

7 MARCH 2023

DAILY CONVERSATIONS IN CHINESE MEDIA

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NEWS IN CHINA

- [Premier Li Keqiang of China leaves office](#) as supporters of Xi take control. Li Keqiang is taking his final bow as China's premier after spending a decade under Chinese President Xi Jinping, signalling a change from the skilled technocrats who have helped lead the world's second-largest economy to officials more well-known for their unwavering loyalty to China's most powerful leader in recent memory. Li's final significant task was to deliver the state of the nation speech to the rubber-stamp parliament on Monday after leaving the all-powerful Politburo Standing Committee of the ruling Communist Party in October despite being younger than retirement age. Li—once considered as a possible top leader—became more and more marginalised.
- [Cross-border e-commerce has emerged](#) as a fresh impetus for the high-quality development of China's overseas trade. The Ministry of Commerce (MOFCOM) recently reported that the country's international e-commerce had strong growth in 2022. According to figures from the General Administration of Customs, the value of cross-border e-commerce in China reached 2.11 trillion yuan (about \$294.67 billion) in 2022, an increase of 9.8% from the previous year. China's State Council authorised the creation of comprehensive pilot zones for cross-border e-commerce in an additional 33 cities and regions in 2022. It marked the establishment of the seventh batch of comprehensive cross-border e-commerce pilot zones in the nation, bringing the total number of such zones to 165. These pilot zones are now an ecosystem and a vehicle for the growth of international e-commerce that combines synergistic innovation with management, institutions, and services. They have set up systems for credit, smart logistics,

information exchange, financial services, statistical monitoring, risk mitigation, and risk prevention, as well as a framework for policy that centres on an online platform for single window services and physical industrial parks. Also, nearly 70 items of sophisticated experiences and new methods have received national promotion. According to a MOFCOM official, Cross-border e-commerce has drastically lowered the bar for international trade and engages a huge number of micro and small-sized businesses. Now, approximately 30,000 businesses have registered on the cross-border e-commerce comprehensive pilot zones' online integrated service platform.

- President Xi Jinping reaffirmed the country's steadfast support for the private sector, promising to take action to boost business confidence, lessen burdens on entrepreneurs, and encourage their healthy and high-quality growth. Xi called for action during a joint group meeting with national political advisers to improve the business climate for the private sector, remove institutional barriers to level the playing field for private businesses, and safeguard their property rights and interests. According to Xi, the CPC can rely on the private sector as a vital strength in its long-term governance and in unifying the country to achieve its two centenary goals. He emphasised the importance of encouraging the private sector and its enterprises to grow larger and further raising market expectations and confidence while also ensuring a level playing field for State-owned enterprises and private businesses through laws and institutional frameworks. Platform

companies will be encouraged to play a greater role in creating jobs, promoting consumption, and in international competitiveness, he added, while more effective measures must be adopted to help the growth of smaller businesses and self-employed people.

- Jiangsu aims to increase investment in agriculture and rural areas by 1 trillion yuan over the course of three years. Jiangsu will begin implementing a three-year action plan this year for the construction of significant agricultural and rural projects, focusing on three directions: intensive processing, new industries and new formats, and high technology, focusing on six aspects like stable production and supply, scientific and technological self-improvement, and digital agriculture, and plans to build 3 provincial-level demonstration projects and 6,300 high-quality commercial and residential units. The major agricultural and rural projects that have been launched this year exhibit four characteristics. Jiangsu suggested actively encouraging the development of high-standard agriculture and actively planning projects for the treatment of saline-alkaline land, ineffective and degraded land. Jiangsu will also carry out the digital agriculture project, use "Sunong Cloud" as the framework for developing the province's rural and agricultural big data system, and concentrate on developing several cutting-edge application demonstration bases, including digital planting, digital animal husbandry, digital fishery, and digital parks. It will also promote the close coupling of digital technology and the agricultural sector.
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- In the latest effort to combat financial risk, China announced on Tuesday that it will create a super regulatory agency to monitor the nation's 400 trillion yuan (\$57.7 trillion) worth of banking and insurance assets as well as financial holding firms. The China Banking and Insurance Regulatory Commission, as well as the central bank's oversight of financial holding companies and the investor protection function under the securities regulator, will be absorbed by the new National Financial Regulatory Commission, according to a draught plan presented to the National People's Congress. The State Council's larger reorganisation plans include a number of other changes, including as the establishment of the National Data Bureau to support the digital economy and an empowered Ministry of Science and Technology to resist US technology containment. Since President Xi Jinping entered office in 2013, there have been three significant restructurings, the most recent of which resulted in the creation of the Financial Stability and Development Commission and the Ministry of Veterans Affairs in 2017-19. The adjustments match the president's efforts to defend China against what he perceives as a rapidly evolving world characterised by rising global risks as well as a decline in the home economy.

SOCIAL MEDIA CHATTER IN CHINA

- **A primary school teacher in China who sent encouraging handwritten messages to her pupils has become popular in Chinese social media:** The unnamed teacher from the central Chinese

- province of Henan gave letters to each kid in her class, who are seen reading them in the video, which was broadcast alongside an article by the China Youth Daily. One little child, identified only as Xianmiao, holds a piece of paper in her hands and concentrates on the writing. "You have a beautiful voice. I'm confident you'll do fantastic if you have the guts to raise your hand," the teacher stated in the note. Zheng Yi, a young man, is seen unfolding his note while seated in the centre of the classroom. "Your penmanship has improved, and you look quite good while you're concentrated on your academics. Keep in mind to remain strong and resist crying. I think you'll get even better," the note read. The teacher's friendly and attentive teaching style captured the attention of many individuals, and the story quickly gained popularity on mainland social media.

INDIA WATCH

- Over the past few years, the Indian eCommerce market has experienced substantial growth. As a result, a lot of international companies have experienced a quick digital transformation, which has helped them meet the \$400 billion in trade goal set by the government in just one year. This has been influenced by the "Made in India" initiative as well as changing global consumer preferences. They can easily compete with their main rival, China, and are up to the challenge of offering high-quality goods at affordable prices. Nonetheless, it is obvious that issues may arise if these are not addressed when nearly half of all respondent's state that the main weakness in Indian cross-border trade is in promoting their products
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abroad. Along with other government-backed programmes like Aatmanirbhar Bharat, which also aims to increase India's self-reliance and rely less on foreign goods, the "Make in India" campaign, promoted by the Indian government to encourage Indian sellers to reduce reliance on imports and increase domestic manufacturing, has significantly boosted Indian production and cross-border trade. Because of this, 86 per cent of vendors reported higher earnings since the epidemic began, and a comparable amount are now trying to extend their businesses into new countries. However, localization requirements present marketing difficulties. Indian sellers feel comfortable expanding into the United States and the UK due to a shared common language, but targeting customers across borders is much complicated. True localization, backed by good market research and cultural fit are critical when marketing to customers in these countries. The marketplaces themselves are a source of assistance for Indian sellers. Sites like Amazon, Walmart, and eBay, where many Indian vendors are already marketing their products, offer a wide range of tools and services to assist their sellers reach more customers and increase sales. There are many tools available for sellers to use to enhance their listings, including advertising campaigns and product listing tools. An important factor in encouraging Indian companies to produce locally and export their products is the "Make in India" programme. Therefore, Indian sellers are confident to compete with their major rivals because India is one of the top five manufacturing nations in the world in terms of quality and cost. They are certain that they have an

advantage when it comes to quality.
