Speech launching ceremony "Pilot Project of Child Poverty Reduction and Overall Development in China's Impoverished Areas".

17.2.2014 In Wuhan, Hubei Province

Friis Arne Petersen, Danish Ambassador to China

Vice Governor Liang, Deputy Director Wang, distinguished ladies and gentlemen. I am honored to have been invited to today's ceremony. As Danish Ambassador to China, it gives me great pleasure to be part of the launching of a project with the aim of improving the development of China impoverished regions focusing especially on child poverty reduction.

China's achievements in poverty eradication have been impressive over the last decades, and no country in the world has lifted more people out of poverty than China. However, there are still many challenges and many people are still not having the opportunities in life that others have obtained. Poverty pockets still exist in different parts of China.

Therefore, the project, which is being launched today, is very important, and so is the focus on children. Please allow me to congratulate Hubei Province, State Council Leading Group of Poverty Alleviation, and Bestseller Group on today's launch and cooperation.

In order to create the best opportunities and the best framework for future growth and future prosperity, the focus on children is of paramount importance.

The Bestseller Group and their brands are famous in Denmark and also very much in China and I am very happy to be Ambassador for a country which have companies such as Bestseller. In the same vein, I admire and applaud the decision by Bestseller Foundation to enter into cooperation with the State Councils Leading Group on Poverty Alleviation on the current project in Hubei. I hope their progressive type of work – giving back to society will inspire other companies – Danish and foreign – to do the same.

I can assure you that we will be following the project with great interest, and I do hope and expect that I will return to see the project and the progress first hand. This I have done with some of Bestseller Foundations projects in Yunnan province, Malipu County.

Finally, allow me to send the best wishes for today's project launch, for the progress and success of the project here in Hubei. Because of this project, many children's lives will be affected and be more happy and satisfied.

Thank you for your attention and awareness.