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PERMANENT MISSION OF THE PEOPLE'S REPUBLIC OF CHINA TO THE UNITED NATIONS

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Statement by the Chinese Delegate at the 35th Session of the Committee on Information

23 April 2013

Madam Chairperson,

Let me begin by congratulating you on your election as Chairperson of the Committee on Information and on the formation of the new Bureau. I'm convinced that under your able leadership, this session will be a complete success. We wish to thank Ambassador Ulibani, the Permanent Representative of Costa Rica, for his hard work for the Committee over the past two years.

The Chinese delegation expresses thanks to Secretary-General Ban Ki-moon for his report on Information and applauds the good efforts and achievements of the DPI in the past year under the leadership of Under-Secretary-General Peter Launsky-Tieffenthal. The Chinese delegation supports the statement made by our Fijian colleague on behalf of the Group of 77 and China.

Madam Chairperson,

The DPI worked to promote the UN values of peace, cooperation and development all around the world during the past year through communications campaigns, news release, public participation and cultural activities. In UN peacekeeping operations, the millennium development goals, climate change, sustainable development, disarmament, counterterrorism and other fields, the DPI provided timely information and consultancy through close cooperation with relevant agencies and took the initiative to promote and advance the important ideas that the UN upholds and advocates. In so doing, the DPI made important contributions to better understanding of the global public about UN's work. Its efforts are commendable.

On the basis of developing traditional media, the DPI fully leveraged the advantages of the technology of internet and increased publicity through the UN website and social media such as the Facebook and twitter. These efforts made important headways. The UN Radio and UNTV saw a growing number of partners around the world and expanded their reach through the internet. The UN account at Sinablog now has over 3.5 million followers, which enabled UN agenda to get more attention and discussion in China. At the same time, through greater communication and exchanges with people from all walks of life, the DPI promoted greater understanding and participation of members of the public in UN affairs. The Chinese delegations would like to express its gratitude for DPI's efforts in the above-mentioned areas.

Madam Chairperson,

The Chinese delegation wishes to take this opportunity to put forward the following suggests for further improving DPI's work.

First, develop the level of services in all working languages in a balanced manner. We express appreciation for DPI's effort of promoting UN activities in different languages. At the same time, we have noted the gap in service levels and quality of UN working languages. Take the UN website for example, according to Secretary-General's report, the page views of the Chinese, Arabic and Russian languages combined account for only 13% of the total. Compared with the number of countries and people who use these languages, the proportion is obviously too low. We have also noted that the number of online video programs in the Chinese language is relatively small, and there should be more live coverage and webcasting in Chinese. We hope that the DPI will place emphasis on the balanced development of services in all working languages, actively improve efficiency in using existing resources and enable more people in the world to conveniently and efficiently get UN information in their own languages.

Second, place importance on the special needs of developing countries for access to information. Recent years have seen some new measures on the part of the UN in utilizing new information and communications technologies such as the internet and social media. This has opened up new channels to promote the UN to a larger audience. However, in many developing countries, the majority of people still rely on traditional media such as radio, TV and printed publications to acquire information. We hope that the DPI will pay more attention to the gap between developing and developed countries in the area of information

and communications, provide more human resources and technological assistance to developing countries, and expand cooperation and exchanges with media of developing countries.

Third, stay committed to providing accurate, impartial and objective information. Under the current circumstances, developing countries' voices are often ignored and muted due to lack of effective means and channels of news reporting. The UN should advocate for the establishment of a more balanced and fairer order in news communication and encourage the news media to observe professional ethics and provide objective and balanced information. At the same time, we hope that the DPI will continue to provide timely, accurate, impartial and full information to the outside world by a variety of means and methods and set a good example for news media of all countries.

Madam Chairperson,

China will, as always, support the work of this committee and continue to enhance communication and cooperation with the secretariat and especially with the DPI.

Thank you, Madam Chairperson.