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3rd Forum on China-Africa Media issues Joint Statement to Strengthen Cooperation ties

Beijing, China, 25 June 2016 – In a joint statement issued on 21 June 2016 at the closing of the 3rd Forum on China-Africa Media Cooperation in Beijing, the document with inputs from the AUC delegation led by H.E Erastus Mwencha, Deputy Chairperson of the African Union Commission (AUC) was read by the Chief Executive Officer of the African Union of Broadcasting (AUB), Mr Grégoire Ndjaka. It stated that the media cooperation will safeguard international equity and justice and facilitate China-Africa Cooperation in the fields of media and international communication to win more say and increase influence in the arena of international public opinions so as to provide favorable support for the two sides to realize common development and shared dreams.

According to the declaration, Chinese and African media will encourage more personnel and information exchanges to contribute to the China-Africa comprehensive strategic partnership. This falls in line with the three areas of focus underscored by AUC Deputy



Chairperson Mwencha as critical to enable the media play its rightful role in bridging the gaps between the people of Africa and China. They are: building the capacity of the media through training programs, infrastructure development and institution building; enhance industrialization through transfer technology; and cooperation in cyber security and digitalization. He said the African media

must be skilled to generate the African narrative in a way that will promote the development agenda of the continent and to fully contribute in the implementation of the Africa Agenda 2063.

The Forum was jointly organised by the State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China and the AUB with the view to implement one of the outcomes reached during the Johannesburg FOCAC Summit held in December 2015 as a follow-up of the China-Africa Comprehensive Strategic Partnership.

Meanwhile, participants at the Media Forum, in the spirit of equality and mutual trust, sincerity and friendship, win-win cooperation and common development, after an extensive and profound exchange of views on "Media policies, cooperation and capacity building as well as digitalization and development of new media to promote cultural exchanges between sides and promote their reach economic growth, resolved to work closely for the best interest of their both populations.

The participants further reiterated their commitment to enhance their achievements by playing an important role in promoting the understanding of Africa by China, and of China by Africa; and of both Africa and China by the rest of the world. "We unanimously believe that media in developing countries shall serve national development and social progress, and become a driving force behind national modernization. They shall promote traditional culture, build national consensus, serve public interests and safeguard social stability. They shall join hands to push forward the establishment of a new model of international relations with win-win cooperation at the core, and jointly safeguard and promote international equity and justice." Underlined the Joint Beijing Declaration as a way of towards establishing a solid foundation of the China-Africa cooperation.

Holding under the theme: “Win-win cooperation, common development”, the forum which brought together close to 350 high level media professionals and Government Members in Charge of Communication from some 45 African countries, was aimed to deepen cooperation in the media sector and boost the development of Africa- China ties.



Deputy Chairperson Mwencha expressed appreciation to the Government of China for organizing the forum. He said the media forum provides a platform to explore opportunities for future mutual development, and to contribute to promoting world peace, stability and the development of Africa and China. “Indeed we need to strengthen our dialogue, consolidate Africa-China traditional friendship, deepen strategic collaboration and enhance the mechanism of practical cooperation between us,” Mr. Mwencha said before granting several press interviews to both the local and international media present at the forum.

Also speaking to the press, the Minister of China’s State Administration of Press, Publication, Radio, Film and Television, Mr. Cai Fuchao, said the media cooperation serves as a bridge and bond that connect the heart of the Chinese and African people. Minister Cai said: “It is an important foundation of the China-Africa relations as well as a key component to and a powerful driving force behind China-Africa Cooperation.”

Looking into the future, Minister Cai said China will continue to adhere to the principles of sincerity, practical results, affinity and good faith, uphold the values of friendship, justice and shared interests, join hands with African media colleagues build on the past and

prepare for the future. He said his country will engage in practical innovation so as to increase the breadth and depth of cooperation.

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