

2019 ANNUAL HIGHLIGHTS

2019 全年大事概要

2 March

3月2日

Phoenix Satellite Television Company Limited (“Phoenix TV”) and Wuliangye Group entered into a global brand building strategic cooperation agreement at the Phoenix Centre in Beijing. As the representative enterprises of their respective industries, the parties will build a strong alliance based on the agreement and complement each other, and plan to carry out specific business cooperation on the basis of the agreement and jointly explore greater rooms for cooperation. The signing of the strategic cooperation agreement marked that both parties, on the basis of past cooperation, have further established a longer, closer and more harmonious strategic cooperative relationship.

鳳凰衛視有限公司(「鳳凰衛視」)和五糧液集團在北京鳳凰中心簽署全球品牌工程戰略合作協議。作為各自行業領域的代表性企業，雙方將依託協議內容強勢聯合，優勢互補，並計劃在協議基礎上開展具體業務合作，共同開拓更加廣闊的合作空間。此次戰略合作協議的簽署，也標誌著雙方在以往良好合作的基礎上，進一步建立了更為長久、密切、融洽的戰略合作關係。



4 March

3月4日

The Chief Executive of the HKSAR Carrie Lam and her entourage took time to visit the Phoenix Centre in Beijing, despite her busy schedule and provided guidance.

香港特別行政區行政長官林鄭月娥及其隨行人員在百忙之中蒞臨北京鳳凰中心視察指導。



24 April

4月24日

The Sustainable Development Goals (SDGs) on Belt & Road Phoenix TV's Partners Conference was successfully wrapped up at the Phoenix Centre in Beijing. Guests from government institutions, international organisations, embassies and consulates in China, industry associations, academic institutions, non-governmental organisations and enterprises carried out in-depth discussions on topics including the promotion of sustainable development of Chinese enterprises through global partnership, more effective participation of South-South cooperation and trilateral cooperation on the part of China. The conference announced the establishment of the Research Institute of Sustainable Enterprises for the Earth and Development (SEED) and the beginning of the selection process for the Odyssey of the Dragon Award, and the participating guests all took part in the opening ceremony of SEED. In the meantime, Phoenix

TV's fourth Belt and Road International Forum was held, during which two annual development study reports, namely the *Report on Fostering Sustainable Development through Chinese Overseas Economic and Trade Cooperation Zones along the Belt and Road and China's Contribution to South-South Cooperation: Cases and Implications*, both initiated and prepared by PhoenixTV and its partners, were released.

鳳凰衛視「一帶一路」合作夥伴大會在北京鳳凰中心圓滿收關。來自政府機構、國際組織、駐華使領館、行業協會、學術機構、非政府組織和企業的嘉賓們圍繞全球夥伴關係助力中國企業推動可持續發展、中國更高效地參與南南合作和三方合作等主題展開深入探討。大會宣佈成立鳳凰中國企業全球可持續發展研究院，啟動鳳凰「龍行獎」評選，與會嘉賓共同為研究院揭牌。同時，第四屆鳳凰衛視「一帶一路」國際論壇舉行，論壇上發佈了由鳳凰衛視與合作夥伴共同發起並撰寫製作的兩份年度發展研究報告—《中國一帶一路境外經貿合作區助力可持續發展報告》和《中國對南南合作的貢獻：案例與啟示》。



26 July-25 August

7月26日 - 8月25日

The opening ceremony of *Along the River during the Qingming Festival 3.0*, a digital art exhibition in Hong Kong, co-organised by the Palace Museum and Phoenix TV, with Bank of China (Hong Kong) as the First Partner in Public Interest, was held at AsiaWorld-Expo. The ceremony was attended and officiated by Tung Chee-hwa, Vice Chairperson of the CPPCC; Wang Xudong, Director of the Palace Museum; Xie Feng, Commissioner of the Ministry of Foreign Affairs of the PRC in the HKSAR; Lu Xinning, Deputy Director of the Liaison Office of the Central People's Government in the HKSAR; Liu Changle, Chairman

of the board and Chief Executive Officer ("CEO") of Phoenix Media Investment (Holdings) Limited (the "Company"); and Gao Yingxin, Vice Chairman and Chief Executive of BOC Hong Kong (Holdings) Limited.

由故宮博物院和鳳凰衛視聯合主辦、中國銀行（香港）作為首席公益合作夥伴的《清明上河圖3.0》數碼藝術香港展開幕典禮在香港亞洲國際博覽館舉行。全國政協副主席董建華、故宮博物院院長王旭東、外交部駐港特派員公署特派員謝鋒、中聯辦副主任盧新寧、鳳凰衛視投資（控股）有限公司（「本公司」）董事局主席兼行政總裁劉長樂、中銀香港（控股）有限公司副董事長兼總裁高迎欣等出席並主禮。



3 September

9月3日

Audrey Azoulay, Director-General of United Nations Educational, Scientific and Cultural Organisation (UNESCO), held a meeting with Liu Changle, Chairman of the board and CEO of the Company, at UNESCO's headquarters. During the meeting, Azoulay expressed appreciation and gratitude to Liu Changle and Phoenix TV for their work for UNESCO, as well as for their efforts and contributions towards the conservation of world heritage sites and cultural diversity. Liu Changle thanked the Director-General for her recognition and support for the cooperation between Phoenix TV and UNESCO. The two then signed a new five-year strategic partnership agreement between UNESCO and Phoenix TV. According to the new partnership agreement, the parties will continue extensive and in-depth cooperation in areas such as promoting China's image to the world, publicising protection of world

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heritage sites along the Belt and Road, and advancing human cultural diversity.

聯合國教科文組織總幹事阿祖萊在教科文總部會見了本公司董事局主席兼行政總裁劉長樂。在會談中，阿祖萊對劉長樂和鳳凰衛視對教科文組織的工作，以及對世界遺產保護和文化多樣性所做出的努力與貢獻表示讚賞和感謝。劉長樂也感謝總幹事對鳳凰衛視與教科文合作給予的肯定和支持。兩人隨後共同簽署了教科文組織與鳳凰衛視新的五年戰略合作協定。根據教科文組織與鳳凰衛視新的合作協定，雙方將在向世界展示弘揚中國形象，宣傳一帶一路沿線國家遺產保護，以及推動人類文化多樣性等領域繼續進行廣泛和深入的合作。



26 September

9月26日

Phoenix SDG Summit China Overseas Sustainability Experience Sharing Session was held on 26 September 2019, New York local time, during the 74th session of the United Nations General Assembly. The summit was jointly organised by Phoenix TV and SDG Office. United Nations officials, representatives of the Chinese Mission to the United Nations, officials of Chinese embassies and consulates in the United States, representatives of Chinese and American enterprises, and experts and scholars from Sino-US think tanks were invited to have in-depth discussions surrounding the topic “Current Status of Global Sustainable Development and Opportunities and Challenges Faced by Chinese Enterprises”.

鳳凰SDG論壇中國海外可持續發展經驗分享會於紐約當地時間2019年9月26日在第74屆聯合國大會會議期間在紐約聯合國總部順利召開。本次論壇由鳳凰衛視與聯合國可持續發展辦公室（SDG Office）聯合主辦，邀請聯合國官員、中國駐聯合國使團代表、中國駐美使領館官員、中美企業代表及中美智庫專家學者圍繞「全球可持續發展現狀及中國企業面臨的機遇與挑戰」這一議題展開深入探討。

19 November

11月19日

The opening ceremony of Cultures of China • Tribute to Guangzhou *Along the River during the Qingming Festival 3.0* digital art exhibition, co-organised by the Palace Museum and Phoenix TV, and jointly undertaken by the Forbidden City Publishing House and Phoenix Digital Technology, was held at Guangzhou International Media Harbour.

由故宮博物院和鳳凰衛視聯合主辦，故宮出版社和鳳凰數字科技共同承辦的「文化中國•致敬廣州」《清明上河圖3.0》數字藝術展在廣州國際媒體港盛大開幕。



17 December

12月17日

In celebration of the 70th anniversary of the founding of the People's Republic of China and the 20th anniversary of the reunification of Macao, *The Long Journey: A Panorama of Rivers and Mountains 3.0*, co-organised by the Macao Museum of Art and the Palace Museum, and jointly organised by Phoenix TV, was inaugurated at the Macao Museum of Art. The opening ceremony was officiated by Luo Shugang, the Minister of Culture and Tourism; Alexis Tam Chon Weng, the Secretary for Social Affairs and Culture of the Macao SAR Government; Shen Beili, the Commissioner of Commissioner's Office of the Ministry of Foreign Affairs of the People's Republic of China in the Macao SAR; Xue Xiaofeng, the Deputy Director of the Liaison Office of the Central People's Government in the Macao SAR; a number of Macao SAR government officials; and Liu Changle, Chairman of the board and CEO of the Company.

為慶祝中華人民共和國成立70周年及澳門回歸20周年，由澳門藝術博物館及故宮博物院聯合主辦，鳳凰衛視協辦的《星槎萬里 – 千里江山圖3.0》數碼藝術展在澳門藝術博物館開幕。國家文化和旅遊部部長雒樹剛、澳門特區政府社會文化司司長譚俊榮、外交部駐澳特派員公署特派員沈蓓莉、澳門中聯辦副主任薛曉峰、多名澳門特區政府官員及本公司董事局主席兼行政總裁劉長樂等擔任主禮嘉賓。



20 December

12月20日

The UN Refugee Agency and Phoenix TV formally entered into a strategic collaboration agreement

during the Partner Appreciation Event celebrating the 5th Anniversary of the Phoenix TV programme *Odyssey of the Dragon* held at the Phoenix Centre in Beijing.

在北京鳳凰中心舉行的鳳凰衛視《龍行天下》邁向五周年合作夥伴答謝會上，聯合國難民署和鳳凰衛視正式簽署了戰略合作協定。



27 December

12月27日

To help Small Medium Enterprises (SMEs) innovate and develop, Phoenix TV is launching a new programme, *Road to Peak* in 2020, which will showcase the innovations and business models of SMEs in details. The opening ceremony of *Road to Peak* was held on 27 December at the Phoenix Centre in Beijing. The Phoenix Innovation Industry Alliance was also formally established that day.

為助力中小企業創新發展，鳳凰衛視在2020年推出全新欄目 – 《巔峰之路》，深度展現中小企業的創新理念與商業模式。《巔峰之路》於12月27日在北京鳳凰中心舉行開機儀式，鳳凰創新產業聯盟也在當天正式啟動。

