

THE CAPITAL CHINA LETTER

新中通訊



NEW ZEALAND CHINA FRIENDSHIP SOCIETY WELLINGTON BRANCH NEWSLETTER
12 Colchester Cres, Newlands, Wellington 6037. Website: www.nzchinasociety.org.nz

No 1003 April 2010

NEXT BRANCH MEETING

Wednesday, 21 April 2010, at 5.45 pm
Connolly Hall

Guildford Terrace, off Hill Street, Thorndon, Wellington.

Barbara Francis

Will speak about her biography of Agnes (Nessie) Moncrieff

"A Remarkable New Zealander – Agnes (Nessie) Moncrieff and her Work with the YWCA of China 1930-1945"



Just over 50 years ago Barbara boarded with Agnes Moncrieff, also known as Nessie, in her home in Brooklyn and was fascinated by the stories the 60 year old told about her time in China with the YWCA - 1930-1945. They remained good friends right up to Nessie's death in 1988.

Three years ago Barbara learned that some letters Nessie had written home from China to her mother in Carterton were in the Alexander Turnbull Library and she "hot-footed" there to read them. Not only are there letters home, but also several to friends and copies of articles and talks she gave.

They give an in-depth account of her experiences in that turbulent time and show how much Nessie did for young women in China.

Now Barbara has compiled extracts from them into a book, *Our Secretary in China*, which is to be published by the Wellington Hutt Valley YWCA.

An optional Chinese buffet meal, supplied by the Fujiyama Café, will follow the meeting at 7 pm. **Orders for the \$10.00 meal (please pay at the door) will be taken up till 6 pm.** If you think you may be arriving late, please let the Secretary know in advance.

MEETING DATES FOR 2010

May 19, Wednesday 5.45pm Professor Brian Moloughney, "China and World History"

May 21-23, National Conference, Hamilton "Building Bridges"

June 20, Sunday 2.30pm Charmaine Pountney, "Returning to China after 28 Years – Some Reflections."

July 18, Sunday 2.30pm Peter Harris, "China and Central Asia"

August to be confirmed

September to be confirmed

October 20, Wednesday 5.45pm Stuart Fergusson, "The Challenge of Trading with China"

November 17, Wednesday 5.45pm Michael Powles, "Perspectives on Human Rights in China"

LAST MEETING: Annual General Meeting

The Annual General Meeting of the Wellington Branch of the New Zealand China Friendship Society Inc. was held on Wednesday, 17th March 2010 at 5.45 pm at Connolly Hall, Guildford Terrace, Wellington.

Officers and committee elected were:

President: Bernie Richmond
Vice President: Ray Brownrigg
Secretary: Bruce Asher
Treasurer: Doreen Launder
Committee: Bing Fon, Elaine Richmond, Sadie Ng, Ellen Yang, Mary Busch, Greg Ford, Rosemary Jones

A vote of thanks for Bernie Richmond's work over the past year was warmly endorsed.

Speaker

"Consumer Vengeance and Scapegoating in the 2008 Chinese Milk Contamination Crisis"

Dr Hongzhi Gao, Senior Lecturer in Marketing at Victoria University of Wellington, spoke of his collaborative research with John Knight of Otago University and Hongxia Zhang of Peking University into the ways in which consumers in China responded to the milk contamination crisis in 2008. Their research looked how consumers chose who to blame; what the consequences were for those who were blamed and what are the implications for markets of the way in which consumers behave in such a crisis.



The Sanlu Group was China's No.1 producer of milk powder. It was a previously state-owned company, targeting middle to low income consumers that had won numerous awards. Fonterra, the world's largest dairy trader, had purchased 43% of Sanlu in 2005.

Dr Gao and his colleagues found that Sanlu's high profile in China made it an easy target for blame when the contamination became known; even though it was not the only manufacturer producing contaminated products and milk dealers, farmers and the government also had a role in the crisis. They attributed the scapegoating of Sanlu to cognitive processes that push people to assign blame, responsibility, or credit for events before all the facts are known and, in this case, leading to one brand taking responsibility for systemic industry-wide malpractice.

The research team began their fieldwork two months after the milk contamination crisis emerged, conducting surveys and interviews in nine Chinese cities focusing on four contaminated brands. Several of their informants confirmed the view that Sanlu had been scapegoated, "Sanlu had bad luck. Damn it – who let it become the first one caught out? Whoever was caught out first would take the worst hit." A retailer said, "It (Sanlu) was only a fuse. . . . The whole sector was contaminated but Sanlu was made a scapegoat!" A senior manager from a dairy manufacturer reported, "The government and the industry knew about the addition of all sorts of inferior materials by farmers and dealers in milk. It was like a time bomb that could blow at any time." Others pointed out that 'evil' price competition and poor regulation in China led to the addition of inferior materials to milk by farmers, dealers and some manufacturers. And that "Information given by the media and the government was largely conflicting . . . The government made a fuss about melamine even before they knew how much is acceptable in food products internationally." Early unprecedented central government 'free reporting' appears designed to give the impression of openness and transparency in the year of the 2008 Olympic Games.

The researchers concluded that a 'harmful' product crisis involving some of the most trusted brands in the Chinese milk powder market shook consumer beliefs and motivated consumers to seek vengeance towards an easy target – Sanlu. As the first brand caught out, Sanlu bore the brunt of consumer anger and became, as the study showed, the most distrusted consumer brand in consumer trust ratings, and thereby assumed the role of scapegoat.

Despite Fonterra's stake in Sanlu, sales of New Zealand milk products in China rocketed after the crisis.

DEREK HOMEWOOD

We are sad to report the recent death of Derek Homewood. Derek was a longstanding member of NZCFS and attended Wellington Branch meetings and banquets regularly.

SUBSCRIPTIONS

Subscriptions for 2010 are now due. Thanks to those that have already renewed. Please use the form included in the last two newsletters. Notice that we now offer electronic banking for subscription payments, and that donations over \$5 are tax deductible.

NEW MEMBERS - A warm welcome to Peter Adams, Tim Edwards and Esme Ridgeway.

MANDARIN CORNER 汉语角 - 3.15pm - 4.30pm Saturdays during school terms

Want to practise your Chinese? Want to learn more about China? Come to Mandarin Corner!

- Open to all ages, all levels
- One to one or small groups

Victoria University of Wellington, Seminar Room, 20 Kelburn Parade. *Gold coin donation*

For more information phone (04) 473-7558 or email mandarin.corner@gmail.com.

CHINESE FEATURE FILM - Thursday 15 April 7:30pm (Documentary screening 7.00pm, door closes 7.45pm.)

Committee Room No. 1, Wellington City Council, 101 Wakefield St. *Gold coin entry*

Dongji Rescue (东极拯救 Dongji zhengjiu)

In 1942, the Japanese army sent nearly 2000 British prisoners of war to Japan in the warship 'Lisbon', but the ship sank at sea near Dongji Island, Zhoushan, China. During this disaster, Charles was separated from his wife and daughter, but was rescued by local fishermen and got back to England. Before his death, Charles asked his granddaughter Kelly to fulfill a long-held wish - to go to Dongji Island to repay the fishermen for their kindness..... Director: Zhang Xin; starring Zhang Ling, Carrey, Zhang Hao and Xia Yu.

Running time 85 minutes; in Modern Standard Chinese with English subtitles.

REMINDER! THE WELLINGTON CONFERENCE ON CONTEMPORARY CHINA - April 12 & 13, 2010

An International Conference to be held at Victoria University of Wellington sponsored and organised by The New Zealand Contemporary China Research Centre in association with University of Canterbury and Asian Studies Institute, Victoria University of Wellington.

China and India : The End of Development Models ?

Leading international scholars in the field will address the issues of how colonial experiences, nationalism, communism and socialism have affected each nation's modern development.

The conference is to be opened by the Governor General, Hon Sir Anand Satyanand. It is open to the public.

For more information: **Email** ChinaCentre@vuw.ac.nz **Web** www.victoria.ac.nz/ChinaResearchCentre

NATIONAL CONFERENCE 2010: "BUILDING BRIDGES" - HAMILTON 21 – 23 May, 2010

2010 National Conference and AGM will be hosted by the Hamilton Branch from 21 - 23 May, 2010.

The programme includes:

- **"Kiwi Dragon - The Chinese in Aotearoa/New Zealand – history, culture, hope"** by Bill Willmott
- **"Changing Images of China"** by Alistair Shaw, National Secretary, NZCFS
- Aspects of Chinese culture and entertainment, and
- Panel discussions; Chinese in New Zealand – speakers from early to recent migrants
- Presentation on 2009 Projects Tour

See registration form and programme attached or contact: Meryl Lanting 07- 843 5260 meryl.l@clear.net.nz

(Conference fee: \$90; Early bird by 20 April: \$80; Saturday only: \$45.)

NZCFS PROJECTS and RURAL COMMUNITIES TOUR – 9 October-1 November 2010

After two very successful NZCFS Projects Tours in 2008 and 2009, Dave Bromwich is organising another one for October this year. This tour will visit three NZCFS project sites and travel in outback areas giving participants opportunities to develop broad awareness of NZCFS projects work through meeting NZCFS friends and project partners and to gain knowledge of rural communities.

Estimated cost is \$6000 all up - home town return, excluding insurances and visa application fee. Cost is based on a minimum group of 12 people, and current exchange rate.

Sightseeing aims to promote understanding of China's culture and history and includes magnificent sites rarely visited by Western tours. From Beijing the group will visit Baoding, Handan, Kaifeng, Chengdu, Pengzhou, Dujiangyan, Danba, Kanding, Chengdu, Kaili, Hechi, Duan, Guilin and Yangshou, returning from Hong Kong.

While a reasonable level of fitness is preferred, some activities could be optional. Food will reflect local cuisines with no major banquets. Accommodation is twin share, 3 star accommodation. Single rooms are available for extra cost. Internal travel is by private bus, with three air connections.

The tour is fully escorted by Dave Bromwich and an English speaking Chinese guide. Wherever available NZCFS

contacts and partners will be used as local escorts. For more information contact Dave Bromwich dbchinz@xtra.co.nz 06 877 9930. An itinerary is attached to emailed newsletters.



CHINESE EARLY EDUCATION DELEGATION

The China New Zealand Education Trust is hosting 10 Early Education Professors to New Zealand from 18 - 30 April. The delegation will present a talk on early education in China at a Pot Luck Dinner to be held at Victoria University Karori Campus Staff Room on Tuesday 27th April at 6pm. Contact Doreen delauder@xtra.co.nz for further details.

EDUCATING FOR ASIA: ASIA IN SECONDARY SCHOOLS

A report commissioned by the Asia New Zealand Foundation released on 16 March, gives evidence that Asia content in secondary schools is far too low for New Zealand to engage effectively with the Asian region, says Vanessa Lee, Asia New Zealand Foundation education director. "This is not a pretty picture. While some schools are raising their students' awareness of Asia, the majority of New Zealand schools are missing the opportunity to equip students to operate effectively in a world where Asia is strategically important."

Only one third of secondary school heads of department say they have included some Asia-specific topics in their teaching programmes over the past two years, but that figure drops to 21 percent for secondary school programmes that include Asia-specific topics or projects lasting more than a single period of study. This is despite widespread acknowledgement by schools that Asia is important or very important to New Zealand.

Japanese is still the most common Asian language being taught in secondary schools, followed by Mandarin. While the majority of large schools offer at least one Asian language, the number of students enrolled in courses is low.

For the full report go to: <http://www.asianz.org.nz>

NEW PARTNERSHIP REINFORCES HONG KONG AS THE GATEWAY TO CHINA

Julian Nixon reports on ever closer cooperation between the region and New Zealand and how Kiwi businesses are using Hong Kong as a springboard to doing business in mainland China.

A Closer Economic Partnership (CEP) agreement will make it easier for New Zealand companies to do business in Hong Kong and to use the China Special Administrative Region (SAR) as a launch pad into China. The CEP between New Zealand and Hong Kong is designed to foster cooperation between customs officials, reduce compliance costs for businesses through the removal of technical and administrative red tape and create greater transparency in areas such as business law. According to the Ministry of Foreign Affairs and Trade, the agreement will encourage bilateral trade flows and generate new employment opportunities in New Zealand through export-led growth. It will also encourage Hong Kong and other Asian investors to invest directly in New Zealand.

Hong Kong Trade Development Council (HKTDC) Director, New Zealand and Australia, Bonnie Shek said "Under the CEP, New Zealand exporters will enjoy greater certainty and transparency when conducting business in Hong Kong which will give them a head-start over competitors in accessing the mainland market." "New business opportunities in Hong Kong and China for New Zealand companies exist in sectors such as biotechnology, medical, software, information and communication technology (ICT) and environmental technology," she said. To date, food and beverage exporters have accounted for the lion's share of New Zealand exports to Hong Kong which increased 13.4 percent to \$793.9 million in 2009.

For the full report go to: <http://www.asianz.org.nz/our-work/action-asia-business/action-asia-insights/cep-hong-kong>

BEIJING PLEDGES TO CLOSE POVERTY GAP

Chinese prime minister Wen Jiabao, in his annual policy speech, has promised increased spending on welfare and rural areas, aiming to halt growth of the gap between rich and poor, maintain stability and spur domestic demand. China is reining in spending after last year's massive stimulus package, while seeking to maintain confidence at home and abroad. The 11.4% increase will take total spending to \$1.2 trillion, but is less than half of last year's 24% rise.

Addressing the National People's Congress, Wen made the case for increased social spending, adding: "We can ensure that there is sustained impetus for economic development, a solid foundation for social progress, and lasting stability for the country only by working hard to ensure and improve people's wellbeing." He announced increases of 8.8% on social spending and 12.8% on rural programmes – well above the unexpectedly low 7.5% rise in the military budget, announced the previous week. It was the smallest increase in defence spending in more than two decades. (from The Guardian Weekly 12/03/10)

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