



XINHUA SILK ROAD

Let Us Join Hands and Chase the Dream Together!

In 2013, Chinese President Xi Jinping introduced the “Belt and Road” initiatives, a magnificent vision framing cooperation, investment and trade within a modern setting. This new pattern, based on the promotion, connectivity and win-win cooperation of Asia, Europe and Africa, over land and sea, has now been set in motion.

There is universal demand for such a grand vision, as it offers institutions, enterprises and individuals access to business and development opportunities in countries along the Belt and Road.

The Xinhua Silk Road information platform, established by the Xinhua-run China Economic Information Service, links people, enterprises and institutions, and champions information sharing and business cooperation.

Under the leadership of its President Cai Mingzhao, Xinhua News Agency, drawing on the work of its 180 overseas branches, excellent professional personnel and extensive accumulation of economic information service, released its suite of Xinhua Silk Road Information Products.

The four major products of the information service are Databases, Credit Products, Consulting and Thinktank Services and a Trade Matching Platform.

Xinhua Silk Road Database, which draws from Xinhua News Agency’s substantial business database, consists of two products, one in Chinese and the other in English. This information can be accessed through a website or a client terminal.

The Chinese database presents information on economic data, policies and regulations,

business environment, market demand and the progress of new infrastructure projects along the Belt and Road countries and regions. It offers real-time updates from these countries and regions, including investment and project maps that clearly present trade, capital and technological connectivity. This product will help China better understand the world.

The English database focuses on Chinese policies and development trends in industry. It offers Chinese enterprises a platform to showcase their products and personnel, while local governments can promote preferential policies, market demand and local infrastructure to foreign market players. Through this product, the world can learn better about China.

Xinhua Silk Road Credit Products is a global credit platform established in partnership with backbone enterprises. It relies on Xinhua’s strengths in gathering original information, its professional team of analysis versed in country risk assessment, and exclusive release channels. Consisting of Country Credit Reports, Business Credit Reports, Project Credit Reports and Silk Road Indexes, the platform will be a flagship instrument in credit management and a navigation tool for assessing credit along the Belt and Road countries and regions.

Xinhua Consulting and Thinktank Services is a suite of tools that offer personalized solutions and decision support for clients. It consists of the Xinhua Silk Road Thinktank Service, which collects the opinions of key global thinktanks; the Xinhua Silk Road Public Opinion Service, which monitors Chinese and foreign media coverage; the Xinhua Silk Road Weekly, an exclusive product for local governments and enterprises.

Country Reports, a major product of Xinhua Consulting and Thinktank Reports, provides business environment assessment and risk analysis on Belt and Road countries and regions. It will offer clients an overview of the political, economic, legal, social, cultural and religious environment of their target countries.

The Xinhua Belt and Road information service also provides trade and financing channels through an offshore bulk commodity trading platform, offshore foreign exchange trading platform, offshore multi-currency bond trading platform and Xinhua Silk Road IM (Instant Messaging).

Xinhua Silk Road IM will connect clients. Users will have access to information and statistics on key projects worldwide. They will also be able to register their own requirements for projects and apply to participate in projects. The instant messaging tool facilitates online consulting, negotiation and order placement services. Clients can establish direct contact with other members on the platform and initiate business cooperation.

These four interconnected and complementary products combine to create a complete industrial-information system, offering collated and analyzed information that will inform the decision-making process. The products will promote business information, improve efficiency, prevent risks and monitor credit, promoting the realization of the Belt and Road initiatives.

Xinhua Silk Road Information Products connects institutions, enterprises and individuals through information sharing and service promotion. It is not only a platform of products and services, but also a bridge for cooperation to create a better future.

