

Civil Service College holds first seminar of series on “Presenting China to the World” (with photos)

The Civil Service College (CSC) has launched a new seminar series on "Presenting China to the World". The first seminar of the series, on the topic of "Achieving the Rejuvenation of Chinese Culture: Insights from the Ne Zha Craze", was delivered today (June 12) by the Executive Director of the Academy of Chinese Studies, Dr Yau Yat.

Addressing the seminar, the Head of the CSC, Mr Oscar Kwok, said that as Mr Zhao Qizheng, former Director of the State Council Information Office, proposed in his book, it is the joint responsibility of every Chinese national to present China to the world. Given the complex and volatile international situation nowadays, the development of a country hinges not only on its own national conditions but also on the international environment, including the international public opinion environment. In the Internet era, deliberate distortions of facts and truths are more likely to be widely disseminated, and misunderstandings and prejudices about China's situation and developments are common among foreigners. As such, every civil servant needs to learn how to present China to the world through cultural soft power.

Through analysing China's developments and challenges from the cultural, technological, economic and other perspectives, the series enables civil servants to learn about the real stories of the country, so they can better leverage the role of Hong Kong as a bridge between the country and the world to enhance mutual understanding and to promote exchange and co-operation. The first seminar held today on "Achieving the Rejuvenation of Chinese Culture: Insights from the Ne Zha Craze" explored how the country showcased the rich heritage of Chinese culture to the world through popular culture, increasing China's attractiveness and further enhancing its voice on the international stage.

Mr Kwok said he hopes that participants can seize this learning opportunity to gain a thorough understanding of China's mode of development and embrace the mission of people's diplomacy to present an authentic China to the world in their respective roles.

Around 340 middle and senior-level civil servants from 52 bureaux and departments attended the seminar in person or online today.

