

“Friendly Shandong, the Home of Confucius: Business, Culture, Tourism ” event launching at the Parliament, United Kingdom

A business, culture and tourism event for introducing the hometown of Confucius, an ancient philosopher and a great thinker from China, has been launched at the Parliament of the United Kingdom at the afternoon of 10th November, 2018.

Organized by the London Confucius Institute for Business London (CIBL) , an Institute co-founded by Tsinghua University , London School of Economics 12 years ago, this event is the first promotion event combing culture, tourism, and business supported by Hanban, China. It attracted huge interests around UK and 150 guests attended this event, they are from Foreign and Commonwealth Office of United Kingdom, UK Trade and Investment, National Health Service, HSBC, Shangri-La Group, University of Cambridge and University of Africa and Asia and other organizations.



(Photo : VIP guests and speakers from the Chinese Embassy in the United Kingdom , Shandong Provincial Department of Culture and Tourism , UK Foreign and commonwealth Office, Jardine Matheson , Institute of Directors and London Confucius Institute for

Business London。)

Minister-counselor of Cultural affairs from Chinese Embassy in the United Kingdom Mr.Xiang Xiaowei delivered an opening speech for the event. He pointed out that culture is the soul of a country and a nation, culture is the spiritual strength facilitating progress of human being and the society . Amity between people holds the key to sound relations between states , tourism is an important channel for culture communications, it's a way of enhancing mutual learning and understanding between countries. President Xi Jinping has made a very successful state visit to United Kingdom in the year of 2015, and open up a golden era for China-UK relations, earlier this year the Prime Minister of the United Kingdom Teresa May's official visit China and both sides agreed that China-UK relationship in a goldern era will uplift into a “deeply development era ”, ushering in a best opportunity of mutual development for both United Kingdome and China. He thinks that communications of culture and tourism is will be served as one of the indispensable elements in order to develop the golden era of UK-China relations for a more stable and even further development.





(Photo : Minister-counselor of Cultural affairs from Chinese Embassy in the United Kingdom Mr.Xiang Xiaowe delivered an opening speech .)

“What a pleasure to have friends come from afar ”, citing a Confucius famous quotation, London Chairman of Institute of Directors David Stringer-Lamarre started his speech. He thanked that Confucius Institute of Business London’s effort and achievements on strengthening communications between China and UK. After Brexit, United Kingdom will be more open to business opportunities, Institute of Directors in the UK have established “ China Special Interest Group” 12 years ago, and recently a “ Tourism group”, they hope to connect with Shandong government for more business, cultural and tourism cooperation. He personally delivered a wish to visit Shandong in the year of 2019.



(Photo: London Chairman of Institute of Directors David Stringer-Lamarre delivered a speech .)

One of the highlights of the event is the presentation delivered by Mr. Zhang Mingchi, Deputy Director General of Shandong Provincial Department of Culture and Tourism. His presentation lead all the audiences to fully understand Shandong from history, culture, economic perspectives.

Shandong creates an annual GDP of 1 trillion US dollars, nearly 9% of China's economic aggregate. Shandong is the birthplace of Confucianism, an important place of origin of Taoism , as well a land of blessing and longevity where has a great deal of resorts and attractions. And it is a world-renowned 'cultural sacred land and tourist heaven'. Shandong is a also realm of wisdom where has well-known scholars, such as Sun Tzu who wrote the The Art of War, Zhuge Liang who was a great politician in Ancient China, Yiqiu, the sage of go chess reputed as 'the best go player across the country', and Liu Hong, who invented the abacus and so on.

Culturally, as opposed to Western culture represented by Europe and America, Chinese culture can be seen as Oriental culture. Qilu culture, consisting of Qi and Lu cultures which interweave, converge and fuse with each other, is an important source and component of Oriental culture. So Shandong is an area which represents and epitomizes Oriental culture, Shandong is a window for the world to learn about China and Chinese civilizations.



(Photo: Deputy Director General of Shandong Provincial Department of Culture and Tourism Mr. Zhang Mingchi delivered a presentation about Shandong 。)





Arnold J. Toynbee, 20th-century British historian versed in British history, Chinese history and world history once said, “the only human civilizations that could save the world in the 21st century were the Chinese civilization of Confucianism and the Buddhist civilization of Mahayana Buddhism.” Similarly, Ronald Reagan, former American president writes in his letter to the Confucius Memorial Ceremony in San Francisco in 1982, “Confucianism has not only influenced Chinese throughout history and to the present time, but also the whole world...Special attention should be given to this great thinker as well as his teachings.” As a hometown of Confucius and birthplace of Confucianism, Shandong is an important place for understanding Confucianism and Chinese culture. Zhang expressed warm welcome to all the guests to visit Shandong, for investment, studying, sightseeing and holidays, and to experience the wonderful charm of Chinese culture.

As a citizen from Shangdong Province and Educational councilor of Chinese Embassy, Mr.Xia Jianhui shared his points of views on tourism, culture, education, and cross-culture communications. Travel is for relaxation, creation and education, as well as understanding

of other cultures. Traditional Chinese medical science thinks that pressure cause illness physically and mentally, travel is one of the methods of reducing pressure, and help to generate energy and increase health. The Chinese have always believed that he who excels reads as many as ten thousand books and travels as far as ten thousand miles, therefore both reading and traveling are good way of gain knowledge. Cross-culturally speaking, travel can help people to enhance mutual understanding between countries; ultimately it leads to great harmony of the whole world. Xia also praised Confucius Institute of Business London for its great effort and hardworking as an event organizer, he also hopes that this event can be a good start and in the future more events will be launched in London for introducing Chinese culture and therefore enhancing more communications between China and the world culturally, economically, educationally.





(Photo: Educational counselor of Chinese Embassy, Mr.Xia Jianhui shared his points of views on tourism.)





(Photos: audiences at the event.)

Other parts of the event include “experiences in Shandong “ shared by British travel agency and travel products introductions delivered by representatives from Shandong travel agency. Confucius Institute of Business London (CIBL) offered a one day Chinese culture awareness training pass to the first prize winner, and a return ticket from London to Qingdao (a city in Shandong), provided by Beijing Capital Airlines to the second prize winners , at the raffle draw session.



(Photo: second prize winner who won a one day Chinese culture awareness training provided by Confucius Institute of Business London.)



(Photo : third prize winner)



(Photo : Mr.Zhang Mingchi and first prize winner 。)