

附件 3



国际传播参评作品推荐表

作品标题		Glorious Program kindles rural prosperity after 30 years since its establishment with close to 1500 projects(光彩事业成立 30 周年,1500 个项目助力中国乡村振兴)		体 裁	新闻专题	
作 者 (主创人员)		曾 甯、张 昂、朱 沛、王 潮、李 晨、马宇暄、曹艳培		编 辑	齐彬、王玉平、刘映含	
原创单位		中国新闻社		发布端/账号/媒体名称	美联社 The Associated Press	
字数/时长		5 分 14 秒			语种	英文
刊播版面 (名称和版次)		无	刊播日期	2024 年 11 月 11 日 17 时 25 分		刊播周期 无
新媒体作品网址		https://www.apmultimedianewsroom.com/multimedia-newsroom/glorious-program-kindles-rural-prosperity-after-30-years-since-its-establishment-with-close-to-1500-projects			是否为“三好作品” 否	
采编作品过简程介	该作品聚焦中国光彩事业的发展，通过采访刘永好、徐冠巨、傅光明三位知名企业家，详细讲述民营企业如何发挥自身优势助力乡村产业振兴，帮助更多群众走上共同富裕之路。作品以改革开放以来民企蓬勃发展历程为背景，阐明中国民营经济“义利兼顾”的发展理念，生动体现中国特色社会主义的制度优势。面对近年来西方国家唱衰我国经济发展前景谬论和负面报道，该作品强化正面叙事、主动设置议题，用新颖的角度、典型案例、坚实可信的经济数据和民营企业家铿锵有力的声音，做了有力回应。					

国际传播效果		<p>该作品通过中新社各相关平台及海内外社交媒体同步发布，国外播放量约 800 万。视频在 Facebook 、X、YouTube 等海外社交媒体平台发布，评论区中境外受众普遍对报道给予积极评价，取得良好传播效果。英文版已在海外 20 余个国家和地区 500 多家主流媒体网站“落地开花”。截至目前，该视频已落地美国、英国、澳大利亚、新西兰、加拿大、菲律宾、马来西亚、泰国、新加坡、印度、越南、印尼、南非等国家以及港澳台地区，触达人数约 800 万人次，海外总播放量达 500 多万。海外落地效果好、覆盖面广。融通中外的话语表达，拉近了与海外受众的距离，对外传播效果精准显著。</p>					
传播数据		新媒体传播 平台网址	1	https://www.apmultimedianeewsroom.com/multimedia-newsroom/glorious-program-kindles-rural-prosperity-after-30-years-since-its-establishment-with-close-to-1500-projects			
			2	The Times (澳大利亚) https://thetimes.com.au/news/news-from-asia/36061-glorious-program-kindles-rural-prosperity-after-30-years-since-its-establishment-with-close-to-1500-projects			
			3	Thailand Business News (泰国) https://www.thailand-business-news.com/thailand-prnews/glorious-program-kindles-rural-prosperity-after-30-years-since-its-establishment-with-close-to-1500-projects			
		阅读量(浏览量、点击量)	约 800 万次	转载量	约 600 多次	互动量	约 0.2 万
初推 评 理 语 由		<p>该作品以独特的视角，紧扣中国民营企业发展与“光彩事业”的主题，用民营企业一个个饱含真情、直抵人心的故事作为串联，巧妙地使多重主题交织交融、并行推进。作品风格宏大，语言平实，运用以自述为核心的“软性传播”，让外国人愿意听、听得懂，有力阐释了中国式现代化内涵，展现了中国道路、中国方案、中国智慧。</p> <p style="text-align: right;">签名: (盖单位公章) 2025 年 月 日</p>					
联系人		张昂	邮箱	zhangang@chinanews.com.cn	手机	13718361015	
地址		北京市西城区百万庄南街 12 号			邮编	100037	
以下仅自荐、他荐参评作品填写							
自荐作品所获奖项名称		该作品在中国新闻社二〇二四年“年度报道”和年度优秀作品评选中，荣获“优秀专题片”奖项。					
推荐人	姓名	吕振亚	单位及职称	中国新闻社高级记者	电话	15699788004	
	姓名	毕永光	单位及职称	中国新闻社高级记者	电话	15359014757	

	姓名	廖攀	单位及 职称	中国新闻社高级记者	电话	15810584843
	审核单位 意见	<p>中新社采制的该作品以国际传播视角为锚点，通过中国民营企业 的角度，讲述推进中国式现代化进程中的公益故事、创新故事、 发展故事。该作品不仅是对改革开放以来“光彩事业”发展历程的记 录，也对民营企业蓬勃发展的生动体现，主题宏大，角度新颖， 更具现实启示意义。作品通过美联社等具有国际影响力的媒体传 播，有利于海外受众全面了解中国。同意推荐。</p> <p style="text-align: right;">(加盖单位公章)</p> <p style="text-align: right;">2025 年 月 日</p>				

AP
AP CONTENT SERVICES
Partner content Sign-up for alerts

GLORIOUS PROGRAM KINDLES RURAL PROSPERITY AFTER 30 YEARS SINCE ITS ESTABLISHMENT WITH CLOSE TO 1500 PROJECTS

On April 23, 1994, ten private entrepreneurs issued a call to action: "Let's dedicate ourselves to the noble mission of poverty alleviation." This marked the official starting point of China's Guangcai (Glorious) Program initiative.

Press Release

[Beijing] On April 23, 1994, ten private entrepreneurs issued a call to action: "Let's dedicate ourselves to the noble mission of poverty alleviation." This marked the official starting point of China's Guangcai (Glorious) Program initiative.

The Glorious Program called on Chinese private entrepreneurs to play a part in the development-driven poverty alleviation projects that focus on helping impoverished areas to develop resources, set up enterprises, organize training and develop trade, to help revitalize local economy and ensure that the basic needs of impoverished rural residents are met.

Liu Yonghao, chairman of New Hope Group, was one of the first private entrepreneurs after the reform and opening up (a crucial move which began in 1978 to make China what it is today) and is also one of the initiators of the Glorious Program. "Why is it called a 'Glorious Program'?" The term carries a dual significance. First, private enterprises are glorious; second, engaging in poverty alleviation is a glorious endeavor. As some of the first to become better-off, we bear the responsibility and obligation to assist in the development of relatively impoverished regions and individuals, leading them towards a path of shared prosperity."

Xichang Hope (Fried) Company, invested by New Hope Group in Liangshan, southwest China's Sichuan Province, was the first factory established under the Glorious Program.

"Around October 1994, we launched our first initiative for the Glorious Program, known as the 'Glorious Program Liangshan'. Liangshan in Sichuan Province was quite impoverished back then, so we decided to establish a factory there," said Liu Yonghao, Chairman of New Hope Group.

One employee of Xichang Hope (Fried) Company noted the dramatic change "Back in 1994, the surrounding area of our factory was nothing but a barren land. Thirty years later, employers have emerged from the ground."

Over the past three decades, the Glorious Program has attracted participation from private entrepreneurs totaling 12,800 times and facilitated the launch of nearly 1,500 projects. The enterprises carried out investment based on their specific conditions, and following the Glorious Program, their business soon spread all over China.

Transfer Group, another of the first private enterprises taking part in the Glorious Program in 1994, has been devoted to public welfare and charitable undertakings such as poverty alleviation and disaster relief.

Qi Jiaqi, Chairman of Daxing Transfer Group and Vice Chairman of China Society for Promotion of the Glorious Program stated "Without the development of agriculture, prosperity in rural areas, and wealth for farmers, how can China's modernization be realized? Our survey revealed that illness is a major cause of poverty, or a cause that villagers slipped back into poverty. We focused on this issue and built health facilities. We have established medical clinics in 1,037 villages, providing healthcare access to 1.8 million villagers."

"Throughout Chinese history, there is no other public welfare cause that has had such a robust centripetal force, uniting thousands of private enterprises. Over the past 30 years since the launching of the program, it has facilitated the rapid economic development of impoverished areas and boosted the self-development ability of the poverty-stricken population. It has changed from mainly relying on external support - like a blood transfusion - to a more sustained effort from self-motivation."

Fu Guangming, Chairman of Sunner Group and Vice Chairman of China Society for Promotion of the Glorious Program went on to say "This platform enables us to help more individuals, and in doing so, these individuals can contribute to the success of the enterprise. With the support of the community, our business is poised to reach new levels of success."

Li Yonghao, Chairman of New Hope Group added "Our company is engaged in rural development. We helped local farmers modernize pig farming practices, and it has proved to be very successful. We aim to empower farmers through modern agricultural methods, equipping them with advanced skills. This is a crucial part of our 'Glorious Program.'"

"Private enterprises should actively engage in the Glorious Program, public welfare, and charitable causes, always remember their roots as they prosper, while a balance between moral integrity and financial returns to conscientiously fulfill their social responsibilities," said Chinese President Xi Jinping when he participated in the joint group discussion with the members of the China Democratic National Construction Association and the All-China Federation of Industry and Commerce in March, 2016.

Over the past three decades, the Glorious Program has actively embraced the ancient Chinese philosophy of "balancing righteousness and profit, with an emphasis on righteousness"; maintaining a dial tone on "industry + charity". The program has made significant contributions in relocation of people in the Three Gorges Reservoir area, afforestation and ecological restoration, revitalizing old industrial bases in Northeast China, building a new socialist rural area, and combating poverty.


Contact

For more information, please contact:
f.zhang@chinanews.com.cn

12 November 2024
< >
NEWS


AP CONTENT SERVICES

Partner content
[Sign-up for alerts](#)
 Find out more about AP Content Services
[Manage your newsletter subscription](#)



AP Content Services is part of The Associated Press, one of the largest and most trusted sources of independent news gathering.

→ Visit ap.org
→ Press
→ Follow us


© 2024 Associated Press. All rights reserved | Privacy Policy



Glorious Program kindles rural prosperity after 30 years since its establishment with close to 1500 projects

On April 23, 1994, ten private entrepreneurs issued a call to action: "Let's dedicate ourselves to the noble mission of poverty alleviation." This marked the official starting point of China's Guangcai (Glorious) Program initiative.

The Glorious Program calls on Chinese private entrepreneurs to play a part in the development-driven poverty alleviation projects that focus on helping impoverished areas to develop resources, set up enterprises, organize training and develop trade, so as to help revitalize local economy and ensure that the basic needs of impoverished rural residents are met.

Liu Yonghao, chairman of New Hope Group, is one of the first private entrepreneurs after the reform and opening up, and is also one of the initiators of the Glorious Program.

(soundbite) Liu Yonghao, Chairman of New Hope Group

"Why is it called a 'Glorious Program?' The term carries a dual significance: first, private enterprises are glorious; second, engaging in poverty alleviation is a glorious endeavor. As some of the first to become better-off, we bear the responsibility and obligation to assist in the development of relatively impoverished regions and individuals, leading them towards a path of shared prosperity."

Xichang Hope (Feed) Company, invested by New Hope Group in Liangshan, southwest China's Sichuan Province, was the first factory established under the Glorious Program.

(soundbite) Liu Yonghao, Chairman of New Hope Group

"Around October 1994, we launched our first initiative for the Glorious Program, known as the 'Glorious Program Liangshan.' Liangshan in Sichuan Province was quite impoverished back then, so we decided to establish a factory there."

(soundbite) Employee of Xichang Hope (Feed) Company

"Back in 1994, the surrounding area of our factory was nothing but a barren land. Thirty years later, skyscrapers have emerged from the ground."

Over the past three decades, the Glorious Program has attracted participation from private entrepreneurs totaling 12,800 times and facilitated the launch of nearly 1,500 projects. The enterprises carried out investment based on their specific conditions, and

following the Glorious Program, their business soon spread to all over China.

Transfer Group, also one the first private enterprises taking part in the Glorious Program in 1994, has been devoted to public welfare and charitable undertakings such as poverty alleviation and disaster relief.

(soundbite) Xu Guanju, Chairman of Zhejiang Transfar Group and Vice Chairman of China Society for Promotion of the Glorious Program

"Without the development of agriculture, prosperity in rural areas, and wealth for farmers, how can China's modernization be realized? Our survey revealed that illness is a major cause of poverty, or a cause that villagers slipped back into poverty. We focused on this issue and built health facilities. We have established medical clinics in 1,037 villages, providing healthcare access to 1.8 million villagers."

In Chinese history, there is no other public welfare cause that has such a robust centripetal force, uniting thousands of private enterprises. Over the past 30 years since the launching of the program, it has facilitated the rapid economic development of impoverished areas and boosted the self-development ability of the poverty-stricken population. It has changed from mainly relying on external support like a blood transfusion to a more sustained effort from self-motivation.

(soundbite) Fu Guangming, Chairman of Sunner Group and Vice Chairman of China Society for Promotion of the Glorious Program

"This platform enables us to help more individuals, and in doing so, these individuals can contribute to the success of the enterprise. With the support of the community, our business is poised to reach new levels of success."

(soundbite) Liu Yonghao, Chairman of New Hope Group

"Our company is engaged in rural development. We helped local farmers modernize pig farming practices, and it has proved to be very successful. We aim to empower farmers through modern agricultural methods, equipping them with advanced skills. This is a crucial part of our Glorious Program."

"Private enterprises should actively engage in the Glorious Program, public welfare, and charitable causes, always remember their roots as they prosper, strike a balance between moral integrity and financial returns to conscientiously fulfill their social responsibilities," Chinese President Xi Jinping said when he participated in the joint group discussion with the members of the China Democratic National Construction

Association and the All-China Federation of Industry and Commerce in March, 2016.

Over the past three decades, the Glorious Program has actively embraced the philosophy of "balancing righteousness and profit, with an emphasis on righteousness," maintaining a dual focus on "industry + charity." The program has made significant contributions in relocation of people in the Three Gorges Reservoir area, afforestation and ecological restoration, revitalizing old industrial bases in Northeast China, building a new socialist rural area, and combating poverty.

中文译稿

【解说】

1994年4月23日，十位非公有制经济代表人士发出“让我们投身到扶贫的光彩事业中来”的倡议，光彩事业由此正式发起。

【解说】

光彩事业发端于中国民营企业新兴之时，号召中国民营经济人士开展以帮助贫困地区开发资源、兴办企业、培训人才、发展贸易等为主要内容的开发式扶贫事业，帮助当地振兴经济并解决贫困群众温饱问题。

新希望集团董事长刘永好是中国改革开放后最早一批的民营企业家，他也是光彩事业的发起人之一。

【同期】新希望集团董事长 中国光彩事业发起人之一 刘永好

为什么叫“光彩”呢？它有两层意思。第一，民营企业本身是光彩的，第二，做扶贫事业是光彩的。我们是先富起来的一批人，我们有责任、有义务来帮助相对贫困地区和相对贫困人的发展，走向共同富裕的道路。

【解说】

新希望集团在凉山投资兴建的西昌希望饲料公司是中国第一家“光彩事业”工厂。

【同期】新希望集团董事长 中国光彩事业发起人之一 刘永好

大概（1994年）10月份我们光彩事业的第一次活动，叫“光彩事业凉山行”。凉山那个时候相对比较穷，那么我们应该在那建个工厂。

【西昌希望饲料公司员工】

在1994年你过来建厂的时候，我们周边还是一片荒地，你看现在的话，都是建造成高楼大厦了。

【解说】经过 30 年发展，“中国光彩事业行”已经成为了光彩事业的一个重要品牌，30 年间共有民营企业 1.28 万人次参加，落地项目近 1500 个。他们因地制宜、因企制宜开展投资活动，业务跟随“中国光彩事业行”开遍了中国的山山水水。

【解说】

传化集团也是 1994 年第一批参与光彩事业的民营企业。长期积极参与扶贫济困、救灾赈灾等公益慈善事业。

【同期】传化集团董事长 中国光彩事业促进会副会长 徐冠巨

我们的农业不发展，农村不繁荣，农民不富裕，中国的现代化何以实现？我们通过调研发现，因病致贫，包括因病返贫，这是一个重要因素。瞄准了我们去建卫生，结果我们完成了 1037 个村，帮他们建立了医疗卫生室，覆盖 180 万的群众方便就医。

【解说】中国历史上没有任何一个公益事业能有如此巨大的向心力，凝聚起万千民营企业的爱心。光彩事业发起实施 30 年来，促进了贫困地区的经济快速发展，带动贫困群众的自我发展能力不断增强，逐渐实现了从“输血”向“造血”的转变。

【同期】圣农集团董事长 中国光彩事业促进会副会长 傅光明

通过这个平台可以帮助更多的人，帮助更多的人更多人才能帮助企业。大家会支持企业，企业也会做得更好。

【同期】新希望集团董事长 中国光彩事业发起人之一 刘永好

我们企业参与到农村产业里面去，带动更多的农民按现代化的思路来进行养猪，这个模式应该说是蛮成功的。通过现代农业让农民挑上“金扁担”，这就是我们光彩事业必须要做的事。

【画外】习近平

广大民营企业要积极投身光彩事业和公益慈善事业，致富思源，义利兼顾，自觉履行社会责任。

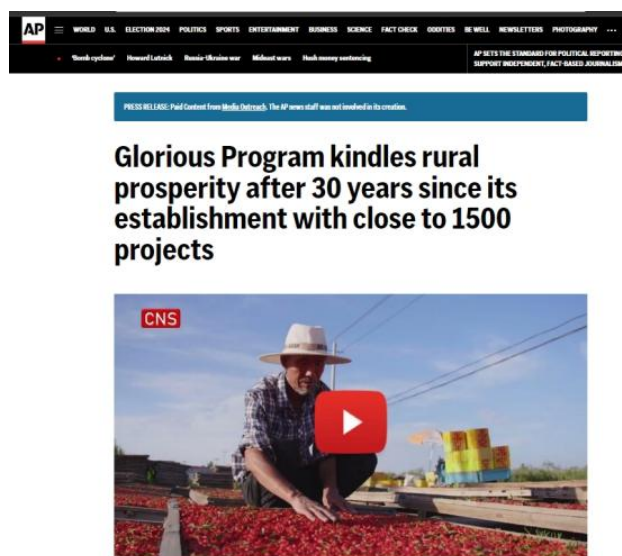
【解说】

30 年来，光彩事业围绕党和国家中心工作，积极践行“义利兼顾、以义为先”核心理念，坚持“产业+公益”双轮驱动，在配合三峡库区移民、国土绿化和生态治理、振兴东北等老工业基地、社会主义新农村建设、打赢脱贫攻坚战等方面做了大量工作。

国际传播效果证明材料

《Glorious Program kindles rural prosperity after 30 years since its establishment with close to 1500 projects》通过中新社各相关平台及海内外社交媒体同步发布，国外播放量约 800 万。视频在 Facebook 、X、YouTube 等海外社交媒体平台发布，评论区中境外受众普遍对报道给予积极评价，取得良好传播效果。英文版已在海外 20 余个国家和地区 500 多家主流媒体网站“落地开花”。截至目前，该视频已落地美国、英国、澳大利亚、新西兰、加拿大、菲律宾、马来西亚、泰国、新加坡、印度、越南、印尼、南非等国家以及港澳台地区，触达人数约 800 万人次，海外受众总播放量达 500 多万。海外落地效果好、覆盖面广。融通中外的话语表达，拉近了与海外受众的距离，对外传播效果精准显著。

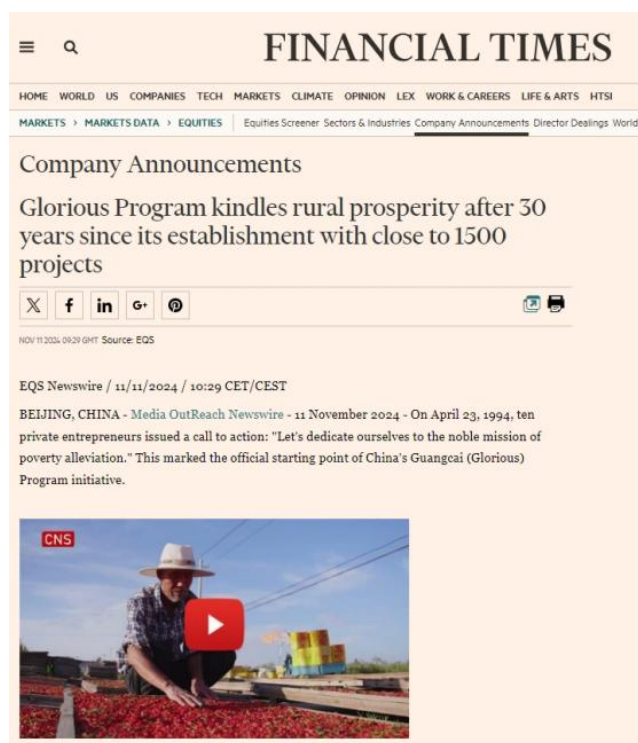
海外部分媒体截图：



美联社



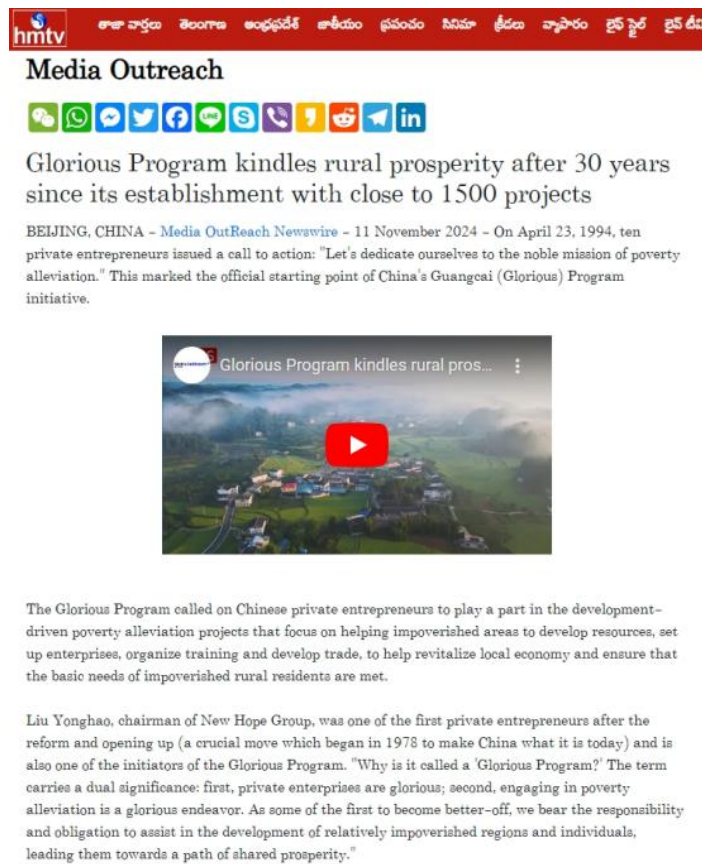
雅虎



英国 Financial Times



泰国 Business News



印度 HMTV

[f](#)
[t](#)
[p](#)
[e](#)

NEWS

Glorious Program kindles rural prosperity after 30 years since its establishment with close to 1500 projects



Admin Admin
 posted on 1 week ago — updated on 1 second ago

61 views

阿拉伯 IheartEmirates

haps
MAGAZINE KOREA

[NEWS](#)
[TO DO](#)
[LIFESTYLE](#)
[DINING](#)
[TRAVEL](#)

Asia News – Media OutReach

Glorious Program kindles rural prosperity after 30 years since its establishment with close to 1500 projects

BEIJING, CHINA - [Media OutReach Newswire](#) - 11 November 2024 - On April 23, 1994, ten private entrepreneurs issued a call to action: "Let's dedicate ourselves to the noble mission of poverty alleviation." This marked the official starting point of China's Guangcai (Glorious) Program initiative.



韩国 haps

Glorious Program kindles rural prosperity after 30 years since its establishment with close to 1500 projects

BEIJING, CHINA - Media OutReach Newswire - 11 November 2024 - On April 23, 1994, ten private entrepreneurs issued a call to action: "Let's dedicate ourselves to the noble mission of poverty alleviation."

*This marked the official starting point of China's Guangcai (Glorious) Program initiative.



The Glorious Program called on Chinese private entrepreneurs to play a part in the development-driven poverty alleviation projects that focus on helping impoverished areas to develop resources, set up enterprises, organize training and develop trade, to help revitalize local economy and ensure that the basic needs of impoverished rural residents are met.

For more information of this Glorious Program, please visit the official website: www.guangcai.org.cn

TIMES media

Trending

Beatbot – The ultimate pool cleaning solution



Pool maintenance is somewhere near the bottom of my priority list... until all of a sudden, spring arrives and the end...

TheTimes
AUSTRALIA



www.TheTimesAustralia.com

澳大利亚时报

MORNINGSTAR

2024年11月20日 注册 登录 公司介绍

首页 投资组合 基金/市场动态 ETF 通和会/生活理财 基金工具

基金名称: 本地代理/分销商

MediaOutReach

媒体拓展

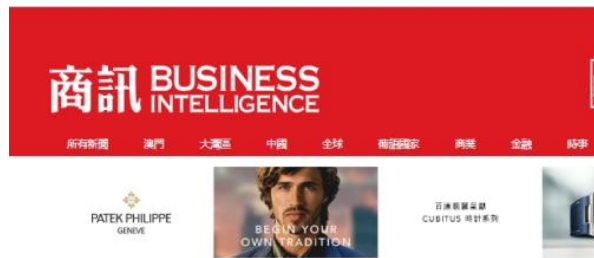
Glorious Program kindles rural prosperity after 30 years since its establishment with close to 1500 projects

BEIJING, CHINA - Media OutReach Newswire - 11 November 2024 - On April 23, 1994, ten private entrepreneurs issued a call to action: "Let's dedicate ourselves to the noble mission of poverty alleviation." This marked the official starting point of China's Guangcai (Glorious) Program initiative.

Glorious Program kindles rural pros...

CNS

中国香港 Morningstar



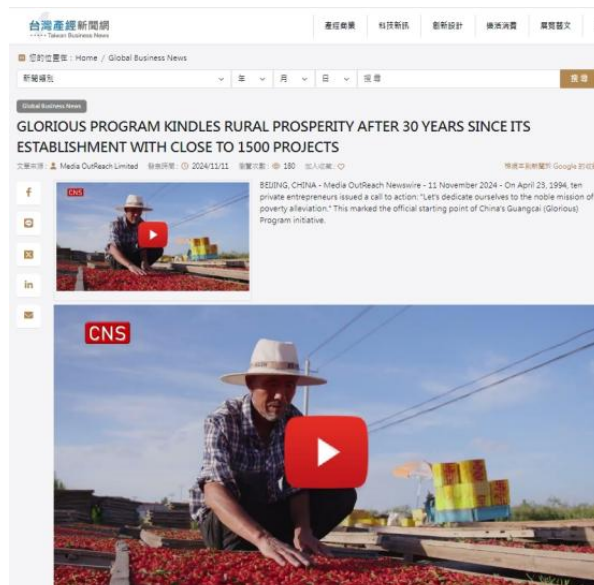
Glorious Program kindles rural prosperity after 30 years since its establishment with close to 1500 projects



11/11/2024

BEIJING, CHINA – [Media OutReach Newswire](#) – 11 November 2024 – On April 23, 1994, ten private entrepreneurs issued a call to action: "Let's dedicate ourselves to the noble mission of poverty alleviation." This marked the official starting point of China's Guangcai (Glorious) Program initiative.

中国澳门 Business Intelligence



中国台湾产经新闻网