



EU Reporter in deal to access Chinese audience of one point three five billion.

EU Reporter has signed a ground breaking “Memorandum of Understanding” with the **People’s Daily** of China, which will see both organisations cooperate at several levels. The deal, signed between EU Reporter publisher **Colin Stevens** and People’s Daily President **Yang Zhenwu** in Beijing last week, will see the People’s Daily and EU Reporter exchanging news, features stories and videos, and develop close working relationships between the staff of both organisations both in Brussels and Beijing.

Publisher Colin Stevens said

“The agreement gives EU Reporter access to a potential Chinese audience of one point three five billion people – 20 percent of the world’s population!

Our online platform is already syndicated worldwide in over 157 countries to over 200 news organisations with an audience of in excess of 200 million.

This means we can truly offer our clients world-wide coverage”.

Stevens was visiting Beijing as part of the People’s Daily “One Belt One Road” media conference. EU Reporter was the only western European company amongst 60 media organisations invited.

“The highlight of the visit was taking tea in the Great Hall of the People with **Liu Yunshan**, the number 5 in the Chinese politburo, who is responsible for information.

We discussed the importance of a good two way flow of news and information being able to assist a better understanding between Chinese and European citizens, promote mutual learning and common prosperity of different cultures,. The “One Belt One Road” initiative aims to promote connectivity in Asian, European and African continents and their adjacent seas, , and was brought about by the launching of the Asian Infrastructure and Investment Bank (AIB) and the Silk Road Fund.”