

## IN BRIEF

## BOGOTA

## One-China policy

Colombian President Alvaro Uribe reiterated here on Monday that his government would continue to uphold the one-China policy. Uribe made the pledge while meeting with China's top national adviser Jia Qinglin at the presidential palace. Uribe said high-level contact between Colombia and China in recent years had further promoted the development of bilateral relations. Jia arrived on Sunday for a four-day official visit.

## BEIJING

## 2008 Paralympics

The 2008 Paralympic Games will run from September 6-17, 2008, in Beijing, the Beijing Organizing Committee for the 2008 Olympic Games (BOCOG) announced yesterday. The International Paralympic Committee recently notified BOCOG of its decision on the dates and programme, BOCOG said. Adapted rowing will become an official sport of the 2008 Paralympics, joining the 19 established Paralympic sports, BOCOG said.

## Wu starts 4-nation tour

China's top legislator Wu Bangguo left the capital yesterday for an official good-will tour to Singapore, Australia, New Zealand and Malaysia. Wu serves as chairman of the Standing Committee of the National People's Congress, China's top legislature.

Xinhua

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## Fortune more than a word

"He covered a wide range of subjects that China's leadership should deal with such as people's living, environment and agriculture, which is very thoughtful," he said.

It wasn't such weighty topics, though, that took up the participants time yesterday. At the Temple of Heaven, where prayers used to be offered for good harvests in imperial times, a gala dinner under—thankfully—clear skies rounded up the day. More than 850 guests gathered for a grand banquet, the first of its kind in the modern history of the temple.

Lasers projected the ardent characters of "Beijing" and "FORTUNE" on the main building of the Hall of Prayer for Good Harvest. Besides the main building, two large logos of the forum shone on screens. There was an appreciation of Chinese culture when the original blue logo was for the first time changed to red, the "colour of China."

The significance of the forum was not lost on ordinary Chinese, among whom it has become a hot topic.

"The word 'fortune' has a deeper meaning for Chinese people now, I believe, and means not just earning money but also to do with spiritual life, such as culture," said Liu Jiali of Peking University who watched the live broadcast of the forum's opening on China Central Television at home.

"Beijing, and China in general, have more opportunities for people, in other words, to seek 'fortune' in various aspects," she said. "They (the participants) are leading business people in the world and their presence here will enrich Chinese people's thinking of the word fortune."

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## Huiyuan Service Apartment

Located in the Asian Games Village, with a 10,000 m<sup>2</sup> central garden and a children's playground. Eight different styles of buildings with 1000 apartments ranging from one-bedroom-one-sitting room to four-bedroom-two-sitting room, also duplexes; Free broadband Internet access.

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President Hu Jintao accompanies Icelandic President Olafur Ragnar Grimsson to review a guard of honour of the Chinese People's Liberation Army outside the Great Hall of the People in Beijing yesterday. Grimsson, who is on his first China visit after taking office in August 1996, arrived in Beijing on Monday for a seven-day trip with an entourage of more than 200 government officials, business people and journalists.

YANG SHIZHONG

## Iceland and nation look to future

By Qin Jize and Cao Desheng

China and Iceland sealed four agreements yesterday to promote trade and co-operation in environmental protection, earthquake and aviation issues.

President Hu Jintao and his visiting Icelandic counterpart Olafur Ragnar Grimsson witnessed the signing ceremony in Beijing yesterday.

Hu said in a meeting that Iceland was the first European country to grant China full market economy status, saying Sino-Icelandic relations had set a good example in building friendly relations between countries with different social systems and economic development.

Hu encouraged the two-way investment between the two coun-

tries, saying he would like to see more co-operation in the fields of transportation, tele-communication, finance and environment.

Both presidents agreed to conduct a joint feasibility study in preparation for a Free Trade Zone between the two countries.

Minister of Commerce Bo Xilai and his Icelandic counterpart signed an agreement in early May, a prelude to negotiations for free trade.

Grimsson has brought with him the biggest-ever trade mission for a week-long state visit, starting from Monday.

The business delegation, consisting of 200 people from 105 companies, represents a wide range of sectors including finance, tourism and high-tech.

Yang Li, a trade official of the Icelandic Embassy in Beijing said the

visiting of the mission is the efforts to help the business people to find their way to the Chinese market and "presents an excellent opportunity for them to understand the local market."

"We can have teamwork in many areas... and we want to bring more and more Chinese students to our country," Grimsson told China Daily.

While seeking alternate sources of technology and energy, China and Iceland will also sign an agreement on the geothermal co-operation today.

Xianyang, an ancient city in Northwest China's Shaanxi Province will benefit from the Icelandic's experience in geothermal heat when a joint company will be established to develop the local geothermal resources at the end of the year.

According to Yuan Peiqi, an official with local land and resource bureau, Xianyang has the richest geothermal resources in China's western area.

Prior to the meeting with Hu, the Icelandic president also visited the Ameco Beijing, which signed a deal on aviation co-operation with the Air Atlanta from Iceland, involving more than US\$15 million.

According to the agreement, the Beijing-based aircraft maintenance and engineering company is expected to overhaul 11 Boeing 747s for the Icelandic carrier before the end of 2006.

"The partnership between Ameco and Air Atlanta is of great significance as it is the foundation of our global aviation expansion," Grimsson said.

## World Expo finds marketing partners

By Huo Yongzhe and Wang Xu

SHANGHAI: The World Expo to be held in this city in 2010 launched its marketing development programme yesterday by teaming up with two partners with an aim to gain insight and expertise before embarking on a ground-breaking marketing campaign.

New York-listed US firm Interpublic Group (IPG) outperformed a number of rivals in a two-month-long race to become a planner of the Shanghai World Expo's marketing campaign, backed by its help in securing the World Expo for Shanghai three years ago.

According to a deal signed yesterday, the company, one of the largest advertising and marketing consulting firms in the world, will

dispatch a 30-strong team to the city to finalize a detailed marketing plan for the expo by mid-June which will become the marketing blueprint of the international event.

The plan will cover several key areas, including brand sponsorship, licensing, operational activities, visitor organization and marketing for the commercial projects.

Further areas include the development budget, promotional activities, taxation and co-ordinating with related government departments.

"A month is not a long time, and IPG already had its team ready for the programme," said Shao Ning, managing director of Powell Tate Weber Shandwick, a subsidiary of IPG, and the second partner.

Although the company is not expected to make big money from the deal, Shao said it would put IPG in

a better position when seeking business for later events.

By bringing in more international expertise, the event will become more attractive to overseas investors, said Dai Liu, vice-president of the Bureau of Shanghai World Expo Co-ordination.

But the expo's marketing will not be over the top, said Zhou Yupeng, vice-mayor of Shanghai.

His words were echoed by a pledge made in March by the organizers of the expo who said the marketing campaign would not be excessive during the event.

"The marketing development will follow the Bureau of International Exposition's regulations, and the funds gathered will all be used for operations of the Shanghai World Expo," said Zhou.

Dai said the funds for the 2010 expo would not only come from the marketing campaign, but also from the government and donations from enterprises and individuals.

China Mobile became the Shanghai World Expo's first official partner this year.

## Shanghai interest in arts grows

By Luo Man and Wang Shanshan

SHANGHAI: In a city more associated with the colour of money than the colours on a canvas, a growing interest in the arts is making waves.

Interest in art collecting is growing in Shanghai and neighbouring Jiangsu and Zhejiang provinces, said Li Lei, vice-president of the Shanghai Institute of Oil Painting and Sculptures and one of the organizers of "Art Shanghai," which begins today.

The four-day fair includes more than 6,000 works by Western artists and some Chinese contemporary painters, and will cater to the growing number of collectors with a taste for the lesser known works of Western masters and who may be willing to pay up to 1 million yuan (US\$120,000) for them.

This growing pool of customers

# New law to protect online copyright

Rule aims to ban rampant Internet violations, threatens fines, courts

By Cui Ning

Online copyright will be protected in China when an administrative rule takes effect from May 30.

The regulation was jointly created by the National Copyright Administration and the Ministry of Information Industry.

The rule applies to services including uploading, storing, connecting or searching online literary, audio and video products in accordance with the instructions of the Internet content provider, without any content revision.

Under the rule, when copyright owners notify the Internet service provider (ISP) that their copyrights have been violated, the provider should take measures to remove relevant copied content.

ISPs that know about copyright violations but don't remove the violating content will face punishment. All income from the illegal act will be confiscated, and a fine of up to three times the illegal income will be assessed. If the illegal income proves difficult to calculate, the maximum fine will be 100,000 yuan (US\$12,000).

Internet services have developed at a rapid pace in China in recent years. The country has more than 1,000 ISPs, 10,000 Internet content providers and 100 million Internet users, according to Li Guobin, an official of the Ministry of Information Industry.

The rule states that serious and potentially criminal cases will be inves-

tigated by judicial departments.

"Copyright violations on the Internet have been running rampant in the past few years, causing damage to the information industry," Xu Chao, an official of the National Copyright Administration, said at a news conference on Monday in Beijing.

"Though there are no specific statistics on economic loss caused by the violations, such violations will impair relevant industries if not curbed."

Sources from the National Copyright Administration said that a higher-level legal regulation will be worked out within two years. The administration is writing a draft to be submitted to the State Council for approval late this year.

China has adopted two ways to protect intellectual property rights — through administrative and judicial departments. Therefore, administrative rules and legal regulations often work in parallel.

"This rule sounds good to our company and other counterparts," Li Bing, an editor of Sohu.com, said in a telephone interview.

In recent years, many articles produced by Sohu and published on its website have been copied by other Internet service providers.

The worst violation is that some ISPs have published plagiarized works. Sohu, which reprinted and published those works saying it did not know they were plagiarized, was involved in copyright disputes, Li said.

"Hopefully, the rule can better manage Internet services," she said.

## Weathermen urge caution on rain

By Jiang Zhuqing

Heavy rain will threaten many parts of China over the coming days, meteorologists warned yesterday.

"In areas between the Yellow and Huaihe rivers, the regions in South China and eastern part of Southwest China, rain fall will reach three to 20 millimetres during May 17 and 18," said Yang Keming from the central observatory of the China Meteorological Administration.

The parched north of the country has enjoyed the largest rainfall this spring, added Yang.

"Drizzle or moderate rain still lingers at the southern part of Northeast China," he added.

Rainfall of 30-60 millimetres will be forecast in eastern parts of Jilin Province, most regions of Liaoning Province and areas southern of the Yangtze River, Yang said, adding that thunderstorms, strong winds as well as hail may mingle with the rainfalls in some of the above-mentioned regions.

Rain is also forecast in most parts of Northwest China and Tibet.

"The latest rainfall that swept

most parts of the northern and western regions from May 14 to 17 is the heaviest one since spring," Yang said. "It would alleviate the drought and is good for the growth of the crops in these regions."

The rainfall has helped curb duststorms that sweep across the country from the desert and dry regions of Inner Mongolia Autonomous Region in North China and Gansu Province in Northwest China.

As most farmers celebrate rainfall in the north, others are suffering in the south.

Nine people were killed and eight others missing after rainstorms struck coastal Fujian Province during May 13-15.

In East China's Jiangxi Province, more than 145 hectares of farmland was flooded and 59 houses were collapsed after heavy rain.

Flood rescue command centres in several provinces have issued notices to local governments to adopt concrete measures to prevent possible mountain torrents and landslides.

Yang warned against outdoor activities such as highland climbing during bad weather.



Slagheap kills 8, injures 122  
Rescuers toil on a mountain of waste rock yesterday after recovering eight people missing since the collapse of the waste mountain in Pingdingshan, a city in Central China's Henan Province. The death toll stood at eight about 40 hours after the accident, which also left 122 people injured and 18 nearby houses destroyed.

XINHUA

## Abbas reaches Beijing

By Sun Shangwu and Jiang Zhuqing

President Hu Jintao and Premier Wen Jiabao will hold talks with visiting Palestinian leader Mahmoud Abbas, said Foreign Ministry spokesman Kong Quan yesterday in Beijing.

Abbas is expected to brief Chinese leaders on the latest development of the Middle East situation as well as the policies to be taken by Palestine in the future, according to Kong.

The two sides will also discuss how to strengthen their mutually-beneficial co-operation in various sectors, said Kong.

Leaders will sign some agreements after their talks, including the agreement on economic and technological co-operation, he added.

Abbas arrived in Beijing yesterday for a three-day state visit to China. It is Abbas' first China trip since he succeeded the late Yasser Arafat to be the president of the Palestinian National Authority following Arafat's death in November last year.

He was elected Palestinian president in January.

Abbas visited China after his trip to Japan and is also due to meet US President George W. Bush on May 26 in Washington.

Abbas said in a press conference in Beijing that China has always maintained a just position in supporting Palestine's liberation cause, and has never ignored the Palestinians' fight for their liberation.

He noted that the economic and political relations between China and Palestine have been excellent, with no conflicts between them.

He added that currently, the biggest obstacle in implementing the Road Map peace initiative in the Middle East is Israel.

In a recent written interview with Xinhua before he starts a three-day visit to China, Abbas called upon Beijing to play a bigger role in the Middle East peace process.

Abbas voiced his expectation that China, as one of the five countries in the UN Security Council with a veto right, can play a bigger role in achieving peace and security in the volatile Middle East region.



Mahmoud Abbas: China's role vital. YANG SHIZHONG