

# **Welcome Speech in the Launch Meeting of “the Trust, Trade, and Commodities in a Chinese International City”**

Secretary of the Party Committee Wang Zhenhong

Respected Professor Marsden, Dr. Rui Huaichuan, Dr. Ibanez-Tirado, Deputy Mayor Xiong Tao, Director Zhu Xiaoliang, and Deputy Chief Planner Zhang Jinqing, Ladies and Gentlemen:

Good morning!

It is a great honor to have the Launch Meeting of the European Research Council granted project “Yiwu: Trust, Global Traders and Commodities in a Chinese International City” held at this location. First of all, on behalf of Yiwu Industrial & Commercial College, I would like to extend a warm welcome to Professor Magnus Marsden and his colleagues from Sussex University, Director Zhu Xiaoliang and his colleagues from China International Electronic Commerce Centre, Deputy Chief Planner Zhang Jinqing of China Urban Planning and Design Institute Shanghai Branch. I would like to express our gratitude to all the leaders and experts here!

Yiwu Industrial & Commercial College is a young college founded in 1993. It was previously known as Hangzhou University Yiwu Branch and became an independent college in 1999. It covers an area of over 160 acres and a floor space of 240,000 square meters. It is a beautiful campus with natural scenery and unique buildings.

The college consists of 9 schools, designated as Foreign Studies, Culture and Tourism, Mechanical and Electronic Information, Economic Management, Construction Engineering, Creative Design, Electronic Commerce, Entrepreneurship, and International Education. There are a total of 28 specialties, nearly 500 teachers, and 9,600 students both Chinese and international.

The college keeps a close connection with the local community. We believe in “integrity first” and that our young people should be encouraged to be creative and innovative. We encourage our students to start their own businesses and try to fulfill their own dreams. We have strongly supported regional economics through dynamic interactions with the local community. After years’ of efforts, we have formed the 3 educational characteristics: Entrepreneurship Education, Innovative Education and International Education. The college is honoured as the World’s Best Cradle for Netrepreneurs, and is among the first group of

pilot entrepreneurial colleges in Zhejiang Province.

Yiwu Industrial & Commercial College pays close attention to the scientific research being conducted in education. It creates a sound academic atmosphere through forums, salons and other inter-communicative activities. It also promotes teachers' services in society through active cooperation with local enterprises. Recent years have witnessed a steady growth in the numbers of published papers and books from the college faculty, as well as research projects granted by the National Social Science Foundation, the Ministry of Education and the Provincial Department of Science and Technology. In addition, the college undertakes enterprise-funded projects, sends teachers to help enterprises with their technological upgrading, and provides training for the public in e-commerce and other professional skills. This in turn facilitates the boosting of the local economy.

We are glad to be a partner in this research program. We believe it will serve as a vital new platform to promote the faculty's capabilities in scientific research.

The experts in this project come from four global high-level research universities, and contribute considerable expertise in anthropology, business studies and the study of Asia and Middle East. They are here to conduct their studies on Yiwu's trading network, the international traders and commodity distribution channels. The project, which is multi-faceted and interdisciplinary, includes considerable field work. I am sure the data and conclusions from their research will draw even more positive attention to the city's policies and regulations concerning the integration of trade, commerce and culture. The research will also have a beneficial influence on the college's efforts to support the internationalization of the city in a constructive way.

We will do all we can to support this project. We believe, with the collaborative efforts of all the members and partners, this project will be a complete success.

Thank you!