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**The New Silk Road –  
Leveraging the Belt and Road  
Initiative to Drive a New Era of  
Sustainable Trade**

# Speakers



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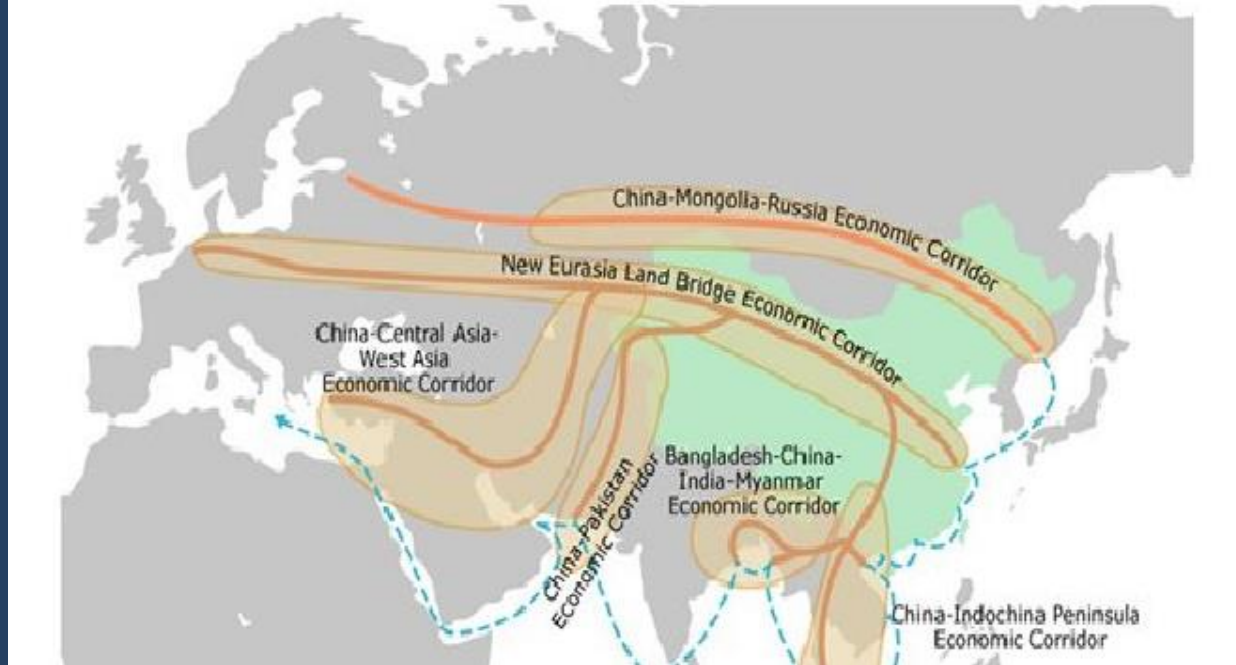
The Belt and Road initiative (BRI) is set to reinvigorate the seamless flow of capital, goods and services between Asia and the rest of the world, by promoting further market integration and forging new ties among communities. It offers global businesses - from multinationals to SMEs - unparalleled opportunities to tap into new markets along the Belt and Road.

BRI covers from the Chinese mainland to Europe and include more than 60% of the world's population living in 60-plus countries across Asia, Europe and Africa. This will cover 30% the world's GDP, and 35% of world trade

Five Key Areas: **Policy Coordination, Facilities Connectivity, Trade & Investment, Financial Integration, Cultural Exchange**

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## The Belt and Road Initiative: Six Economic Corridors Spanning Asia, Europe and Africa



The land-based Silk Road Economic Belt and 21st Century Maritime Silk Road **UNLEASH**  
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**amfori** is a partner in the Belt & Road Initiative Commercial Alliance (BRICA), allowing our members to leverage the BRI's resources to pursue exceptional sustainable trade options with a responsible supply chain.

**Join us** as we explore policy coordination, infrastructure connectivity, financial integration, cultural exchange and how the BRI supports the UN SDGs.

## Moderator



**Ms Joyce Chau**

amfori Network Representative Greater China

# Thank You!

To keep track on the latest development of BRI and amfori's participation, please subscribe here:



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