



2020



The Odyssey is a project platform of Phoenix TV

1

Weekly documentary program

2

Phoenix Chinese Enterprise
Global Sustainable Development Institute

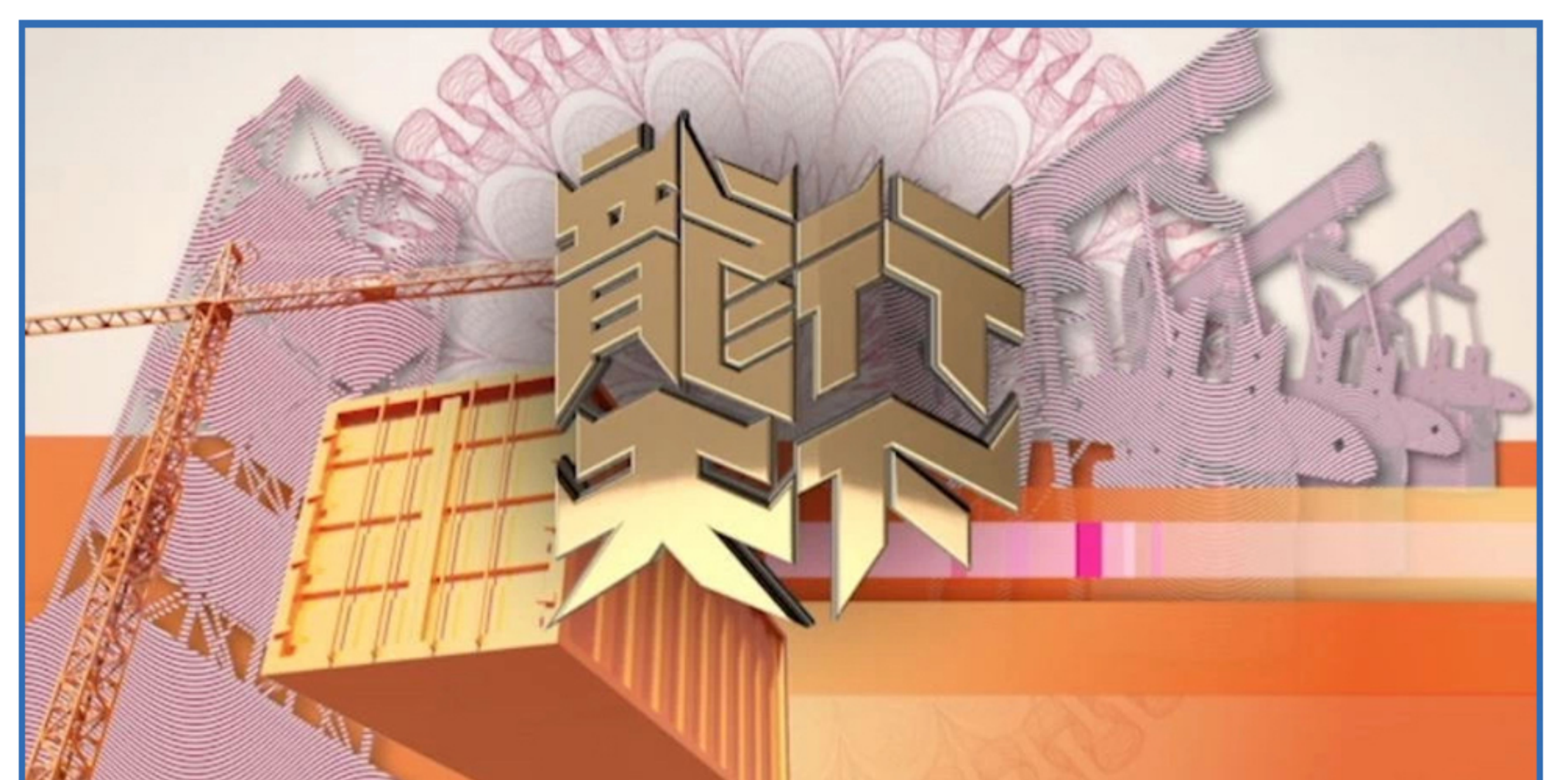
3

Archive

Weekly documentary program "The Odyssey"

The Odyssey is a project platform including "Odyssey of the Dragon", a 38- minute weekly TV documentary program of Phoenix Satellite TV, its research arm "Sustainable Enterprises for Earth and Development Institute of Phoenix Satellite TV" and Archive, a knowledge sharing instrument.

The original intention of the program is that we are full of curiosity about the current China: how does the policy of "Going Global" and "Belt & Road" drive Chinese capital to go overseas when the world pattern has undergone profound changes? What has China achieved and what challenges does it face? How is the rise of China different from the rise of other Western capitals? How can government and participating individuals work together to achieve true "sustainable development"?



Based on the cases we studied through our production and research team, we announce the establishment of the Sustainable Enterprises for Earth and Development Institute (SEED) of Phoenix Satellite TV in April 2019. Bringing together various institutions and organizations at home and abroad dedicated to sustainable development, the SEED aims to widely share the research and analysis of our partners, so as to further promote and accelerate the 2030 Agenda for Sustainable Development and achieve sustainable development goals through events, reports and media products.

The SEED Institute collaborates with partners to launch “A Service Guide to Chinese Investment and Cooperation Activities in Foreign Countries (2020)” (The Guide) video series; features theme based on industries, regions, risks and culture, etc. The Guide will be broadcasted during Odyssey of the Dragon’s weekly program. Based on The Guide, we also provide customized advisory services on global expansion strategies, CSR projects and investment along the Belt and Road.

Sustainable Enterprises for Earth and Development Institute (SEED) of Phoenix Satellite TV





The documentary series was launched in 2016 in the context of China's "Going Global" and "Belt & Road" Initiative. To date, Odyssey of the Dragon has visited more than 80 countries and areas, documenting the efforts of Chinese corporations and individuals going abroad in search of market and development opportunities. The series present over 400 stories of Chinese people trading with the world, as well as analyses and discussions of the challenges that China faces with other members in the family of nations in these times of challenges and opportunities.

In the past, we have interviewed hundreds of Chinese state-owned and private companies, including CRRC, CNPC, BGP of China National Petroleum Corporation, China Railway Construction Corporation, China North Industries, Renaissance Fund, China Communications Construction, Sinotrans, China Merchants Group, China Harbour Engineering, COSCO International Holdings, AVIC International, CGCOC Group, China Southern Power Grid, Shenyang Machine Tool, Port of Shanghai, Bank of China (Hong Kong), China Hydropower International, Power China, COFCO, Yuan Longping High-tech Agriculture, Zhongce Rubber and others.

Private enterprises such as ZTE, Fosun International, Country Garden Group, ZTE Energy, Wanda Group, Wanxiang group, Sany Heavy Industry, Chint Group, BYD Auto, Haier Group, Foshan Textile Machine, Hunan Human Resources Group, and VSS Security Group have also participated in our program.



Archive

With the fully support of its advisory committee members and the supporting institutions, The SEED Institute is building an archive to collect best practices of all stakeholders around the world. These cases will be shared and promoted through the all-media platform.



Projects in 2020

In 2020, The Odyssey will continue to work with international institutions, government, think tanks, enterprises and social organizations, as well as leading scholars at home and abroad to initiate targeted discussions on sustainable development. We will discuss the sustainability of enterprise development, the international development model and the opportunities brought to China by the fluctuations of the new global political and economic order.