its launching in 2011, ACC Micro-blog (Weibo) has disseminated more than 4,000 pieces of information to the viewers and attracted more than 1.3 million followers. 8th August marks the ASEAN Day and the second anniversary of ACC's first trial day of operation in 2011. ACC has successfully taken the channel of Weibo to make new friends and to enable diplomatic corps, Chinese media and the public to know each other much better.



2. Activities

On 8 August 2013, a social salon aiming at gathering diplomatic corps, media and ACC Weibo fans was held at the ACC ASEAN Hall -- a Reception to Celebrate the ASEAN-China Centre's Weibo Fans Reached 1 Million. ACC Weibo fans and all the other invited guests visited the exhibition on ACC activities and ASEAN-China relations, and enjoyed a traditional art of Chinese paper cutting by one volunteer ACC Weibo fan. Meanwhile, ACC also held a Q and A quiz session which helped the fans understand more about ASEAN Member States, ASEAN-China cooperation and ACC.

3. Outcomes and Effects

More than 100 guests, including ASEAN Ambassadors and their representatives, participants from diplomatic corps and international organizations in Beijing which have weibo, ACC Weibo fans, university students as well as journalists attended the event. 1,560,000 pieces of information on the event were posted on the internet and most popular websites such as Global Net, CNTV, Sina, Youku (Chinese Youtube), Xunlei, etc. Weibo has been proven to be a useful PR tool to reach out to the people and to promote public awareness on ASEAN-China relations. The event was a unique experience for both ASEAN diplomats and Chinese fans to exchange views and get to know each other during the social gathering.

ASEAN-China Centre Attended the 10th CAEXPO

1. Background

2013 marks the 10th Anniversary of China-ASEAN Expo in Nanning, Guangxi Zhuang Autonomous Region of China. ASEAN and China have worked closely and reaped fruits over the past 10 years' CAEXPOs. Among the 4,600 exhibition booths this year, 1,294 booths were booked by ASEAN businesses. It is a great opportunity for ACC to make itself known and be recognized among all walks of society both from ASEAN and China participating in the event.

2. Activities

On 2-6 September 2013, ACC delegation attended the 10th China-ASEAN Expo. It was the first time for ACC to set up an independent booth at the CAEXPO, in which ACC gave a detailed introduction of its roles, development and activities since its establishment through photos, video presentation, brochures, newsletters and booklets and had an active interaction with thousands of Chinese and ASEAN visitors. ACC booth was set up in the central area of "Charming ASEAN and China Hall", together with the booth of ASEAN Member States and ASEAN Secretariat. ACC booth attracted thousands of Chinese and foreign visitors where they learned more about ASEAN-China relations and the role of ACC in promoting ASEAN-China functional cooperation.



3. Outcomes and Effects

It was estimated that more than 5,000 people visited ACC booth during the five-day CAEXPO. CAEXPO has been a useful platform to reach out to the people at large and highlight the significance of ASEAN-China relations as well as roles and obligations of ACC. Many businesses and visitors welcomed ACC's role as a one-stop information and activity centre and expressed their willingness to work closely with ACC in future.

PR with Important Partners

1. With Diplomatic Corps and Scholars

(1) On 1 April 2013, twelve graduate students and two tutors from Webster University of the United States paid a visit to ACC. ACC officials met with the delegation and had an intensive interaction with the visitors on ASEAN-China relations, ACC's structure, tasks and the work done since its establishment to promote ASEAN-China cooperation in trade, investment, education, culture and tourism.



(2) On 5 July 2013, 2013 Friendship Exchange between the Embassy of Viet Nam and ACC was held at the Embassy of Viet Nam in Beijing. Participants of more than 60 persons from ACC and the Embassy joined a friendly table-tennis game and traditional dinner. Tai Ao Company was also invited to the gathering and donated to the Embassy some sports equipment. It was the first activity initiated by ASEAN Embassies in Beijing in boosting and strengthening their relations with ACC.



(3) On 30 August 2013, a group of young Malaysian diplomats led by Ambassador Aminahtum Hj. A Karim, the Deputy Director-General of the Institute of Diplomacy and Foreign Relations (IDFR) visited ACC. The delegation was briefed on the background, development, roles and activities of ACC to enhance ASEAN-China relations, particularly in the fields of trade, investment, education, culture and tourism, as well as in supporting ASEAN Community building process.



2. With Media

(1) On 9 November 2012, ACC Secretary-General Ma Mingqiang met with thirteen journalists from Southeast Asia and South Asia at ACC. SG Ma gave a comprehensive introduction on ASEAN-China relations, the efforts of ACC on promoting ASEAN-China cooperation in trade, investment, education, culture and tourism, and answered questions on ACC operation, ASEAN-China relations, student exchanges between ASEAN and China, and regional cooperation in East Asia. When talking about ACC work plan, SG Ma expressed his wish to make joint efforts with the journalists to push forward ASEAN-China relations and regional cooperation.

(2) On 22 November 2012, ACC Secretary-General Ma Mingqiang received an exclusive video and online interview by the People.com. He shared the views with the Chinese internet users on questions regarding the 21st ASEAN Summit and East Asia Summit, East Asia regional cooperation and ASEAN-China relations. Secretary-General Ma also gave a detailed introduction of ACC's efforts on promoting ASEAN-China practical cooperation in trade, investment, education, culture and tourism since its establishment and its future work programme.



(3) On 6 December 2012, ACC Secretary-General Ma Mingqiang was interviewed by journalist from the Southern Metropolis Daily. He highlighted roles of ACC and series of activities carried out by ACC to promote ASEAN-China cooperation. He also answered questions on economic cooperation between ASEAN and China, and the investment in ASEAN Member States by Chinese enterprises.

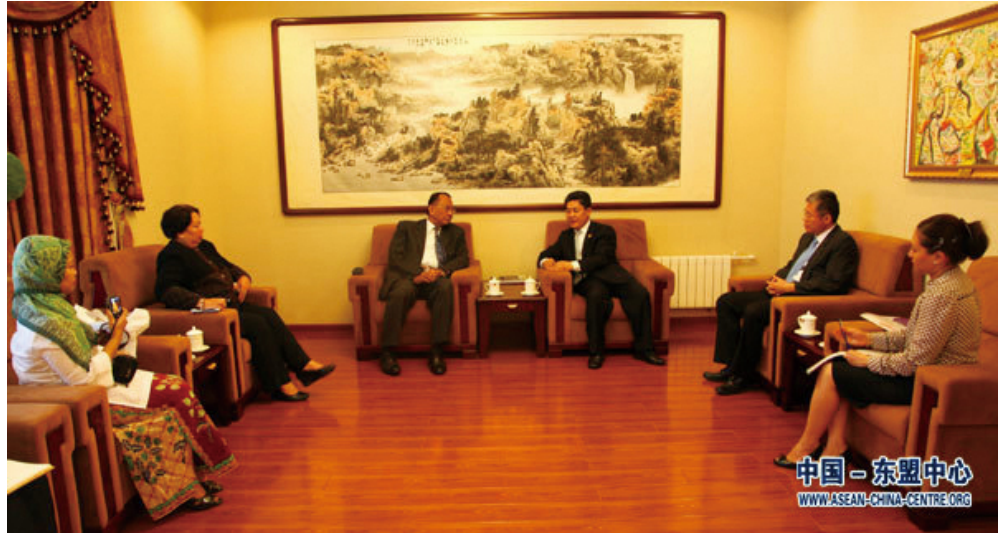
(4) On 26 April 2013, ACC Secretary-General Ma Mingqiang received a joint interview by the journalists of Economy Channel of CCTV, Overseas Edition of China Daily, Guangxi Branch Xinhua News Agency and Guangxi TV, answering questions on the achievements of ASEAN-China Strategic Partnership, the significance of ASEAN-China Free Trade Area, the Chinese investment in ASEAN and the role of China-ASEAN Expo. The interview was held in conjunction of the 10th Anniversary of ASEAN-China Strategic Partnership and the 10th Anniversary of China-ASEAN Expo.



(5) On 23 September 2013, ACC Secretary-General Ma Mingqiang received a joint interview on ACC and ASEAN-China relations by a group of ASEAN journalists. He replied to the questions on ACC's efforts and experience in promoting ASEAN-China mutual trust and cooperation, prospect for China's investment in ASEAN and vice versa, how to facilitate people-to-people linkages through tourism, culture and education. ASEAN journalists also took note of SG Ma's views on current development of ACFTA and enhancement of ASEAN-China connectivity in a comprehensive way. The journalists expressed their wishes to play an active role in promoting ASEAN-China friendly relations in their respective home countries.

3. With Other Partners

(1) On 27 August 2013, ACC Secretary-General Ma Mingqiang welcomed the ASEAN Foundation Executive Director, Dr. Makarim Wibisono, who visited ACC for the first time. They had a fruitful discussion by sharing information on the establishment, structure and activities of ACC and the ASEAN Foundation respectively, as well as exchanged views on possible projects to be jointly conducted by the two organizations in the future.



(2) On 24 September 2013, ACC Secretary-General Ma Mingqiang visited International Poverty Reduction Centre in China (IPRCC) and delivered a lecture on "ASEAN-China Relations & Roles of ACC". The two parties also exchanged views on future cooperation in poverty reduction, especially on how to help narrow the development gap among ASEAN Member States in order to support the ASEAN Community building process.

CHAPTER IV MAJOR EVENTS





Second Meeting of ACC Joint Council

On 5 December 2012, the Second Meeting of the ACC Joint Council was held at ACC headquarters. The Meeting was co-chaired by H.E. Mr. Kan Pharidh, Permanent Representative of the Royal Embassy of Cambodia and the Permanent Mission of Cambodia to ASEAN, and H.E. Mme. Yang Xiuping, Ambassador of the People's Republic of China to ASEAN. The Meeting was attended by officials from the member countries of Brunei Darussalam, Cambodia, China, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand, Vietnam and the representatives of ASEAN Secretariat.

The Meeting reviewed and adopted the documents related to the work of ACC, including the work report of 2012, the work programme and budget for the year 2013. The Meeting agreed to convene the Third Meeting of the Joint Council in the last quarter of 2013.

In the morning of the same day, the Second Meeting of the Joint Executive Board of ACC was convened.



ACC Working Group Meetings

(1) On 26 April 2013, a Working Group Meeting was held at ACC headquarters, representatives of ASEAN Embassies in China, and Chinese Foreign Ministry attended the Meeting. ACC Secretary-General Ma Mingqiang briefed the Meeting on the projects carried out since the Second ACCJC Meeting and the projects to be implemented in the near future. The Meeting also discussed the assumption of

posts of ASEAN officials in ACC Secretariat, ACC Work Programme 2014, coordination of ACC Secretariat with its Members, etc.

(2) On 13 June 2013, ACC Secretary-General Ma Mingqiang held talks with the commercial counsellors of 10 ASEAN Embassies in Beijing at ACC Headquarters. Secretary-General Ma briefed on the upcoming major ACC events in promoting trade and investment in the latter half of 2013 and exchanged ideas with the counsellors on how to further enhance business cooperation between ASEAN and China.

(3) On 13 June 2013, the First ACC Consultation Meeting with Education, Culture and Tourism Officials of ASEAN Embassies in China was held at ACC headquarters. 15 ASEAN officials in charge of related issues attended the Meeting. ACC Secretary-General Ma Mingqiang noted that ACC would work closely with ASEAN Embassies in China and relevant government agencies to formulate its work plan in respond to the specific needs of ASEAN Member States while avoiding duplication. The officials of Education, Culture and Tourism Division briefed the participants on the relevant events organized since the inception of ACC and gathered views and suggestions on the events in the second half of 2013 as well as ACC Work Programme 2014.

(4) On 27 June 2013, ACC Information and Public Relation Division (IPRD) organized a working luncheon with the information officials of ASEAN Embassies in Beijing. IPRD introduced its first Director, Ms. Lada Phumas, seconded by the Government of Thailand, and briefed on its past and on-going activities as well as possible 2014 work plan. The ASEAN officials took note of the projects and pledged their continued support to the work of IPRD. The two sides also exchanged views on how to cooperate in specific activities in the future.



Reception Celebrating the First Anniversary of ACC

On 5 December 2012, ACC hosted the Reception Celebrating the First Anniversary of ACC in Beijing, China. The then Vice Foreign Minister Fu Ying of the People's Republic of China, Cambodian Ambassador Mme. Khek Caimealy Sysoda representing the rotating ASEAN Chair of 2012, and Mr. Arthayudh Srisamoot, Director-General of the Department of ASEAN Affairs of Thailand Foreign Affairs Ministry, representing as the coordinating country for ASEAN-China relations, attended the function and delivered speeches. Over 600 distinguished guests including the representatives of various Chinese Ministries, Ambassadors of ASEAN Member States to China and personage of commerce and business, academy and media attended the reception.



Important Visits

1. On 19 November 2012, H.E. Mr. Aye Myznt Kyo, Myanmar Minister of Culture, paid a visit to ACC. ACC Secretary-General Ma Mingqiang briefed on the activities that ACC undertook to promote cultural exchange and people-to-people contact between ASEAN Member States and China. Secretary-General Ma pledged that ACC would make full use of ASEAN Hall and all other resources to introduce the culture and tourism of Myanmar to more

Chinese people. H.E. Mr. Aye Myznt Kyo commended the work of ACC in promoting cultural exchanges between ASEAN and China, and emphasized that Myanmar would strengthen cooperation with ACC to enhance the friendship between Myanmar and Chinese peoples.



2. On 2 April 2013, the ASEAN senior officials, who were attending the 19th ASEAN-China Senior Officials Consultation in Beijing, paid a visit to ACC. Secretary-General Ma Mingqiang met with the senior officials and briefed on the work of ACC. The representative of ASEAN senior officials, Permanent Secretary Pehin Yosuf of Brunei Foreign Affairs Ministry, highly appreciated ACC's efforts and achievements and pledged consistent support from ASEAN side. He hoped that ACC would keep on with its initiatives and push ASEAN-China Strategic Partnership to a higher level.

3. On 3 May 2013, H.E. Mr. Hohd Ridzal Sheriff, Deputy Secretary-General of the Ministry of International Trade and Industry of Malaysia, visited ACC. He held talks with ACC Secretary-General Ma Mingqiang. Views was exchanged on how to further promote Malaysian products in China, encouraging Chinese investment in Malaysia, particularly in the 5 economic corridors of Malaysia. Mr. Mohd Rdzal Sheriff also appreciated ACC's efforts in setting up the ASEAN Product Exhibition and Trade Centre in the world's biggest commodity market of Yiwu.

4. On 11 May 2013, H.E. Dr. Nguyen Thien Nhan, Deputy Prime Minister and Minister of Education and Training of the Socialist Republic of Vietnam, led a group of sixty delegates, consisting of senior officials from seven ministries and provinces, to visit ACC. ACC Secretary-General Ma Mingqiang gave a detailed introduction on the development and tasks of ACC as well as its working and personnel structure. He highlighted, among others, ACC's

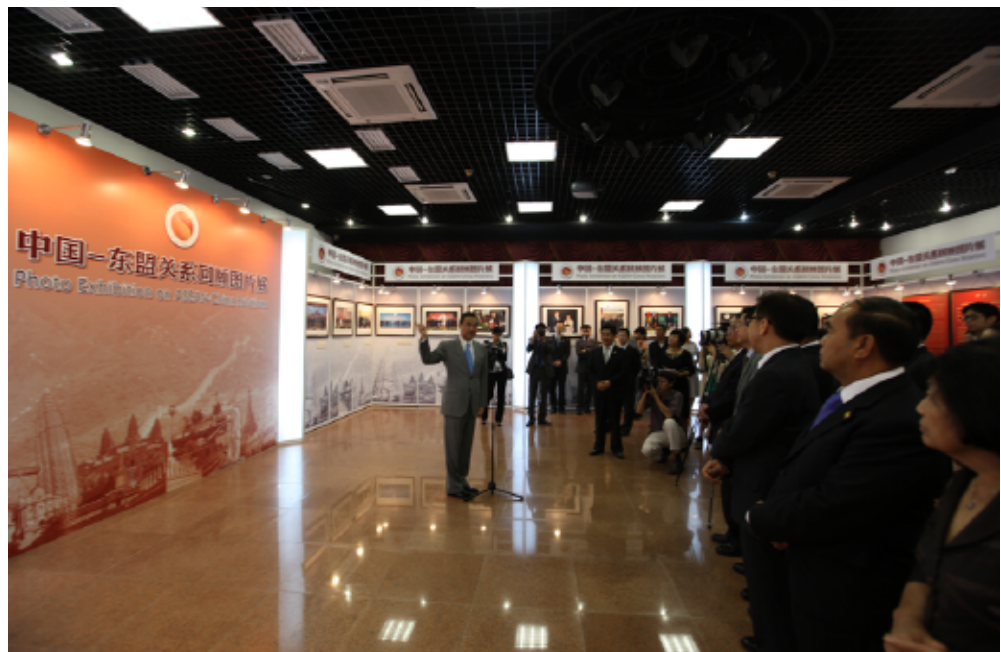
efforts in encouraging the Chinese private sector to provide scholarships for Vietnamese students, encouraging Chinese entrepreneurs to invest in Vietnam and encouraging more Chinese to visit Vietnam. H.E. Dr. Nguyen Thien Nhan highly commended the contribution of ACC to promote ASEAN-China relations and Vietnam-China relations. He instructed the Tourism Ministry, the Investment Ministry and the Embassy of Vietnam in Beijing to further enhance coordination with ACC and to make full use of the platform of ACC so as to bring new development for Vietnam-China friendly relations and ASEAN-China Strategic Partnership.

5. On 22 May 2013, H.E. Mr. Phongthep Thepkanjana, Deputy Prime Minister of Thailand, led a delegation to visit ACC. ACC Secretary-General Ma Mingqiang elaborated on the ACC's efforts to promote ASEAN-China and Thailand-China cooperation on trade, investment, education, culture and tourism, such as hosting Thai Night, receiving young Thai officials to visit China and recommending the traditional Thai Puppet Troupe's performance to BTV Global Gala. Secretary-General Ma also reported further on ACC's work plan, including setting up of an ASEAN Language and Culture Centre, holding a Chinese painting exhibition in Thailand and sending two filming crews of China Central Television to produce two tourism documentaries for Thailand.

H.E. Mr. Phongthep Thepkanjana commended ACC on its achievements despite the short time of its establishment as an inter-governmental organization. The Thai Government pledged continued support and assistance to the future activities of ACC.



6. On 25 June 2013, H.E. Mr. Wang Yi, Minister of Foreign Affairs of the People's Republic of China, visited ACC, where he met with the Ambassadors of ASEAN-Committee in Beijing (ACB) and ACC Secretary-General Ma Mingqiang, and toured Photo Exhibition on ASEAN-China Relations and ACC. H.E. Mr. Wang Yi mentioned in his remarks that over the past years, ASEAN-China had enjoyed close and cordial relations and it was believed that both sides would work harder together to bring ASEAN-China relations to a higher stage. He said that 2013 was an important year since the Chinese new government had just assumed its work and it also marked the 10th Anniversary of ASEAN-China Strategic Partnership. ASEAN remains to be the priority of Chinese regional foreign policy and China pledges to work closely with all ASEAN Member States to further enhance ASEAN-China relations. As one of the important achievements of China-ASEAN cooperation, ACC had been working hard to enhance the understanding and cooperation between China and ASEAN. He hoped that the ASEAN Embassies in Beijing would continue to render their support to ACC to make it a bond of friendship and platform of cooperation.



H.E. Mr. Iskandar Sarudin, the Malaysian Ambassador as the ACB Chair, delivered his remarks in reply, stating the important roles of China in its relationship with ASEAN. He spoke highly of the constructive roles of ACC in promoting ASEAN-China relations and reiterated the ACB's continued support to ACC.

7. On 16 October 2013, H.E. Mr. Le Luong Minh, Secretary-General of ASEAN Secretariat, accompanied by Chinese Ambassador to ASEAN H.E. Mme. Yang Xiuping, visited ACC and met with ACC Secretary-General Ma Mingqiang. He also got a briefing on ACC's work and activities and had an interactive dialogue with the Ambassadors and members of ASEAN Committee in Beijing (ACB) on the just concluded East Asian Summits.

Mr. Ma said ACC is committed to work harder to implement projects in line with the outcome of the 16th ASEAN-China Summit on 9 October 2013 in Bandar Seri Begawan, and further deepen ASEAN-China cooperation in the areas of trade, investment, education, culture and tourism.

Secretary-General Le Luong Minh mentioned that within the short span of less than two years, ACC made the best use of its own advantages and undertook many diverse, substantial and effective activities. The achievements of ACC have been fully recognized, well received and contributed to the advancing of ASEAN-China cooperation. The ASEAN Secretariat is willing to work closely with ACC to move ASEAN-China relations to a higher level.

As part of High-end Dialogues with ASEAN VIPs Programme of ACC, Secretary-General Le Luong Minh received a joint interview at ACC Headquarters by 7 Chinese media and 2 Vietnamese media, and answered questions on ASEAN-China relations and Vietnam-China relations.

Secretary-General Le Luong Minh also toured the Photo Exhibition on ASEAN-China Relations and ACC activities, and watched a painting demonstration by Mr. Tang Yi, a promising Chinese painter.





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Beijing of China



CHAPTER V NETWORKING WITH RELATED AGENCIES AND MECHANISMS





ACC and Association of Southeast Asian Nations (ASEAN) Secretariat

On 13 March 2013, ACC Secretary-General Ma Mingqiang paid an official call on H.E. Mr. Lim Hong Hin, Deputy Secretary-General on Economic Affairs of the ASEAN Secretariat in Jakarta, Indonesia. Secretary-General Ma Mingqiang briefed on ACC's efforts in 2012 for the promotion of practical cooperation between ASEAN and China in trade, investment, education, culture, tourism and other fields. Secretary-General Ma Mingqiang thanked the ASEAN Secretariat for its support and expressed the willingness to further enhance cooperation with the ASEAN Secretariat so as to jointly advance the development of ASEAN-China relations and practical cooperation.

Deputy Secretary-General Lim Hong Hin said that the ASEAN Secretariat highly commended the remarkable achievements of the young ACC and would continue to support the ACC's work by bringing it into contact with government agencies and private enterprises of ASEAN countries. The two also reached important consensus on cooperation in the next step.



ACC and ASEAN-China Joint Cooperation Committee (ACJCC)

On 15 March 2013, ACC Secretary-General Ma Mingqiang was invited to brief the 14th ACJCC Meeting on ACC's projects in Jakarta, Indonesia. The Meeting was co-chaired by H.E. Mme. Yang Xiuping, Chinese Ambassador to ASEAN and H.E. Mr. Suvat Chirapant, Thailand's Permanent Representative to ASEAN. Members of the Committee of Permanent Representatives to ASEAN as well as Representatives from the Chinese Ministry of Foreign Affairs, Ministry of Public Security, Ministry of Science and Technology, Ministry of Health and the State Oceanic Administration were present.

Secretary-General Ma Mingqiang thanked the governments of the 11 ACC Members for their support and reported on ACC's 2013 work plan. Secretary-General Ma Mingqiang said that ACC would open more channels for financing by strengthening cooperation with both public and private sectors and launch more projects conducive to ASEAN-China cooperation, and expect continuous support, especially that in the form of project funding for two major projects that ACC is to undertake for promotion of ASEAN and cultivation of ASEAN identity among ASEAN students studying in China..

Heads of ACC Members delegations paid tribute and expressed appreciation



to ACC for its arduous efforts in promoting ASEAN-China practical cooperation and unanimously agreed on ACC's application for ASEAN-China Cooperation fund to hold ASEAN tourism promotion campaign as well as activities for ASEAN students in China.

ACC and ASEAN-Japan Centre (AJC), ASEAN-Korea Centre (AKC)

1. Secretary-Generals of ACC, AJC and AKC held an informal meeting on the sidelines of the 12th ASEAN Tourism Forum on 20 January 2013 in Vientiane, Lao PDR. During the Meeting, Secretary-Generals explored ways of the tripartite efforts on promoting 10+3 cooperation and agreed to hold a follow-up meeting in March or April 2013.
2. A formal meeting between the Secretary-Generals of ACC, AJC and AKC was held in Seoul, ROK on 12 April 2013 to discuss areas of co-work that would further cooperation among ASEAN and the plus three countries (China, Japan and the Republic of Korea). Secretary-Generals of the three Centres had an in-depth discussion on ways for future cooperation among the three Centres such as implementing joint work programs, personnel exchange and sharing information and best practices.



ACC and Southeast Asian Ministers of Education Organization(SEAMEO)

1. ACC representative attended the 35th SEAMEO High Officials Meeting in Bangkok, Thailand on 28-29 November 2012. The Meeting endorsed the drafting and signing of a MoU between ACC and SEAMEO. A trilateral meeting between SEAMEO, ACC and Guizhou Provincial Department of Education was convened after the Meeting and resulted in a proposal to establish a Tripartite Joint Committee to discuss cooperation with regard to the China-ASEAN Education Cooperation Week, which is held annually since 2008.

2. ACC Secretary-General Ma Mingqiang attended the 47th SEAMEO Council Conference in Hanoi, Viet Nam on 19-21 March 2013. Education Ministers, senior officials, leaders of relevant international organizations and experts from 11 Southeast Asian countries were present. During the conference, Secretary-General Ma met with Education Ministers of relevant countries as well as heads of some international organizations and introduced the work of ACC and exchanged ideas on the intra-organization cooperation. Secretary-General Ma held talks with Director of SEAMEO Secretariat and Directors of selected SEAMEO regional centers and reached preliminary consensus on the signing of the MoU on the cooperation on the China-ASEAN Educational Cooperation Week, SEAMEO College, SEAMEO Congress and other related issues.



3. At the invitation of ACC, Dr. Witaya Jeradechakul, Director of the SEAMEO Secretariat visited Beijing on 23-24 May 2013 for the 1st ACC-GPDE-SEAMEO Joint Meeting and the 1st ACC-SEAMEO Coordination Meeting and paid visits to relevant departments and institutions under the Chinese Ministry of Education.



4. ACC representative attended the SEAMEO Centre Directors Meeting (CDM) on 1-3 July 2013 in Bangkok, Thailand. Mr. Wang Daoyu, ACC Deputy Director of Education, Culture and Tourism Division, made a presentation at the plenary collaborative session on ACC-SEAMEO cooperation proposals, which stimulated lots of interest from more than 90 participants. The ACC delegation had fruitful and effective networking with 9 SEAMEO regional Centre Directors and explored possibilities for future cooperation and partnerships.

5. ACC signed an MoU with SEAMEO in Bangkok, Thailand, on 13 August 2013, which would enhance the mutual consent to consider each other as "a gateway" and would implement some cooperation programs in the following two years, with regard to cooperation and exchanges between China and ASEAN in education.



6. On 16 September 2013, ACC, Guizhou Provincial Department of Education and SEAMEO signed a tripartite MOU in Guiyang, Guizhou, promoting cooperation and partnership in education and culture and other related fields throughout the China-ASEAN Education Cooperation Week; and enhancing regional understanding through the strengthening of the CAECW for networking as well as cultural and educational exchanges.

ACC and ASEAN Embassies in China

ACC hosted a series of Study in ASEAN/China Seminars/Workshops, inviting Officials from ASEAN Embassies in China and officials from China Education Institutions or universities to brief each other on the information relating to the studies in ASEAN/China and to discuss and communicate on topics of common interest.

(1) On 6 December 2012, officials from ASEAN Embassies, namely, Indonesia, Laos and Viet Nam were invited to the Study in ASEAN Workshop at ACC headquarters. They briefed over 20 representatives from Chinese universities and vocational colleges on higher education in their own countries. They also discussed pathways to promote cooperation between ASEAN and China, particularly in attracting more Chinese students to ASEAN.



(2) On 16 January 2013, ACC invited Mr. CHE Weimin, Director for International Programs and Assistant Director-General of Chinese Service Center for Scholarly Exchanges (CSCSE), to brief education officials from ASEAN Embassies on the China International Education Exhibition Tour 2013 and Study in China Forum. Education Officials from the Embassies of Indonesia, the Philippines, Thailand and Vietnam attended the meeting.

(3) On 23 June 2013, ACC invited China Education Association of International Exchange (CEAIE) to give a presentation on China Annual Conference on International Education 2013 and the Education Expo, and extended an invitation to ASEAN countries to participate in the global event. Education Officials from the Embassies of Brunei, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore and Thailand attended the meeting.





(4) On 31 July 2013, ACC co-organized the China Degree and Graduate Education Development Center (CDGDC) ASEAN Day, working with CDGDC. Education officials from the Embassies of Indonesia, Laos, Myanmar, the Philippines and Singapore were invited to visit CDGDC, and were briefed about programs and services at the CDGDC, especially their service of authenticating diplomas the international students received in China.

ACC and Beijing Language and Culture University

On 16 September 2013 in Guiyang, Guizhou, ACC signed an MoU on the establishment of the ASEAN-China Language and Culture Centre (ACLCC) with Beijing Language and Culture University (BLCU). The establishment of ACLCC will help ACC fulfill its mandate "to establish a learning centre on arts, culture and language so as to enhance people-to-people contacts and to improve mutual understanding between the peoples and societies of ASEAN and China". ACC has granted 150,000 RMB to BLCU as an initial fund for setting up the ACLCC.



ACC and Guizhou Provincial Department of Education (GPDE)

ACC and GPDE signed an MoU last year, forming partnership to cooperate in the conduct of China-ASEAN Education Cooperation Week (CAECW). ACC managed to link GPDE with SEAMEO, and successfully involved SEAMEO as another partner in co-developing CAECW as a flagship platform for educational cooperation and exchanges between ASEAN and China.

On 23 May 2013, ACC, GPDE and SEAMEO held the 1st Joint Committee Meeting to pool resources together to support the CAECW and promote education cooperation and exchanges between China and ASEAN Member States.



On 16 September 2013, ACC, GPDE and SEAMEO signed a tripartite MoU in Guiyang, Guizhou, to promote cooperation and partnership in education and culture and other related fields through the CAECW.

ACC and Cultural Agencies

1. On 17 December 2012, ACC Secretary-General and staff visited International Programme Centre of Beijing TV Station (BTV) and exchanged views with BTV on promoting ASEAN-China cultural exchange. BTV introduced its work, especially the BTV Spring Festival Global Gala, and expressed the gratitude to ACC for recommending "Joe Louis" Traditional Thai Puppet Theatre to perform at the Gala. ACC expressed a desire to establish a cooperative relationship with BTV and to jointly promote the exchanges and cooperation in the field of culture, especially the field of TV media between ASEAN and China.



2. On 11 January 2013, Mr. Wu Jinguang, Deputy Director-General of Department of International Exchange of State Ethnic Affairs Commission of China visited ACC and exchanged views with ACC Secretary-General Ma Mingqiang on the ASEAN-China cooperation in the area of ethnic culture.

3. On 8 March 2013, ACC Secretary-General Ma Mingqiang met with Mr. Sun Yigang, Assistant to Librarian of National Library of China and Mr. Cao Shengyuan, Chief Officer of Shandong University at ACC. They discussed and exchanged views on the future cooperation and how to promote ASEAN-China Cooperation in the area of library.



4. On 9 April 2013, ACC Secretary-General Ma Mingqiang met with General Manager of Beijing Hualu Baina Film and TV Inc. and exchanged views on future cooperation to promote ASEAN in China through films and TV programmes.



5. On 17 July 2013, Mr. Yin Xiaodong, Vice President of China National Peking Opera Company visited ACC and exchanged views with ACC Secretary-General Ma Mingqiang on future cooperation in the area of culture. Secretary-General Ma expressed his gratitude to CNPOC for supporting the Experiencing Chinese Event for ASEAN Ambassadors--Watching Peking Opera, which was highly appreciated by the ASEAN diplomats and played a positive role in promoting ASEAN-China cultural exchange and cooperation.

ACC and China Tourism Academy

On 24 April 2013, ACC and China Tourism Academy signed an MoU on Tourism cooperation in Beijing, China. The two sides agreed in the MoU to work in research of tourism market, regional tourism development, and travel & tourism industry cooperation.



