

KIP MISSION IN NINGXIA, CHINA

DEEPING THE DIALOGUE ON THE BELT AND ROAD INITIATIVE AND SUSTAINABLE DEVELOPMENT

By Xi Fang

Invited by the Center for Softpower studies of Beijing University, representatives of KIP International School participated in the 2016 China Forum on Credit System along *The Belt and Road*, which was carried out in the city of Yinchuan, capital of the Ningxia Hui Autonomous Region of China on 27 and 28 September.

The Conference, organized by the People's Government of Ningxia Hui Autonomous Region and Beijing University, has been a great success with the participation of over 300 government representatives, experts, scholars and entrepreneurs, including the president of Ningxia Hui Autonomous Region, Xianhui, Vice-Chairman of the Standing Committee of the Ninth National People's Congress (NPC), Jiang Zhenghua, chairman of the Department of International Studies of Beijing University, Jiang Qingguo, former Prime Minister of Mongolia, Rinchinnyamiin Amarjargal, former Italian ambassador in China Alberto Bradanini and so forth.

KIP International School cooperated with the Beijing University inviting international experts including the renowned Italian economist Raffaele Brancati and former general manager of the Argentine central bank, Mathias Kulfas. During the opening section of the Conference, Famiano Crucianeli, co-president of the KIP International School, gave a keynote speech where he underlined the importance of small-medium enterprises in the building of the credit Silk Road.

On September 29, the delegation had a meeting with the director of the Environmental Protection Department, Zhao Xuhui, vice director Qiang Xiaoyuan and its officials in charge of soil protection and industrial waste treatment, thanks to the organization of Jamey Zhang, partner of KIP Pavilion at Expo and president of Shanghai Shannover Machinery & Equipment Technology Co., Ltd. During the meeting, the two parts discussed about the building of a Green Silk Road that links Ningxia and Italy, which were respectively an important node and the arrival point of the ancient Silk Road.

The delegation also visited the Research Center and the Exposition Center of one of the largest goji berry companies in the region. Goji berries, called also wolfberries, are considered the *red visiting card* of Ningxia Region. Cultivated along the fertile floodplains of the Yellow River for more than 700 years, Ningxia wolfberries have earned a reputation throughout Asia for premium quality. With representatives of the Agriculture and Animal Husbandry Department, the delegation furthered the discussion about promoting a joint local sustainable development project based on



organic farming in this North-western region of China. The local government representatives expressed their high availability and willingness to cooperate.

To conclude the mission, the KIP School visited the studio of the *Gold Painter* Dai Lezhong and met a group of Chinese artists, poets, intellectuals in the studio of the renowned painter Ma Zikai located in the picturesque Shuangxiu Park in Beijing, in order to talk about the prospective of organizing Chinese culture events in Rome.

The mission has been an opportunity to further discussions on sustainable development, promote and reinforce a think-tank collaboration between KIP International School and Chinese partners of the KIP Expo Pavilion.

