

My One-World Dream

By **Elizabeth H. Yang, China Chief Representative, LEADERS Magazine**

CHINA and YOU Survey

LEADERS is pleased to announce its first CHINA and YOU Survey. As part of our continuous effort to build an interactive communication channel between you and the Chinese leaders, we would like you to take a moment to participate in this important survey, which will help us to better address topics of your interest in the coming issues, and will help the world and China to better understand each other. We can also pass your comments along to related government officials and business leaders in China in order to make them truly interactive.

Feedback on the current issue:

1. Which article in this current Branding China issue drew your attention the most? And why?
2. What is missing from this China report that concerns you the most?

Doing Business in China

3. Would you like to do business in China? If so, what specific questions do you have that concern your industry?
4. If you haven't conducted any business in China, what might it take for you to do so?
5. What do you feel China needs to do to improve the business climate for foreign companies and investors? What is the biggest risk when you think of doing business in China?

Best Local Partner in China

6. Do you have a local business partner in China? What are the key characteristics that you look for in such a partner?
7. In our upcoming issues, we plan to launch a "China Roundtable" series to focus on the vast business opportunities in China. We will invite industry leaders from China to participate. Would you suggest which fields and what issues you would like to see covered?

Thank you so much for giving your input to our survey. Please send your comments to china@leadersmag.com. 



Elizabeth H. Yang

About 15 years ago, I wrote an essay entitled "One World," for the competition of a highly prestigious internship in the U.S., in which I displayed a young Chinese student's hopes and dreams of a harmonious world made of understanding, recognition, and respecting of cultural differences. I won the competition.

A few years later, I was interviewed by a senior executive of a major Hollywood studio for a representative position in China. As I was passionately describing my vision of running a channel to help China better communicate with the world, the studio executive asked me with a kind smile, "Will that channel be called 'Elizabeth's Channel?'" "No," I replied, "It will be called 'One World.'" I didn't know if their acceptance of me had anything to do with my answer or not, but I got the job.

When I traveled to different places of the world, people often asked me, "Do you feel more Chinese or American?" "Citizen of the world," I answered while enjoying another conversation of common understanding in a different culture. There is no doubt that I have deep roots in China and America and am profoundly attached to them emotionally. However, they are the solid stepping-stones for me to take off on my One World dream, not the roof of my world.

In the world today, we are not each other's enemies, but each other's resources and opportunities. It is time for us to clear the clutter accumulated by centuries of social developments to go back to the pure and simple human nature – we are all the same and it is our mutual need for survival that makes it essential for us to rely on each other peacefully and respect each other wholeheartedly. It is no longer your world, my world. It is Our World.

It is my great honor to work with LEADERS, a uniquely positioned global communication platform, to bring China to the world as a truly great resource, great partner, great opportunity, and great contributor. My "One World" dream might have won the heart of the judges and studio executives in the past. But now, I am thrilled to see that the "One World" dream is winning the heart of the world.

I have no doubt that my path has led me here, to this most important mission and cause. I hold deep gratitude to a remarkable human being, Mr. Charles Abrams, a great friend and visionary believer in China, whose spirit has lightened up the truth that the most globally aware, thinking people today understand that One World is the only way to sanity and peace for all. I am also very proud of the team that has overcome the impossible to put this issue together.

With LEADERS Branding China issues, we are creating an interactive platform for Chinese leaders to directly share their thoughts with other important global players. We are very pleased to present Mr. Ning Gao-ning, chairman of China National Cereals, Oils & Food Stuffs Corp. as part of the Agriculture in the 21st Century section in this issue. He will be joined by major players in his field from different parts of the world. We hope that more dialogues of this nature will take place in LEADERS, the platform where brilliant insights are communicated among people who lead positive change for a better global future. Please join me in advancing this mission. And become a part of LEADERS. 