



The President of China Media Group concludes visit of Class Editori

Milan, 20 March 2019 - Shen Haixiong, President of China Media Group, met in Milan with Paolo Panerai, vice president and CEO of the Class Editori publishing house and director of this newspaper, at the Company's headquarters.

Founded in 2018, China Media Group is the leading State-owned media group in China and the parent company of CCTV (China Central Television, the nation's predominant state television broadcaster), China National Radio and China Radio International. As well as acting as President of CMG, Shen Haixiong also holds the roles of Alternate member of the 19th CPC Central Committee, Deputy Director of the Publicity Department of the CPC Central Committee and secretary of CMG's Leading Party Members' Group.

During his visit, Shen Haixiong was accompanied by Wang Xiaozhen, Director of CMG's CCTV editorial staff, Xing Bo Director of CMG's CRI editorial staff, along with Hua Kai, Director of CMG's CCTV Foreign Affairs Office, Jin Jing, Director of CMG's Italian Section and by the CCTV correspondent for Italy.

CMG already collaborates with the Italian Publishing house through MF/Milano Finanza, which publishes Focus CINITALIA, regular publication that offers an in-depth look at Chinese economic issues. During the meeting between the China Media Group delegation and Class Editori's executive team, new collaborative projects were identified between the two groups, with a focus on publications providing information and services to businesses to highlight the investment opportunities in China for Italian companies and in Italy for Chinese companies. A partnership that will soon be confirmed with the signing of a memorandum in Beijing.

As Shen Haixiong asserted, "After 40 years of reform and opening of its markets, China has achieved remarkable results and entered into a new era. President Xi Jinping has repeatedly stressed the desire to share China's development opportunities with the world. Italy is an important part of the ancient Silk Road and continues to actively participate in promoting the Belt and Road Initiative, for which we are greatly appreciative".

As affirmed by Paolo Panerai "Today as never before the role of the media in relations between the two countries is fundamental. This is precisely why Class Editori's media have, for many years, developed collaborations and partnerships with the main Chinese media actors and, of course, we are extremely grateful to CMG for the appreciation expressed and for the opportunities to strengthen our cooperation".

The relationship with China Media Group further strengthens Class Editori's presence and partnerships with leading media groups in China, from the joint venture with the Xinhua News agency as part of the Belt and Road project, to the agreement with WeChat, the leading Chinese social media platform for which Class Editori is the official reseller in Italy.