

Statement by Ms. Feng Ying, Permanent Mission of the People's Republic of China to the United Nations (2 May 2007)

Mr. Chairman,

At the outset, I would like to congratulate you on your assumption of the chairmanship. My congratulations also go to other Bureau members. I am confident that under your vigorous leadership, this session will continue to play an important role in formulating and reviewing the UN policies on public information.

conducting thematic communications campaigns, giving press conferences, receiving visitors and holding exhibitions, the DPI has shown to the world, in a comprehensive and all-dimensional manner, the UN activities in the three major areas -- development, security and human rights. It has helped reinforce the UN image and soft strength. Taking China for example, there has been a growing interest in holding publicity and promotional activities in the UN, reflecting the increasing public impact of the United Nations.

2. The Chinese delegation appreciates the reform conducted by the DPI to improve its work. In recent years, the DPI has adopted a more strategic approach to its work, focused on setting well-defined communications goals and identified target audiences. While achieving greater coherence within the UN system, it has given priority to mobilizing NGOs and other social forces in a joint endeavor to communicate the work of the United Nations. The DPI has also integrated a culture of evaluation to measure more effectively its activities. The Chinese delegation believes that reforms will lead to greater vitality and efficiency. More strategic approach to work is an important way to ensure higher DPI efficiency with limited financial resources, and is also a powerful driving force for DPI's

