Chinese Soft Power Code to be launched in Pakistan


Book launch ceremony of “Chinese Soft Power Code” by H.E. Syed Hasan Javed, Pakistan’s Ambassador to Federal Republic of Germany, is scheduled to be held at 11:30 am on Wednesday July 29, 2015 at the Institute of Business Management (IoBM), jointly organized by Karachi Council on foreign Relations (KCFR) and IoBM says a Press Release of the IoBM Public Affairs Section.

This book has been attributed as a study of comparative world history of civilizations with rarely any parallel to this achievement of ‘Soft Power Superpower’, which makes the People’s Republic of China the most admired and respected power in world history.

The Author, Syed Hasan Javed is an officer of the Foreign Service of Pakistan. He spent about a decade in the People’s Republic of China in two diplomatic assignment, first, as a Third and Second Secretary from 1980-1987 and second time as the Deputy Head of Mission/Minister in the Embassy. He is also the author of the book Chinese Made Easy: Conversational Chinese in a Hundred Lessons.

In his interview to China’s “the People’s Daily” on the launching of this book in China Mr Javed summarized the core values of the Chinese people he has observed, namely righteousness, humility, discipline, kindness, loyalty, enthusiasm, patience and perseverance. He also extended 88 moral qualities to which Chinese people attach importance, such as hard-work, patriotism, professionalism and impartiality.

He explains that soft power is the capacity through which a country takes advantage of its non-material and intangible assets to promote policies and strengthen national power. He attributes China’s rapid change in the past decades to the country’s rich culture and soft power.

Invitation Card

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