

Cooperation in SEA for Gold & Jewellery Industry

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一、时代背景 Background

- 1、中美贸易战持续的不明确性。The uncertainty of the trade war between China and USA.
- 2、中国的一带一路发展战略。OBOR (One belt, one road) has become the most important national strategy of China.
- 3、中国近期参与的重大国际活动：亚洲文化大会、圣彼得堡国际经济论坛 Recent international activities: Conference on Dialogue of Asian Civilizations, Russian St. Peterburg Economic Conference etc.

二、行业责任Responsibility

1、东南亚是与中国物理距离最近、文化精神一脉相承的重要区域。
South East Asia is so close to China, geographically and culturally.

2、东南亚在黄金珠宝行业的全链条合作已经有着较深厚的渊源与基础。The cooperation in Gold and Jewelry Industry has a long history and solid foundation in this region.

3、如何把握优势，在一带一路的东风下推动行业进一步升级，是骨干代表企业应当认真思索的问题。Leading companies have to face the upcoming challenges and take the responsibilities.

三、出击时机 Timing



1、一带一路的终极目的是为国内日益成熟的技术以及过剩的产能找到新的释放口与合作对象，发展路径是基建先行，工业制造随后，金融、服务、文旅等逐步跟进。The strategical procedure of OBOR is: infrastructure project at first, then manufacture industry transfer, financial and cultural exchanges at last.

2、经过数年的铺垫，黄金珠宝作为人民日常生活中的非基本必需品，但又是生活中必不可少的亮点，中国企业走出去的时机已经基本成熟。Now is the best timing for Chinese Gold and Jewelry companies to step out.

四、发展思路 Concepts

1、应当更注重从行业全链条的优势互补进行思考。 Base on mutual beneficial principle.

2、可以尝试从行业规则制定、知识产权保护、运营理念/合作模式/大数据软件引进等方面着手，用文化软着陆的方法来构建本行业的经济生态圈，打造经济命运共同体。让中国的优势资源更顺畅地走出去，促进东南亚各国用更开放、欢迎的态度来接纳和融合。

Together we can do more on industrial rules building, IP protection, It technology application etc to make a better Economic ecosphere.