



中国传媒大学
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Institute for a Community
with Shared Future
人类命运共同体研究院



Belt and Road Initiative:

Promoting Cultural Exchange and People-to-People

Connectivity



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China “**One Belt One Road**” initiative is a world class project in the entire world history.

It is a vision of changing the politics and economic situation of many regions and States including the Eurasia and Africa and Persian Gulf States through the channels of telecommunication, Law, IT, Transportation and logistics sectors in the coming years. This

idea of BRI revives the old Silk Road Concept on both Land and Sea. China on the global stage encourages and launch their soft power and to throw their project in the past years. Many states support China for this project .In 2014 the first silk road include



Government departments and experts from China, Kazakhstan and Kyrgyzstan over the 33 separate sites, the government of Japan, Norway and South Korea provide the financial support. In the next couple of years different Silk roads corridors made in the different regions.

Two of major goals in this huge world-wide project is the cultural exchange and people to people connectivity. This goal is very much important for bilateral and multilateral cooperation and have less media and other mediums attentions Because it does not contain the billion-dollar investments on the large scale for developments in the fields. As **Xi Jinping** says in his speech in 2015:



The BRI “*promote Inter-Civilization exchanges to build bridges of friendship for our people, driven human development and safeguard peace of the world*”

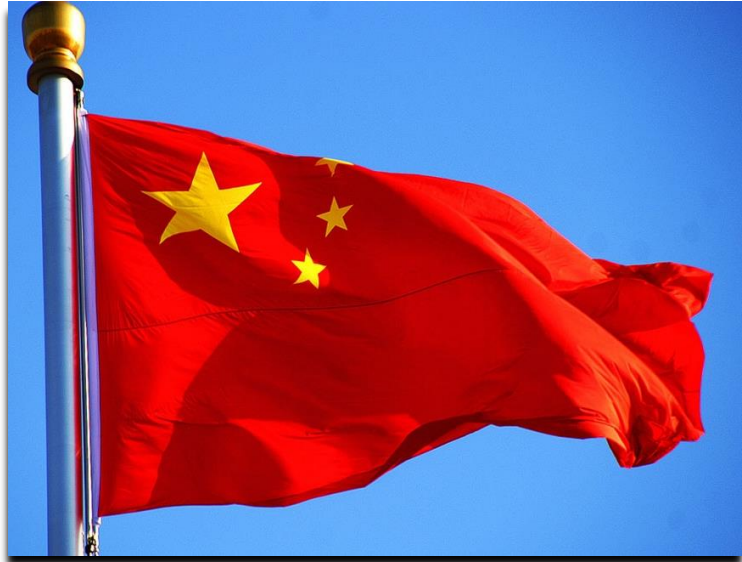
The Chinese Government has invested millions investments in the cultural exchange from this project they developed the Museums established the expos and festivals to connect the history of past to present. Many regions have connected through this initiative by land and Sea like Asian states India, Pakistan, European States, Arab states, Persian Gulf states etc. These states can share their history and culture and their people can connected to eachother and enjoys the World from the past. It becomes the World heritage sites and called the World Olympics of History.

Culture is an important pillar of any society and in China strategy it is a main pillar within and outside the region because of this china recognize their culture internationally and to secure influence on the World. This corridors opens up a space for other regions to recognize their cultures around the world and to secure their histories and develop a friendly relations to the other states in the contemporary era of harsh political environment. The Muslim Arab states of the world have a wonderful opportunity to recognize their cultures and Ancient World civilizations internationally and also the sense of history to create political and economic loyalty in a region characterized by unequal and competing powers. The usage of soft power and recognize them for the development influence on the exports of their own products and cultural items. This project is capturing the diplomatic ties between many states and regions and their people to people encounters and exchange of cultures between many nations. Chinese governments through this many transport hubs



and tourist sites for the people to develop healthy connections between many nations. It develop many business opportunities for the youth and not only support there self economically but the nation.

It is a connection of people hearts and interconnectivity between two nations. It is a support for the people to develop tourism inbound and outbound and it became increased through this project and enhanced people to people exchanges through education projects like to study abroad and it becomes more in belt and road regions. These belt and



road routes have a new historical engine of global cultural exchange, language, education and tourism. By inside and outside cooperation BRI people to people exchanges bringing them closer to eachother.

It becomes sometimes the regions or states where there is a border conflict between two of the small states due to this cross strong tie it creates the social and economic stability. In the past silk road in the many regions is the peaceful project of trade and a deep history of religious and cultural exchange. The belt and road is built on the same phenomenon of old silk road. Culture becomes part of the international diplomatic system, and due to belt and road ,countries can find their influence of cultural connection through the language of



shared history in order to gain regional influence ,stability and loyalty. More importantly this is a base of formal informal people to people connections that developed from tourism gone through this project.

One Belt One Road project projected as to develop the Chinese economy internationally and building infrastructure of the Asian century and its regions. But this project has many goals and ideas in which it concerns like cultural exchange, people to people connections ,defining history and develop strong politics in the international arena and also for the trade purposes for many region to create strong economy in the eyes of the world.