

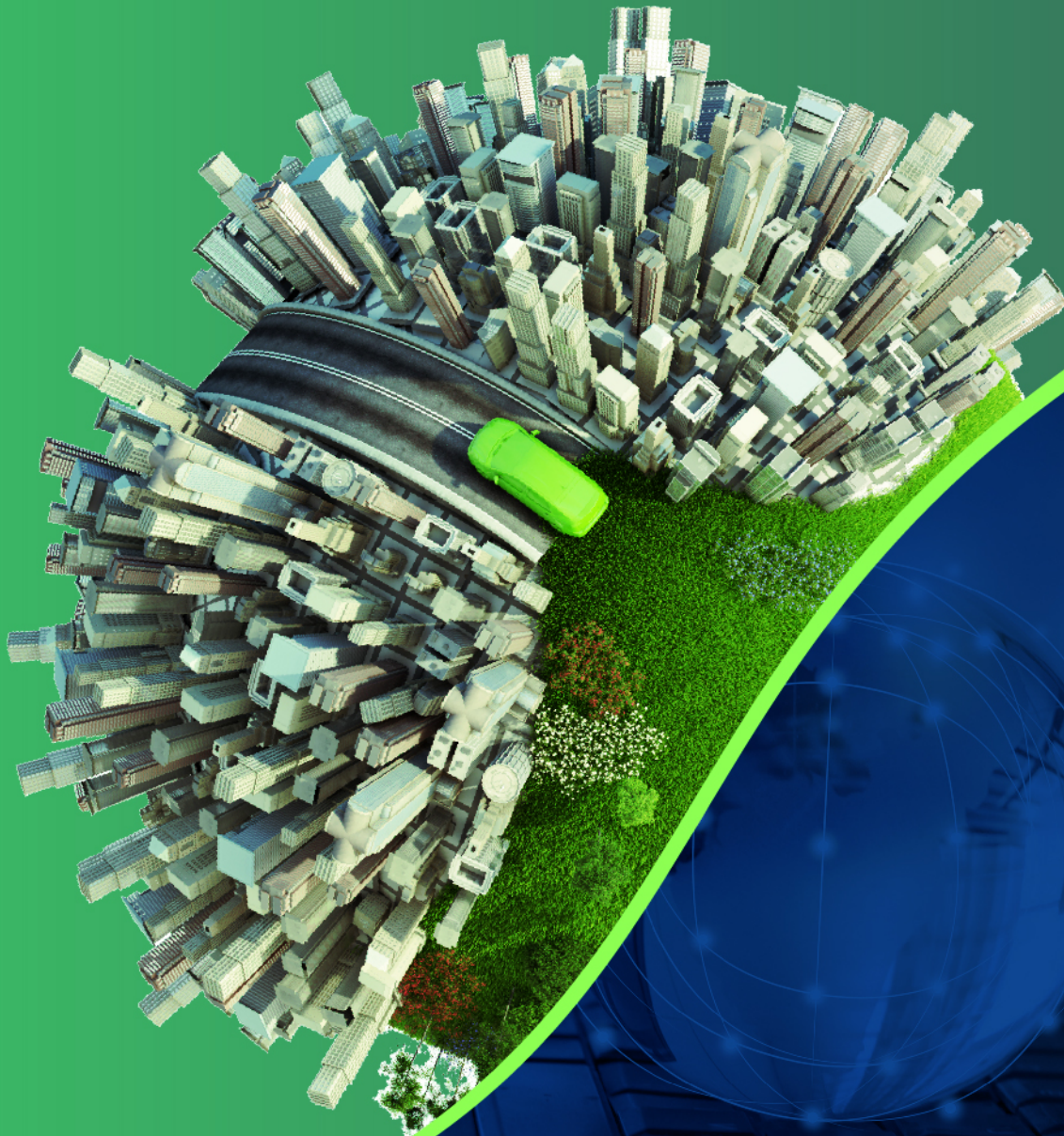


SEMINAR OF LATIN AMERICAN  
**TRADE CHAMBERS FOR  
PROMOTION AND COOPERATION  
WITH CHINA**

Miss. Daniella Martínez | Miss. Fernanda Rodríguez



# International Forum *of Green Competitiveness and the new era of sustainability.*



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In China, the International Forum of Green Competitiveness was performed in order to make community aware of: taking care of ecology is the only way that shall permit human civilization to continue evolving and, from this point of view, create working plans that may increase the green and economic competitiveness of the country. The inaugural speech was performed by the professor and specialist in environmental matters, Zhang Yongli, who spoke about the millenary plan, among other matters, for China's sustainable development, which may be resumed by different countries in order to reinforce this strongly transcendent area in people's lives.






*"China's international ecological summit is arranged in order to promote China's international trade, and consult strategic areas. In this context, by implementing projects funded by the government, China has become a power with a growth of 1.5% concerning forests and green areas. The forest progression value increased the exports by millions, complying the needs and global demands of forest products. It could be said that it is the new era of sustainability. We intend to achieve a social welfare to improve the quality of life by implementing green strategies and establishing plans to treat environmental matters".*

In addition, this Forum had Mexico's representation, which was performed by Miss. Daniella Martínez, Corporate Vice Chairwoman of TLC Asociados, and the CEO of TLC Magazine México, who, during her speech, expressed herself gratefully with the Confederation of National Chambers of Commerce, Services and Tourism (CONCANACO SERVYTUR), and its Chairman, José Manuel López Campos, for the opportunity she had of being Mexico's spokesperson in China, she emphasized the importance of sandy soils management to free many locals from poverty, and she encouraged the common concern of nations to implement sustainable development objectives.

The Kubuqi model was a conversation topic, which is a reforestation plan of the previously desolate desert, Kubuqi, in which we may see how this territory has been prospering gradually concerning the green economy development while reducing sandstorms that affected this territory. During the last 30 years, the farmers and herders from the desert planted Chinese herbal remedies, such as licorice, which requires a minimum amount of water and it is quite known in this territory. In order to improve the soil quality, they builded electricity photovoltaic plants and they promoted tourism.



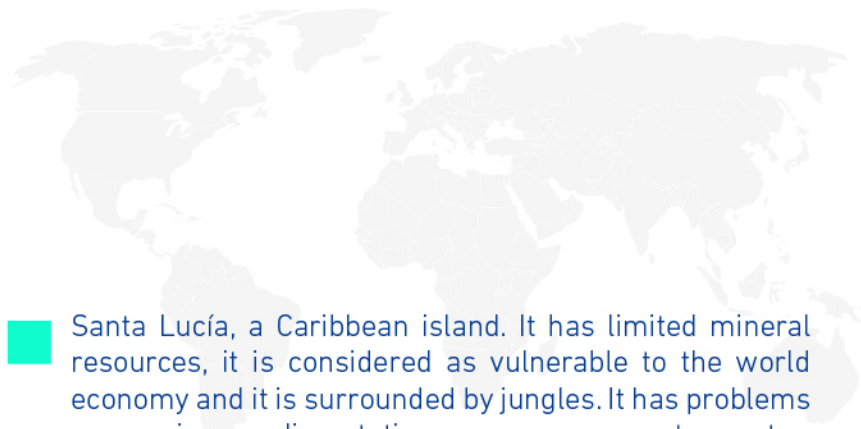
Additionally, another task was to increase connectivity by providing deserts with infrastructure in order to increase the commercial link and facilitate accesses, encouraging trading among communities. The economic and ecological competitiveness are complementary, no discrepancy must be given between them. It is a reality that an ecological environment must be created in order to encourage the economic development".



Yongli expressed himself that living in an ecological manner must not represent an obstacle to meet people's needs, and the comprehensive development must be performed, implementing a green thinking by making people aware of green matters, including a healthy environment of clean energy, which works actively in conjunction with consultative fields for protecting and regulating the environment. He also emphasized that China needs to continue with the policies that improve the environment, in conjunction with a good plan, managing the existing problems and recovering missing resources in order to build a stronger China.

*Finally, the most outstanding ideas from the different presentations, performed in the International Forum of Green Competitiveness, are resumed:*

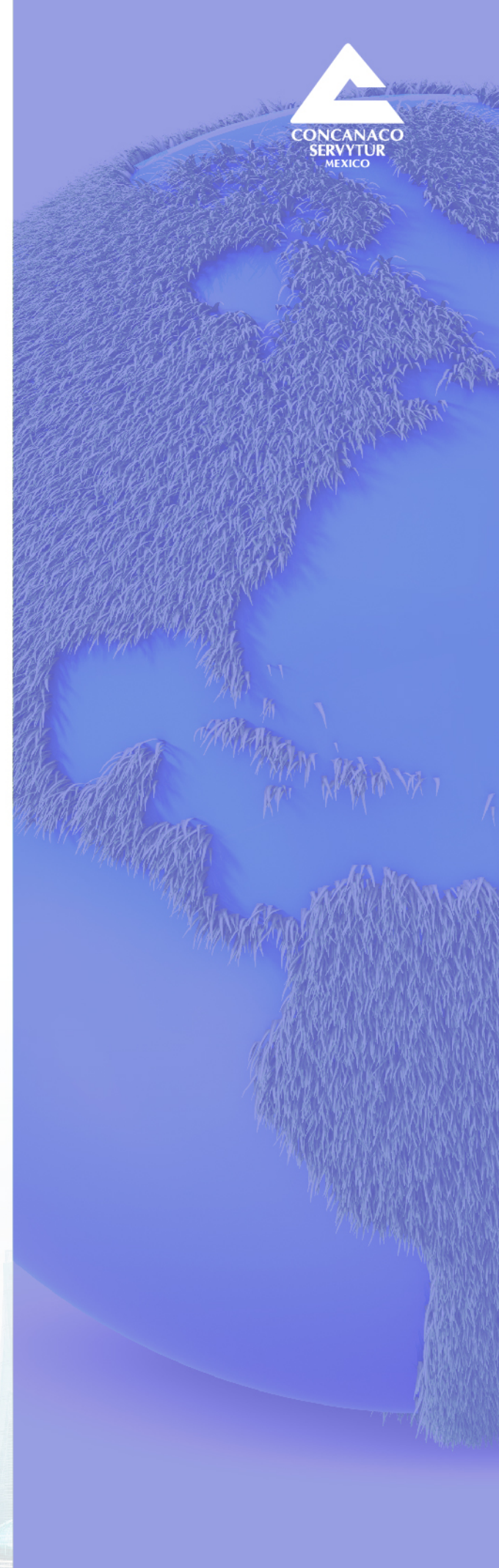
- The establishment of a green civilization represents one of the most relevant tasks at a national level, due to its connection with the social welfare. As a result of the increasing demand from the Chinese community, they have focused on the establishment of an agricultural supply chain that is improving step by step, as well as supporting the farmers.
- Wholesale markets, cooperating to achieve a shared future. The wholesale markets of agricultural products have been useful in maintaining stable prices with, at least, 100 types of agricultural products, which represents a boost for the agricultural production dynamics and the rural development.
- Ensuring that the policies protect the environment and reduce wastes from the logistics chain and, concerning distribution, generating a profit by using low prices.
- The economic growth and the ecological growth are constantly contradictory, however, the key consists of innovating in order to accomplish both growths.
- Philosophy of an harmonious development: controlling wastes, protecting the industry structure and society, accelerating the environmental protection, knowledge sharing and contributing to the future development.



■ Santa Lucía, a Caribbean island. It has limited mineral resources, it is considered as vulnerable to the world economy and it is surrounded by jungles. It has problems concerning sedimentation, poor access to water, biodiversity of flora and fauna, while being vulnerable to weather changes. Its economy is based on tourism and banana production.

■ Korea, suggestions and advices for the green regulations and policies. The weather change moves faster than regulations, therefore, a common solution must be found for the treatment of CO<sub>2</sub>, food security and demographic explosion. It is a small country, it has barely space for agriculture, which forces people to use stronger fertilizers and insecticides, increasing diseases among population.

■ Brazil, development of the strategic alliance with China. Searching for reciprocity and cooperation, China represents its main trade partner, according to the Brazilian Ministry of this Industry, the relationship with China represents 75 trillion dollars. In the last 15 years, the investment remained by 54 trillion dollars. The new objectives of the cooperation no longer concern this industry, in the other hand, they are focused now on ecology, mainly on the power sector by promoting the wind energy, which is being developed and improved everyday.





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