

**ANNUAL REPORT OF
THE ASEAN-CHINA CENTRE 2015**

Executive Summary

In 2015, the ASEAN-China Centre (ACC) continues to serve as a bridge in promoting mutual understanding between ASEAN Member States and China. As the only inter-governmental organization between the governments of ASEAN Member States and China, the ACC has followed closely the consensus reached by the Leaders, spared no efforts to implement its 2015 Work Programme and strengthened functional cooperation between ASEAN and China in the areas of trade, investment, education, culture, tourism and information, in accordance with its mandate.

With the strong support of the governments and all walks of life of ASEAN Member States and China, in 2015, ACC has implemented 18 approved flagship projects (including 4 projects on trade and investment, 4 projects on education, 2 projects on culture, 2 projects on tourism, and 6 projects on information and public relations) and organized or participated in over 100 activities, which achieved positive results and further raised the profile of ACC.

On trade and investment, to fulfill the goal of two-way trade of USD 1 trillion by 2020, ACC has been engaged in raising awareness on the ASEAN-China Free Trade Agreement. ACC actively participated in 12th China-ASEAN EXPO (CAEXPO) to promote sectoral cooperation especially industrial capacity cooperation and business matching. ACC organized trade and investment missions to Cambodia, Lao PDR, Myanmar, the Philippines and Viet Nam to enhance business opportunities. ACC promoted ASEAN products in Chinese market through various channels including facilitating ASEAN enterprises to attend trade fairs such as the 9th Central China EXPO, 21st Lanzhou Fair, 2015 China Yiwu Imported Commodities Fair, seeking to expand ASEAN Products Trade Centres in Tianjin and other parts of China. ACC compiled Import Guidebook of China for ASEAN SMEs to deepen their understandings on Chinese import procedures. ACC's efforts were warmly welcomed by business circles of ASEAN and China.

On education, to fulfill the Double 100,000 Students Mobility Goal by 2020, ACC, through collaborative approaches, established new platforms including the ASEAN-China Chinese Language and Culture Education Base in Tianjin International Chinese College (TICC) and the Secretariat of ASEAN-China Network for Cooperation and Exchanges among Engineering and Technology Universities (ACNET-EngTech) in Tianjin University. ACC launched 2 books to introduce the development of education in ASEAN and China and sponsored 1 Handbook for ASEAN Students to Study in China. ACC promoted vocational education exchanges by organizing seminars and forums to share experience and deepen cooperation. ACC was actively involved in the China-ASEAN Education Cooperation Week, and maintained sound working relations with the Southeast Asian Ministers of Education Organization (SEAMEO). ACC supported ASEAN students' activities such as sports games and new year gala, which promoted the communication among students of ASEAN and China, and further enhanced the ASEAN identity among the students.

On culture, ACC promoted two-way cultural exchanges through cultural forums, conferences and exhibitions. ACC organized or co-organized Buddhism Art Exhibitions in Myanmar and China, Chinese magicians and acrobatics' lectures and performances in Lao PDR, "Silk Road Cuisine Display-Yangzhou Week" and ASEAN-China Youth Foreign Language Speech Contest. ACC supported and participated in China-ASEAN EXPO Cultural Exhibition, the 10th ASEAN-China Cultural Forum, the 14th Asia Arts Festival and Thailand-China Cultural Tourism Motorcade Tour, etc.. These activities showcased the uniqueness as well as the diversity of ASEAN and Chinese cultures, and were warmly welcomed. ACC also sponsored events to promote ASEAN arts and cuisine.

On tourism, ACC made innovative efforts to promote ASEAN tourism resources. ACC produced ASEAN tourism promotional materials in Chinese in collaboration with the ASEAN Secretariat. With the theme of "Discover New ASEAN", ACC cooperated with major Chinese travel media agencies to explore the charm of ASEAN tourism, including sending travel magazine to visit and report Lao PDR, developing tourism products such as self-driving, road and cruise travels. ACC booth was set up at the 1st China-ASEAN Tourism Exhibition in Guilin and China International Travel Mart in Kunming to promote ASEAN tourism. ACC successfully co-hosted capacity building workshops for ASEAN tourism professionals in Malaysia (Kuala Lumpur) and the Philippines (Manila and Cebu), to support ASEAN countries develop their market, improve understanding of the Chinese culture and characteristics of its travelers, hence, increase the two-way flow of tourists.

On information and public relations, ACC has implemented nearly 30 projects and activities with concrete effects and outcomes to reaffirm ACC's dual roles as an information centre and an activities centre. Among the approved projects, the two "Reporting Trips" were chosen as flagship projects to highlight its proactive engagement with the media partners from both ASEAN and China. "2014 ASEAN & China in Figures" was published and widely distributed to illustrate fast and substantial development of ASEAN-China relations. ACC organized the Singaporean Ambassador's lecture, Microblog interview with the Philippine Ambassador and set up a Photo Exhibition on "Strengthening ASEAN-China Relations". ACC bilingual Website has also been continuously welcomed by the visitors of more than 1.7 million. ACC was able to successfully link its Website with "GOASEAN" Website, introducing a one-stop guide to discovering ASEAN through ASEAN-focused travel initiative.

ACC actively reached out to various stakeholders in ASEAN and China, including governments, business associations, academics and private sector, and networked with related regional and international organizations such as the ASEAN Secretariat, ASEAN-Korea Centre (AKC), ASEAN-Japan Centre (AJC), Trilateral Cooperation Secretariat (TCS), etc.. In order to promote Lancang-Mekong Cooperation, sponsored by the Ministry of Foreign Affairs of China, ACC organized the delegation of Mekong countries' officials to visit China.

ACC has continued to play its active role as the facilitator of good-neighborliness and mutual trust, promoter of functional and practical cooperation and messenger of friendship between ASEAN and China. ACC's efforts were appreciated in the Chairman Statement of the 18th ASEAN-China Summit in November 2015 in Kuala Lumpur, Malaysia.

CHAPTER I TRADE AND INVESTMENT

ASEAN-China's economic cooperation has been the highlight of win-win cooperation in the past decades. A target of 1 trillion USD for bilateral trade has been set for the year 2020, and two-way investment of USD 150 billion in the next seven years. To keep the good momentum of ASEAN-China economic integration, ACC is committed to living up to the core promotional unit to promote trade and investment cooperation.

The two-way trade between ASEAN and China has been growing steadily since the ASEAN-China Free Trade Area (CAFTA) came into effect in 2010. China has become ASEAN's largest trade partner, while ASEAN has become China's third largest trade partner. In 2014, the total trade of ASEAN and China reached USD 480 billion, an increase of 9% compared to 2013. As of 2014, the total stock of FDI between ASEAN and China stood at USD 130 billion.

In 2015, ACC continued to make efforts to implement projects and conduct activities to raise awareness of CAFTA and China's investment policy, to encourage sectoral cooperation and organize investment missions to ASEAN Member States to facilitate business opportunities for enterprises of both sides. ACC spared no efforts to promote ASEAN products in China, including seeking proper location for expanding the ASEAN Product Trade Centre in other parts of China, such as Tianjin, Chongqing, Jilin and Anhui Provinces, facilitating ASEAN enterprises to participate in China's trade fairs, and exploring possible cooperation opportunities with Chinese E-commerce enterprises to establish an e-platform for ASEAN products to enter the Chinese market, to shape *ASEAN-China Watch* on the research in ASEAN-China economic cooperation, and to push forward connectivity between ASEAN and China by networking business circles of both sides and Commercial Counsellors of all ASEAN Embassies in Beijing.

Deepen and Expand ASEAN-China Sectoral Cooperation

1. Background

The upgrading of CAFTA brings about more convenience for the cooperation of both sides in trade and investment. To make full use of the complementarity of the economies of ASEAN and China, more connectivity, business matching and promoting activities are needed. ACC is constantly serving as a platform for promoting functional cooperation between ASEAN and China, creating bridges between business people of both sides, and assisting them in understanding relevant policies, seeking business opportunities and exploring prospective cooperation.

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 promote trade and investment between ASEAN and China, and raised

awareness of ASEAN-China cooperation.

The approved budget for the project is 300,000 RMB.

2. Activities

(1) Hosted the seminar on “ASEAN-China Trade and Investment Cooperation”

On 29 April 2015, ACC hosted a seminar on “ASEAN-China Trade and Investment Cooperation”. Renowned speakers from China’s Ministry of Commerce were invited to introduce China’s FDI Policy, and shared the progress of the upgrading of CAFTA to the audiences. More than 70 participants from ASEAN Embassies, business associations, financial institutions and enterprises of ASEAN and China attended the Seminar. The seminar was concluded with a very constructive discussion between the attendees and speakers on ASEAN-China economic and trade cooperation related issues.

(2) Supported the 9th Central China Expo and co-hosted the International Forum on the Cooperation of the Six Provinces in Central China on the “Belt and Road” initiative

On 18 May 2015, as a supporting organization of the 9th Central China Expo, ACC led a delegation comprised of Ambassadors, Counsellors and diplomats from ASEAN Embassies in Beijing to Wuhan, Hubei Province. The delegation, together with Mr. Wang Yang, Vice Premier of China’s State Council and VIPs from both domestic and international, attended the Opening Ceremony of the 9th Central China Expo and toured around the Exhibition.

In the afternoon of 18 May 2015, ACC, together with the People’s Governments of Hubei, Jiangxi, Anhui, Henan, Hunan, Shanxi provinces, and Shanghai Cooperation Organization (Good-neighborly and Friendly Cooperation Committee), hosted the **International Forum on the Cooperation of the Six Provinces in Central China on the “Belt and Road” initiative** in the East Lake International Conference Centre in Wuhan. Around 400 people including the delegation of Ambassador, Counsellors and other diplomats from ASEAN Embassies in Beijing, important guests from Russia, Republic of Korea, Hungary, France and the Shanghai Cooperation Organization, think tanks on the China-proposed “Belt and Road” initiative, and entrepreneurs attended the Forum.

The participants expressed the view that the strategic position of the six provinces in Central China is very important. Their industrial developments are complimentary to the countries mentioned in the China-proposed “Belt and Road” initiative and enjoy great potential for development and cooperation. The six provinces should give full play to their advantages, and strengthen cooperation in an effort to jointly build a multi-level and multi-channel regional cooperation.

On 18-21 May 2015, ACC organized the delegation to visit Xiangyang and Shiyan in Hubei Province, China. The delegation exchanged views with local officials on how to promote trade and investment cooperation between ASEAN and the two

cities, and also visited the Xiangyang National High-tech Industrial Development Zone, some High-tech Enterprises and the famous historical and cultural legacy, Wudang Mountain.

(3) Participated in the China-South Asia Expo

On 10-12 June 2015, Secretary-General H.E. Mme. Yang Xiuping attended the China-South Asia Expo, China Kunming Import and Export Commodities Fair, Greater Mekong Sub-region (GMS) Economic Corridors Forum and the GMS Cross-border E-commerce Forum in Kunming, China. During the visit, Secretary-General Yang also visited line departments of Yunnan Province to seek opportunities of functional cooperation in promoting ASEAN and China relation in trade, investment, culture, education and tourism.

(4) Attended the Seminar on 2015 China-Viet Nam Economic, Trade, Investment and Tourism Cooperation

On 20 August 2015, Secretary-General H.E. Mme. Yang Xiuping attended a Seminar on 2015 China-Viet Nam Economic, Trade, Investment and Tourism Cooperation in Beijing and delivered a speech. In her speech, Secretary-General Yang pointed out that China and Viet Nam had contributed significantly to the economic development of the region as well as ASEAN-China relations. The two countries should make new contributions to the development of ASEAN-China relations as well as regional prosperity and stability.

(5) Attended the Opening Ceremony of the 10th China-Northeast Asia Expo and the 8th High-level Forum

On 1-2 September 2015, Secretary-General H.E. Mme. Yang Xiuping attended the Opening Ceremony of the 10th China-Northeast Asia Expo and the 8th High-level Forum, and delivered a keynote speech in the 2015 Northeast Asia Business Forum in Changchun, China. Secretary-General Yang emphasized that while committing the Northeast Asia cooperation, all parties shall further strengthen cooperation within the ASEAN plus Three (10+3), East Asia Summit (EAS) and other regional cooperation frameworks, support the building of ASEAN Community and contribute to East Asian integration.

(6) Co-organized the China-Indochina Peninsula International Economic Corridor Cooperative Development Roundtable Conference

On 18 September 2015, the China-Indochina Peninsula International Economic Corridor Cooperative Development Roundtable Conference was held in Nanning, Guangxi Zhuang Autonomous Region. It was jointly hosted by ACC, the People's Government of Guangxi Zhuang Autonomous Region and China-ASEAN Expo Secretariat. More than 100 participants from the governmental organizations, as well as the financial institutions, including H.E. Mr. Li Bin, Vice Chairman of CPPCC of Guangxi Committee, H.E. Mr. Leng Yjun Yuthea, Deputy State Secretary of Ministry of Public Works and Transport of Cambodia, H.E. Mr. Toe Aung Myint, Executive

Secretary of MOFCOM of Myanmar, Mme. Jia Xinning, Deputy Country Director of ADB PRC Residence Mission, Mr. Dinh Thi Ninh Giang, Deputy Director of Ministry of Planning and Investment of Viet Nam, attended the Conference.

Secretary-General H.E. Mme. Yang Xiuping attended the Conference and delivered a speech. She pointed out that the construction of China-Indochina Peninsula Economic Corridor would play a significant role to support the building of ASEAN Community, as well as deepen ASEAN-China relations. She said that deepening ASEAN-China Strategic Partnership and strengthening the construction of connectivity were common interests of both sides. Relevant parties should work together to gather wisdom, make a bold exploration, and actively promote policy coordination, facilities connectivity, unimpeded trade, financial integration and people-to-people bond, so that the Pan Beibu Gulf economic cooperation, China-Indochina corridor building would become a “Beautiful Scenery”.

(7) Attended the 21st Century Maritime Silk Road & Promoting International Production Capacity and Equipment Manufacturing Cooperation Forum

On 19 September 2015, the China-organized 21st Century Maritime Silk Road & Promoting International Production Capacity and Equipment Manufacturing Cooperation Forum was held in Nanning. Secretary-General of ACC H.E. Mme. Yang Xiuping attended the event and delivered a speech. The Forum was co-organized by National Development and Reform Commission, Ministry of Foreign Affairs, Ministry of Commerce and the People’s Government of Guangxi Zhuang Autonomous Region. Secretary-General H.E. Mme. Yang Xiuping pointed out that most ASEAN Member States were in the early stages of industrialization, facing the urgent needs of development in infrastructure construction and large amount of equipments. China had entered the mid-industrialization and the output of more than 200 types of China’s industrial products ranked first in the world. Therefore, cooperation between the two sides would not only help reduce the cost of procurement of ASEAN Member States, but conducive to China’s economic transformation and upgrading.

(8) Attended the Preview Workshop of ASEAN-China Entrepreneurs (ACE) Conference

On 9-12 September 2015, Deputy Director of TID Mouavixay Palee attended the Preview Workshop of ASEAN-China Entrepreneurs (ACE) Conference held in Kuching, Sarawak, Malaysia. The ACC delegation promoted ASEAN-China cooperation in trade and investment at the event attended by more than 270 participants from public and private sectors of Malaysia, Indonesia and Singapore as well as China.

(9) Attended the High Level Forum on ASEAN Economic Community (AEC) and ASEAN-China Cooperation in Production Capacity

On 25 September 2015, the High Level Forum on ASEAN Economic Community (AEC) and ASEAN-China Cooperation in Production Capacity, co-hosted by the Chinese Mission to ASEAN, China Economic and Social Council,

ASEAN Foundation, China Committee of Indonesian Chamber of Commerce and Industry, and China Chamber of Commerce in Indonesia, was held in Jakarta, Indonesia. Secretary-General H.E. Mme. Yang Xiuping attended the Forum and delivered remarks. Secretary-General Yang highlighted that stepping up international cooperation in production capacity was not only conducive to China's economic transformation and upgrading, to revitalize world economy, but also a path ASEAN and China should take to achieve win-win outcomes.

(10) Participated in the 13th World Chinese Entrepreneurs Convention

From 25 to 28 September 2015, the 13th World Chinese Entrepreneurs Convention (WCEC), with the theme of “Uniting Chinese Entrepreneurs, Accomplishing Mutual Success in Indonesia”, hosted by Indonesian Chinese Entrepreneur Association, was held in Bali, Indonesia. The Convention gathered more than 3,000 business leaders and entrepreneurs from 23 countries and regions around the globe. Secretary-General H.E. Mme. Yang Xiuping attended the Opening Ceremony of WCEC and other activities, and had extensive exchanges with the guests.

(11) Attended the 6th ASEAN Connectivity Symposium

On 16 October 2015, the 6th ASEAN Connectivity Symposium was held in Kuala Lumpur, Malaysia. The Symposium included three sessions, namely, Preparing a Post-2015 ASEAN Connectivity Agenda, Vision, Framework and Strategic Thrusts for a Post-2015 ASEAN Connectivity Agenda: Ideas and Proposals, and Stakeholder Perspectives on a Post-2015 ASEAN Connectivity Agenda. Secretary-General H.E. Mme. Yang Xiuping was invited by the Malaysian host to attend the Symposium.

3. Outcomes and Effects

The above events and activities have achieved positive results and significantly raised the publicity of ASEAN-China cooperation and promoted ASEAN-China sectoral and regional cooperation in trade and investment, covering a wide range of areas from industrial capacity, agriculture, food, environmental protection, E-commerce, mining, energy, transportation and logistics. They helped strengthen connectivity between ASEAN and China, establish direct links among the participants, network business entities between ASEAN Member States and different regions of China, and enhancing the awareness on ASEAN-China relations. Further implementations and consistent follow-ups have been conducted to ensure ACC's indispensable roles and contributions to the projects. These events provided the ASEAN officials with a platform to reach out to the business people and customers across China.

Investment Missions to the ASEAN Member States and China

1. Background

The low cost of labour, abundant resources and favourable investment

environment have made Chinese investors value ASEAN as one of the most ideal investment destinations. The launch of CAFTA in 2010 has been attracting attention of a broader base of investors. With the speedup of the ASEAN integration, all ASEAN Member States have established a number of industrial parks and special economic zones to attract FDI. Meanwhile, some ASEAN investors also pay attention to the potential of the Chinese market and would like to explore possibility to invest in China. The two-way investment between ASEAN and China was projected to reach USD 150 billion by 2020. However, most potential Chinese investors are still underserved with the knowledge of ASEAN Member States' trade and investment policies and regulations.

To meet the needs of the investors and help reach the target, ACC has made all efforts to promote mutual investment through organizing and facilitating investment missions. ACC has kept frequent communication with ASEAN Embassies in Beijing, including sending note to express its willingness on facilitating ASEAN enterprises to invest in China.

The approved budget for the project was 450,000 RMB.

2. Activities

(1) Actively networked with relevant agencies and organizations

* On 22 January 2015, Director Li Yuan paid a courtesy visit to the Working Group for Establishment of Asian Infrastructure Investment Bank (AIIB) for seeking cooperation opportunities and looking for a proper channel to share AIIB's policy with ASEAN Member States.

* On 10 February 2015, Mr. Li Yuan, Director of Trade and Investment Division (TID) of ACC, met with chief representative of China's Office, International Thai Business Association on further promoting trade and investment cooperation between ASEAN and China, particularly Thailand and China.

* On 11 February 2015, Acting Secretary-General Huang Ying and Director Li Yuan met with Mr. Xu Ningning, President of China-ASEAN Business Council (CABC). Both sides exchanged views on how to enhance cooperation between the two organizations to jointly promote ASEAN-China cooperation in trade and investment.

* On 25 March 2015, Acting Secretary-General Huang Ying and Director Li Yuan met with Mr. Liu Xing, Senior Manager of SEMs Division of Bank of China. Two sides discussed on how to assist ASEAN and China's SMEs in terms of financial supports to expand their investments in ASEAN or China.

* On 1 April 2015, Acting Secretary-General Huang Ying and Director Li Yuan met with Mr. Wang Yueping, Deputy Director General of General Office of Xiamen Municipal Government. Both sides exchanged views on how to strengthen cooperation between two organization in promoting ASEAN-China maritime cooperation and exchanges.

* On 2 April 2015, Director Li Yuan held a Working Meeting with Economic/Commercial Counsellors of ASEAN Embassies in Beijing. The meeting

discussed on how to improve the coordination between TID and the Commercial Offices of ASEAN Embassies, and shared views on TID's work and 2016 Work Programme.

* On 26 August 2015, Secretary-General H.E. Mme. Yang Xiuping met with Indonesia's Deputy Coordinating Minister for Economic Affairs H.E. Mr. Edy Putra Irawady, in Jakarta, Indonesia. Secretary-General Yang introduced the mandates and historical background of the establishment of ACC. She added that ACC would actively implement all consensus reached by the Leaders, enhance communication and cooperation with Indonesia and other ASEAN Member States to bring ASEAN-China regional economic, trade and cultural exchanges to a new level. Deputy Coordinating Minister Irawady praised ACC's achievements in promoting cooperation in the area of trade, investment education, culture and tourism. He also expressed that Indonesia would continue to actively participate in activities organized by ACC, and hoped that ACC could leverage its role as an inter-governmental international organization to bridge the interests of ASEAN and China, explore new ways to further cooperation, and promote a "win-win" regional economic development between ASEAN and China.

(2) Organized Trade and Investment Delegation to Gansu Province

On 5 March 2015, Acting Secretary-General Huang Ying and Director Li Yuan met with H.E. Mr. Li Rongcan, Vice Governor of Gansu Province. Both sides reached a consensus to jointly promote ASEAN-China cooperation, particularly between ASEAN and Gansu Province in trade and investment. The Vice Governor hoped ACC could mobilize its resources to attract ASEAN enterprises to do business in Gansu.

On 18-20 March 2015, Director Li Yuan led a Trade and Investment delegation from International-Thai Business Association, Cybernaut Investment Group, Zhongnan Holding Investment Group, Guizhou Provincial Entry-Exit Inspection and Quarantine Association, Zhongzi Exhibition Centre, Anhui Zhongcheng Group to visit Gansu Province and the mission was well-received by Mr. Li Rongcan, Vice Governor of Gansu. Both sides agreed to promote Gansu to potential ASEAN investors. In Lanzhou, the delegation visited the new area and comprehensive bonded zone, meeting with the management committee, having working meetings with the Provincial Department of Commerce, Agriculture, Technology, Economic Cooperation, Education and Tourism. The delegates regarded this visit very fruitful.

(3) Organized Trade and Investment Mission to Cambodia, Lao PDR and Myanmar

On 15-24 October 2015, Secretary-General H.E. Mme. Yang Xiuping headed a Trade and Investment Mission to Cambodia, Lao PDR and Myanmar. The delegation included 15 Chinese entrepreneurs from railway, highway, hydropower, real estate, electronics, equipment, logistic, trade and investment companies both from state and private sectors.

During the trip, Secretary-General H.E. Mme. Yang Xiuping had meetings with

senior officials of Cambodia, Lao PDR and Myanmar. In Cambodia, she met with H.E. Ms. Soeung Rathchavy, Secretary of State and H.E. Mr. Kan Pharidh, Under-Secretary of State of the Ministry of Foreign Affairs and International Cooperation of Cambodia. In Lao PDR, she paid calls on H.E. Ms Khemman Pholsenathe, Minister of Industry and Commerce, H.E. Mr. Somy Douangdy, Minister of Planning and Investment, H.E. Dr. Alounkeo Kittikhoun, Vice Ministry of Foreign Affairs, H.E. Mr. Bosengkham Vongdara, Minister of Information, Culture and Tourism and H.E. Mr. Kongsy Sengmany, Vice Minister of Education and Sports. In Myanmar, she exchanged views with U Aung Lynn, Permanent Secretary of Ministry of Foreign Affairs and representatives from Ministry of Commerce, Ministry of Industry, Ministry of National Planning and Economic Development, Ministry of Education, Ministry of Culture, Ministry of Hotel and Tourism. They had extensive and in-depth discussions on ACC's contribution and efforts on enhancing the cooperation and exchange in trade, investment, culture, education and tourism sectors.

On 16 October, ACC and Cambodia Chamber of Commerce Cambodia-China Business Session 2015 was held in Phnom Penh. The Session was co-organized by ACC and Cambodia Chamber of Commerce and about 80 entrepreneurs attended. Mr. Chhoun Dara, Secretary of States of Ministry of Commerce of Cambodia and Director Li Yuan from ACC made speeches and Officials from Cambodia Devotement Commission and Ministry of Commerce introduced investment and trade policies and Director Li Yuan introduced Guidebook of China's Import from Cambodia.

On 20 October, Laos-China Trade and Investment Cooperation Workshop was held in Vientiane. The Workshop was co-organized by ACC and Lao National Chamber of Commerce and Industry and supported by Ministry of Commerce and industry of Lao PDR and Embassy of Lao PDR to China. About 150 entrepreneurs attended the workshop. Secretary-General H.E. Mme. Yang Xiuping, H.E. Mr. Somchith Inthamith, Deputy Minister of Industry and Commerce and Mr. Daovone Phachanthavong, Vice Chairman of Lao National Chamber of Commerce and Industry made speeches on the workshop. Officials from Ministry of Industry and Commerce and the Ministry of Planning and Investment introduced investment and trade policies of Lao PDR and Director Li Yuan from ACC introduced the Guidebook of China's Import from Lao PDR.

On 22 October, the Myanmar-China Trade and Investment Cooperation Forum was held in Yangon. The Forum was co-organized by ACC and the Republic of the Union of Myanmar Federation of Commerce and Industry(UMFCCI). Secretary-General H.E. Mme. Yang Xiuping and U Myo Thet, Vice President of UMFCCI made speeches on the Forum and about 100 entrepreneurs attended the Forum. Officials from Ministry of Commerce and Ministry of National Planning and Economic Development introduced Myanmar trade and investment policies and Director Li Yuan from ACC introduced the Guidebook of China's Import from Myanmar.

The delegation also visited Phnom Penh Special Economic Zone, Vientiane

Industrial zone and Yangon Industrial Park and had discussions with the administrations. Through the visit, the delegates got a better understanding of the investment environment and facilities and a stronger investment confidence.

(4) Organized Trade and Investment Mission to Viet Nam and the Philippines

On 22-28 November 2015, Secretary-General H.E. Mme. Yang Xiuping headed a Trade and Investment Mission to Viet Nam and the Philippines. The delegation included officials from ACC and China Chamber of Commerce of Foodstuffs and Native Produce (CCCFNA), as well as 10 Chinese entrepreneurs from agriculture product companies.

During the trip, Secretary-General H.E. Mme. Yang Xiuping had meetings with senior officials of Viet Nam, including H.E. Mr. Le Hoai Trung, Vice Foreign Minister of Viet Nam, H.E. Mr. Nguyen Van Trung, Vice Minister of the Ministry of Planning and Investment of Viet Nam, H.E. Mrs. Dang Thi Bich Lien, Deputy Minister of the Ministry of Culture, Sports and Tourism of Viet Nam, H.E. Mr. Nguyen Cam Tu, Vice Minister of the Ministry of Industry and Trade of Viet Nam, and H.E. Mr. Vu Dang Dzung, former Ambassador and Permanent Representative of Viet Nam to ASEAN, They exchanged views on how to further strengthen functional cooperation of ASEAN-China and Viet Nam-China.

On 24 November 2015, the China-Viet Nam Agriculture Product Matching Forum was held in Hanoi, Viet Nam. The Forum was co-hosted by ACC and CCCFNA, supported by Hanoi Investment, Trade and Tourism Center, Embassy of China in Viet Nam, Embassy of Viet Nam in China, Business Association of China in Vietnam and Vietnam Cassava Association. About 80 participants from China and Viet Nam attended the Forum. Secretary-General Yang Xiuping made opening remarks in the forum. Mr. Rong Weidong, Vice President of CCCFNA, Mr. Yan Yaixin, First Secretary of the Embassy of China in Viet Nam, Mr. Gu Qingchao, President of Business Association of China in Vietnam, Mr. Pham Vu Ha, Secretary-General of Vietnam Cassava Association and representatives of the entrepreneurs also delivered speeches in the forum. A session of business matching was held afterwards.

On 25 November 2015, the second China-Viet Nam Agriculture Product Matching Forum was held in Ho Chi Minh City, Viet Nam. The Forum was co-hosted by ACC and CCCFNA, supported by Vietnam Cashew Association. About 50 participants from China and Viet Nam attended the Forum.

On 26 November 2015, the China-Philippines Agriculture Product Matching Forum was held in Manila, the Philippines. The Forum was co-hosted by ACC and CCCFNA. About 20 participants from China and the Philippines attended the Forum.

3. Outcomes and Effects

These missions and events helped to enhance the understanding on trade and investment policies as well as business environment of ASEAN Member States,

particularly Cambodia, Lao PDR and Myanmar and provided invaluable opportunities for the Chinese and ASEAN business circle to network and interact with each other. Through the investment missions, ACC and the investors have not only gained first-hand information and better knowledge of the national conditions of relevant ASEAN Member States and the western part of China; they have also started to forge partnership with relevant government organizations through face-to-face talks.

Construction and Promotion of ASEAN Products Exhibition and Trade Centres

1. Background

The two-way trade between ASEAN and China reached USD 480 billion in 2014. At the 10th China-ASEAN Business and Investment Summit in September 2013, Chinese Premier Li Keqiang proposed that the two-way trade shall reach USD 1 trillion by 2020. ASEAN products have been growing popular in China but it is hard for ASEAN products to enter Chinese market due to the lack of knowledge by the SMEs of ASEAN on Chinese trade policies as well as regulations and financial support. In order to overcome the obstacles, ACC has spent unremitting efforts to establish more ASEAN Product Trade Centre in other cities of China and get free booth from the trade fairs and exhibitions so as to provide more channels and options for ASEAN SMEs to market their products in China.

The approved budget for the project was 200,000 RMB.

2. Activities

(1) Field visit in Yiwu

On 28-30 January 2015, ACC delegation paid a field visit to the ASEAN-China Product Trade Centre in Yiwu, Zhejiang Province for observing the operation of the centre. The delegation met with local officials, Zhejiang China Commodities City Group Co. Ltd¹, and the shop keepers. The relevant parties hoped to have a regular meeting to solve difficulties and improve the Trade Centre.

(2) Promote ASEAN products in different Trade Fairs in China

* On 3 June 2015, Director Li Yuan attended the Opening Ceremony of 2015 Yiwu Imported Commodities Fair. Over 2,000 standard-sized booths were set, about 1,500 enterprises from abroad attended and exhibited their products in the Fair. A lot of companies from ASEAN Member States enjoyed the free booths in the Fair.

* On 22 January 2015, Director Li Yuan met with Mr. Zhao Dongbin, Deputy Director of Bureau of Economic Cooperation of Gansu Province. Both sides exchanged views on how to further promote trade and investment cooperation between ASEAN and Gansu Province, and to set up ASEAN pavilion on the 21st

¹ Zhejiang China Commodities City Group Co. Ltd is the company to operate the Yiwu International Trade Mart where ASEAN-China Product Trade Centre is under its administration.

China Lanzhou Investment and Trade Fair which the ASEAN enterprises could attend with free booths, accommodations and local transportation offer.

On 6-11 July, 2015, Director Li Yuan attended the 21st China Lanzhou Investment and Trade Fair (Lanzhou Fair) in Lanzhou, Gansu Province. ASEAN-China Centre (ACC) set up ASEAN pavilion in the Fair and 8 ASEAN enterprises from ASEAN Member States namely Cambodia, Indonesia, Malaysia, Thailand, and Viet Nam, were invited by ACC to attend and set up their booths. Vice Minister of Commerce Zhang Xiangchen and Vice Governor of Gansu Province Li Rongchan visited ASEAN pavilion and had talks with ASEAN enterprises and encouraged them to participate in the Fairs next year. The ASEAN pavilion was 648 square meters and was the biggest one among foreign participating countries.

(3) Feasibility study of setting up more ASEAN Products Trade Centres in China

A number of cities, such as Tianjin, Chongqing, Changchun and other cities have approached ACC to set up Trade Centre.

* On 17 March 2015, Director Li Yuan met with Mr. Luo Yulong, Vice Chairman and Secretary-General of China General Chamber of Commerce. Both sides exchanged views on how to enhance cooperation in building more ASEAN Product Trade Centres in China.

* On 21 May 2015, Director Li Yuan met with Ms. Xu Yanyun, Director of Tianjin Eco-city Administration Authority to discuss about the establishment of ASEAN Products Trade Centre in the Sino-Singapore Tianjin Eco-city (SSTEC). Ms. Xu Yanyun agreed to offer ACC with a similar privileged condition as Yiwu did for ACC and welcomed the Centre to do a survey on the site. On 21 July 2015, Director Li Yuan visited the Eco-city of Tianjin upon invitation.

* On 17 November 2015, ACC organized a tour for ASEAN Commercial Counselors to SSTEC . Counselors or their representatives from the Embassies of Laos, Myanmar, the Philippines, Singapore and Viet Nam in Beijing participated in the visit. The delegation met with the leaders of SSTEC Administrative Committee and representatives from the enterprises, and had an in-depth discussion on establishing an ASEAN Commercial Center in SSTEC. After the meeting, the delegation paid a field visit to the planned location of the ASEAN Commercial Center, Xinya Plaza, and listened to the introduction of the floor plan and construction progress made by SSTEC.

* On 2 September 2015, Deputy Director Mouavixay Palee, accompanied by officials from Jilin Provincial Bureau of Commerce and CCPIT Jilin Committee, visited the EURASIA Shopping Mall which is located in Changchun downtown. The Mall is one of the world's biggest shopping center with a four stories and 600,000 square-meters of shopping area, and various products coming from all part of the world. Both sides discussed to set up an ASEAN Commodity Centre in this Shopping Mall.

3. Outcomes and Effects

The ASEAN Products Trade Centre (APTC) is a never-ending Expo for ASEAN

Member States to showcase and sell their products to China and the rest of the world through local logistics and distribution networks. As of July 2015, 7 ASEAN Member States, including Indonesia, Thailand, Singapore, Lao PDR, Viet Nam, Cambodia and Malaysia, have opened 9 shops in APTC in Yiwu, Zhejiang Province. The products showcased in the centre were furniture, jewelries, accessories, foods and daily necessities with ASEAN features. The centre has provided a useful outlet for the ASEAN export products. Through conducting the field visit and participating in the Fairs, ACC has gained more experiences of setting up and operating APTC in China, and attracted interests on ASEAN products in China, which will lay a foundation to set up more APTCs in China.

ASEAN-China SME's Capacity Building

1. Background

The energetic cooperation among SMEs opens a broader vista of ASEAN-China economic cooperation. The lack of knowledge of trade and investment policies as well as regulations and market information makes it difficult for some SMEs to gain access to the other side. The capacity building projects were designed to raise awareness of the SMEs on market access, e-commerce, AIIB, etc..

The approved budget for the project was 450,000 RMB.

2. Activities

(1) Compiled Import Guidebook of China for SMEs

On 16 January 2015, ACC signed a contract with the Institute of International Trade of MOFCOM on making an Import Guidebook of China for SMEs to deepen understanding on the import procedures as well as regulations of China. The guide book covers the contents of Custom Clearance, Tariff Rate and Non-tariff Measures such as Import License, Quota, Quota Tariff, Sanitary and Phytosanitary (SPS) and so on. The guidebook has been distributed to the stakeholders of ASEAN and China since October 2015.

(2) Co-organized the 2015 China Imported Food Summit & China-ASEAN Food Enterprises Matchmaking

On 10-11 September 2015, ACC co-organized the 2015 China Imported Food Summit & China-ASEAN Food Enterprises Matchmaking. Secretary-General H.E. Mme. Yang Xiuping and more than 200 representatives from ASEAN and China attended this event. It provided ASEAN enterprises with an in-depth understanding of China's food regulations, policies of cross-border e-commerce in food industry, and the latest information about imported food supply chain. Meanwhile, ASEAN enterprises had the opportunity to talk face-to-face with China's food distributors, supermarkets and e-commerce providers. This will facilitate ASEAN SME's to introduce their products in Chinese market both online and offline.

(3) Organized training sessions for ASEAN trainees

On 15 September 2015, ACC and the Training Centre of MOFCOM of China organized a delegation of 25 trainees from the Prime Minister Office, Ministry of Foreign Affairs, Planning and Investment, Science and Technology, and other relevant ministries of Lao PDR to visit ACC. The delegation has been briefed on ACC's major works and achievements in the past years for promoting ASEAN-China relation.

On 17-20 September 2015, ACC and the Training Centre of MOFCOM of China jointly organized a group of 28 ASEAN trainees of "ASEAN Infrastructure Interconnection Class" and "Pan-Beibu Gulf Economic Cooperation Seminar" to attend the 12th China-ASEAN Expo in Nanning. The group were invited to take part in the China-organized 21st Century Maritime Silk Road Forum on Promoting International Cooperation in Productivity and Equipment Manufacturing.

(4) Participation in the China-ASEAN Marine Product Exchange (CAMPE)

On 13 July 2015, Director Li Yuan participated in the Opening Ceremony of the Operation of the China-ASEAN Marine Product Exchange (CAMPE) in Fuzhou, Fujian Province. To make full use of the platform, the Fujian Government had issued a series of incentive policies by providing financial support, exempting taxation and simplifying relevant procedures. The policies can also help to strengthen the capacity of the participated enterprises, especially the SMEs of ASEAN and China. Enterprises from both China and ASEAN Member States using the platform of CAPME will enjoy preferential treatments. Bigger trade volume of Marine Products between ASEAN and China is expected.

3. Outcomes and Effects

The programmes provided substantive information and knowledge to the participants, particularly the SMEs of ASEAN and China. The guidebook is a part of ACC's efforts to promote the trade volume of ASEAN and China to meet the target USD 1 trillion by year 2020, and to reduce the trade imbalance between ASEAN and China.

CHAPTER II EDUCATION, CULTURE AND TOURISM

The strengthening of cooperation in the fields of education, culture and tourism enhances people-to-people connectivity between ASEAN and China, thus contributes to friendship and good-neighborliness relations. Full utilization of the platforms and networks established by the ASEAN-China Centre facilitates greater exchanges between the two regions with a view to increasing mutually beneficial and win-win cooperation and promoting greater understanding as well as social economic welfare.

ACC remains steadfast in pursuing functional projects and conducting activities that benefit both sides, and consistent with the visions and goals set by the leaders of ASEAN and China. In 2015, through persistence, collaborative approach, active involvement and with the support of our partners in the region and China, ACC has been able to conduct result-oriented activities in the areas of education, culture and tourism.

Throughout the year, keeping pace with the current trend, regional development, challenges as well as opportunities in ASEAN and China, ACC has continued to provide support, facilitation, contribution, and policy advice. Moreover, ACC has been able to reach out to more stakeholders throughout China and ASEAN Member States to enhance people-to-people relations.

ACC continues to carry out activities to support one of its strategic goals and implement the “Double 100,000 Students Mobility Plan” , that envisages 100,000 students from each side by 2020 to ensure that more young people could join the exchanges of regional cooperation and carry forward the torch of China-ASEAN friendship and good-neighborliness. For education, ACC will continue to serve the governments including the embassies of ASEAN Member States in Beijing, education institutions and the youths of China and ASEAN. Promoting two-way cultural exchanges through cultural forum, conferences, exhibitions and showcasing the uniqueness and diversity of ASEAN and Chinese cultures, which helps to bridge better understanding and friendship. In the area of tourism, ACC has been playing an active role in raising the profile and developing the ASEAN-China tourism products and destinations, taking part in and organizing tourism exhibitions, conducting capacity building projects and other exchanges as well as working closely with experienced travel media, and taking advantage of the growing market and their enormous potentials.

Promoting Double 100,000 Students Mobility Plan

1. Background

In 2010, leaders of ASEAN and China agreed that both the numbers of ASEAN students studying in China and Chinese students studying in ASEAN would reach 100,000 by 2020. By the end of 2014, there were 69,138 ASEAN students studying in China and 117,008 Chinese students studying in ASEAN. To fulfill the goal set by the leaders, ACC has conducted a series of activities to further improve student mobility.

The budget of project is 100,000 RMB.

2. Activities

(1) Published a book titled *Development of Education in ASEAN Member States in Chinese*

In partnership with the UNESCO International Bureau of Education (IBE), ACC has translated and published a book titled *Development of Education in ASEAN Member States in Chinese*. It is an introduction of the education systems of all ASEAN Member States, highlighting the education programmes in different phases and the development of curriculums. The book was published in May 2015, and 3,000 copies were bought by ACC for dissemination.

(2) Launched *Guidebook to Education Systems and Reforms in Southeast Asia and China*

On 3-4 August 2015, ACC, National Institute of Education Sciences (NIES) of China and SEAMEO jointly held the Second Meeting of the Southeast Asia-China Education Research Network and Book Launch Meeting on *Guidebook to Education Systems and Reforms in Southeast Asia and China* during the 8th CAECW. Sponsored by ACC, the Guidebook (English version) would be published in Bangkok, Thailand.

(3) Sponsored the Handbook for ASEAN students in Beijing

To better serve and facilitate ASEAN students who are planning on studying and living in Beijing, ACC sponsored a Handbook in both Chinese and English, edited by Association of Malaysian Students in Beijing. The Handbook contains useful information of ASEAN students living in Beijing including brief introduction of universities and the contacts of the ASEAN Students Associations, ASEAN Embassies and ACC. The Handbook will be disseminated to ASEAN Embassies for distribution accordingly.

(4) Attended the 4th ASEAN-China Rectors' Conference

On 28-29 July 2015, Secretary-General H.E. Mme. Yang Xiuping attended the 4th ASEAN-China Rectors' Conference co-hosted by ASEAN University Network (AUN) and National University of Singapore (NUS), with the theme "Bridging New Strategic Thinking to University Collaboration: Challenges for ASEAN-China Partnership". The Conference was participated by more than 90 leaders of universities and think-tanks, including 30 leading universities of the AUN and 10 Chinese universities selected by the Chinese Ministry of Education. Secretary-General Yang Xiuping delivered a speech during the session, which generated active discussions among the participants on ACC's role in strengthening ASEAN-China education cooperation. The participation of this event was also a positive response to the request of an ACC Joint Council Member to explore future cooperation with AUN, which was put forward during the Brainstorming Session of the Mid-term Review of the ACC on 5 May 2015.

3. Outcomes and Effects

* The publication of the books was widely welcomed by education sectors in ASEAN and China. It provided the general public in ASEAN and China, especially

the academia, government officials and other stakeholders, some insights on the development of education in ASEAN. It also provided useful information for students who would like to study in ASEAN and China.

* The participation of ACC at the Conference has consolidated ACC's networking with the most influential regional intellectuals and think-tanks, which will help ACC conduct more joint activities and utilize the resources of regional education institutions and their expertise.

ASEAN-China Language and Culture Centres

1. Background

ACC and Beijing Language and Culture University (BLCU) co-sponsored the establishment of the ASEAN-China Language and Culture Centre (ACLCC) in 2013, which has become an important platform for ASEAN-China education cooperation, student activities and a window for ASEAN languages and culture, and also a home for ASEAN students studying in Beijing. Regular activities are held to promote ASEAN language and culture and to enrich the life of ASEAN students, helping to forge ASEAN identity and contributing to ASEAN integration.

ACC and Tianjin International Chinese College (TICC) have been committed to working closely to promote educational and cultural exchanges between China and ASEAN since 2013, and co-established the ASEAN-China Chinese Language and Culture Education Base in TICC in 2015. This is one of ACC's initiatives to develop and promote the teaching of Chinese language and culture to ASEAN nationals through collaborative approaches.

The budget for this project is about 200,000 RMB.

2. Activities

(1) Supported ASEAN students' activities

* In December 2014, working with BLCU, ACC held **the 3rd New Year's Gala for ASEAN Students in Beijing**. More than 300 ASEAN students from over 30 universities in Beijing, representatives from Ministry of Education of China, ASEAN Embassies and BLCU attended the event. The Gala has been an annual event since 2012, upon the request of ASEAN students.

* On 6 June 2015, **the "Window to ASEAN" cultural festival** was organized by the ASEAN students associations in Beijing at the University of International Business and Economics (UIBE), with the support of ACC. Around 1,000 people attended the half-day festival, including the Philippine Ambassador, ASEAN diplomats, ACC representative, students from various countries as well as the general public.

* The Vietnamese Students Association in Beijing organized **the Sports Festival** on 1-7 October 2015, supported by the Vietnamese Embassy in Beijing and ACC.

More than 200 students from 26 universities in Beijing and 10 universities in Tianjin competed in six sports events namely soccer, badminton, table tennis, tennis, athletics (track and field) and tugging.

(2) Established ASEAN-China Chinese Language and Culture Education Base

On 30 June 2015, the Unveiling Ceremony on the establishment of ASEAN-China Chinese Language and Culture Education Base was held at Tianjin International Chinese College (TICC) and attended by Secretary-General H.E. Mme. Yang Xiuping, Ambassador of the Philippines to China H.E. Mme. Erlinda F. Basilio, Director-General of Tianjin Municipal Education Commission Mr. Wang Jing, representatives from Embassies of Brunei, Indonesia, Lao PDR, Malaysia, Myanmar, Thailand and Viet Nam, as well as TICC faculty members and students. Secretary-General Yang and President of TICC Mr. Zhao Hongtao signed the MoU and unveiled the plaque marking the official establishment of the Base. They also presented scholarship quota cards to representatives from ASEAN Embassies for their nationals to study in TICC this year.

3. Outcomes and Effects

* Through supporting the activities of ACLCC, ACC facilitated the exchanges and communications among ASEAN students, enhancing their understanding about ASEAN Community building. The participation of Chinese students helped in raising the awareness on ASEAN cultures, languages and arts in China.

* The ASEAN-China Chinese Language and Culture Education Base at TICC will function as a platform to promote Chinese language and culture among ASEAN nationals. The Base will facilitate the scholarship schemes, organize summer/winter camps, provide teacher training courses, design short-term courses for diplomats and their spouses in ASEAN Embassies in Beijing, and hold various activities to promote awareness of Chinese culture. ACC will also utilize the Base to support youth exchange programmes and other educational activities so as to contribute to the 2016 ASEAN-China Educational Exchange Year.

Mutual Exchanges between ASEAN-China Vocational Education Institutions

1. Background

Both China and ASEAN Member States attach great importance to the development of vocational education, and both sides have the need to strengthen cooperation and exchanges on vocational education. The promotion of ASEAN-China vocational education cooperation and partnership has become one of ACC's flagship projects, and ACC is committed to further deepening the exchanges between both sides.

The budget of project is 300,000 RMB.

2. Activities

(1) Organized the ASEAN-China Forum on TVET Cooperation

In December 2014, working closely with the Central Institute of Vocational and Technical Education (CIVTE) of Ministry of Education (MOE) of China, ACC organized the ASEAN-China Forum on TVET Cooperation. The Forum was attended by 34 participants from Chinese vocational education institutions, officials of the MOE of China, education officers from the Embassies of Lao PDR and Myanmar in Beijing, as well as media reporters.

(2) Co-organized the ASEAN-China Vocational Education Principal Summit

On 31 July 2015, ACC and Jiangsu Provincial Department of Education (JPDE) co-organized the ASEAN-China Vocational Education Principal Summit in Suzhou, Jiangsu Province. Representatives from ACC, JPDE and SEAMEO, as well as more than 200 participants, including 66 participants from ASEAN Member States namely Indonesia, Malaysia, Philippines, Singapore, Thailand, and Viet Nam, and 146 participants from Jiangsu attended the Summit. The Summit was a success with 77 MoUs signed to enhance cooperation between vocational institutions of ASEAN and China.

(3) Co-hosted the ASEAN-China TVET Seminar themed “Skilled Workforce Mobility and National Qualification Framework”

On 3 August 2015, the ASEAN-China TVET Seminar themed “Skilled Workforce Mobility and National Qualification Framework” co-hosted by ACC and China Education Association for International Exchanges (CEAIE) was held during the 8th CAECW. Representatives from ACC, CEAIE, MOE, as well as education departments of ASEAN countries attended the forum, delivered their remarks, and exchanged views.

(4) Organized delegation to visit ASEAN

In August 2015, ACC organized a delegation of Jiangsu Provincial Department of Education and 7 presidents of vocational colleges in Jiangsu to visit Indonesia and Thailand.

3. Outcomes and Effects

The forum, summit and seminar, as well as the tour to ASEAN organized by ACC have enhanced the partnerships and exchanges among vocational institutions of ASEAN and China, provided greater opportunities for vocational education institutions of both sides to cooperate amongst each other, promoted students mobility, and facilitated the establishment of a long-term ASEAN-China mechanism for cooperation and exchanges in TVET.

CAECW and SEAMEO

The China-ASEAN Education Cooperation Week (CAECW) and the Southeast

Asian Ministers of Education Organization (SEAMEO) have become major platforms for promoting education cooperation between ASEAN and China in the past years. There is a strong need for ACC to further strengthen the constructive roles of CAECW and SEAMEO in facilitating functional cooperation between ASEAN and China in the field of education.

The budget of project is 300,000 RMB.

I. ACC Contributing to CAECW

1. Background

The CAECW is an annual event co-hosted by the Ministry of Foreign Affairs (MFA) of China, MOE of China and Guizhou Provincial Department of Education (GPDE) since 2008. In 2012, ACC and GPDE signed a MoU forming a partnership to support the implementation of CAECW. In the process, ACC garnered SEAMEO's support and contribution to the activities of CAECW, with a tripartite Letter of Agreement signed in 2013. ACC, SEAMEO Secretariat and GPDE have held annual Joint Meetings to determine the theme and design of CAECW since 2013.

2. Activities

On 13 July 2015, Secretary-General H.E. Mme. Yang Xiuping paid a courtesy call to H.E. Mr. Hao Ping, Vice Minister of Education of China. Hao Ping highly appreciated ACC's efforts in promoting ASEAN-China education cooperation, and encouraged more functional and sustainable education cooperations between ASEAN and China. Secretary-General Yang Xiuping reaffirmed that ACC would spare no efforts to further strengthen exchanges and cooperation with MOE to promote ASEAN-China functional cooperation in education and provide continuous support to the 8th CAECW.

The 8th CAECW was held in Guiyang, Guizhou Province in August 2015, with more than 1,200 participants from China, ASEAN Member States, Australia, New Zealand, Korea and Switzerland. ACC co-hosted several activities and Secretary-General H.E. Mme. Yang Xiuping participated in some, including:

(1) On 2 August 2015, Secretary-General Yang Xiuping and Mr. Getachew Engida, Deputy Director-General of UNESCO presented 1,500 books in Chinese titled *The Development of Education in ASEAN Member States* to representatives of MFA, MOE and Guizhou Government.

(2) On 3 August 2015, Secretary-General Yang Xiuping attended the Opening Ceremony of the 8th CAECW. On the same day, ACC, the National Institute of Education Sciences (NIES) of China and SEAMEO co-hosted the Book Launch Meeting of *Guidebook to Education Systems and Reforms in Southeast Asia and China* and the 2nd Meeting of the Southeast Asia-China Education Research Network. Secretary-General Yang Xiuping attended the events and delivered her remarks.

(3) ACC and CEAIE co-hosted the ASEAN-China TVET Seminar themed "Skilled Workforce Mobility and National Qualification Framework". Mr Tri

Purnajaya, Director of the Division of Education, Culture and Tourism of ACC, delivered remarks on behalf of ACC.

(4) Secretary-General Yang Xiuping was invited to deliver remarks at the ASEAN-China Innovation Achievements Expo in Marine Science and Technology, and the 1st Plenary Meeting of Association of ASEAN-China Education and Training Centres.

(5) Secretary-General Yang Xiuping visited Guizhou University in the sideline of the meeting.

3. Outcomes and Effects

ACC's active role as a facilitator and supporter to bridge the interests of China and ASEAN Member States in the field of education has been widely praised during the 8th CAECW. ACC's efforts and accomplishments in promoting ASEAN-China education cooperation were visible.

ACC's active involvement in the CAECW since 2012 have greatly enhanced the recognition of CAECW among ASEAN Member States and also helped to promote the visibility of SEAMEO and its regional centres in China.

The two books, namely *The Development of Education in ASEAN Member States* (translated in Chinese, published) and *Guidebook to Education Systems and Reforms in Southeast Asia and China* (English version to be published), were among the highlights of the 8th CAECW. ACC's efforts in publishing the two books were highly appreciated by CAECW participants.

II. ACC-SEAMEO Cooperation

1. Background

ACC has established official partnership with SEAMEO Secretariat following the signing of MoU on 12 August 2013 in Bangkok, Thailand. The two sides consider each other as "a gateway" to enhance cooperation and exchanges between China and ASEAN in the realm of education and culture.

ACC has attended the annual meetings of SEAMEO since 2012. The SEAMEO Secretariat has been recognized as a partner of the CAECW, as a result of the SEAMEO-ACC-GPDE Joint Letter of Agreement signed on 16 September 2013. ACC has collaborated with SEAMEO regional centres on several projects.

2. Activities

(1) Attended and co-organized relevant collaboration meetings and activities

* On 31 March 2015, ACC, SEAMEO and GPDE co-organized the 3rd ACC-SEAMEO-CAECW Joint Cooperation Meeting and the 3rd ACC-SEAMEO Collaboration Meeting in Bangkok. The three sides discussed on the theme, activities

and responsibilities of respective side in preparing for the 8th CAECW; discussed on the potential future cooperation beyond CAECW, as well as the follow-ups of the ACC-SEAMEO collaboration programmes.

* ACC have conducted joint activities with SEAMEO Regional Centres such as RIHED (higher education), SEAMOLEC (students exchange) and VOCHTEC (TVET) on several projects, which have become regular and annual programmes with fruitful outcomes and effects.

(2) Co-organized the unveiling ceremony of ACNET-EngTech Secretariat and ASEAN-China Maritime Silk Road Cultural Festival

On 27 March 2015, the unveiling ceremony of the ASEAN-China Network for Cooperation and Exchanges among Engineering and Technology Universities (ACNET-EngTech) Secretariat and ASEAN-China Maritime Silk Road Cultural Festival was held in Tianjin University. Representatives from 10 Chinese universities and 7 ASEAN universities attended the ceremony. Ambassador of Lao PDR to China, Special Adviser of SEAMEO RIHED, Deputy Director-General of MOE of China, as well as officials from the Embassies of the Philippines and Lao PDR attended the ceremony. ACNET-EngTech was initiated and supported jointly by the Chinese Excellent Alliance of Universities (E9), ACC and SEAMEO RIHED.

(3) SEAMEO-ACC Sports Education Innovation Award

Under the theme “Amity, Creativity and Development through School Sports”, the SEAMEO-ACC Sports Education Innovation Award was launched in May 2014. 8 schools won the awards among more than 100 applicants ranging from primary to secondary schools from ASEAN countries namely Brunei, Indonesia, Malaysia, the Philippines, Singapore and Thailand. On 8 May 2015, the Award Granting Ceremony was held in conjunction with the 48th SEAMEO Council Conference in Bangkok. The Education Ministers and SEAMEO Director praised ACC for its contribution in promoting sports development among Southeast Asian schools.

3. Outcomes and Effects

ACC-SEAMEO cooperation has enhanced functional cooperation and exchanges between China and ASEAN in the realm of education through improving mutual understanding on each other’s education policies and respective priorities.

ACC has facilitated China Education Association for International Exchanges (CEAIE) to become the 4th affiliate member of SEAMEO following the British Council, International Council for Open and Distance Education and University of Tsukuba. This partnership provides an excellent opportunity to enhance and deepen the comprehensive education cooperation and exchanges between China and Southeast Asian countries.

Promoting ASEAN and China Mutual Culture Experience

1. Background

ASEAN and China have rich culture with long history. Cultural exchange is an integral part of ASEAN-China relations and will boost people-to-people exchanges between the two sides. In 2015, ACC continued to organize or support a series of ASEAN-China cultural activities with fruitful results.

The budget of the project is 200,000 RMB.

2. Activities

(1) Organized art group of Chinese magicians and acrobatics to visit Lao PDR to give lectures and performances

On 22-26 April 2015, ACC organized an art group of Chinese magicians and acrobatics to give lectures and performances in Lao PDR at the invitation of China Cultural Centre in Lao PDR. Mr. Tian Xueming, a notable magician from China gave lectures and performances at the China Culture Centre in Vientiane, Lao PDR on 23 April 2015 and at the National University of Lao PDR on 25 April 2015. Mr. Chaleune Warinhrask, Vice Minister of Information, Culture and Tourism of Lao PDR met with Deputy Director of ECTD of ACC Ms. Wang Jin.

(2) Supported China-Myanmar Buddhism Art Exhibition

On 8 April 2015, ACC supported the China-Myanmar Buddhism Art Exhibition which was held at Shwedagon Pagoda, Yangon, Myanmar. Around 100 photos including architectures of Beijing Lingguang Monastery, Murals from Beijing Fahai Temple, Myanmar Buddhist Temples, images from Myanmar Photographic Association and copy paintings of China Dunhuang Grotto Murals were displayed. H.E. Mr. Yang Houlan, Ambassador of China to Myanmar, Dr. Myint Thein, Minister of Social Affairs of Yangon, Mr. Geng Zhiyuan, President of China-Myanmar Friendship Association, Mr. Su Bensheng, Vice President of Beijing People's Association for Friendship with Foreign Countries and ACC representative attended the opening ceremony.

(3) Supported China-Myanmar People-to-People Art Exhibition

On 1-7 July 2015, China-Myanmar People-to-People Art Exhibition was held at Badachu Park, Beijing. It was one of the highlights in commemoration of the 65th anniversary of the establishment of diplomatic relations between China and Myanmar. Secretary-General H.E. Mme. Yang Xiuping attended the opening ceremony.

(4) Secretary-General Yang Xiuping met with Vice Minister of Culture of China

On 15 July 2015, Secretary-General H.E. Mme. Yang Xiuping met with H.E. Mr. Ding Wei, Vice Minister of Culture of China and exchanged views with the Vice Minister on promoting and enhancing cultural exchanges and cooperation between ASEAN and China.

(5) Supported The Thailand-China Cultural Tourism Motorcade Tour

From 16 November to 13 December 2015, the Thailand-China Cultural Tourism Motorcade Tour was held with co-sponsorship by China International Culture Association, the Tourism Authority of Thailand and the Thai-Chinese Culture and Friendship Council. The project was actively supported by ACC. Mr. Sun Jianhua, Deputy Director of Education, Culture and Tourism Division of ACC, attended the launching ceremony in Altay City in Xinjiang Uygur Autonomous Region in China. Secretary-General H.E. Mme. Yang Xiuping attended the closing ceremony at the China Culture Centre in Bangkok on 13 December 2015 with H.E. Dr. Wisanu Krea-gnam, Vice Prime Minister of Thailand, H.E. Mr. Ning Fukui, Ambassador of China in Thailand, Mr. Yuthasak Supasorn, Governor of Tourism Administration of Thailand and Mr. Phinj President of Thai-Chinese Cultural and Friendship Council.

3. Outcomes and Effects

ACC's efforts in Promoting Mutual Culture Experience between ASEAN and China were welcomed by the local people and widely reported by the major media of both side. It has effectively strengthened cultural ties between the peoples of ASEAN Member States and China, and opened up new channels for future exchanges between the two sides.

Promotion for ASEAN and Chinese Culture focusing on the Maritime Cultural Exchanges

1. Background

In 2014, ACC provided support during the ASEAN-China Cultural Exchange Year by helping to organize twelve China's state-level art groups to give performances in ASEAN countries. China proposed to jointly build the 21st Maritime Silk Road, which was noted or echoed by some ASEAN Member States. In 2015, to further boost mutual understanding and promote the diversified culture of ASEAN and China, ACC organized and supported cultural events related to maritime exchanges between the two sides.

The budget of the project is 300,000 RMB.

2. Activities

(1) Supported the 2015 CAEXPO Cultural Exhibition

On 29 May 2015, the 2015 CAEXPO Cultural Exhibition was held under the theme of "Co-building the Maritime Silk Road of the 21st Century, Promoting China-ASEAN Cultural Cooperation" in Guangxi Zhuang Autonomous Region. ACC supported the Exhibition by sending a delegation to attend the opening ceremony. Madame Li Kang, Vice-Governor of Guangxi officially opened the Exhibition. Around 450 cultural agencies and enterprises from China, ASEAN Member States, Japan and Republic of Korea joined the event and showcased the diversity and

colorful display of arts and cultures.

(2) Co-sponsored “Silk Road Cuisine Display-Yangzhou Week”

On 11-14 September 2015, “Silk Road Cuisine Display-Yangzhou Week” was held in Yangzhou, Jiangsu Province. ACC was one of the co-sponsors. Secretary-General H.E. Mme. Yang Xiuping attended the opening ceremony. The Exhibition attracted over 200 enterprises from 15 countries including Indonesia and Viet Nam, as well as 14 provinces of China. Ambassador of Brunei Darussalam, representatives from Embassies of Myanmar and Viet Nam attended the event.

(3) Attended the Viet Nam's Food Culture Week

On 20 August 2015, the Viet Nam’s Food Culture Week was held in Beijing. The event was co-organized by China Women Activity Centre and Viet Nam’s Women Development Centre. Secretary-General Yang Xiuping attended the opening ceremony.

(4) Sponsored the ASEAN Food and Handicrafts Bazaar

On 11 November 2015, ACC sponsored and took part in the ASEAN Food and Handicrafts Bazaar organized by the ASEAN Ladies Circles and also supported by All China Women's Federation, which was held in Beijing. The event was co-organized to promote and highlight the wide ranging culinary and handicrafts of all ASEAN countries, and to show solidarity to the recent flood victims in Myanmar. Secretary-General Yang Xiuping attended the Bazaar and delivered a speech.

3. Outcomes and Effects

ACC’s engagement in the events was not only useful for raising its profile, but also a direct contribution to ASEAN-China cultural exchanges and cooperation by networking and collaborating with other institutions and agencies. CAEXPO Secretariat and Yangzhou Municipal Government expressed their appreciation for ACC’s support and hoped to continue to work closely with ACC in future events.

Participation in Regional Mechanisms of Cultural Exchanges

1. Background

In 2015, ACC worked closely with the relevant cultural authorities of ASEAN Member States and China in regional cultural cooperation mechanisms.

2. Activities

(1) Participated in the 11th ASEAN SOMCA

On 12-14 May 2015, Mr. Tri Purnajaya, Director of ECTD of ACC, attended the 11th ASEAN SOMCA at the ASEAN Secretariat in Jakarta, Indonesia. He introduced ACC’s roles and functions in the area of culture since its inception, and its contribution throughout 2014 ASEAN-China Cultural Exchange Year at the meeting.

(2) Participated in the 9th 10+3 WCCHRD

On 18 August 2015, the 9th 10+3 Workshop on Cooperation for Cultural Human Resource Development (WCCHRD) was held in Beijing and Suzhou. Mr. Sun Jianhua, Deputy Director of ECTD of ACC, attended the opening and closing ceremonies of the Workshop and had discussions on how to improve the workshop to better meet the demand for deepening China-ASEAN cultural cooperation. A visit of participants of the workshop to the ACC Secretariat was arranged during the workshop.

(3) Supported the 10th China-ASEAN Cultural Forum

On 16 September 2015, the 10th China-ASEAN Cultural Forum, themed on New Normal, New Partnership: ASEAN Plus China (10+1) Cultural Cooperation Pursuant to the Establishment of the ASEAN Community, was held in Nanning, Guangxi Zhuang Autonomous Region. H.E. Mr. Wang Tie, Vice Minister of the Ministry of Culture of China, and Mme. Li Kang, Vice Chairman of the Guangxi Government and representatives from foreign missions in China, officials, experts and scholars from China as well as ASEAN Member States attended the opening ceremony. ACC was an official supporter of the event. Secretary-General H.E. Mme. Yang Xiuping delivered a keynote speech on enhancing ASEAN-China cultural exchanges at the opening Ceremony.

(4) Attended the 14th Asia Arts Festival

On 5-15 November 2015, the 14th Asia Arts Festival (AAF) was jointly hosted by the Ministry of Culture of China and the People's Government of Fujian Province in Quanzhou, Fujian Province. Secretary-General H.E. Mme. Yang Xiuping attended a series of cultural exchange activities including Charms of Cultural Cities of East Asia and Europe, Breathtaking Blue – Special Exhibition on Culture of Maritime Silk Road, the Maritime Silk Road Art Park (Asia) launching ceremony and the opening gala of 14th Asia Arts Festival. During the event, she met with Minister Mr. Luo Shugang and Vice Minister Mr. Ding Wei of the Ministry of Culture of China, Secretary Mr. You Quan of Fujian Provincial CPC Committee, Director General Mr. Li Shulei of the Publicity Department of Fujian Provincial CPC Committee, Vice Governor Madam Li Hong and Vice Governor Mr. Zheng Xiaosong of Fujian Provincial Government, Mayor Mr. Kang Tao of Quanzhou City, as well as high ranking officials and eminent figures from Asian countries.

3. Outcomes and Effects

ACC's participation in regional mechanisms of cultural exchange laid a foundation for further cooperation between ASEAN and China. It also provided opportunities for ACC to meet and network with high level officials of ASEAN Member States and China, enabling ACC to establish close cooperation with the Chinese cultural administrations in different levels and further increased the public awareness of ACC among ASEAN Member States.

Participation in other People-to-People Exchanges

1. Participated in youth exchange activities

On 4-11 March 2015, the first China-ASEAN International Youth Football Tournament was held in Dongxing, Guangxi. The event was organized by the China Soong Ching Ling Foundation, China Football Association and Dongxing Municipal Government. Football teams from Malaysia, Myanmar, and Viet Nam participated in it. ACC delegation attended the closing ceremony and joined the ASEAN country football teams in planting the China-ASEAN Youth Friendship Trees.

2. Supported the 1st ASEAN-China Disability Forum

On 17 September 2015, the 1st ASEAN-China Disability Forum, co-organized by China Disabled Person's Federation (CDPF) and the Government of Guangxi, and implemented by Guangxi Disabled Person's Federation, was held in Nanning. The Forum, themed on "Equal Access, Inclusive Development", was one of the series events during the 12th China-ASEAN EXPO (CAEXPO). ACC provided strong support by inviting guests from ASEAN Member States. Secretary-General H.E. Mme. Yang Xiuping attended the Forum and delivered a speech.

3. Supported the 3rd ASEAN-China Dialogue

On 7-8 September 2015, the 3rd ASEAN-China Dialogue, co-hosted by China Institute of International Studies (CIIS), ASEAN Institutes of Strategic and International Studies (ASEAN ISIS) and Office of Foreign and Overseas Chinese Affairs of Chengdu Municipal People's Government was held in Chengdu, Sichuan Province. ACC supported the event. Secretary-General Yang Xiuping attended the Dialogue. Around 60 scholars from major think tanks of ASEAN and China conducted in-depth and candid discussions.

4. Supported Asian Women's Forum

On 16 September 2015, the 8th Asian Women's Forum was held in Tianjin. The Forum was co-hosted by Tianjin Women's Federation, Foreign Affairs Office of Tianjin Municipal People's Government and Asian Women's Development Association. ACC supported the forum and sent representatives to attend it. More than 400 guests from 18 countries such as Japan, Mongolia, ROK, Turkey, Indonesia, the Philippines and Viet Nam, 12 provinces and cities of Mainland China as well as Hong Kong, Macau and Taiwan participated in the forum.

5. Supported China-ASEAN Hand-in-Hand Youth Foreign Languages Public Speaking Contest on the "Belt and Road"

On 25 October 2015, the final round of the China-organized China-ASEAN Hand-in-Hand Youth Foreign Languages Public Speaking Contest on the "Belt and Road" hosted by Foreign Affairs Office of Guangxi Zhuang Autonomous Region and the closing ceremony were held in Nanning, Guangxi. ACC was one of the supporting

organizations of the event. Director Huang Ying of General Affairs and Coordination Division of ACC attended the event. The Contest was carried out in three different categories in terms of languages, namely Chinese, English and ASEAN Non-Common Languages (Indonesian, Thai and Vietnamese). Since its launching in early September, 11,000 youth contestants from China and ASEAN countries throughout Guangxi had actively been involved, and 40 winners received rewards.

ASEAN Tourism Promotion

1. Background

The diversified ASEAN tourism resources are attracting more Chinese travelers than ever. In the next five years, Chinese travelers are estimated to make 500 million overseas visitations. In the first 3 seasons of 2015, the total of visitations (first stop) made by Chinese travelers to ASEAN countries reached over 12.8 million, with an increase of 76%. The number of two-way travelers between China and ASEAN Member States has already over 17.5 million, indicating a strong performance.

Chinese tourism has maintained a momentum of rapid and diversified development featuring new emerging products such as self-driving travel, cruise travel and road travel. The newly developed tourism products have attracted a great number of high-end and young tourists with bright prospects.

China is a close neighbor of ASEAN with the Kunming-Bangkok Road running through Indo-China Peninsula. Meanwhile, a number of ASEAN countries enjoy high-quality maritime tourism resources with ports for cruise ships. In this light, ASEAN countries and China share a lot of common interests in terms of developing road and cruise travels.

These positive trends have provided great impetus for tourism agencies, enterprises and the media circles to advance tourism exchanges and cooperation between ASEAN and China. In 2015, ACC has explored new and innovative themes to promote “Discover new ASEAN” besides the traditional methods of promotion, and has sought cooperation with tourism and media giants to promote and develop tourism products, such as self-driving, road and cruise travels.

The approved budget of the project is 200,000 RMB.

2. Activities

(1) Produced ASEAN tourism promotional materials in Chinese

In order to facilitate the Chinese travelers' visits to ASEAN and further enhance their understanding of the variety of ASEAN cultures and traditions, strengthen people-to-people relationship between ASEAN and China, ACC has translated, re-designed and printed ASEAN tourism promotional materials in Chinese. These promotional materials contain updated and various tourism products from ASEAN

countries and are useful guidance and source of information for potential Chinese travelers. The materials include: 1 booklet named ASEAN Travel Premier, an at-a-glance handy guide to the diverse and exciting festivals that take place every year across ASEAN; 1 booklet named ASEAN Soft Adventure Travel Primer, a handy guide to the diverse and exciting outdoor activities in ASEAN, including biking, trekking, climbing, camping and etc.; 10 brochures with 1 for each ASEAN country recommending practical travel information and tips on the scenic spots, climate, transportation, food, shopping and etc.; 1 map with basic and important information of ASEAN countries. ACC also produced its 2016 Calendar with the theme of “Travel to ASEAN in 2016” as promotional materials by highlighting the iconic tourism resources of all the ASEAN countries and China.

(2) Supported and Participated in Tourism Exhibitions

On 29 to 31 May 2015, the first China-ASEAN EXPO Tourism Exhibition, co-sponsored by China National Tourism Administration (CNTA) and Guangxi Zhuang Autonomous Region and supported by ACC, was held in Guilin City. As the only supporting organization of this exhibition, ACC played a critical role in facilitating and introducing the Vice Mayor of Guilin as the organizing committee to meet the Ambassadors and officials from ASEAN in Beijing in preparation for the Exhibition. ACC also organized a delegation of ASEAN diplomats to attend the Exhibition, which was participated by Ambassadors of Brunei Darussalam, Cambodia and Viet Nam to China, and senior diplomats from other ASEAN countries. ACC set up its booth and distributed ASEAN tourism promotional materials during the three-day event, where all ASEAN countries also received complimentary booths.

On 13 to 15 November 2015, ACC took part in the China International Travel Mart (CITM) 2015 organized by CNTA in Kunming. ACC set up joint booths with the ASEAN Secretariat and showcased the rich and various products of ASEAN tourism. The collaboration between ACC and its partners was some of ACC's efforts to accelerate growth of tourism traffic between China and ASEAN Member States. The CITM is the largest travel fair in Asia and an annual event, which is held alternately between the cities of Shanghai and Kunming, and is participated by thousands of buyers and sellers from around the world.

(3) Launched the Tourism Promotional Trip to Lao PDR

With the growing number of Mainland Chinese FIT (Free and Independent Traveler) and the momentum of rapid development of self-driving and road travel products, the Indo-China Peninsula is becoming a popular destination. To attract the high-end and younger generation of Chinese travelers, ACC, in partnership with National Geographic Traveler, launched a Tourism Promotional Trip to Lao PDR and conducted an in-depth report on the No.13 road in Lao PDR from 22 to 30 September 2015. The Trip covered the entire road from the Northern border between China and Lao PDR to the Southern border between Lao PDR and Cambodia to produce a movie like in-depth story. The articles and photographs of the Trip were published in a

special column in the December 2015 issue of the National Geographic Traveler.

(4) Facilitated tourism exchanges between the two sides

* ACC linked ASEAN Secretariat's Tourism Marketing Group with China National Traveler Magazine as their media counterpart in Mainland China. China National Traveler is a high-end travel magazine sponsored by Science and Technology of China Press that has established long-standing cooperation with tourism board and influential media at home and abroad.

* On 15 to 17 August 2015, the 1st China (Xiamen) International Leisure Tourism Expo was held in Xiamen City. ACC worked closely with ASEAN Secretariat's Tourism Marketing Group and its only media partner in China, China National Traveler Magazine. ACC offered support by extending the invitation and relevant information to tourism boards and enterprises of ASEAN Member States.

(5) Exploring new ways to boost ASEAN-China tourism cooperation

* The rapid development of cruise tourism and the rich maritime tourism and ports' resources in ASEAN countries have provided plenty of opportunities and socio-economic benefits. ACC, as a co-organizer, worked closely with Xiamen City of Fujian Province to create a platform as "Cruise Cities' Economic Cooperation Forum" on 16 December to enhance communication and cooperation between the cities of ASEAN and China in the area of cruise economy.

* The rich traditional medicine resources in both ASEAN countries and China have provided plenty of opportunities for ASEAN and China to explore each others' potentials to better combine traditional medicine with tourism to develop the health tourism product. ACC, as a supporting organization, worked closely with China National Tourism Administration (CNTA) and People's Government of Guangxi Zhuang Autonomous Region to hold the ASEAN-China Traditional Medicine and Health Tourism Forum on 18 December, to enhance communication and cooperation in the areas of traditional medicine and tourism of ASEAN countries and China.

3. Outcomes and Effects

The implementation of these diversified tourism promotional activities focusing on integrating tourism board, local government, travel media, travel trade, tourism enterprises and other stakeholders effectively increased the awareness of ASEAN as potential travel destinations among the Chinese travelers. Through the above-mentioned events, ASEAN Member States were exposed more than ever through exhibitions, forums and media, that generates great public interests. With better and in-depth understanding of the history, culture, festival and other tourism resources, more and more Chinese will consider to travel to ASEAN. All these efforts have been recognized and welcomed by relevant agencies of ASEAN Secretariat and local governments.

Capacity Building for ASEAN Tourism Professionals

1. Background

With the growing number of Chinese travelers to the world, the Chinese travel market has become a sought-after one by many countries including ASEAN Member States. To further support the development of Chinese outbound travel market, improve Chinese tourists' travel experience and enhance the competitiveness of its tourism products among Chinese tourism consumers, ACC co-organized "Meet China Tourism Seminar" from 8 to 11 December in the Philippines and 9 December in Malaysia.

The approved budget of the project is 200,000 RMB.

2. Activities

ACC co-hosted the capacity building workshops/seminars with the Department of Tourism of the Philippines in Manila and Cebu on 8 and 11 December and with the Ministry of Tourism of Malaysia on 9 December in Kuala Lumpur. Experts from Guilin Tourism University (GTU) gave lectures on the general introduction on Chinese history, culture, tourism market updates and e-business. The Workshop attracted hundreds of audiences, including travel agents, hoteliers, airlines, travel trade associations and government's agents.

Secretary-General H.E. Mme. Yang Xiuping led the ACC delegation to attend these workshops/seminars, in which senior officials from each tourism board respectively participated and delivered remarks.

3. Outcomes and Effects

By analyzing the characteristics of Chinese tourism market, the workshops served as an important platform to better comprehend the Chinese market and tourists, its developing trend and the history of Chinese tourism industry. Besides the regular lecture, the workshops were also designed with discussions and networking between lecturers and participants. This project will help the ASEAN tourism professionals and officials understand the Chinese tourism market, adjust and improve their service quality, create more products to cater to the needs of Chinese travelers, so as to attract more Chinese travelers to ASEAN countries.

Participants of the workshops/seminars and tourism officials of respective ASEAN countries have praised ACC for conducting the capacity building projects. These workshops/seminars have provided the participants with new insights, valuable information and learning experiences on the characteristics and cultures of the Chinese market, as well as the marketing and planning strategies in better understanding and accessing the Chinese market.

Tourism Cooperation with Governments of ASEAN Member States and China

1. Background

Tourism cooperation is one of the five fields of ACC's priority. To assist ASEAN with tourism promotional activities in China and encourage more Chinese travelers to visit ASEAN, ACC has been actively involved in tourism related meetings to forge a closer cooperation and partnership with government agents of ASEAN countries and international institutions with hopes to consolidate tourism cooperation between ASEAN and China.

2. Activities

(1) Secretary-General H.E. Mme. Yang Xiuping met with Vice Chairman of China National Tourism Administration (CNTA)

On 9 July 2015, Secretary-General H.E. Mme. Yang Xiuping met with Mr. Li Shihong, Vice Chairman of China National Tourism Administration (CNTA). Mr. Li said CNTA was willing to continue to support ACC's work to upgrade the level of tourism collaboration between ASEAN Member States and China, in order to lay a solid foundation for friendship and mutual trust. Secretary-General Yang said as the only inter-governmental organization co-founded by the governments of ASEAN Member States and China, ACC was looking forward to further strengthening cooperation with CNTA to bring functional cooperation in various areas between ASEAN and China into a new phase.

(2) Secretary-General H.E. Mme. Yang Xiuping met with Minister of Tourism of Indonesia

On 24 August 2015, Secretary-General H.E. Mme. Yang Xiuping met with H.E. Dr. Arief Yahya, Minister of Tourism of Indonesia in Jakarta, Indonesia. Secretary-General Yang said that Indonesia was the biggest ASEAN Member State with a population of 240 million, and China-Indonesia relationship maintained good momentum, moreover, the leaders of China and Indonesia had set the target of 2 million exchanges of visits annually. In this regard, ACC proposed to conduct joint activities with the Ministry of Tourism to promote and achieve this goal at an earlier date. Dr. Arief Yahya stressed that Indonesia was an important country along the Maritime Silk Road. In line with China's "Belt and Road" initiative, Indonesia's initiative of tracing the voyage of Admiral Zheng He, waiving tourist visa requirements for Chinese citizens and opening new direct and stopover airlines had created new opportunities to promote tourism cooperation between Indonesia and China. He hoped that ACC could organize more activities on capacity building for ASEAN countries, help promote and develop ASEAN tourism destination.

(3) Attended the ASEAN Tourism Forum 2015 (ATF)

On 22-29 January 2015, Director of ECTD of ACC Mr. Tri. Purnajaya attended the ASEAN Tourism Forum 2015 (ATF) in Nay Pyi Taw, Myanmar. During the 41st ASEAN National Tourism Organizations (NTOs) Meeting and the 18th ASEAN Tourism Ministers Meeting taking place within ATF, Mr. Tri briefed the Meetings on

the contribution of ACC in the five main areas in promoting regional development in general.

(4) Attended the 42nd ASEAN NTOs Meeting and the 27th ASEAN Plus Three National Tourism Organizations (ASEAN Plus Three NTOs)

On 28-29 May 2015, Director of ECTD of ACC Mr. Tri. Purnajaya attended the 42nd ASEAN NTOs Meeting and the 27th ASEAN Plus Three National Tourism Organizations Meeting (ASEAN Plus Three NTOs). Mr. Tri updated the Meeting of ACC's activities since the beginning of 2015 related to tourism, culture, as well as other programmes in efforts to raise the profile of ASEAN countries among Chinese stakeholders.

(5) Participated in the 4th Task Force Meeting on the Development of ASEAN Tourism Strategic Plan (ATSP) 2016-2025

On 4-5 August 2015, Tourism Officer of ACC, Mr. Liu Xiaohu participated in the 4th Task Force Meeting on the Development of ASEAN Tourism Strategic Plan (ATSP) 2016-2025. Mr. Liu Xiaohu briefed the Meeting on ACC's efforts to enhance exchanges between ASEAN countries and China, especially in the area of tourism, and put forward suggestions on developing more innovative tourism products.

3. Outcomes and Effects

ACC has been able to reach out to more stakeholders, in particular relevant tourism authorities and agencies of ASEAN and China, which generated more attention on tourism promotion of both sides from the policy-making level. ACC also shared the effective tourism promotional methods and best practices with ASEAN tourism representatives. The ASEAN side showed enormous interest in the capacity building projects for ASEAN tourism professionals and other activities and expressed of their keen interest to work closer with ACC to help improve the quality of their services in dealing with the Chinese travelers. These events have helped improve mutual understanding and further strengthened the foundation for ACC to carry out more meaningful activities.

CHAPTER III INFORMATION AND PUBLIC RELATIONS

The year 2015 has proven to be another productive and fruitful year for ACC's work on information and public relations. Information and Public Relations Division (IPRD) has successfully performed its duties and executed nearly 30 projects and activities with concrete effects and outcomes to support the objectives and roles of ACC to increase people-to-people contacts, public awareness, mutual understanding, as well as active participation among the ASEAN and Chinese peoples from different walks of life. Information and public relations is an integral part of ACC and will continue to be an important engine of ACC's growth and success.

For FY 2015, ACC has completed its approved projects and activities relating to information and public relations as planned, namely Microblog Interview Series of "Touring ASEAN with Diplomats" with the Ambassador of the Philippines to China, the 4th Lecture Series by ASEAN Ambassadors with the Ambassador of Singapore to China, the "Reporting Trip" by ASEAN media delegation to China themed on "ASEAN and China Jointly Build the 21st Century Maritime Silk Road", the "Reporting Trip" by Chinese media delegation to ASEAN via Route 3A themed on "Experiencing ASEAN Community 2015 and ASEAN-China Strategic Partnership in Its Diamond Decade" and 2014 ASEAN & China in Figures. At present, ACC is preparing to implement "My ASEAN and China" Multimedia Art Exhibition Series by depicting historical photos in ASEAN-China relations, to be organized at the sidelines of the 4th anniversary reception of ACC, as a preheating activity for ACC to jointly commemorate the 25th anniversary of ASEAN-china dialogue relations in 2016. In line with the recommendations by the Members of the Joint Council (JC) of ACC at the previous JC Meetings, ACC chose the two "Reporting Trip" projects as its highlights for this year's active engagement with its media partners and focused its resources and energy on the said projects implementation, each of which had lasted approximately one week and yielded substantive and rewarding outcomes.

In addition to the planned projects, ACC spares no efforts to outreach to the general public and further liaise with its respective counterparts by conducting additional projects and activities in 2015. These included, *inter alia*, setting up of the 3rd ACC Booth at the 12th CAEXPO in Nanning; participating in ASEAN Media Forum in Bangkok; visiting to Guangxi to enhance cooperation with the CAEXPO Secretariat and China-ASEAN Panorama; organizing series of meetings and/or receiving series of interviews with ASEAN and Chinese media partners as well as other related counterparts; publishing more than 10 written articles throughout the year to disseminate information about the development in ASEAN and ASEAN-China relations as well as ACC's roles in strengthening the ties of friendship between the peoples of ASEAN and China; and ACC's continued support and contribution to the well-established local media platforms such as China Report and ASEAN-China Panorama Magazine, etc.

Furthermore, ACC continues to efficiently execute its responsibilities in line with its duties in the “Organizational Structure of the ASEAN-China Centre” by publicizing programmes and activities organized by the Centre through ACC Website, official publication of ACC Newsletters, its management of ACC ASEAN Hall and display board arrangements.

With a variety of projects and activities as well as different forms of tangible outcomes and effects, ACC is able to substantially spread out its roles to further enhance ASEAN-China relations in the Diamond Decade of ASEAN-China Strategic Partnership. ACC has always been warmly welcomed by a huge number of partners and friends. In 2015, ACC bilingual Website has been updated on a daily basis achieving an increase of visitations up to 1.7 million and ACC Microblog fans has reached over 1.7 million. ACC remains committed and will redouble its efforts to work in closer collaboration with all relevant information and media counterparts from both ASEAN and China.

“Touring ASEAN with Diplomats” Microblog Interview Series (the Philippines)

1. Background

“Touring ASEAN with Diplomats” Microblog Interview Series, initiated by ACC in 2012, aim at raising awareness about ASEAN Member States in China through the eyes of ASEAN Ambassadors and diplomats. For the past years, ACC had organized the interviews by fully utilizing the new information and technology and innovative platform of its Microblog with guests of honour including the former Indonesian Ambassador to China H.E. Mr. Imron Cotan, the current Indonesian Ambassador to China H.E. Mr. Soegeng Rahardjo, the former Thai Ambassador to China H.E. Mr. Wiboon Khusakul, and a Brunei diplomat in China. These interviews were warmly received by ACC Microblog fans and enhanced mutual understanding between the peoples of ASEAN and China.

The approved budget for the project was 20,000 RMB.

2. Activities

On 13 April 2015, ACC invited H.E. Ambassador Erlinda F. Basilio of the Philippines to China to be the guest of honour of ACC Microblog interview, noting that 2015 marks the 40th anniversary of the establishment of the Philippines-China diplomatic relations. On 8 April 2015, ACC made an announcement through its Website, Microblog and WeChat about the interview, inviting all interested ACC Microblog fans to join the event both prior to the actual interview and at real time.

During the three-hour interview, H.E. Ambassador Basilio answered in English more than 20 questions raised by the Microblog fans, covering 7 areas of the Philippines-China and the Philippines-ASEAN relations, including an overview of the relations, economic and trade cooperation, education exchange and cooperation, the Philippines’ roles in ASEAN Community building process, the Philippines’ culture

and specialties and the tourism resources in the Philippines. Ambassador Basilio also shared her perspectives on post-ASEAN 2015 and her expectations for ACC to further promote ASEAN-China functional cooperation in the areas of trade, investment, education, culture and tourism.

3. Outcomes and Effects

The interview was concluded with great success. Ambassador Basilio expressed her appreciation and support to ACC's roles in public relations, information and media, highlighting in particular the significance of the Microblog interview which helped reach the Philippines out to the Chinese general public. The announcement received great attention from nearly 170,000 fans, who read and noted, and dozens of questions and comments were raised. Over 210,000 viewing were registered during and after the interview. The live coverage and record of the interview were posted on ACC Microblog in both Chinese and English languages at http://weibo.com/p/100808f08d54f88677c8adc0a7194e1bc65311/emceercd?from=page_huati_rcd_more.

Press Release on the interview and its summary points of the interview were posted on ACC Website and subsequently published in ASEAN-China Panorama (the 120th Issue in June 2015) and China Report (the 136th Issue in June 2015). The interview also helped increase ACC Microblog fans. This showed how ACC could bring ASEAN closer to the Chinese public in a creative manner. Microblog has proved to be an effective and innovative way to outreach ASEAN Member States to the people at different walks of life and ACC has concretely created this platform to encourage more participation in ACC activities by the public and provided opportunities for dialogue between ASEAN Ambassadors & diplomats and the Chinese public so as to promote their mutual understanding as well as public awareness of ASEAN and ASEAN-China relations.

The 4th ACC Lecture Series by ASEAN Ambassadors (Singapore)

1. Background

The lecture series by ASEAN Ambassadors aim at boosting public awareness about ASEAN Member States in China, updating on major development in ASEAN and ASEAN-China relations, and enhancing mutual understanding and friendship between the peoples of ASEAN and China, particularly among the young generation who are the promoters of ASEAN-China dialogue partnership. In 2013 and 2014, 3 lectures by the former Indonesian Ambassador to China H.E. Mr. Imron Cotan and the former Malaysian Ambassador to China H.E. Mr. Iskandar Sarudin and the former Ambassador of Viet Nam to China H.E. Mr. Nguyen Van Tho were successfully organized at Beijing Foreign Studies University (BFSU).

The approved budget for the project was 40,000 RMB.

2. Activities

On 20 May 2015, ACC invited H.E. Ambassador Stanley Loh Ka Leung of Singapore to China to deliver a keynote speech on “25 Years of Singapore-China Partnership”, followed by Q&A session, and encouraged the students to have an interactive debate and discussion with the Ambassador. Ambassador Stanley Loh stated that Singapore recognized China’s tremendous significance to the region and a stable and prosperous China was always in the interests of Singapore and the region. The Ambassador shared his perspectives on Singapore-China relations which marked the 25th anniversary of the diplomatic relations in 2015, highlighting some important bilateral projects, and Singapore’s roles in ASEAN and ASEAN-China relations as Singapore would assume its coordinatorship from August 2015 onward for the three-year period. He expressed that Singapore looked forward to working closely with China and the fellow ASEAN Member States to further strengthen the ASEAN-China Strategic Partnership.

3. Outcomes and Effects

About 100 audiences, including Professor Han Zhen, Chairman of the University Council of BFSU, H.E. Mrs. Erlinda F. Basilio, the Ambassador of the Philippines to China, faculty members and students from BFSU, and representatives from the Embassies of Malaysia, the Philippines and Thailand in Beijing attended the lecture. The lecture was innovative as it was the first time for the students to spend more time in having an interactive dialogue with the Ambassador, which brought about not only knowledge and better understanding about Singapore, but also an excitement as well as a genuine participation in the lecture. The students believed that the ASEAN Ambassadors Lecture Series initiated by ACC could allow them to have greater opportunities to communicate with the respective invited Ambassadors and inspire them to follow closely the activities of ACC and to contribute to the future development of Singapore-China relations as well as ASEAN-China cooperation.

ACC was able to fulfill its roles as a bridge between ASEAN and the young Chinese people in China. Press Release on the lecture and its summary points were posted on ACC Website and published in ASEAN-China Panorama (the 121st Issue in July 2015) and China Report (the 137th Issue in July 2015). The activities’ photos were posted on ACC Microblog with followers of about 13,000. Besides, BFSU also widely covered the event. ACC highly recognized the merits of the project and presented this event to the participants of 2015 ASEAN Plus Three Training Programme on Understanding China, organized by BFSU, when they visited the ACC Secretariat on 21 May 2015. ACC’s roles in 10+1 were also effectively spread out to 10+3.

“Reporting Trip” by ASEAN Media to China Themed on “ASEAN and China Jointly Build the 21st Century Maritime Silk Road”

1. Background

The “Reporting Trip” by ASEAN media was initiated by ACC in collaboration

with the State Council Information Office (SCIO) of China and jointly implemented by ACC, China International Publishing Group (CIPG) and China Report. It aimed at elevating the increased awareness on China's proposal for ASEAN to jointly build the 21st Century Maritime Silk Road, as a part of the overall China-proposed "Belt and Road" initiative, promoting ASEAN's understanding about China in all different aspects and the potential cities of China in building the China-proposed new Silk Road. The project also highlighted China's proposal on 2015 Year of Maritime Cooperation and allowed the ASEAN media to have a first-hand experience and further explore how the initiative on building the China-proposed 21st Century Maritime Silk Road could be fit into the current and future efforts of ASEAN integration and Community building. ACC chose this project as one of the two flagship projects for FY2015 to enhance active engagement with its media partners.

The approved budget for the project was 200,000 RMB. Extra budget was supported by SCIO, CIPG and China Report.

2. Activities

The ASEAN media delegation, comprising 10 ASEAN journalists from mainstream media agencies of 9 ASEAN Member States², joined the "Reporting Trip" on 23 June - 2 July 2015. It spent 2 days in Beijing, 5 days in Fujian Province and 2 days in Guangdong Province, visiting 6 major cities (Fuzhou, Putian, Quanzhou, Xiamen, Shantou and Guangzhou) along the 21st Century Maritime Silk Road.

During the ten-day schedule, the delegation attended more than 10 official meetings, made 14 site-visits relating to the ancient and the 21st Century Maritime Silk Road and conducted more than 20 interviews.

To highlight some activities, in Beijing, after the launching ceremony of the "Reporting Trip" at China International Publishing Group (CIPG) with live webcast, the delegation visited ACC and met ACC Secretary-General H.E. Mme. Yang Xiuping³. In Fujian, it visited Fuzhou Area of China (Fujian) Pilot Free Trade Zone (FTZ), Weimin Commune O2O Pavilion, the China-ASEAN Marine Product Exchange (CAMPE) and Fuzhou Urban Planning Exhibition Centre. It met and interviewed Mr. Li Shulei, Member of the Provincial CPC Standing Committee and Director-General of the Publicity Department of Fujian Province⁴, and Mr. Yang

² The ASEAN journalists were invited through the Chinese Embassies in ASEAN Member States. The delegates included the journalists from Borneo Bulletin (Brunei), Jian Hua Daily (Cambodia), Lao News Agency (Lao PDR), Sin Chew Daily (Malaysia), Democracy Today Daily Newspaper (Myanmar), Manila Times (the Philippines), MediaCorp (Singapore), The Nation Newspaper (Thailand), and People's Army Newspaper (Viet Nam).

³ The meeting highlighted ACC's roles on how media exchange and cooperation was important to further strengthen ASEAN-China dialogue partnership.

⁴ Mr. Li Shulei commended ACC for the efforts in bringing the delegation of journalists from nine ASEAN Member States to Fujian for the first time. ACC was able to bridge Fujian Province with ASEAN through this project, helping elevate the exchange and cooperation between Fujian and ASEAN Member States to a new height.

Yimin, Mayor of Fuzhou Municipality. In Putian, the delegation met Mr. Cheng Qiang, Member of the CPC Standing Committee of Putian and Director of the Publicity Department of Putian City. In Quanzhou, besides the visits to some interesting places which depicted the stories of the Maritime Silk Road, the delegation interviewed Mr. Chen Rongzhou, Deputy Mayor of Quanzhou City and held substantive discussion with the media counterpart from Quanzhou Evening News.

The ASEAN media visited the Administrative and Service Centre of Xiamen Area of China (Fujian) Pilot Free Trade Zone and Xiamen Service Outsourcing Industrial Park and the Creative Area of Haicang District of Xiamen. In Shantou, it met Mr. Zhou Zhensong, Member of the CPC Standing Committee and Director of Publicity of Shantou, interviewed the Administrative Committee of the Pilot Zone of Economic and Cultural Cooperation for Overseas Chinese in Shantou and visited the Pilot Experimental Zone, as well as visited Guangdong Chaozhou (Teochew) Opera Company. For the last destination in Guangzhou, the delegation met Mr. Zhang Zhigan, Deputy Director-General of the Information Office of Guangdong Province.

3. Outcomes and Effects

The “Reporting Trip” went off successfully and proved to be substantive, informative, educative and resourceful. All the ASEAN media delegation found the journey pleasant and their stay in China enjoyable. For some journalists who visited China for the first time, the Trip was an eye-opening experience. The delegation gained a variety of knowledge and experience, ranging from the history of the ancient Maritime Silk Road to the development and the China-proposed 21st Century Maritime Silk Road. Efforts of China and the relevant cities & provinces of visits, as well as China in relation to ASEAN in various aspects, had been widely spread out and made great effects on the ground through the following channels:

(1) More than 8,000 pieces of press releases, pieces of news and information, relays, sharings, and comments on Website, Weibo, WeChat and *www.china.org.cn*. (Webcast). As of September 2015, approximately 200,000 people had followed the “Reporting Trip” via China Report Microblog and ACC Microblog;

(2) As of September 2015, more than 30 pieces of reports of the local media in forms of articles in the newspapers, television news, etc.;

(3) Articles and reports of the ASEAN media delegates. The ASEAN media were able to disseminate useful information relating to the Trip in a frank and objective manner. As of September 2015, the ASEAN journalists had published 30 stories on/in their respective newspapers/columns/websites/TV station⁵. Borneo Bulletin published

⁵ The published stories featured the topics such as Chinese President Xi Jinping’s initiative to jointly construct the “Belt and Road”; the initiative bringing together relevant countries to boost infrastructure building, financial cooperation and cultural exchanges; Fujian Province’s key role in the ancient Maritime Silk Road and its readiness for the building of the 21st Century Maritime Silk Road; greater business opportunities between ASEAN and China brought about by the construction of the “Belt and Road” and the boosted bilateral trade between Thailand and China; ACC Secretary-General H.E. Mme. Yang Xiuping’s presentation of the rapid progress in the relations between ASEAN and China in the areas of trade, investment and people-to-people exchanges and the relevant roles of ACC, etc.

2 reports. Jian Hua Daily published 8 reports. Lao New Agency published 2 reports. Sin Chew Daily published 3 reports. Democracy Today Daily Newspaper published 4 reports. Manila Times published 3 reports. Channel 8 MediaCorp broadcast 2 documentaries. The Nation Newspaper published 6 reports. Weblinks for the above-mentioned reports/articles were also made available for reference.

(4) China Report also published a Manual of the Trip containing detailed programme of all activities and a Book compiling the articles and reports of the ASEAN journalists (with Chinese translation, along with screenshots of related information on new media) as tangible outcomes of the Trip.

During the Trip, many interviews were made at different levels and by different means. This helped raise awareness about ASEAN, China, ASEAN-China relations, and the profile of the “Reporting Trip” as well as the profile of ACC both in China and ASEAN.

The ASEAN media found the dialogue at ACC informative and rewarding. They appreciated ACC in organizing the “Reporting Trip” and recognized ACC’s work in reaching out, nurturing friendship and enhancing understanding and mutual trust between ASEAN and China through this “Reporting Trip”.

The project also helped increase ACC’s networking with relevant authorities of China and with the media agencies both in China and ASEAN. Meanwhile, ACC gained experience and confidence in conducting further “Reporting Trips” on various themes relating to ASEAN-China relations in the future, opening up new vistas to strengthen ASEAN-China relations and cooperation through information and media exchanges.

“Reporting Trip” by Chinese Media to ASEAN (via Route 3A) Themed on “Experiencing ASEAN Community 2015 and ASEAN-China Strategic Partnership in Its Diamond Decade”

1. Background

The “Reporting Trip” by Chinese media was initiated by ACC, noting that in 2011, the ASEAN Foreign Ministers took part in the road trip along Route 3A, from Chiang Rai Province in northern Thailand to Kunming in southern China to observe the potential along the route, coinciding with the 20th anniversary of ASEAN-China dialogue relations. The “Reporting Trip” aimed at increasing public understanding and knowledge on the development of ASEAN and ASEAN-China relations, as well as the benefits of ASEAN-China relations to the peoples of ASEAN and China, with the development in particular aspects of infrastructure, institutional and people-to-people connectivity. Noting also that ASEAN Community building would be fully realized by the end of 2015, marking another important historical milestone of ASEAN, and ASEAN-China Strategic Partnership had made good progress in all-rounded dimensions, and 2016 would mark the 25th anniversary of ASEAN-China

dialogue partnership, ACC, therefore, chose this project as one of the two flagship projects for FY2015 to enhance active engagement with its media partners.

The approved budget for the project was 150,000 RMB. Extra budget was supported by the relevant Thai authorities.

2. Activities

The Chinese media delegation, comprising 8 journalists from 7 Chinese mainstream media agencies both from traditional and new media⁶, participated in the “Reporting Trip” on 1-8 August 2015. The delegation travelled along the R3A (as part of Kunming-Bangkok International Highways), the shortest main route connecting the southern part of China to Lao PDR and Thailand. It spent 2 days in Yunnan Province of China, 1 day in Lao PDR and 5 days in Thailand, visiting 10 cities and towns (Kunming, Jinghong, Mohan, Boten, Ban Houayxay, Chiang Khong, Chiang Saen, Chiang Rai, Chiang Mai and Lampang).

During the eight-day schedule, the delegation attended more than 16 official meetings, made 10 site-visits and conducted more than 18 interviews. Prior to the actual trip, on 23 July 2015, ACC facilitated a meeting between the Chinese media delegates and the representatives from the Embassies of Lao PDR and Thailand in Beijing. A snapshot of the “Reporting Trip” was distributed by ACC and details on the expectations and possible outcomes from the Trip were fully elaborated to the delegates.

To highlight some activities, the launch of the “Reporting Trip” was in Kunming where the media delegation interviewed Mr. Suchart Liengsaengthong, the Royal Thai Consul-General in Kunming, themed on “Connect China with ASEAN through R3A”. Afterward, it interviewed the Management Committee of Mohan Economic Development Zone, and Xishuangbanna Zhongjin Investing Corp. and visited the storage, logistics and service bases of Zhongjin Investing Corp. and the International Fair of China, Laos and Thailand. In Boten, the delegation interviewed Mr. Vongkhan Phethavon, Vice Chairman (Vice-provincial level) of the Administrative Committee of Laos Boten Special Economic Development Zone (LBSEDZ) and Mr. Kang Peng, Deputy General Manager of the Development Group of LBSEDZ, and visited Boten Special Economic Development Zone. In Ban Houayxay, it interviewed Mr. Sibounheuang, Director in charge of the Border Check of Ban Houayxay Entry Port.

In Chiang Khong, the delegation interviewed Mr. Chalaempon Pongchabubnapa, Executive Director of Commercial Office of Chiang Rai Province, and local officials in Chiang Khong District at Chiang Khong Immigration Office (the 4th Thai-Lao Friendship Bridge across the Mekong River) and visited Chiang Khong Special Economic Zone. In Chiang Saen, it visited Chaing Saen Port and interviewed Chief of Harbour and Cargo Section. The media delegation called on Mr. Ratchakrit Sathiranon,

⁶ The Chinese journalists included the journalists from People.cn, Global Times Online, 21st Century Business Herald, Caijing Magazine, China-ASEAN Panorama, Beijing Mirror Evening News and China Report.

Mr. Chana Pangwiboon, and Mr. Pittipong Tachapunt, Vice Governor of Chiang Rai, Chiang Mai and Lampang Provinces respectively. It also visited the Federation of Thai Industries and Thai Chamber of Commerce, Chiang Mai Chapter. The interview with Professor Rome Chiranukrom, Vice President for International Relations and Alumni Affairs, themed on “Chiang Mai University’s Readiness for ASEAN Community and Education Exchanges with China”, at Chiang Mai University was productive. The delegation also visited Confucius Institute co-established by CMU and Yunnan Normal University. The Trip was successfully ended with a live phone interview Director Lada Phumas of ACC IPRD by the Bangkok Station of China Radio International (CRI) on FM103 at 15.00 hrs (Thailand time), followed with the interview by Caijing Magazine to officially wrap up the “Reporting Trip”.

3. Outcomes and Effects

The “Reporting Trip” went off successfully and was informative and productive. All the Chinese media delegation found the journey pleasant and their stay in Lao PDR and Thailand enjoyable. For most of the journalists, the Trip was their first visits to Lao PDR and the northern part of Thailand and gave them an eye-opening experience.

The delegation gained a first-hand experience of the two communicative lifelines, one on land, one on water, for the connectivity among the three countries in the region. Assured of the significant benefits brought about by R3A, the delegation found that there was still room for improvement in the connectivity of R3A as well as the navigation of the Mekong River, both in hardware & software and people-to-people aspects. Besides, it gained a variety of knowledge and experience, ranging from the diverse cultures and interactions between the peoples in the visited areas from the ancient times to the booming connectivity within ASEAN and between ASEAN and China. News had been widely spread out and made great effects on the ground through the following channels:

(1) More than 50 pieces of press releases, pieces of news and information on Website, Microblog and WeChat. As of September 2015, approximately 150,000 people had followed the “Reporting Trip” via ACC Website and Microblog;

(2) On 8 August 2015, which was the ASEAN Day, ACC was able to spread out the effects of this activity and ACC’s roles in promoting functional cooperation between ASEAN and China by using local CRI radio station in Bangkok (FM103). The interview aroused the interest of the Thai audience in seeking better knowledge of ASEAN-China relations and ACC, as well as exploring investment opportunities in China;

(3) Articles and reports of the Chinese media delegates. The Chinese media were able to disseminate useful information relating to the Trip in a frank and objective manner. As of September 2015, the Chinese journalists had published 29 stories on/in their respective newspapers/magazines/websites⁷. People.cn published 4 reports.

⁷ The published stories featured the topics such as the readiness of the border areas (Mohan, Boten and

Global Times Online published 6 reports. 21st Century Business Herald published 6 reports. Caijing Magazine published 1 report. China-ASEAN Panorama published 4 reports. Beijing Mirror Evening News published 4 reports. China Report published 4 reports. Weblinks for the above-mentioned reports/articles were also made available for reference.

(4) ACC also published a Manual of the Trip containing detailed programme of all activities and compiled the articles and reports of the Chinese media as tangible outcomes of the Trip.

The Chinese media found the Trip educative and rewarding. They appreciated ACC in organizing the “Reporting Trip” and recognized ACC’s work in reaching out, nurturing friendship and enhancing understanding and mutual trust to further support ASEAN-China Strategic Partnership through this “Reporting Trip”. The Trip helped raise awareness about ASEAN, ASEAN-China relations as well as the roles of ACC.

The project also helped increase ACC’s networking with both “traditional” and “new” media of China. ACC was able to make full use of the new media, likewise with the traditional media, to disseminate the news, information about ACC and its activities in a wider range of the general public through the fast development of the social media platform.

2014 ASEAN and China in Figures

1. Background

With an aim to provide the general public with useful information and statistics to enhance better understanding on ASEAN-China relations in its Diamond Decade of ASEAN-China Strategic Partnership, ACC, as a one-stop information and activities centre, produced “2014 ASEAN and China in Figures” for the first time and officially published it in November 2015. The booklet is expected to be produced and subsequently updated on an annual basis, providing information and statistics relating to ASEAN and ASEAN-China relations so as to highlight a remarkable progress and a need to intensify ASEAN-China cooperation in various fields such as economy, trade, and socio-culture, etc.

The approved budget for the project was 150,000 RMB.

Chiang Khong) of the three countries for connectivity in light of the changes and benefits brought about by the connectivity and CAFTA; the pivotal role of R3A and relevant recommendations; the support to China-proposed “Belt and Road” initiative and “China Dream” for win-win cooperation; a significance of the Special Economic Development Zones in the border areas; booming tourism and greater business opportunities in northern Thailand brought about by ASEAN-China connectivity; recommended etiquette for the Chinese tourists entering the Buddhist temples; and the rapid development of the relations in all fields between Thailand and China as good neighbours and friends, etc.

2. Activities

ACC, in collaboration with China Academy of Social Sciences (CASS), published “2014 ASEAN and China in Figures” (in English and Chinese), as an informative guidebook for the general public. The booklet offered a general introduction as well as a wide range of substantive contents and statistics, extracted from credible sources from government agencies, international organizations and others in relevant priority areas of trade, investment and people-to-people connectivity.

It took ACC and CASS for more than two months to finish the content of the booklet. An official announcement for the launch of the booklet was posted on ACC Website and Microblog before the 18th ASEAN-China Summit in November 2015 in Kuala Lumpur, Malaysia, and a hundred of copies were available for the relevant authorities and agencies both in ASEAN and China free of charge.

To provide easy and free access to a wider public, ACC also offers the booklet in an e-book format which could be accessed from ACC Website.

3. Outcomes and Effects

The “2014 ASEAN and China in Figures” demonstrates ACC's affirmative commitment as being the information centre to serve the governments of 10 ASEAN Member States and China as well as the peoples of ASEAN and China of almost two billion. The booklet could be a useful guide for the understanding of ASEAN in its progress towards ASEAN Community 2015, and of ASEAN-China relations, ultimately contributing to further strengthening the partnership between ASEAN and China in the Diamond Decade.

Photo Exhibition Themed on “Strengthening ASEAN-China Relations”

1. Background

“My ASEAN and China” Multimedia Art Exhibition Series aim to give a full display on the history, economic and social development, people’s life, beautiful scenery and culture of ASEAN Member States and China. Since 2012, ACC had jointly conducted with the artist Ms. Rita Zhao 6 Multimedia Art Exhibition Series with different themes on Brunei Darussalam, Cambodia, Lao PDR, Malaysia and Viet Nam as well as ASEAN and China in different cities of China.

2016 will mark another historical year for ASEAN and China to celebrate the 25th anniversary of their dialogue relations. In 2015, as a preheating programme in connection with such important event, ACC will, therefore, take this opportunity to organize a photo exhibition themed on “Strengthening ASEAN-China Relations”.

The approved budget for the project was 150,000 RMB.

2. Activities

ACC, in collaboration with China Photo Service (CPS), will implement the photo exhibition project, depicting almost 100 photos to highlight historical events in ASEAN-China relations, ranging from the first official contact between ASEAN and China and the launch of ASEAN-China dialogue relations in 1991, the first leaders' Informal Meeting in 1997 and the annual leaders' Summits through the past years, to the celebration of the 10th anniversary of ASEAN-China Strategic Partnership in 2013 as well as important ministerial meetings in various sectoral bodies in ASEAN-China cooperation. The exhibition will be official launched at the sidelines of the annual reception of ACC, scheduled on 15 December 2015.

ACC will also publicize the "Photo Collection Book" (with subtitle both in English and Chinese) for distribution to all the guests of the reception. Subsequently, any interested visitors could visit ACC ASEAN Hall to enjoy the photo exhibition and/or access to the "Photo Collection Book" from ACC Website.

3. Outcomes and Effects

It is expected that the photo exhibition on ASEAN-China relations will help raise awareness among the general public on how ASEAN and China have been good friends and partners through the past 24 years, leading up to the 25th anniversary of ASEAN-China dialogue relations in 2016. The photos will illustrate all-dimensional and multi-tiered ASEAN-China cooperation in time chronology and the readiness of both sides to move steadily forward the Strategic Partnership. The exhibition will also raise the profile of ASEAN-China relations as well as ACC, as the only inter-governmental organization co-established by the governments of ASEAN Member States and China, to further promote and strengthen everlasting friendship between ASEAN and China.

The 3rd ACC Booth at the 12th CAEXPO

1. Background

During the 12th China-ASEAN Expo (CAEXPO) on 18-21 September 2015 in Nanning, Guangxi Zhuang Autonomous Region, ACC set up its annual booth. It was the third consecutive year ACC had consistently and actively participated in the booths set up, aiming to outreach ACC to the general public by providing relevant information on ACC.

The approved extra budget for the project was approximately 160,000 RMB.

2. Activities

On 18-21 September 2015, ACC set up an independent information booth. With good collaboration with the CAEXPO Secretariat, ACC booth was able to be located in the pavilion of the "Cities of Charm", next to the ASEAN Secretariat booth and close to all the booths of ASEAN Member States. In its 34-square-metre booth space,

ACC displayed lighted information boxes presenting ACC's background, history, organizational structure, and the recent activities it had conducted to promote ASEAN-China cooperation in trade, investment, education, culture, tourism, public relations and media, against the backdrop of the development of ASEAN-China relations. The magazine racks were placed for free distribution of "ACC Promotional Information Sheets" and other ACC printing materials. The booth TV screened the promotional video footages of ACC, the documentaries on Taste and Discovery Southeast Asia co-produced by CCTV and ACC, etc.. Visitors to ACC booth were interested to inquire more from ACC officials about ACC's roles in matching business opportunities between ASEAN and China as well as how to keep close communication with and follow the work of ACC. The visitors were also encouraged to play games and make acquaintance with ACC through ACC Microblog.

On 19 September 2015, VIP guests such as ACC Secretary-General H.E. Mme. Yang Xiuping, the Thai Ambassador to China H.E. Mr. Theerakun Niyom, Executive President of China-ASEAN Business Council (CABC) Mr. Xu Ningning and the Thai Consul-General in Nanning Ms. Patchanee Kithavorn visited ACC booth. China Central Television crew made a shot and Nanning TV interviewed Ms. Lada Phumas, Director of Information and Public Relations Division (IPRD) of ACC, at the booth.

3. Outcomes and Effects

ACC's colourful and well-decorated booth proved popular among many information booths whereby each day thousands of visitors enjoyed their visits and took photos with. During the four-day booth set up, ACC booth received about 5,000 visitors and provided hundreds of inquiries. Almost 10,000 pieces of information and 2,000 souvenirs were distributed, enabling the general public learn more about ACC. The interview helped raise the visibility of ACC booth. ACC also created a special blog about its booth on ACC Microblog which received a hundred rewarding comments and followers. More than 50,000 people noted and registered their interest in the activity ACC initiated. Microblog proved to be an effective and innovative way for ACC to interact with its old and new fans. Meanwhile, ACC posted a large number of photos and Press Releases on its Microblog and Website respectively for the interested public who was keen to follow ACC's activities.

PR with Media and Relevant PR Partners

In 2015, IPRD of ACC further strengthened its relations with both ASEAN and Chinese counterparts as well as ASEAN Embassies in Beijing. It held the interviews at various levels and occasions for more than 10 times, contributed a hundred of articles for publication and provided almost a thousand pieces of information on ACC Website and Microblog. It also consistently met with the media counterparts to enhance cooperation, explore new opportunities for collaboration and ensure the success of project/activity implementation.

Meetings	Regular Meetings/Forums	1
	With Chinese Counterparts	8
	With ASEAN Embassies	4
	With Others	1
Interviews	ACC	More than 10
	ASEAN Ambassadors	4
Contributed Articles	China-ASEAN Panorama	58
	China Report	28
ACC Publications	ACC Newsletters	3
	Others	3
Written Articles on ACC Newsletters	More than 10	
Press Releases on ACC Website	More than 350	
Pieces of Information on ACC Microblog	More than 500	
ACC Exhibitions	3	

(From November 2014 - December 2015)

(1) ACC Secretary-General H.E. Mr. Ma Mingqiang Met with the President and Editor-in-Chief of China Report

On 21 November 2014, ACC Secretary-General H.E. Mr. Ma Mingqiang met with Ms. Chen Shi, President and Editor-in-Chief of China Report Magazine at ACC Secretariat. President Chen Shi expressed her gratitude to ACC for its consistent support to the Magazine, in particular ACC's contribution of its articles to the Magazine's "ASEAN-China" column, which had received very good effects. Both sides exchanged views on possible future cooperation between ACC and China Report such as conducting some joint projects and ACC's support in future special issue of China Report focusing on ASEAN in the year 2015.

The meeting yielded productive and tangible outcome, leading to future cooperation between ACC and China Report in 2015. The three concrete projects ACC had closely worked with the Magazine included the "Reporting Trip" by ASEAN media to China, the "Reporting Trip" by Chinese media to ASEAN, and ACC's continued support to the Magazine's "ASEAN-China" column as well as ACC's additional cooperation on the Magazine's special issue on ASEAN.

(2) ACC Met with Major Chinese Media Partners

On 28 January 2015, IPRD of ACC hosted a working lunch for major Chinese media partners of ACC. Representatives from Xinhua Net, China Radio International, People.cn, Huanqiu Net, China Daily, China News Service, China Report and Sina.com attended the working lunch.

The meeting was substantive and interactive, starting from an introduction of

IPRD team and the Chinese media representatives for future networking, followed by a briefing on IPRD's projects & activities and achievements in 2014, as well as exchanging information and views on IPRD's proposed major projects for further cooperation with the Chinese media in the year 2015. ACC was committed to working in line with the initiatives and priorities of ASEAN-China relations and would increase its closer liaison with the media both from ASEAN and China to further promote awareness about the significance of ASEAN and ASEAN-China dialogue partnership and ACC. The media representatives thanked ACC for such an excellent arrangement and productive meeting. They commended the good work of IPRD in reaching ACC out and nurturing a good and cordial friendship between ASEAN and China, took note of the priorities of IPRD work for FY2015, and pledged their high and continued support for its activities.

(3) ACC Met with Information and Public Relations Officials of ASEAN Embassies in Beijing

On 11 February 2015, IPRD of ACC hosted a working lunch for the information and public relations officials of ASEAN Embassies in Beijing. Representatives from the Embassies of Brunei, Indonesia, Laos, Malaysia, Myanmar, the Philippines and Viet Nam actively participated in the working lunch.

The meeting was convened with a view to sharing information, seeking support and strengthening face-to-face interaction between ACC and the ASEAN Embassies. It took off with an introduction of IPRD team and the representatives from the Embassies for future networking, followed by a briefing on IPRD's work in the context of ACC mid-term review, and exchanging views on IPRD's proposed projects and activities in 2015. ACC extended its heartfelt thanks to the ASEAN Embassies for their ever strong support and looked forward to closer ties and cooperation with them in the future. The meeting was held in a pleasant and cordial atmosphere. It was one of activities to increase frequency of consultations at the working level as advised by the Joint Council (JC) members at the 4th Meeting of JC ACC on 22 December 2014. The ASEAN representatives thanked IPRD of ACC for organizing this interactive meeting to voice their ideas, and pledged their continued commitment to support the work of IPRD.

(4) ACC Met with the Chinese Artist in Preparation for “My ASEAN and China” Multimedia Art Exhibition Series in 2015

On 18 March 2015, ACC met with Ms. Rita Zhao, a renowned artist, to discuss a plan and preparation in organizing “My ASEAN and China” Multimedia Art Exhibition Series in 2015. Since 2012, ACC had successfully collaborated with Ms. Rita Zhao to organize “My ASEAN and China” Multimedia Art Exhibition Series for six times, featuring Malaysia, Cambodia, Viet Nam, Brunei Darussalam and Lao PDR respectively, as well as all the 11 members of ACC in various cities of China to allow Chinese friends to admire the beauty and charm of ASEAN as well as to enjoy good and close friendship between ASEAN and China.

The exhibitions reflected a close and cordial bond between the peoples of ASEAN and China, and demonstrated the active role ACC had been playing through its implementation of the annual projects and activities in enhancing mutual trust, better understanding and interaction between ASEAN and China as well as raising public awareness of the diverse and vibrant cultures of the 10 ASEAN Member States and China.

(5) ACC Attended “Reporting ASEAN” Media Forum

ACC attended “Reporting ASEAN” Media Forum, co-organized by Inter Press Service (IPS) Asia-Pacific and PROBE Media Foundation Inc. and supported by ASEAN Foundation, Japan-ASEAN Solidarity Fund and the Rockefeller Foundation, on 31 March - 2 April 2015, in Bangkok, Thailand. More than 150 participants including journalists and editors, researchers, foreign policy makers, development experts and civil society representatives participated in the Forum. H.E. A K P Mochtan, ASEAN Deputy Secretary-General, Community and Corporate Affairs, was also present and delivered a keynote speech on “ASEAN and Reaching Its Publics”.

Ms. Lada Phumas and Ms. Cao Ting, Director and Deputy Director of ACC IPRD, attended the Forum and made proactive engagement with various stakeholders including the ASEAN Foundation, ASEAN Secretariat, ASEAN media and academic representatives. Hundreds of ACC Newsletters, brochures and publications were distributed. ACC made several interventions and replied various questions to reach out ACC. ACC representatives also called on Mr. Wu Zhiwu, Minister Counsellor and DCM of the Chinese Embassy in Thailand, and briefed on ACC’s current development and efforts to facilitate better understanding about ASEAN among the Chinese public and vice versa.

The participants registered their keen interest on ACC and ACC’s media networking efforts. The Forum helped build ACC’s future networks with the relevant authorities in media and PR field, increase experience on how to conduct effective PR activities, and raise the profile of ACC.

(6) ACC Met with US Webster University Delegation

On 14 April 2015, the Webster University delegation, led by Professor Indira Ravindran, visited ACC. The delegation comprised 2 instructors and 4 graduate students from the Global MA International Relations programme. This was the 3rd time Webster University delegation visited ACC and IPRD of ACC took the lead in receiving the delegation.

Highlight of the meeting was a two-hour interactive dialogue between the delegation and ACC officials from different divisions. The delegates were of the view that ASEAN-China relations were one of the key international relations globally and were eager to learn more about ASEAN-China Strategic Partnership and its impact to the world. A wide range of issues were extensively discussed, covering ACC’s efforts to enhance functional cooperation between ASEAN and China within its mandates, short and long-term goals of ACC, how to assess the success of the work of ACC,

ASEAN Connectivity, ASEAN Community building by December 2015, Malaysia's priorities for its ASEAN chairmanship in 2015, the significance of ASEAN to China and vice versa, as well as China's policy and initiatives towards ASEAN, etc.

The interactive dialogue was held in a pleasant and lively ambiance. The delegation thanked ACC for convening this productive and substantive meeting, which they found rewarding. The students took note of ACC's work in reaching out and nurturing good friendship between ASEAN and China, and pledged their continued attention to ACC's activities and ASEAN-China cooperation. The meeting also helped raise the profile of ACC in networking with academic institutions and become one of the platforms for ACC to network with the foreign students outside ASEAN and China.

(7) ACC Met with the Officials from Indonesian Embassy in Preparation for Cooperation Projects in 2015

On 16 April 2015, ACC met with Mr. Santo Darmosumarto, Counsellor of Social and Cultural Affairs, and Ms. Yovanka Yoan Siahainenia, Third Secretary of Social and Cultural Affairs, the Embassy of Indonesia, to discuss on possible cooperation projects between ACC and the Embassy of Indonesia in the year 2015 in light of the 65th anniversary of the diplomatic relations between Indonesia and China.

The meeting was fruitful, leading up to necessary preparations for a few projects to be co-organized between ACC and the Indonesian Embassy. The Embassy of Indonesia's keen interest in coordinating with ACC was a result of close consultations between the relevant officials.

(8) ACC Met with the Reporters from China Report

On 17 April 2015, ACC met with Mr. Dong Yan, Deputy Director of the Mastermind Centre of China Report, and his team to extensively discuss and exchange views on details in preparation for the joint project to invite the ASEAN media visiting China in support of the building the China-proposed 21st Century Maritime Silk Road in June and July 2015.

The meeting was productive, leading to substantial progress in the preparation. China Report is a monthly magazine in China. It is published in Chinese by China Foreign Language Publishing Administration. The Magazine covers news in a comprehensive manner and has a monthly circulation of about 30,000. China Report has become a valuable local platform for ACC to raise awareness about ACC and ASEAN-China relations. ACC has become a substantial partner of China Report and consistently contributed articles to the Magazine from April 2014.

(9) ACC Enhanced Cooperation with China-ASEAN Expo Secretariat, China-ASEAN Panorama and Qinzhou Government in Guangxi Zhuang Autonomous Region

At the invitation of ASEAN-China Panorama and Information Office of Qinzhou Government, IPRD of ACC, led by Director Lada Phumas, visited Nanning and

Qinzhou to promote cooperation with its counterparts on 21-25 April 2015.

On 22 April 2015, ACC visited China-ASEAN Expo (CAEXPO) Secretariat and met with Mr. Chen Hai, CAEXPO Secretariat's Vice Secretary-General, to discuss ACC booth to be set up at the 12th CAEXPO in September 2015. ACC also visited China-ASEAN Panorama Magazine office and had a discussion with Mr. Gao Hang, Editor-in-Chief of the Magazine, on the current status and future cooperation between ACC and the Magazine. On 23-24 April 2015, ACC visited Qinzhou and met with Vice Mayors Mr. Han Liu and Mr. Chen Dehai to seek possible cooperation for organizing a reporting trip for ASEAN media to Qinzhou.

The visit was fruitful, leading up to an excellent preparation and assistance to ACC booth set up at the 12th CAEXPO. Likewise, ACC was able to enhance further cooperation with China-ASEAN Panorama in light of ACC's contribution to the Magazine, with about 60,000 monthly circulation, from January 2014. The Magazine also sent a Chinese media to join the "Reporting Trip" to ASEAN in August 2015. ACC is committed to further enhancing existing cooperative relations as well as exploring all opportunities to create new networks or platforms to strengthen mutual understanding between the peoples of ASEAN and China.

(10) ACC Met with Director-General-Level Inspector of the State Council Information Office (SCIO) of China

On 30 April 2015, Mr. Ding Xiaoming, Director-General-Level Inspector of the State Council Information Office (SCIO) of China, visited ACC to explore cooperation with ACC in the fields of media and information.

Ms. Huang Ying, ACC Acting Secretary-General and Director of General Affairs and Coordination (GACD) and Ms. Lada Phumas, Director of information and Public Relations Division (IPRD), made a briefing on ACC's roles and activities to promote ASEAN-China functional cooperation in the areas of trade, investment, education, culture and tourism. In the area of information and public relations, Director Lada Phumas elaborated on ACC's achievements in the past years and ACC's tireless efforts to reach out to the broader masses both in ASEAN and China. She also highlighted ACC's flagship projects in 2015, particularly to organize journalists from the mainstream media of ASEAN and China to make the "Reporting Trips" with a view to boosting connectivity between ASEAN and China. Inspector Ding Xiaoming showed SCIO's interest in working closely with ACC to carry out some joint cooperative programmes in the area of media cooperation and exchange.

The meeting was promising, leading up to both sides' expectations in jointly organize the "Reporting Trip" by ASEAN journalists to visit Beijing, Fujian and Guangdong Provinces of China in June and July 2015 under the theme visit of "ASEAN and China Jointly Build the 21st Century Maritime Silk Road".

(11) ACC Met with Xinhua Net Counterpart

On 12 May 2015, ACC met with a delegation from Xinhua Net led by Mr. Tang

Yuewei, Director of Editorial Department of the Government Network. Director Lada Phumas of Information and Public Relations Division (IPRD) of ACC, expressed that since the inception of ACC, IPRD had been tasked to maintain and update the official Website of ACC and Xinhua Net had become ACC's reliable partner in so doing, making the Website an important platform for ACC to reach out to the general public both in China and ASEAN. The two Directors exchanged views on how to further raise ACC Website's visibility, ways to improve the search engine of the Website, and how to draw up an appropriate standard or procedure of selecting and uploading news and information pertaining to ACC's mandate, etc.

The meeting registered future close cooperation between ACC and Xinhua Net to elevate the visibility and usefulness of the ACC Website among the general public. ACC Website has proven to be an important platform for ACC. It is in bilingual (English and Chinese) and has been operating since 2010 when ACC started its operation in a virtual form. From 2014 up to now, there were 1.7 million visitations on ACC Website, increasing almost 1 million from the year 2013.

(12) ACC Secretary-General H.E. Mme. Yang Xiuping Received an Interview by the 21st Century Business Herald

On 14 July 2015, ACC Secretary-General H.E. Mme. Yang Xiuping received an interview by a reporter from the 21st Century Business Herald. ACC Secretary-General gave an introduction on the work of ACC had completed with great achievements since its establishment to promote ASEAN-China cooperation in the fields of trade, investment, education, culture and tourism. She expressed that as the inter-governmental organization jointly founded by the governments of 10 ASEAN Member States and China, ACC would keep pace with times and make more innovative and pioneering efforts to further enhance ASEAN-China dialogue partnership. ACC Secretary-General answered various questions relating to China's roles in ASEAN Community building, ASEAN-China economic and trade cooperation as well as people-to-people interaction, etc..

The interview was timely to further steering ACC's ways forward in promoting cooperation with the media. The 21st Century Business Herald published the interview in Chinese on page 8 in the 2527th issue of 30 July 2015 (http://epaper.21so.com/html/2015-07/30/content_134413.htm?div=-1) Afterwards, the 21st Century Business Herald also sent a media representative to join the "Reporting Trip" to ASEAN via R3A, whereby the newspaper issued more than 5 articles/stories about the Trip and raised awareness on the development in ASEAN and ASEAN-China relations to the Chinese public, raising also the profile of ACC.

(13) ACC Secretary-General H.E. Mme. Yang Xiuping Met with Chinese Media

On 23 July 2015, ACC Secretary-General H.E. Mme. Yang Xiuping met with journalists and editors from 16 Chinese media agencies such as People.com, China.com, China Radio International, China News Service, China Report,

China-ASEAN Panorama, etc. She expressed appreciation to the Chinese media for their contribution to promote ASEAN-China mutual understanding and friendship. She pointed out the media had been playing a more important role in enhancing ASEAN-China cooperation and people-to-people exchange under the new development of ASEAN-China Strategic Partnership, and ACC looked forward to further strengthening exchange among the media and would facilitate ASEAN-China information and media cooperation. ACC Secretary-General expected the media, as “folk friendship envoys”, could carry out fair and objective reports on ASEAN-China cooperation and contribute further to the development of ASEAN-China relations.

The two-hour meeting was informative, providing a great opportunity for H.E. Mme. Yang Xiuping to meet with the Chinese media in such a big group for the very first time after she assumed the post of ACC Secretary-General. The media expressed that the meeting was fruitful, and hoped to further strengthen communication and cooperation with ACC. 9 Chinese articles/stories from different media, focusing on specific topics of interest such as ASEAN-China relations and ACC’s roles and activities, were tangible outcomes of the meeting.

(14) ACC Secretary-General H.E. Mme. Yang Xiuping Met with H.E. Mr. Guo Weimin, Vice Minister of the State Council Information Office (SCIO) of China

On 14 August 2015, ACC Secretary-General H.E. Mme. Yang Xiuping met with H.E. Mr. Guo Weimin, Vice Minister of the State Council Information Office (SCIO) of China at SCIO. ACC Secretary-General briefed on ACC’s organizational structure, mandates and responsibility as well as its development. She thanked SCIO for its support to ACC, particularly in June and July this year when ACC and SCIO successfully co-organized the “Reporting Trip” by ASEAN media delegation to China. SCIO Vice Minister introduced SCIO’s media cooperation with ASEAN and spoke highly of ACC’s endeavours and achievements to promote cooperation between ASEAN and China. He expressed his willingness to further strengthen ties and cooperation with ACC as well as explore more possibilities to organize ASEAN-China media exchange programmes to promote people-to-people connectivity.

The meeting was meaningful and productive. It set a good sample for ACC in coordinating its efforts with its important counterparts to jointly make information and public relations’ work to better serve media cooperation and needs between ASEAN and China.

(15) ACC Secretary-General H.E. Mme. Yang Xiuping Received a Joint Interview at the 12th CAEXPO in Nanning

On 19 September 2015, ACC Secretary-General H.E. Mme. Yang Xiuping received a Joint Interview by Guangxi Daily, Guangxi TV, Guangxi People’s Broadcasting Station, Sansha Satellite TV, China-ASEAN Panorama and Phoenix Weekly at the Press Centre of Nanning International Convention and Exhibition

Centre. ACC Secretary-General answered the questions on the “Belt and Road” initiative, ASEAN-China relations, China-ASEAN Expo (CAEXPO), and ACC. She reiterated ACC’s commitment to step up its efforts to strengthen exchanges and cooperation between ASEAN and China by working around the major strategies of building the Community of Common Destiny, jointly constructing the “Belt and Road”, upgrading of the CAFTA, injecting new impetus to the concrete ASEAN-China cooperation in all fields, and raising ASEAN-China relations to a new height.

The interview, as a part of the annual CAEXPO, was informative. It provided a good opportunity for ACC to update on its activities and visions about ASEAN-China relations, outreaching ACC to the local public in Guangxi as well as the general public both in China and ASEAN. ACC also published the “Promotional Information Sheets” in the 12th CAEXPO Manual, introducing ACC as an information and activities centre to enhance ASEAN-China relations and inviting the general public to contact and interact more with ACC.

(16) ACC Facilitated the Interviews for ASEAN Ambassadors

In 2015, besides ACC’s achievements in implementing its approved projects by the JC of ACC on Microblog Interview Series with the Ambassador of the Philippines to China (13 April 2015) and Lecture Series with the Ambassador of Singapore to China (20 May 2015), ACC facilitated two additional interviews for H.E. Mr. Theerakun Niyom, the Thai Ambassador to China, and H.E. Ms. Magdalene Teo, the Ambassador of Brunei Darussalam to China by China Report Magazine.

The interviews featured, *inter alia*, the latest achievements of ASEAN-China relations, viewpoints on Chinese President Xi’s initiative to build “China-ASEAN Community of Common Destiny”, key areas of exchange and cooperation that Thailand would promote with China to strengthen ASEAN-China Strategic Partnership, concrete steps to be taken by Thailand and Brunei to further enhance cooperation and exchange with China, Thailand’s trade and economic relations with China, key areas of cooperation that Chinese and Thai enterprises could further explore and expand, the crucial role that the Asian Infrastructure Investment Bank (AIIB) would play in financing the infrastructure and development needs in Asia, policies and measures adopted by the Bruneian Government to support Small and medium-sized enterprises (SMEs), etc..

For more details of the interviews on the Ambassador of Thailand to China and the Ambassador of Brunei to China, please look at China Report’s 137th Issue of July 2015 and 140th Issue of October 2015 respectively. China Report also published the English interviews in its second English “ASEAN” edition.

(17) ACC Received TV Crew from ASEAN

On 10 December 2015, Directors and/or designated Deputy Directors of the four divisions of ACC jointly received a group of 15-TV crew from Cambodia, Indonesia, Lao PDR, Malaysia, Singapore and Thailand, at the ACC Secretariat. The ASEAN TV

crew comprised the reporters, editors, cameramen, procedures and anchoresses from the National Television of Cambodia, Televisi Republik Indonesia, the Lao National Radio and Television, the Radio Television Malaysia, the MediaCorp Pte Ltd. of Singapore and the National Broadcasting Services of Thailand, and was accompanied by representatives from the State Administration of Press, Publications, Radio, Film and Television of China (SAPPRFT). The delegation visited ACC ASEAN Hall photo exhibition and had an interactive meeting and exchanges of views on mandate and roles of ACC as the only inter-governmental organization to promote ASEAN-China functional cooperation in the areas of trade, investment, education, culture, tourism, information and media, as well as the future prospect of ASEAN-China relations.

The visit was productive, providing the first opportunity for ASEAN TV crew to learn more about ACC and its roles in the development of ASEAN-China relations. It helped boost media exchanges and cooperation between ASEAN and China, lifting ACC's constructive and concrete roles in supporting the 11 governments' efforts to promote and advance ASEAN-China information and media cooperation. ACC was able to successfully raise awareness about ASEAN-China Strategic Partnership as well as ACC both in ASEAN and China through its wider media connection.

(18) ACC Website Linked with “GOASEAN” TV Channel

In response to the call of some participants from ASEAN Member States at the Brainstorming Session of the Mid-term Review of ACC on 5 May 2015 at the ACC Secretariat in Beijing, IPRD made close consultations with the relevant Chinese and ASEAN entities to explore how to link ACC Website with “GOASEAN” TV channel. ACC was able to successfully link its Website with “GOASEAN” Website (www.goasean.com), introducing a one-stop guide to travelling in the region with the theme of “Ten Countries, Thousands of Destinations”. ACC Website proved to be a useful gateway to link China and ASEAN so as to enhance people-to-people linkages and understanding. Please kindly visit www.asean-china-center.org to learn more about “GOASEAN” and discover ASEAN through the ASEAN-focused travel initiative.

(19) ACC Continued to Reaching out to the General Public

In 2015, ACC issued Newsletters No. 13 (Spring 2015), No. 14 (Summer 2015) and No. 15 (Autumn 2015) with 2,000 circulations per issue. The Newsletters were widely distributed to the government and relevant authorities/agencies of ASEAN Member States and China as well as the general public in different occasions throughout the year to raise awareness of ACC and its dual roles as an information and activities centre, contributing to further enhancing trade, investment, tourism, education and cultural promotion as well as information and media cooperation between ASEAN and China. IPRD of ACC is also responsible to consistently update information and photos on ACC's major activities in ACC ASEAN Hall and arrange ACC display board directly exposed to the general public and the pedestrians from all walks of life.

CHAPTER IV MAJOR EVENTS

The 4th Meetings of ACC Joint Council and Joint Executive Board

On 22 December 2014, the 4th Meetings of the ACC Joint Executive Board (JEB) and the Joint Council (JC) was held at the ACC Secretariat in Beijing.

The JEB Meeting was co-chaired by H.E. Mr. Thit Linn Ohn, Ambassador of the Republic of the Union of Myanmar to China, and Mr. Li Tao, Counselor of the Department of Asian Affairs of the Ministry of Foreign Affairs of China. Representatives from China and ASEAN Member States attended the Meeting. The Meeting deliberated on the Annual Report of ACC of 2014, the Annual Plan of Operation and Work Programme for FY 2015, as well as the Proposed Budget of Operational Expenditure of ACC in the Year of 2015, and made recommendations to and preparations for the Joint Council Meeting.

The JC Meeting was co-chaired by H.E. Mr. Min Lwin, Permanent Representative of the Republic of the Union of Myanmar to ASEAN, and H.E. Mme. Yang Xiuping, Ambassador of the People's Republic of China to ASEAN. Representatives from China and ASEAN Member States as well as ASEAN Secretariat attended the JC Meeting. The Meeting held a constructive discussion on the future of ACC, agreed in principle that a mid-term review of ACC's work would be conducted in the first half of 2015, and had a very preliminary discussion on the status of the MoU on Establishing the ASEAN-China Centre. The Meeting adopted the Annual Report of ACC of 2014, approved in principle the Proposed Budget of Operational Expenditure of ACC in the Year of 2015, and suggested to further consider, consolidate and approve the Annual Plan of Operation and Work Programme for FY 2015 by January 2015. The Meeting agreed to convene the 5th Meeting of the Joint Council of ACC in the last quarter of 2015.

Reception Celebrating the 3rd Anniversary of the Establishment of ACC

In the evening of 22 December 2014, ACC hosted a reception celebrating the 3rd anniversary of its establishment at Four Seasons Hotel in Beijing. H.E. Mr. Zhang Ming, Vice Minister of Foreign Affairs of the People's Republic of China, H.E. Mr. Min Lwin, Permanent Representative of the Republic of the Union of Myanmar (rotating ASEAN Chair of 2014) to ASEAN, H.E. Madame Yang Xiuping, Ambassador of the People's Republic of China to ASEAN, ASEAN Ambassadors and/or representatives to China, Joint Council (JC) and Joint Executive Board (JEB) members of ACC, and over 400 guests including representatives of relevant Chinese ministries, business circle, academy and media attended the reception.

ACC Joint Council Members Visited Taicang

On 23 December 2014, ACC organized a visit to Taicang of Jiangsu Province for the delegates who attended the 4th ACC Joint Council Meeting. H.E. Mme. Yang Xiuping, Chinese Ambassador to ASEAN, H.E. Mr. Min Lwin, Permanent Representative of Myanmar to ASEAN, Mr. Ma Mingqiang, ACC Secretary-General and more than 20 officials from ASEAN Member States and the ASEAN Secretariat joined the visit. The delegation met with the leaders of local government, and visited Taicang City Planning Exhibition Hall, Taicang Port, Zheng He Commemorative Museum and Taicang Jinchao Garment Co., Ltd..

ACC Held a Farewell Reception for Secretary-General Ma Mingqiang

On 20 January 2015, more than 100 participants, comprising ASEAN Ambassadors to China and their representatives as well as the officials from ASEAN Embassies, guests from the relevant Chinese Ministries and agencies concerned together with representatives from local Chinese media, gathered at ACC to bid farewell to Secretary-General Ma Mingqiang who would assume his new Ambassadorial post in a few days to come. Secretary-General Ma expressed his heartfelt gratitude and sincere appreciation to ACC counterparts and friends from all relevant sectors for their valuable support to ACC's work during his tenure. Ambassador of Cambodia to China H.E. Mrs. Khek Caimealy Sysoda, on behalf of ASEAN Ambassadors, spoke highly of Secretary-General Ma's contribution to ACC as well as his valuable friendship and great cooperation with the ASEAN Ambassadors.

Brainstorming Session for the Mid-term Review of ACC

On 5 May 2015, the Brainstorming Session for the Mid-term Review of ACC was successfully held at the ACC Secretariat in Beijing. The Brainstorming Session was co-chaired by H.E. Mme. Yang Xiuping, Ambassador of China to ASEAN, and H.E. Ms. Astanah Abdul Aziz, Deputy Director-General of the ASEAN-Malaysia National Secretariat of the Ministry of Foreign Affairs of Malaysia. Members of the Joint Council (JC) of ACC participated in the meeting. The purpose of the Brainstorming Session was to conduct the mid-term review of ACC's work since its inception in response to the decision made at the 4th JC Meeting of ACC in December 2014, and seek guidance and solid suggestions from the JC on how to further improve ACC's work against the backdrop of current development of ASEAN-China Strategic Partnership.

The 4 Directors of ACC briefed on the work of respective division, and responded to the inquiries posed by the JC members during the discussion. The JC members congratulated ACC for its great job and remarkable achievements in enhancing ASEAN-China functional cooperation, and proposed to further align ACC's work with major initiatives and consensus set forth by the leaders of ASEAN and China. It was expected that ACC would constantly make pioneering and

innovative efforts, improve institutional building and elevate its work to a higher level. Acting Secretary-General Huang Ying thanked the JC members for their guidance and valuable suggestions, and promised to incorporate the suggestions to and further improve relevant documents, with a view to charting the future course for the development of ACC.

ACC Joint Council Members Visited Tianjin

On 6 May 2015, ACC organized a visit to Tianjin for representatives who attended the Brainstorming Session for the Mid-term Review of ACC. H.E. Mme. Yang Xiuping, Co-chair of the Chinese Joint Council of ACC and Chinese Ambassador to ASEAN, Permanent Representatives of Indonesia, Myanmar, Singapore and Viet Nam to ASEAN, ACC Acting Secretary-General and Director of General Affairs and Coordination Division (GACD) Ms. Huang Ying, Director of Information and Public Relations Division (IPRD) Ms. Lada Phumas and more than 20 officials from ASEAN Member States and the ASEAN Secretariat joined the visit.

Mr. Zong Guoying, Standing Member of CPC Tianjin Municipal Committee and Party Secretary of CPC Binhai New Area, met with the delegation. The delegation also visited Dongjiang Bonded Port of China (Tianjin) Pilot Free Trade Zone, Tianjin University, Tianjin City Planning Exhibition Hall, and toured the beautiful city along Haihe River by boat.

H.E. Mme. Yang Xiuping Assumed the Post of New Secretary-General of ACC

H.E. Mme. Yang Xiuping, the new Secretary-General of ACC, arrived at the ACC Secretariat on 26 May 2015. Mr. Bai Tian, Deputy Director-General of the Asian Department of the Ministry of Foreign Affairs (MFA) of China, accompanied Secretary-General Yang to the ACC Secretariat.

A welcoming ceremony was held at the ACC Secretariat, which was moderated by Ms. Huang Ying, Director of General Affairs and Coordination Division (GACD) of ACC. Deputy Director-General Bai Tian read the diplomatic note the Chinese MFA issued on 22 May 2015, informing that upon the consensus of the Joint Council (JC) of ACC, H.E. Mme. Yang Xiuping was appointed as the Secretary-General of ACC on a three-year term of office starting from 21 May 2015. The Ministry had full confidence that ACC would achieve further success under the leadership of the new Secretary-General and make greater contributions to the all-dimensional friendship and cooperation between China and ASEAN. The Chinese MFA would continue to give its full support to the ACC Secretariat and its new Secretary-General in their future work.

Secretary-General Yang expressed appreciation to former ACC Secretary-General Ma Mingqiang for having laid a very good foundation for the work of ACC, and to all the colleagues of ACC for their unremitting efforts to promote the development of

ASEAN-China relations. Mme. Yang pledged to work together with all the colleagues of ACC to fulfill the big task ahead, which was to work for the better future of China and 10 ASEAN Member States, for the better future of ASEAN-China cooperation, as well as for the better life and well-being for the 2 billion peoples of ASEAN and China.

ACC Held a Welcoming Reception in Honour of H.E. Mme. Yang Xiuping

On 23 June 2015, ACC held a welcoming reception in honour of H.E. Mme. Yang Xiuping, the newly appointed Secretary-General of ACC, at Four Seasons Hotel in Beijing. More than 300 guests, including Chinese Vice Foreign Minister H.E. Mr. Liu Zhenmin, Ambassadors of Malaysia, Indonesia, Myanmar, Thailand, Singapore and Pakistan to China and other diplomat envoys, representatives of international organizations, as well as representatives from relevant Chinese ministries and ASEAN-China business, education, culture, tourism and media agencies, were present at the reception.

H.E. Mr. Liu Zhenming, Vice Minister of the Ministry of Foreign Affairs of the People's Republic of China, H.E. Dato' Zainuddin Yahya, Ambassador of Malaysia to China, as the current Chair of ASEAN, and H.E. Mme. Yang Xiuping, ACC Secretary-General, delivered speeches at the reception.

Vice Minister Liu Zhenming congratulated H.E. Mme. Yang Xiuping for her assumption of the post of Secretary-General of ACC. He commended the work of ACC and emphasized the significance of ACC as an important platform to promote good neighborliness, fruitful cooperation, as well as trust and friendship between China and ASEAN. He was confident that ACC would make new progress under Secretary-General Yang's leadership. The Chinese government would continue to support and facilitate the work of ACC and Secretary-General Yang.

Ambassador Dato' Zainuddin Yahya, on behalf of ASEAN, welcomed and congratulated H.E. Mme. Yang Xiuping on her appointment as the new ACC Secretary-General. He expressed ASEAN's full confidence in Secretary-General Yang to further deepen the close and cordial relations between ASEAN and China in trade, investment, tourism, education, culture and other sectors. Ambassador Yahya commended ACC's contribution to promote ASEAN's interest in China and vice versa, and pledged ASEAN's continued fullest cooperation and assistance to Mme. Yang and her team.

In response, Secretary-General H.E. Mme. Yang Xiuping expressed her sincere gratitude to the governments of China and ASEAN Member States for having great confidence in her, expressed thanks to the former Secretary-General Ma Mingqiang and all the ACC colleagues for their tremendous contribution to the development of ACC, and to the Embassies of ASEAN Member States in China, Chinese Embassies in ASEAN Member States, Chinese Mission to ASEAN, and ASEAN friends from all walks of life in supporting the work of ACC. She expressed that ASEAN-China

relations entered a new era and faced with greater potential and broader prospects. As the Secretary-General of ACC, she shall exert all the efforts to the best of ability, embark on pioneering with innovation, and together with all colleagues to advance ASEAN-China functional cooperation in trade, investment, education, culture and tourism.

ACC JEB Working Group Meetings

1. The 1st Working Group Meeting

On 17 March 2015, the Working Group Meeting of the ACC Joint Executive Board (JEB) was held at the ACC Secretariat in Beijing. The purpose of the Meeting was to deliberate on the mid-term review of ACC's work since its inception in 2011. Members of the JEB of ACC, including representatives from ASEAN Embassies in Beijing, and the Chinese Ministry of Foreign Affairs, attended the Meeting. The 4 Directors of ACC briefed on the major achievements, outcomes, experiences and lessons learnt, new situation and suggestions. The JEB applauded the good work of ACC and made useful suggestions. The Meeting served as a preparation for the upcoming brainstorming session for the mid-term review of ACC's work.

2. The 2nd JEB Working Group Meeting

On 3 July 2015, the Working Group Meeting of the ACC JEB was held at the ACC Secretariat. Representatives from the ASEAN Embassies in Beijing and the Department of Asian Affairs of Chinese Ministry of Foreign Affairs attended the meeting. Directors of ACC briefed on ACC's work progress and plan of 2015 and listened to the comments and suggestions from the participants on ACC's Draft Work Programme of 2016.

ACC Attended the 16th ACJCC Meeting

On 10 April 2015, Ms. Huang Ying, Acting Secretary-General and Director of General Affairs and Coordination Division (GACD), attended the 16th ASEAN-China Joint Cooperation Committee (ACJCC) Meeting, at the ASEAN Secretariat in Jakarta, Indonesia. The Meeting was co-chaired by H.E. Mme. Yang Xiuping, Chinese Ambassador to ASEAN, and H.E. Ambassador Chombhala Chareonying, Permanent Representative of Thailand to ASEAN. Members of the Committee of Permanent Representatives (CPR) to ASEAN, officials of the ASEAN Secretariat, delegates from the Chinese Ministry of Foreign Affairs, Ministry of Commerce, State Oceanic Administration and the Government of Fujian Province, were present. During the Meeting, Ms. Huang briefly introduced ACC's recent work, especially the progress of the Mid-term Review of ACC, and expected ACC would continue to receive strong support from ACJCC.

Important Visits and Exchanges

1. Courtesy Calls on Ambassadors of ASEAN Member States to China

Soon after her assumption of the post of the ACC Secretary-General, H.E. Mme. Yang Xiuping paid courtesy calls on all the Ambassadors of ASEAN Member States to China. The Ambassadors congratulated Secretary-General Yang, highly commended ACC's active role in promoting functional cooperation between ASEAN and China, expressed their willingness to continue their support to ACC's work, and expected ACC would achieve new progress under the leadership of Secretary-General Yang. Secretary-General Yang thanked for the strong support to ACC rendered by the Ambassadors and their Embassies. She hoped to further strengthen exchanges and cooperation between ACC and ASEAN Embassies in Beijing so as to play positive role in deepening ASEAN-China Strategic Partnership.

2. Secretary-General H.E. Mme. Yang Xiuping met with Vice Chairman of Guangxi Zhuang Autonomous Region

On 21 July 2015, Secretary-General H.E. Mme. Yang Xiuping met with H.E. Mr. Huang Ribo, Vice Chairman of the Guangxi Zhuang Autonomous Region in Beijing. Vice Chairman Huang extended appreciation to Secretary-General Yang and ACC for the strong support and assistance to Guangxi in its exchanges and cooperation with ASEAN Member States. Secretary-General Yang highly commended the government of the Guangxi Zhuang Autonomous Region for its important contribution to ASEAN-China relations and stressed that the annual China-ASEAN Expo provided a platform for exchanges and cooperation between the two sides. She encouraged Guangxi, a pioneer in ASEAN-China friendship and cooperation, to work harder to advance all-round cooperation between ASEAN Member States and China.

3. Secretary-General H.E. Mme. Yang Xiuping met with senior officials of Singapore

From 26 to 29 July 2015, Secretary-General H.E. Mme. Yang Xiuping visited Singapore. Secretary-General Yang met with Mr. Gerard Ho Wei Hong, Director-General of ASEAN Directorate of the Ministry of Foreign Affairs, and Mr. Yeo Whee Jim, Senior Director of Arts and Heritage Division of the Ministry of Culture, Community and Youth of Singapore. Secretary-General Yang briefed on the mandate and work of ACC. Both Director-Generals highly commended the remarkable achievements of ACC and expected ACC to make greater contribution to the next 10-year development of ASEAN-China Strategic Partnership. Secretary-General Yang also met with Mr. Victor Mills, Chief Executive of Singapore International Chamber of Commerce (SICC).

4. Secretary-General H.E. Mme. Yang Xiuping met with members of the Committee of Permanent Representatives to ASEAN

On 24 August 2015, Secretary-General H.E. Mme. Yang Xiuping met with H.E.

Mr. Tan Hung Seng, Permanent Representative of Singapore to ASEAN, H.E. Mr. Rahmat Pramono, Permanent Representative of Indonesia to ASEAN and H.E. Mr. Chombhala Chareonying, Permanent Representative of Thailand to ASEAN in Jakarta, Indonesia. Secretary-General Yang expressed that ACC would like to strengthen its coordination and cooperation with the Committee of Permanent Representatives (CPR) to ASEAN, in a joint effort to promote the functional cooperation between ASEAN and China. The Permanent Representatives congratulated Mme. Yang's assumption of office as Secretary-General of ACC. They expressed their willingness to strengthen ties with ACC and looked forward to participating in ACC activities, and hoped to see more accomplishments in ASEAN-China functional cooperation.

5. Secretary-General H.E. Mme. Yang Xiuping met with Vice Minister of Foreign Affairs of Indonesia

On 25 August 2015, Secretary-General H.E. Mme. Yang Xiuping met with Vice Minister of Foreign Affairs of Indonesia H.E. Mr. A.M. Fachir in Jakarta, Indonesia. Permanent Representative of Indonesia to ASEAN, Ambassador Rahmat Pramono, also attended the meeting. Secretary-General Yang said that Indonesia, as an important ASEAN Member State as well as home of the ASEAN Secretariat, had great influence in Southeast Asia. ACC would like to seek Indonesia's continued support in its effort to promote the functional cooperation in the areas of trade, investment, culture, education and tourism, and would like to hear Indonesia's views and suggestions in order to improve the work of ACC. Vice Foreign Minister Fachir congratulated Secretary-General Yang for her assumption of the post as the ACC Secretary-General. He expressed that Indonesia would continue to support ACC's work by actively participating in ACC's activities to promote ASEAN-China relations.

6. Secretary-General H.E. Mme. Yang Xiuping met with senior officials of Malaysia

From 13 to 17 October 2015, Secretary-General H.E. Mme. Yang Xiuping visited Malaysia. Secretary-General Yang paid courtesy call on Deputy Minister of International Trade and Industry of Malaysia Y.B DATO' Lee Chee Leong, met with President of Malaysia-China Friendship Association Dato' Abdul Majid Ahmad Khan, Director-General H.E. Dato' Muhammad Shahrul Ikram Yaakob and Deputy Director-General Astanah Abdul Aziz of ASEAN-Malaysia National Secretariat, Ministry of Foreign Affairs of Malaysia in Kuala Lumpur. They exchanged views on how to further strengthen ASEAN-China and Malaysia-China functional cooperation.

7. Secretary-General H.E. Mme. Yang Xiuping attended the 2015 International Ocean Forum and the 5th Ministerial Forum on Marine Sustainable Development for Developing Countries

On 6 November 2015, the 2015 International Ocean Forum and the 5th Ministerial Forum on Marine Sustainable Development for Developing Countries, as the major activities of the 10th World Ocean Week, were held in Xiamen, Fujian

Province. The Week was co-organized by ACC. Secretary-General H.E. Mme. Yang Xiuping attended the Week and delivered opening remarks. Around 200 people, including officials from State Oceanic Administration, National Development and Reform Commission, Fujian Provincial Government and Xiamen Municipal Government, officials and experts from Bahamas, Indonesia, Malaysia, Myanmar, Sri Lanka, Thailand and Viet Nam, representatives from UNDP, Partnerships in Environmental Management for the Seas of East Asia, and other international organizations attended the Forum..

8. Secretary-General H.E. Mme. Yang Xiuping visited the Philippines, Malaysia and Thailand

From 6 to 13 December 2015, Secretary-General H.E. Mme. Yang Xiuping visited the Philippines, Malaysia and Thailand. In the Philippines, Secretary-General Yang paid courtesy calls on H.E. Mme. Laura Q. Del Rosario, Undersecretary of the Department of Foreign Affairs, H.E. Mr. Br. Armin A. Luistro FSC, Secretary of Department of Education, H.E. Prof. Felipe M. De Leon Jr., Chairman of National Commission for Culture and the Arts, Ms. Maria Rica C. Bueno, Director of the Office of Tourism Standards and Regulation of the Department of Tourism and Mr. James A. Sy, Officer-in-charge of the Tourism Promotions Board of Philippines. They exchanged views on further ASEAN-China and Philippines-China functional cooperation.

In Malaysia, Secretary-General Yang met with Mr. Wee Choo Keong, Chairman of Malaysia Tourism Promotion Board, Tan Sri Ahmad Fuzi Abdul Razak, former Deputy Secretary-General of the Ministry of Foreign Affairs of Malaysia, President of Malaysia-China Friendship Association and former Ambassador of Malaysia to China Datuk Abdul Majid Khan, Tan Sri Dato' Sri Lim Sing Lam Kam Sang, Deputy President of the Associated Chinese Chambers of Commerce and Industry of Malaysia. They exchanged views on promoting ASEAN-China and Malaysia-China cooperation.

In Thailand, Secretary-General Yang met with H.E. Mr. Phinij Jarusombat, Former Deputy Prime Minister of Thailand and President of Thai-Chinese Cultural and Friendship Council, H.E. Mr. Ning Fukui, Chinese Ambassador to Thailand, Director Ms. Lan Suhong and Senior Counselor Mr. Qin Yusen of the China Culture Centre. They discussed boosting cultural and people-to-people exchanges.

9. Officials of the Ministry of Foreign Affairs of Thailand visited ACC

On 3 March 2015, Mr. Jakkrit Srivali, Director-General of the Department of ASEAN Affairs of the Ministry of Foreign Affairs (MFA) of Thailand, led a delegation to visit ACC. Acting Secretary-General Huang Ying extended a warm welcome to the delegation. Director-General Jakkrit Srivali highly commended ACC's work. He suggested that in addition to the already good government-to-government relations, ACC should exert more efforts to reach out more to the people of ASEAN and China, with a view to building a sense of real partnership and community

belonging.

10. Municipal Party Secretary of Taicang visited ACC

On 2 March 2015, an official delegation led by Mr. Wang Jianfeng, Municipal Party Secretary of Taicang City, Jiangsu Province visited ACC. Mr. Wang Jianfeng expressed the willingness to strengthen tangible cooperation between Taicang and ASEAN Member States. Acting Secretary-General Huang Ying thanked Taicang Municipal Government for its hospitality to receive the ACC Joint Council Members in December 2014. Both sides agreed to strengthen exchanges and explore possible cooperation programmes.

11. U.S. State Department official visited ACC

On 8 May 2015, Acting Secretary-General Huang Ying met with Mr. Michael H. Fuchs, Deputy Assistant Secretary of State for Strategy and Multilateral Affairs in the Bureau of East Asian and Pacific Affairs of the United States Department of State. Both sides exchanged views and shared experiences and good practices on boosting functional cooperation and mutual understanding between ASEAN and China, as well as ASEAN and the US, such as promoting trade and investment, supporting the building of ASEAN Community, especially cooperation of the SMEs, capacity building, young generation exchange programmes, etc.. Officials from the US Embassy in China joined the discussion.

12. Participants of the 2015 ASEAN Plus Three (10+3) Training Programme visited ACC

On 21 May 2015, participants of the 2015 ASEAN Plus Three (10+3) Training Programme on Understanding China, which was co-organized by the Ministry of Foreign Affairs of China, Ministry of Education of China and Beijing Foreign Studies University (BFSU), visited ACC. The participants included government officials, scholars and representatives of business from 10 ASEAN Member States, Japan and ROK. This was the second time that the participants of the 10+3 Training Programme on Understanding China visited ACC. Both sides exchanged views on the operation mechanism and relevant projects of ACC, and discussed how to further strengthen functional cooperation between ASEAN and China under the new situation.

13. Officials of Liaoning visited ACC

On 6 August 2015, Secretary-General H.E. Mme. Yang Xiuping met with Mr. Li Chengzhi, Vice Secretary-General of Liaoning People's Association for Friendship with Foreign Countries. Mr. Li Chengzhi expressed that the Association was exploring exchanges and cooperation with ASEAN Member States, particularly in areas of industry and agriculture, and hoped to get support and assistance from ACC in this regard. Secretary-General Yang appreciated the Association's efforts in enhancing Liaoning's cooperation with ASEAN, and expressed that ACC would like to enhance communication with the Association, with a view to jointly promoting functional cooperation in relevant areas.

14. Officials of Yangzhou visited ACC

On 7 August 2015, Secretary-General H.E. Mme. Yang Xiuping met with Mr. Wang Zhijian, Vice Mayor of Yangzhou, Jiangsu Province. Mr. Wang Zhijian introduced the latest development of Yangzhou and expected ACC to support Yangzhou's exchanges with foreign countries including ASEAN. Secretary-General Yang expressed that ACC would strengthen its communication and coordination with Yangzhou and support Yangzhou's exchanges with ASEAN.

15. Officials of Xiamen visited ACC

On 17 August 2015, Secretary-General H.E. Mme. Yang Xiuping met with Mr. Huang Feng, Deputy Director-General of Foreign & Overseas Chinese Affairs Office of Xiamen Municipal Government. Mr. Huang Feng introduced Xiamen's efforts to strengthen cooperation with the ASEAN Member States, some major events to be hosted by Xiamen in the near future and sought for ACC's support. Secretary-General Yang expressed that ACC would help facilitate the friendly cooperation between Xiamen and ASEAN Member States.

16. H.E. Mme. Yang Jian, Chinese Ambassador to Brunei Darussalam visited ACC

On 19 August 2015, H.E. Mme. Yang Jian, Chinese Ambassador to Brunei Darussalam visited ACC. Secretary-General H.E. Mme. Yang Xiuping met with Ambassador Yang Jian. Ambassador Yang Jian briefed on the efforts of the Chinese Embassy in Brunei Darussalam to promote people-to-people exchanges between the two countries. They exchanged views on jointly promoting exchanges and cooperation in areas such as trade and investment, education, culture, and youth exchange between Brunei and China, with a view to promoting people-to-people connectivity.

Celebrated ASEAN Day

On 11 August 2015, ACC organized one-day visits in celebration of ASEAN Day. Secretary-General H.E. Mme. Yang Xiuping, Ambassador of the Philippines to China H.E. Mme. Erlinda F. Basilio, Charge d'Affaires of the Royal Thai Embassy Mrs. Ureerat Ratanaprakse and other diplomats from Embassies of Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore and Thailand joined the event. The delegation visited the Exhibition Center of Zhongguancun National Innovation Demonstration Zone and the Capital Museum. Ambassador Basilio, on behalf of all ASEAN diplomats, expressed her appreciation to ACC for organizing such a significant event, from which she and other ASEAN colleagues not only experienced a lot about the essence of Beijing's history and culture, but also learned about China's achievements and potentials of future development in the field of scientific and technological innovation.

Participated in the 7th “Love Knows No Borders” International Charity Sale

On 11 October 2015, ACC participated in the 7th “Love Knows No Borders” International Charity Sale held in Beijing. The event was hosted by Mme. Qian Wei, wife of the Chinese Foreign Minister Wang Yi, with the theme of “a Tribute to Rural Teachers in Yunnan”. The charity funds raised would be used to award teachers working under harsh conditions in primary and secondary schools and provide financial support to teachers working in remote, poor and mountainous areas in Yunnan Province. Secretary-General H. E. Mme. Yang Xiuping attended the opening ceremony. Chinese Foreign Minister Wang Yi and Mme. Qian Wei visited ACC’s booth. ACC prepared over 30 kinds of ASEAN products for the sale. Over a thousand visitors had been attracted to the booth. This was the third year that ACC participated in the event.

Lecture on ASEAN Community Building and New Opportunities for ASEAN-China Cooperation

On 22 May 2015, ACC invited Dr. Zhai Kun, Professor of School of International Studies of Peking University, to give a lecture on ASEAN Community building and New Opportunities for ASEAN-China Cooperation at the ACC Secretariat. Diplomats from ASEAN Embassies, students from Beijing Foreign Studies University (BFSU) and Beijing Language and Culture University (BLCU) as well as ACC officials attended the lecture.

CHAPTER V NETWORKING WITH RELATED AGENCIES AND MECHANISMS

As an inter-governmental organization, ACC pays high attention to maintain close communication and exchanges with other organizations, agencies and mechanisms. Through these activities, ACC and the relevant organizations were able to share information and experiences with each other, and reaffirmed their commitment to common development.

ACC and the ASEAN Secretariat

On 25 August 2015, Secretary-General H.E. Mme. Yang Xiuping met with Deputy Secretary-General of ASEAN, H.E. A.K.P. Mochtan, at the ASEAN Secretariat in Jakarta, Indonesia. Secretary-General Yang introduced ACC's mandate and achievements, and also elaborated on ACC's unremitting efforts to implement the important consensus reached by the leaders of ASEAN and China. Deputy Secretary-General Mochtan congratulated Mme. Yang's assumption of office as the new Secretary-General of ACC, and praised ACC's achievements. He said the ASEAN Community would be fully realized by the end of this year, and noted that ASEAN and China would celebrate their 25th Anniversary of Dialogue Partnership in 2016. ASEAN Secretariat would seize the opportunities to strengthen communication and cooperation among the 10 ASEAN Member States as well as ACC to jointly launch a series of exchange activities to further promote the functional cooperation between China and ASEAN.

On 25 September 2015, Secretary-General H.E. Mme. Yang Xiuping met with Deputy Secretary-General of ASEAN, H.E. Dr. Lim Hong Hin, in Jakarta, Indonesia. Both sides exchanged views on ASEAN-China relations, ASEAN Community building and the upgrading of CAFTA. Secretary-General Yang briefed on the work of ACC, and highlighted that ACC stood ready to enhance communication with the ASEAN Secretariat, jointly plan for and participate in commemorative activities for the 25th anniversary of ASEAN-China dialogue relations, and make efforts to support ASEAN Community building and ASEAN-China Strategic Partnership. Deputy Secretary-General Lim Hong Hin highly commended the achievements of ACC. He suggested that ASEAN and China should organize more capacity building projects for Small and Medium Enterprises (SMEs), so as to allow the SMEs to fully enjoy the benefits of CAFTA and regional economic integration. He reaffirmed that the ASEAN Secretariat would like to enhance communication and coordination with ACC to jointly push ASEAN-China relations to a higher level.

ACC and the ASEAN Foundation

On 25 September 2015, Secretary-General H.E. Mme. Yang Xiuping met with ASEAN Foundation Executive Director Ms. Elaine Tan in Jakarta, Indonesia. Secretary-General Yang said ACC expected to strengthen communication and cooperation with ASEAN Foundation to contribute to the further development of ASEAN-China Strategic Partnership. Executive Director Elaine Tan expressed that ASEAN Foundation was willing to work with ACC to promote ASEAN-China cooperation in socio-cultural, media, creative industry, etc., so as to enhance mutual understanding and friendship between ASEAN and China.

Meeting among Three Secretariats of ASEAN-China Centre, ASEAN-Japan Centre and ASEAN-Korea Centre

On 25 January 2015, the 5th Informal Meeting among three Secretariats of ACC, ASEAN-Japan Centre (AJC) and ASEAN-Korea Centre (AKC) was held on the sidelines of the annual ASEAN Tourism Forum (ATF) in Nay Pyi Taw, Myanmar. ACC representative, Director of Education, Culture and Tourism Division, Mr. Tri Purnajaya, AJC Secretary-General Mr. Yoshikuni Onishi and AKC Secretary-General Mr. Chung Hae Moon attended the meeting. The three Secretariats briefed on recent activities and exchanged views on possible joint programs and collaborations on tourism, joint publications, personnel exchange along with information and experience sharing. The meeting also acknowledged and praised the activities in sharing of best practices between the three Centres in the past year.

On 14 May 2015, the 6th Informal Meeting among Three Secretariats of ACC, AJC and AKC was convened on the sidelines of the 11th ASEAN Senior Officials Meeting for Culture and the Arts (SOMCA). Mr. Tri Purnajaya, Director of Education, Culture and Tourism Division of ACC, Ambassador Kim Young-sun, Secretary-General of AKC, Mr. Dananjaya Axioma, Acting Secretary-General and Director of Tourism and Exchange Division of AJC attended the meeting. The three Secretariats shared their experiences of recent activities respectively, exchanged views and explored ways to promote cooperation and joint activities with the ASEAN Secretariat, as well as potential areas in which the three Centres could collaborate.

ACC and the Trilateral Cooperation Secretariat

1. On 17 July 2015, Secretary-General H.E. Mme. Yang Xiuping attended the Seminar on East Asia Cooperation, co-hosted by Trilateral Cooperation Secretariat (TCS) and China Foreign Affairs University, and delivered a speech. Secretary-General Yang met with H.E. Mr. Iwatani Shigeo, Secretary-General of TCS. Both sides agreed to further strengthen cooperation and exchanges and work hand-in-hand for the promotion of ASEAN Plus Three cooperation.

2. On 10 August 2015, Secretary-General H.E. Mme. Yang Xiuping met with Ambassador Yang Houlan, Secretary-General-designate of TCS. Both sides reaffirmed commitment to strengthen coordination and contribute to the regional development.

3. On 31 August 2015, the 2nd Trilateral People-to-People Exchange Forum and the Inaugural Ceremony of the Network of Trilateral Cooperation Think-Tanks were held in Changchun, Jilin Province. Secretary-General Yang was invited to attend the meeting and also participated in the discussions at the 2nd Trilateral People-to-People Exchange Forum and delivered a speech. During the meeting, Secretary-General Yang widely exchanged views with the participants, including H.E. Mr. Iwatani Shigeo, Secretary-General of TCS, H.E. Mr. Kim Young-sun, Secretary-General of AKC, and Ms. Kubota Yuka of AJC, on how to further strengthen communication and cooperation with each other.

4. On 27 November 2015, Secretary-General of TCS H.E. Mr. Yang Houlan, accompanied by Deputy Secretary-Generals Mr. Lee Jong Heon and Mr. Akima Umezawa, visited ACC. Secretary-General H.E. Mme. Yang Xiuping met with the delegation. Both sides briefed on the respective work and activities, and agreed to share experiences of cooperation, enhance exchanges and cooperation to achieve a common goal of regional integration.

ACC and OECD

On 12 February 2015, Acting Secretary-General Huang Ying met with Mr. Tamas Hajba, Senior Advisor, Beijing Liaison Office of Organization for Economic Cooperation and Development (OECD). Ms. Huang and Mr. Hajba shared information on the operation and achievements of ACC and Beijing Liaison Office of OECD, and expressed willingness to promote exchanges and cooperation between the two sides.

ACC and Boao Forum for Asia

On 2 July 2015, Secretary-General H.E. Mme. Yang Xiuping paid a courtesy call on H.E. Mr. Zhou Wenzhong, Secretary-General of Boao Forum for Asia (BFA). Secretary-General Zhou congratulated Secretary-General Yang for her assumption of the new post, introduced the history and the latest development of BFA, and expressed his willingness to have closer contact and exchange with ACC. Secretary-General Yang said ACC would like to strengthen exchange and cooperation with the Secretariat of BFA, learn from BFA's successful experiences, and work together to promote ASEAN-China functional cooperation.

ACC and SAARC

On 17 August 2015, the South Asian Association for Regional Cooperation (SAARC) delegation visited ACC. The delegation comprised 13 high-level officials in charge of SAARC affairs from 8 Member States of SAARC (Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka) and the SAARC Secretariat. Secretary-General H.E. Mme. Yang Xiuping extended her warm welcome to the delegation and hoped this visit would serve as a good opportunity to exchange views and strengthen cooperation between ACC and SAARC. Mr. Ramesh Prasad Khanal, Joint Secretary of Nepal Foreign Ministry and Head of the delegation, expressed his appreciation for ACC's warm welcome and expressed his wishes to continue the exchanges and communication between SAARC and ACC.

ACC and Lancang-Mekong Cooperation Mechanism

In order to promote Lancang-Mekong Cooperation, sponsored by the Ministry of Foreign Affairs of China, ACC organized the delegation of Mekong countries officials to visit China from 21 to 27 September 2015. The participants were 23 officials from the Governments of Cambodia, Lao PDR, Myanmar and Thailand.

The visit has been successfully organized and proved to be fruitful and informative. The officials toured Beijing, Xi'an and Shanghai, had meetings with both central and local government senior officials, visited many specialized institutions in the area of trade, education, agriculture, water resources and environmental protection, etc., and toured famous cultural and historical sites in China. They were very satisfied with this visit and took it as a very important and fruitful event.