

Beat: Business

## FORUM CULTUREL FRANCO-CHINOIS - Discussions And Debates

September 25 To 27, 2017 in LYON

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**USPA NEWS** - From September 25 to September 27, Lyon hosted an Important Chinese Delegation of Officials and Businesses, for the Cultural Chinese and French Forum. The famous 'Silk Road' has long been the Trademark of the Relations between both Countries. The Event, under the theme of 'The Cultural Silk Road, the Franco-Chinese Confluences', had some Elites sharing their Insights and Experiences in Various Fields, including Art, Business, Culture, Education and politics. The first Sino-French Cultural Forum was held in May 2016 in Beijing.

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The Belt and Road Initiative comprises the Silk Road Economic Belt and the 21st Century Maritime Silk Road, aiming to build Trade and Infrastructure Networks along the Ancient Silk Road Routes connecting Asia with Europe, Africa and beyond.

Lyon represents a Symbol because the City has a Rich History involving the Silk Industry that has impacted the Architecture of the City and shaped the Economy as well. There are many Locations still alive today that one can visit to understand the History of Lyon and the still Booming Silk Industry.

Louis XI chose to begin establishing silk Manufactures in Lyon in 1466. After this, two Italian Men moved to Lyon to capitalize on the new Silk Market and opened Schools to teach Young French Girls how to weave Silk. As the Industry began to grow, the King of France at the time, Francois I, granted Lyon to be the Monopoly of Manufacturing Silk for the Country and therefore made Lyon somewhat the Capital of Silk in France where all imported Silk from other Countries had to first pass through Lyon. By 1620 there were more than 10,000 Silk Looms in Lyon and the Technology of weaving Silk had flourished....

The Discussions/Debates Themes were as follow :

\* September 26, 2017 :

- ) Artistic Education, Creativity and Expansion
- ) Museums' Role in the Attractiveness of Territories
- ) Museum Management, Managing and Financing Activities

\* September 27, 2017 :

- ) France-China : For a Shared Excellence
- ) France-China : For a Shared Creativity
- ) China : The Economic Attractiveness of France & The New Geopolitical Context (How to give Chinese Investors A True Desire for France
- ) Art de Vivre & Gastronomy
- ) Design & Brand
- ) Beauty & Beauty Products, the Sino-French Affinity : Fashion & Cosmetics, Global Strategy, Local Market

Some Points have to be Highlighted :

\* French Cultural Products are in High Demand in China, but there are currently less than a Dozen French SMEs operating in the Chinese Sector. Some Initiatives should be undertaken, bringing together Business and Culture, and also making an Important Contribution to Furthering French-Chinese Cooperation.

\* In the Fall of 2013, Chinese President Xi Jinping unveiled his gigantic 'One Belt, One Road' (OBOR) initiative, more commonly known as the 'New Silk Road.' Its Goal is to improve Connectivity between Asia, Europe and Africa by building a Web of Transport and other Physical Infrastructure such as Roads, Railways, Seaports and Pipelines in Various Countries along the Ancient 'Silk Road' Route.

\* OBOR is definitely conceived as a Long-Term Project as such a Large Infrastructure Initiative cannot be realized within a Few Years. It will shape China's Foreign Policy for Years to come. The concept is Flexible and oriented toward Expansion Flexibility means the Chinese Government adjusts the Objectives and Details of the Projects to suit the Needs and Wishes of the Participating Countries. Expansion means that more and more Regions and Sectors are incorporated into the Initiative.

\* The Public Relations Campaign surrounding the 'New Silk Road' shows that China is aware of the Skepticism, Trepidation and Distrust with which many view its Initiative. Barring a few exceptions, though, many Countries have opted for Pragmatic Cooperation with China and decided to take part in it.

Source : Press Trip to Lyon from September 25 to September 27, 2007 - During the Sino-French Cultural Forum staged in Lyon

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