

UNESCO, Chinese media giant join forces to promote education, culture



UNESCO Director-General Irina Bokova during video conference with Zhou Xisheng of Xinhua News Agency

15 October 2010 – The head of the United Nations Educational, Scientific and Cultural Organization (**UNESCO**) voiced hope that an agreement signed with China's Xinhua news service today will increase global awareness of the UN agency's work.

The agreement paves the way for a range of joint actions, including conferences, sharing of communications resources and the presence of Xinhua interns and journalism students at UNESCO.

"With your expertise [and] professionalism in the field of journalism, and capacity to reach out through your strong network and online service, I am certain that Xinhua can contribute greatly to promoting the values and messages at the heart of UNESCO's work," said the agency's Director-General, Irina Bokova.

The Chinese news agency is one of the world's biggest, providing news in eight languages: Chinese, English, Spanish, French, Russian, Arabic and Japanese. It services more than 200 countries and regions in the world, with its online services receiving more than 80 million views daily.

Zhou Xisheng, Xinhua's Vice President, noted that UNESCO's motto is 'Building peace in the minds of people.'

With the news agency's more than 180 branches worldwide and UNESCO's 193 Member States, "just imagine what we can do together towards making this inspiring phrase a reality," he said.

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