

# BRI and BRICS: Contestations and complementarities

“一带一路”与“金砖”：矛盾与互补



Keynote presentation at 2017 China Communication Forum on 'Building on BRICS: Belt and Road Initiative and a new global communication order?'

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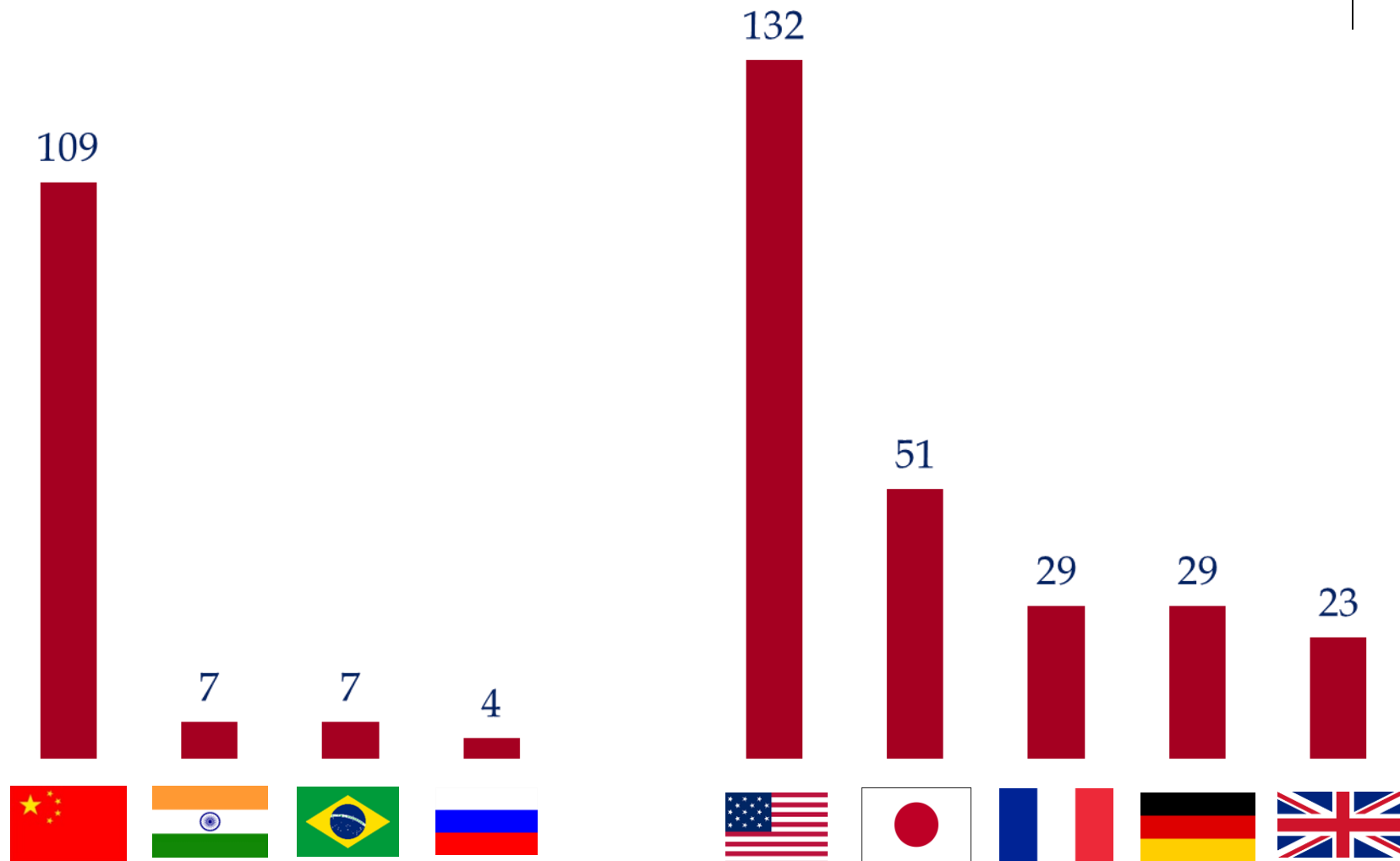
# BRIC to BRICS 从金砖四国到金砖五国



# BRIC in a global context

全球背景下的金砖四国（2016年拥有世界500强公司数量，不含南非）

No. of Fortune 500 companies in 2016

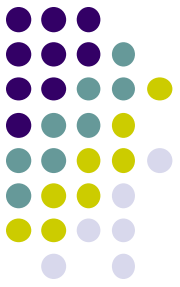


Fortune, August 2017

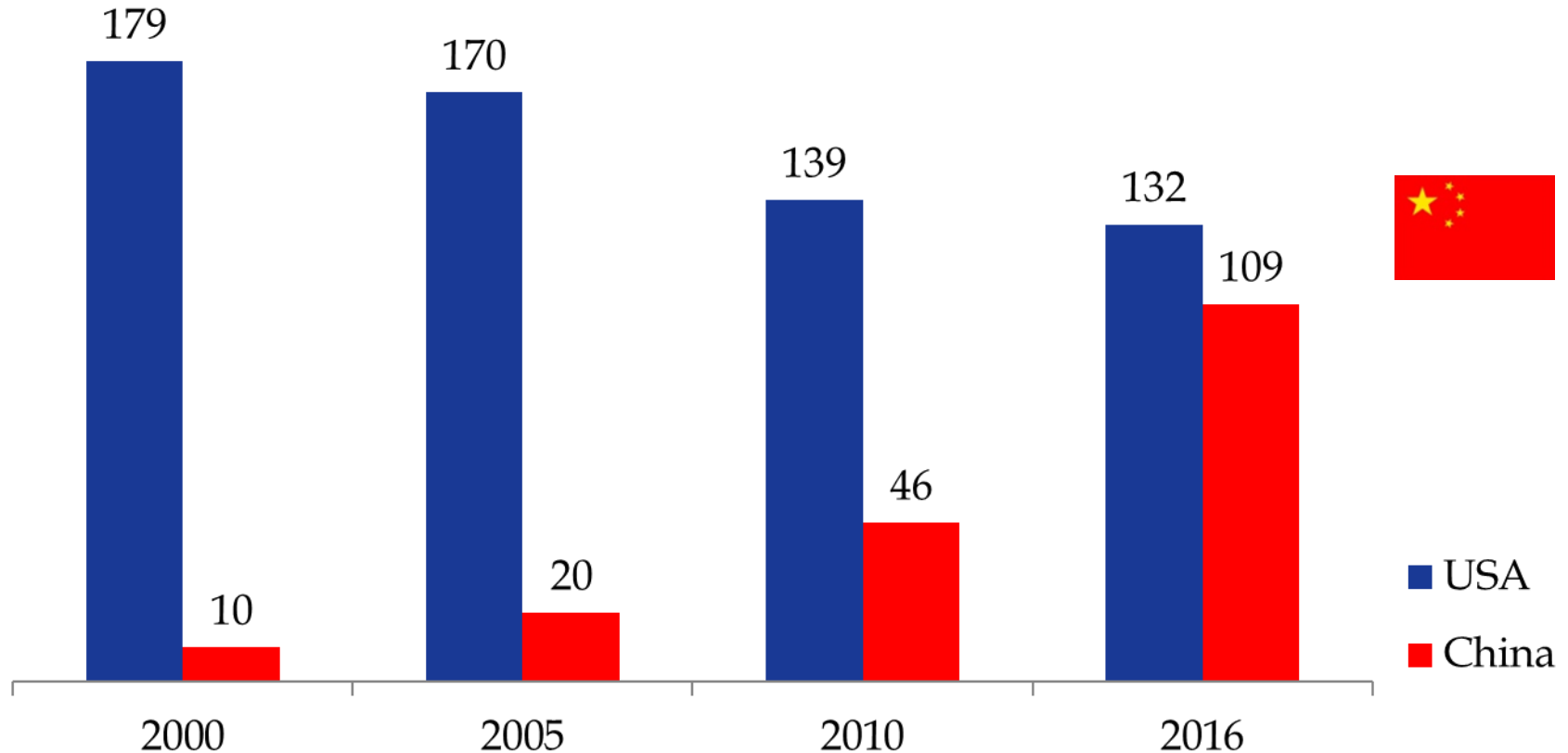


# Ascending China - Descending America

上升的中国 - 下降的美国 (拥有世界500强公司数量的中美对比)

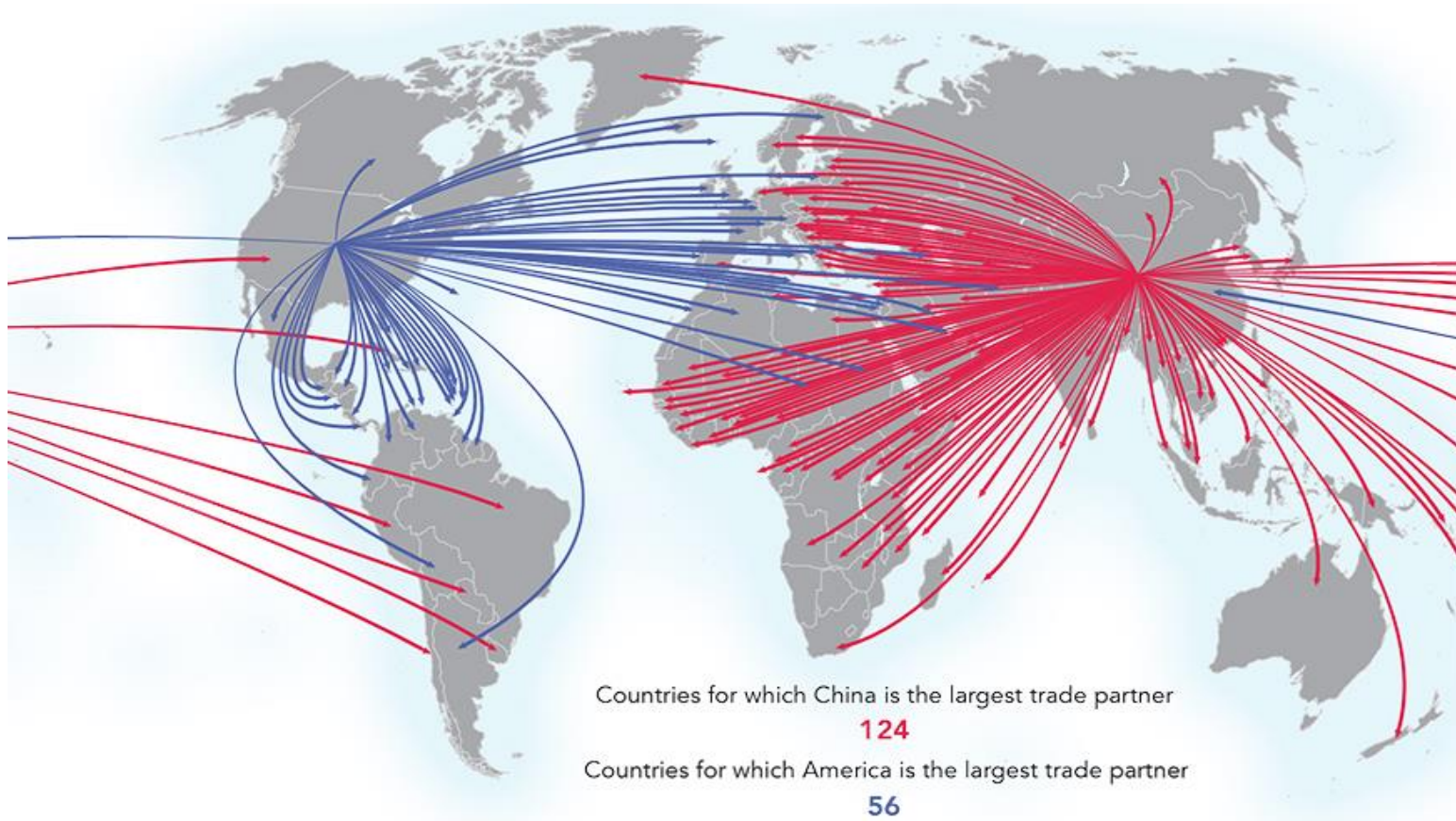


## Fortune Global 500



# The geopolitics of global trade

## 全球贸易的地缘政治

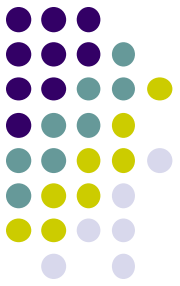




# A new Bretton Woods?

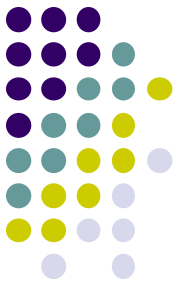
一个新的布雷顿森林体系？

（图片：金砖开发银行、亚洲基础设施投资银行）



# Belt and Road Initiative

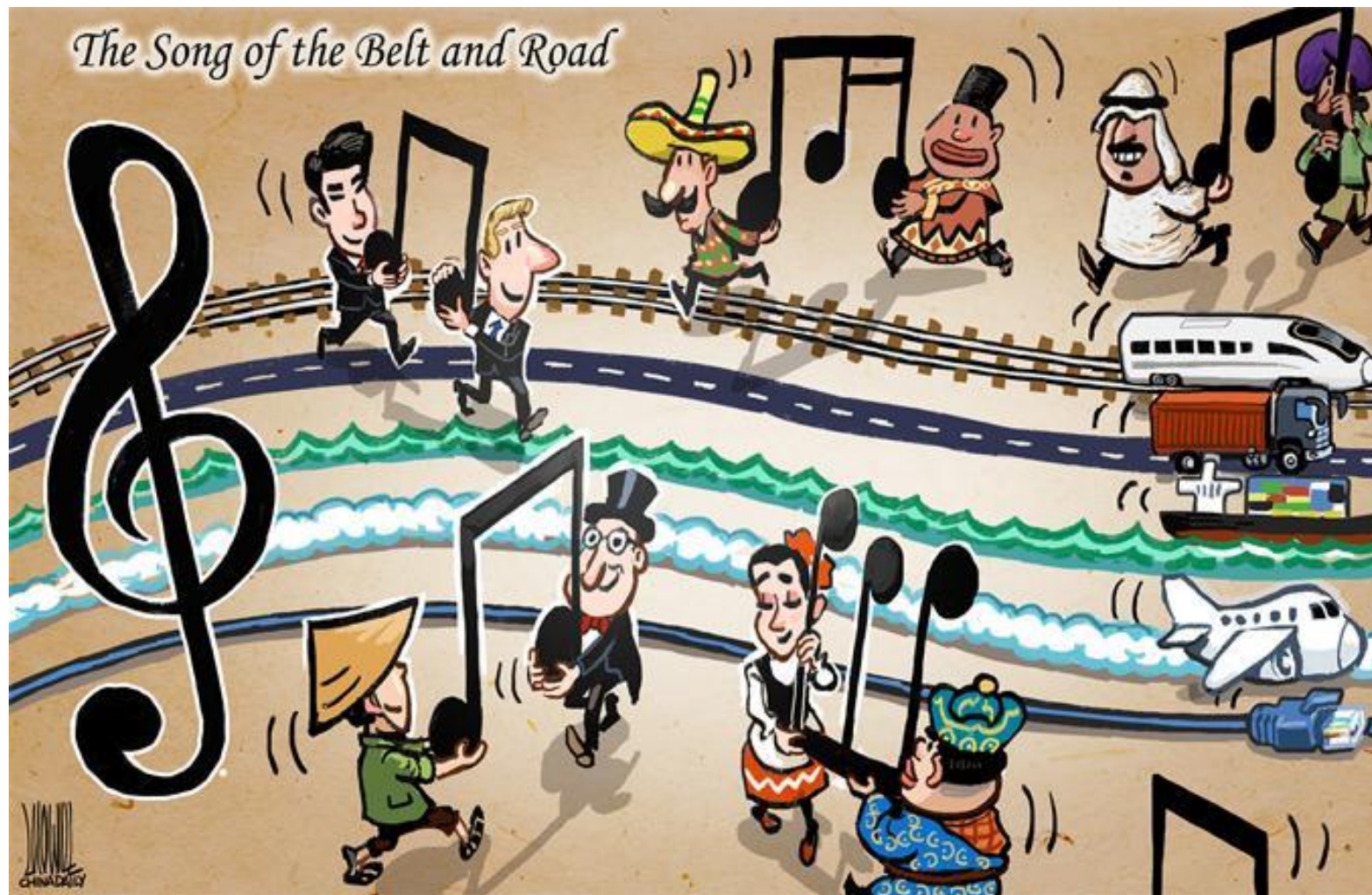
## “一带一路”倡议





# How *The China Daily* views BRI

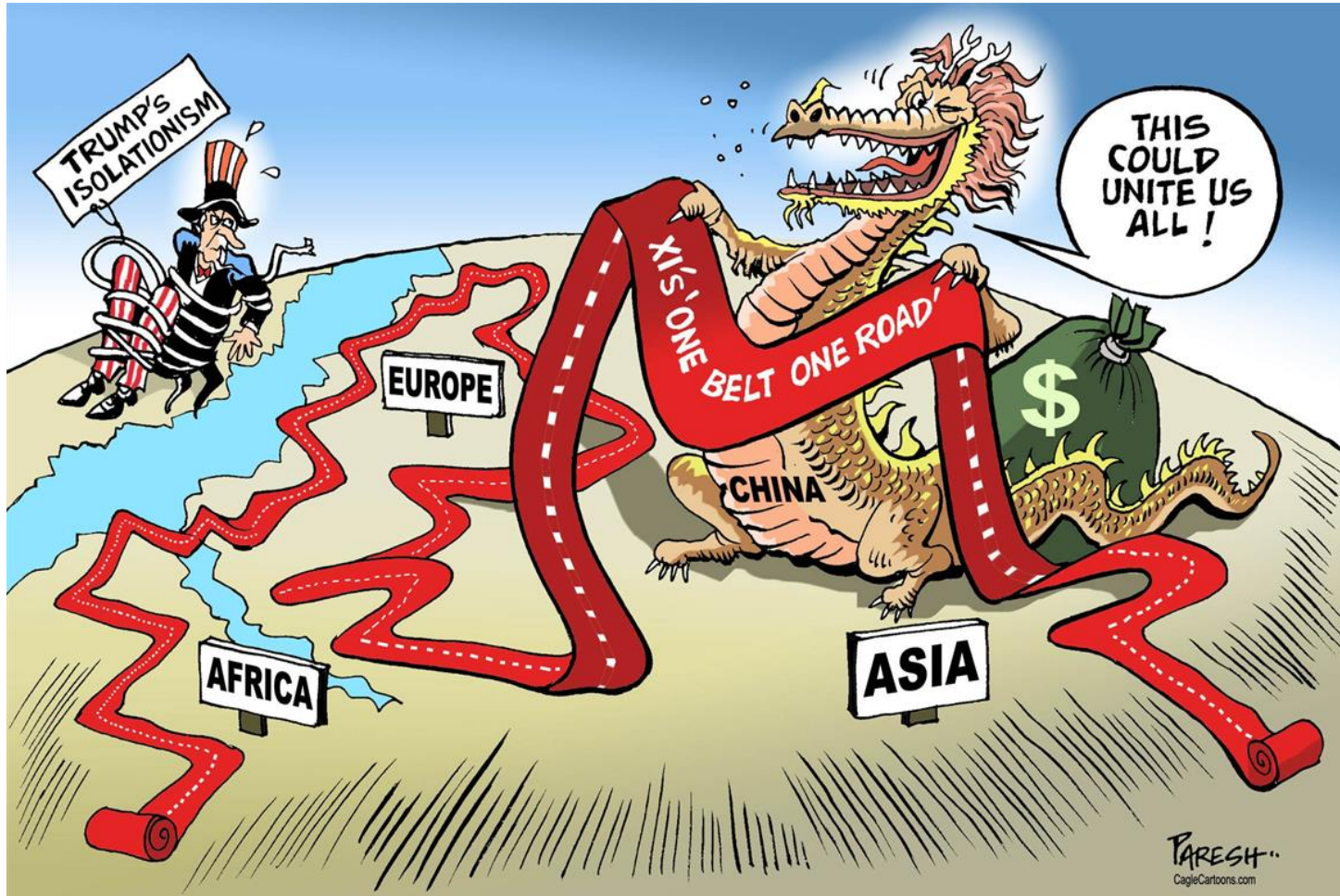
《中国日报》如何报道“一带一路”倡议（图片：“一带一路”之歌）





# How others see it!

(其他各方观点)



# China-Pakistan Economic Corridor (中巴经济走廊)

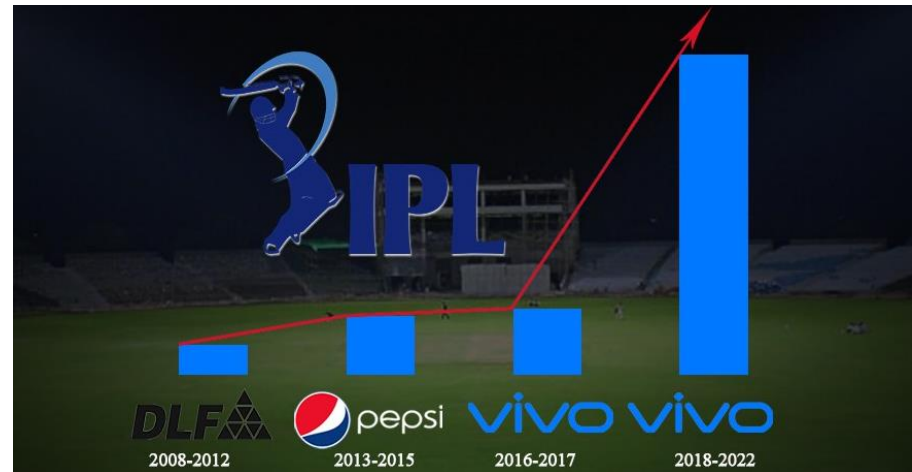
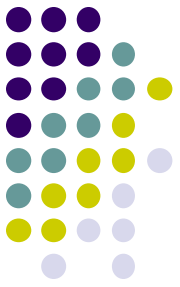


Source: Wall Street Journal, U.S. Global Investors



# Via Vivo!

(中国手机品牌vivo的全球营销)







# Bollywood in China

“宝莱坞”在中国：票房表现  
(单位：百万美元)



2.2

3 Idiots (2009)



3

Dhoom 3 (2013)



16.75

PK (2014)



100

Dangal (2017)

Million \$



# Cyber-capitalism with Chinese characteristics

## 中国特色的互联网发展道路



# BRI as development agenda

作为发展议程的“一带一路”：通往合作共赢之路



The Belt and Road Initiative:

A new means to transformative global governance towards sustainable development

CCIEE  
中国国际经济交流中心  
China Center for  
International Economic Exchanges



## A Path to Win-Win Cooperation

BRI is intended to respond to different nations' need for sustainable development through enhanced connectivity



This requires embedding social and environmental sustainability into BRI projects, in order to develop responsible approaches to connectivity in and across BRI countries.

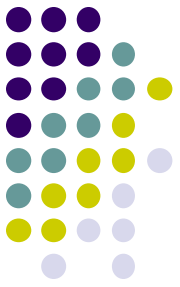
A key goal for the BRI planners is the development of a reliable roadmap to achieve sustainable development.



#BeltandRoad  
#GlobalGovernance

# BRI, BRICS and a new globalization?

“一带一路”、金砖和一个新的全球化？



- ❖ Growing BRICS media flows: contra or complementary?  
金砖国家媒体的崛起：挑战还是补充？
- ❖ BRI as agent of culture and communication “一带一路”的文化和传播意义
- ❖ Development with ‘Chinese characteristics’ 中国特色的发展之路