

**Recommendations for ADB Draft Public Communications Policy**  
**(By Yu Xiaodong, Director of Public Nutrition and Development Center)**

1. Public Nutrition and Development Center (PNDC) finds that ADB has developed a correct understanding of public communication, i.e, PNDC and ADB have reached consensus in our understanding of public communication. To some extent, important international experience and timely communication system are more important than financial support as they are invaluable in terms of saving time and cost.
2. PNDC hopes that on this basis ADB will be more open in providing support for the recipient countries, without restricting such support exclusively to the government and government departments. Especially in the new era of reform and opening up, we hope that while supporting the recipient countries ADB will consider NGOs, enterprises and all walks of life that are capable of exerting impact on economic development.
3. We hold that public communication includes both disclosure of information and the collection of information. We hope that the ADB will actively further its understanding of projects that are carried out by different executing agencies and prevent waste of time and money in public communication. For collection of information, it is expected that ADB will provide more opportunities for executing agencies to feedback information and will increase ADB participation in activities organized by such executing agencies.
4. We hope that ADB will provide more opportunities for executing agencies to communicate with each other for sharing of resources. Reinforced mutual communication among executing agencies may lead to cost saving of unnecessary expenditures.
5. With regard to ADB operations related to certain industries in China, it is hoped that
  - ADB will increase innovative researches of mindset for ways of regional development. For instance, poverty reduction has been carried out for over a decade. We hope that ADB will increase its research and review and summary of macroscopic policies such as what paths poverty reduction and “Go West” should adopt, rather than confining itself to individual project studies. For instance, the current project to be incorporated into the 11<sup>th</sup> Five-year Plan has achieved maximum result with minimum cost. In addition, this project will bring with it enormous loan requirements for industrial development.
  - We do not think ADB has provided or is providing remarkable support for backbone industries (except infrastructure) of the recipient countries. We wonder whether the ADB could support backbone and leading industries characteristic of the recipient countries and put forward relevant recommendations to the government. By doing so, ADB will not only help improve capacity of the recipient countries for development but also for sustainable development of the ADB.

6. At present, PNDC and ADB are cooperating under the “Program for Strengthening China’s Public Nutrition”, i.e., incorporating public nutrition policies into the government’s 11<sup>th</sup> Five-Year Plan. The project is going on smoothly and is expected to be completed with great success. We believe that ADB has paved a new way for cooperation with the government by starting to support another type of capital construction for the country----policy development.

We would like to express our gratitude to ADB and look forward to further and more extensive cooperation with ADB.

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