

# 2018

ກອງປະຊຸມສູດຍອດສື່ມວນຊົນຂອບການຮ່ວມມືແມ່ນ້ຳຂອງ-ແມ່ນ້ຳລ້ານຊ້າງ  
澜沧江-湄公河合作媒体峰会  
Mekong-Lancang Cooperation Media Summit

May 28, 2018

## Invitation to the 2018 Mekong-Lancang Cooperation (MLC) Media Summit & Reporting Trip

To whom it may concern,

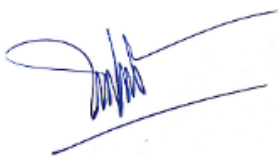
The 2018 Mekong-Lancang Cooperation (MLC) Media Summit will be co-hosted by the Ministry of Information, Culture and Tourism (MICT), Lao PDR and the People's Daily, China, with the theme “**Cooperation in Mekong-Lancang Community for a bright future**”. We are honoured to invite the **Head or a senior executives** of your media organization to attend the 2018 Mekong-Lancang Cooperation (MLC) Media Summit to be held in Vientiane from **July 1-3**, and **one of your senior journalists** to attend a New Media Workshop in Beijing and a reporting trip to Luang Prabang and Champassak in Laos from **June 24 to July 8**, on the sidelines of the Summit.

Representatives of media organizations in the 6 Mekong-Lancang countries will be joined by high-ranking Chinese and Lao policymakers, academics and entrepreneurs. The progress and potential of Mekong-Lancang cooperation (MLC) will be discussed. Media convergence and tourism promotion in the MLC framework will be highlighted at the summit. In addition, a series of interactive sessions will examine MLC's impacts on countries along the Mekong-Lancang River, mutual benefits brought by media cooperation, and the development of new media and tourism promotion.

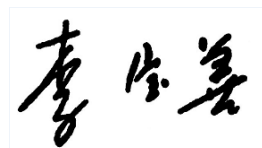
Simultaneous interpretation will be provided in Chinese, Burmese, Cambodian, Lao, Thai and Vietnamese during the Summit. The working language of the reporting trip is English (each journalist is required to submit three news articles after the trip). The Organizing Committee will cover the round-trip airfare, accommodation, meals and ground transport for the duration of the events.

Please check the attached tentative schedule and send your registration form **by June 10, 2018** to **mediatour@163.com**. More detailed arrangements will be provided after we receive the application form.

We look forward to welcoming you to Laos.



**Borsengkham Vongdara**  
Minister, MICT



**LI Baoshan**  
President, People's Daily

## **Tentative Programme**

*(Subject to changes)*

### **2018 Mekong-Lancang Cooperation (MLC) Media Summit**

#### **Sunday July 1**

Arrival in Vientiane  
Media Summit Registration  
Welcome Dinner

#### **Monday July 2**

Morning Summit Registration

Afternoon 2018 Mekong-Lancang Cooperation Media Summit  
**Opening Ceremony**

#### **Addresses and Keynote Speeches**

Invited guests:

Lao Party and state leader, Chinese Party and state leader  
Editor-in-Chief of People's Daily, Minister of MICT of Laos,  
Minister of MCT of China  
Media representatives from Cambodia, China, Laos, Myanmar,  
Thailand, Vietnam  
Executives of China Railway, Lao Asia Pacific Satellite, Lao Digital  
Television, China Youth Travel Service, etc.

#### **Signing Ceremony of Cooperation Agreement within the framework of MLC**

#### **Tuesday July 3**

Morning **Roundtable Discussions**  
Panel session 1: themed on new media  
Tea Break  
Panel session 2: themed on tourism promotion

Afternoon Departure from Vientiane

## **New Media Training Programs and Reporting Trip for**

### **2018MLC Media Summit**

*(Subject to changes)*

#### **Sunday June 24**

Arrive in Beijing and hotel check-in  
Welcome Reception

#### **Monday June 25**

Morning Lecture by Mr. YE Zhenzhen, CEO of People.cn on Media Convergence  
Afternoon Visit New Media Center of People's Daily  
Lecture by Mr. ZHU Huaxin, Director General of Public Opinions Monitor Department, People.cn

#### **Tuesday June 26**

Morning Lecture by Mr. CUI Shixin, Director General of Research Department, People's Daily  
Afternoon Roundtable discussion with staff of New Media Center

#### **Wednesday June 27**

Morning Visit Beijing Automotive Group Co,Ltd  
Afternoon Roundtable discussion with AI experts in Beijing Automotive

#### **Thursday June 28**

Morning Roundtable discussion with experts on short video production  
Roundtable discussion with Wechat team staff from Tencent  
Afternoon Visit SINA.com.cn and discussion with technique staff

#### **Friday June 29**

Morning Roundtable discussion with Animation Designer from New Media Center  
Afternoon Case study and work sharing

#### **Saturday June 30**

Whole day City Visits

#### **Sunday July 1**

Fly from Beijing to Vientiane  
Media Summit Registration  
Welcome Dinner

#### **Monday July 2**

Morning Summit Registration

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framework of MLC**

**Tuesday July 3**

Morning **Roundtable Discussions**

Panel session 1: themed on new media

Tea Break

Panel session 2: themed on tourism promotion

Afternoon Interview with the China-Lao Railway Project in Vientiane

**Wednesday July 4**

Morning Interview with Lao Asia Pacific Satellite Project in Vientiane

Afternoon Fly from Vientiane to Luang Prabang

**Thursday July 5**

Morning Interview with the waterpower station of Sino Hydro in Luang Prabang

Afternoon Interview with China-Lao Railway Project in Luang Prabang

**Friday July 6**

Morning Fly from Luang Prabang to Champassak

Afternoon Visit the world heritage site of Vatphou Temple

**Saturday July 7**

Morning Visit the Khonphapheng water fall near Pakxe

Afternoon City visits in Pakxe

**Sunday July 8**

Whole day Fly from Champassak to Vientiane

Departure from Vientiane