

# From the Bing Dwen Dwen to see the Chinese cultural self-confidence



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Foreign athletes are proud to take photos with the Bing Dwen Dwen.



A Japanese journalist renamed himself Yi Dwen Dwen.



The Prince of Monaco send Bing Dwen Dwen to his two children.



Chinese cultural  
self-confidence

# What's the cultural self-confidence?

Official Explanation:

1. Identify the cultural values
2. Have a firm confidence in the vitality of its culture

Own Understanding:

1. Understand the essence of our own culture well
2. Be willing to share it with people from any countries in the world.



# Why we advocate cultural self-confidence?



From its name ,we can see the Chinese culture

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Bing ice,purity and strength



Dwen Dwen thickness, solid and cuteness

# How does Bing Dwen Dwen show the confidence of Chinese culture?

1、 Show the spirits of Chinese youth

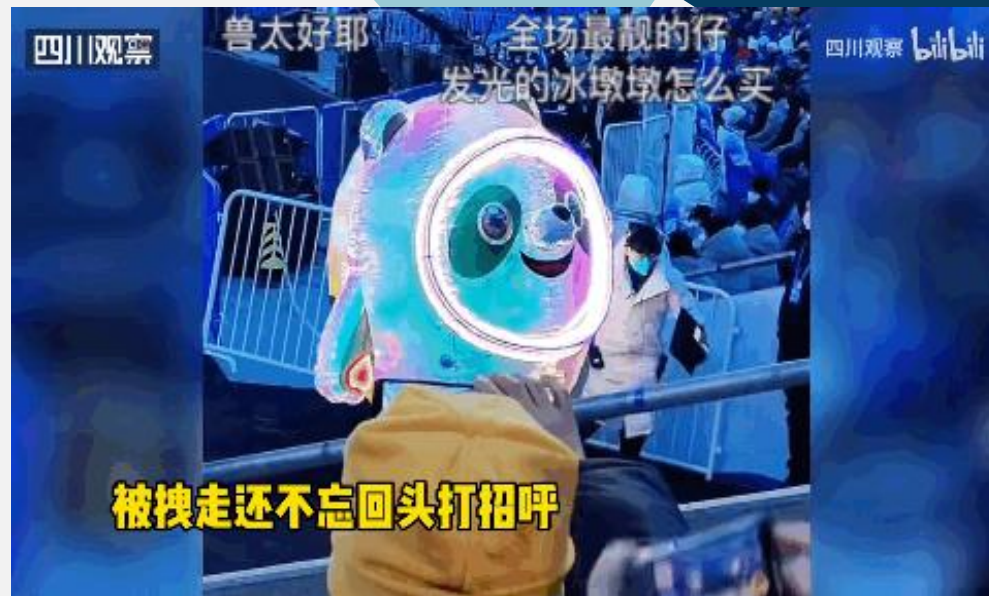
2、 shows our improvement in spiritual, a reflection of our consumption level.

3、 Show cultural inheritance and innovation  
( 文化创新 )

4、 Promoting the building of a Community of Shared Future for Mankind  
( 人类命运共同体 )











A new stage of  
economic

A new height of  
spirits

# Panda mascot



Panpan  
the 1990 Beijing  
Asian Games

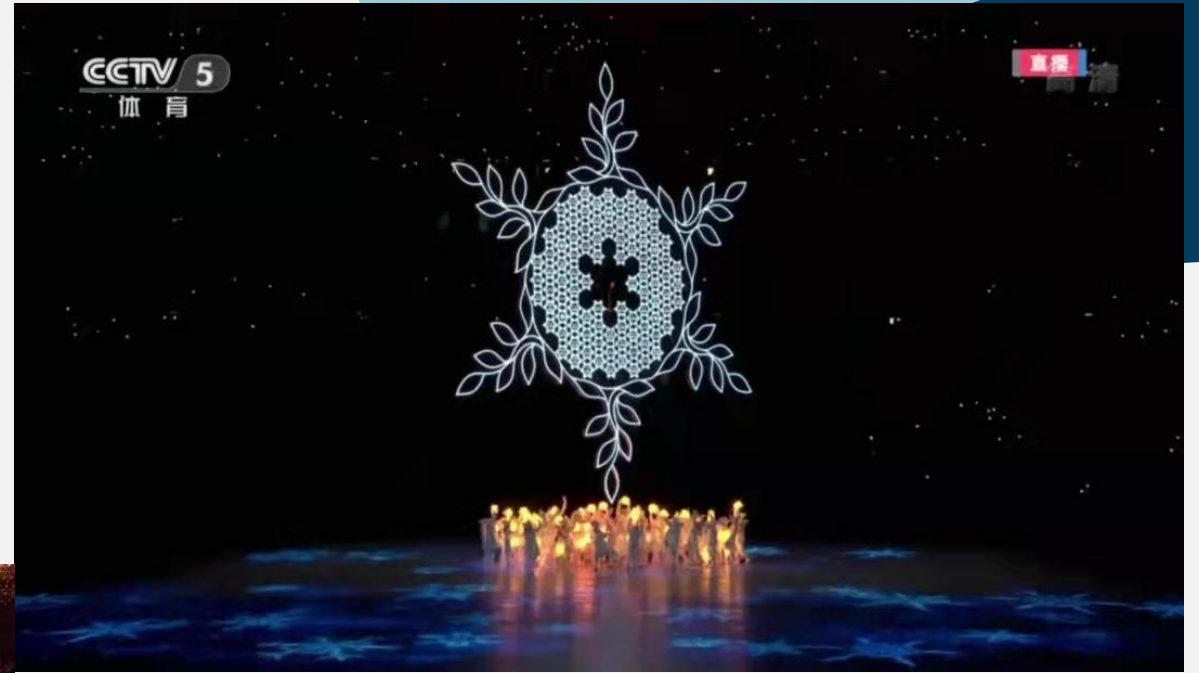


Fuwa Jingjing  
the 2008 Beijing  
Olympic Games



Bing Dwen Dwen  
the 2022 Beijing  
Winter Olympics

A platform to bring the world  
reunite again



Shows China' s kindness to the  
world



# Thank you for your listening

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