

WORLD LEADERS AT BROAD

2019.10.15



BFA Directors in Attendance

Ban Ki-moon, Chairman of the Board, Boao Forum for Asia, 8th Secretary-General of the United Nations, and Madam Yoo Soon-taek

Romano Prodi, former President of the European Commission, former Prime Minister of Italy, and Madam Flavia Franzoni

Jenny Shipley, former Prime Minister of New Zealand, and Mr. Burton Shipley

Gloria Macapagal Arroyo, President of the Philippines 2001-2010

Shaukat Aziz, former Prime Minister of Pakistan

Carlos Gutierrez, Co-founder and Executive Chairman, EmPath, former U.S. Secretary of Commerce

Surakiart Sathirathai, former Deputy Prime Minister of Thailand

Zhou Xiaochuan, Vice Chairman of the Boao Forum for Asia, Vice Chairman of the 12th National Committee of the Chinese People's Political Consultative Conference, former Governor of the People's Bank of China, and Madam Li Ling

Li Baodong, Secretary General of Boao Forum for Asia, former Vice Minister of Foreign Affairs of China, and Madam Lu Hailin

Kudo Yasumi, Senior Advisor, former President and Chairman, NYK Line

Vincent H.S. Lo, Chairman, Shui On Group, and Madam Zhu Lingling

Mao Chaofeng, Executive Vice Governor, Hainan Province













Experiencing Air That Is 100 Times Cleaner

On the afternoon of October 15, 2019, a carvan of cars wove its way into BROAD Town. A smiling Ban Ki-moon, wearing a dark blue suit, stepped out of one of the lead cars. Zhang Yue, Chairman of BROAD Group, greeted him with a firm handshake: “Welcome to BROAD, Secretary General!” he said. “Glad to meet you again, Mr. Zhang!” Mr. Ban Ki-moon replied.

The group, led by Zhang Yue, entered the BROAD Clean Air showroom. Ban Ki-moon, who had chaired South Korea’s National Council on Climate and Air Quality since 2019, showed great interest:“BROAD is also working on air purification?” Zhang Yue responded: “People now regard purified water as a necessity. In fact, clean air is most needed.”

Ban Ki-moon nodded. Zhang Yue then introduced to the Secretary General BROAD’s inventions, such as the clean fresh-air system that filters PM2.5 by 99.9%, and a series of clean-air products – from commercial, to domestic, to mobile use, as well as air-quality detection devices. He took a sample unit and presented the inner structure: “In addition to filtering PM2.5 by 99%, BROAD clean fresh-air machines introduce 100% fresh air with a much lower power consumption than common fresh-air systems, and it also has the function of heat recovery. What’s more, it is affordable to ordinary people.” Ban Ki-moon felt the air temperature at the fresh-air outlet with his hands, and with great zest picked up and examined the air monitor to test the indoor air quality. The test results surprised everyone: the indoor air was more than 100 times cleaner than the outdoor air.





Non-electric A/C — Energy Efficiency Doubled

While walking into the A/C showroom, Zhang Yue explained to his guests why non-electric air conditioning is more energy efficient: “Every energy conversion is accompanied by some energy loss. BROAD’s non-electric A/C uses fuel to produce cooling, saving 80% of the energy of conversion and doubling energy efficiency. In 1999, BROAD invented a distributed energy mode – a combined cooling, heating, and power (CHP) system – which converts exhaust gas from power plants into energy and realizes zero emission for central air-conditioning systems.” Ban Ki-moon also learned that BROAD’s CHP system had been applied in more than 70 countries, and the energy efficiency of each project had at least been doubled, equating to zero energy consumed for cooling and heating. At this, he enthusiastically exclaimed: “BROAD is a shining example of sustainable air conditioning and sustainable energy.”





Discovering the Ultra-light and Ultra-strong Stainless-steel B-CORE Slab

In the B-CORE showroom, Zhang Yue picked up a sample B-CORE slab: “We invented the B-CORE slab in 2008. It is composed of two stainless-steel plates held together with an array of extremely thin core tubes, sent through a 1100°C copper brazing process.” The ultra-light and ultra-strong slab captured everyone’s attention immediately. “Why make B-CORE slabs? What is the difference between the B-CORE slab and traditional materials?” Shaukat Aziz, former Prime Minister of Pakistan, was very curious. “The B-CORE slab is ultra-light and ultra-strong: it will not corrode in ten thousand years, and it is expected to completely replace building structures, vehicles, ships, and aircrafts’ outer shells, transforming the world’s construction and transportation industry from the root.” While replying, Zhang Yue passed the slab to Aziz, who observed the lightweight object closely and continued his questioning:“Is it economical and suitable for mass production?” Zhang Yue replied: “We have realized a manufacturing process with a cost an order of magnitude lower than honeycomb plate. The annual output capacity of one B-CORE slab production line is more than 8000 m^2, and its line can quickly be copied all around the world.”

The group then came to the F Tower, which was under construction using 100% stainless-steel B-CORE slab. They were surprised to see that just four columns were able to support a building of more than 800 m^2, with the cantilever stretched out as far as 17 meters. “BROAD is creating a miracle in human history!” Romano Prodi declared. “B-CORE slab is a powerful weapon against climate change.” Ban Ki-moon added. Shaukat Aziz also gave praise: “This product will change the world!”







Zhang Yue

Chairman & President, BROAD Group

Thank you for coming from afar, and welcome to BROAD! One of the chief characteristics of BROAD Town is that everything we do is original. What we are eating today was produced entirely on our own farms, completely free of pesticides, fertilizers, and additives. In fact, all of our 3000 employees enjoy free organic food every day. Paying attention to food health, water health, and air health is our basic principle. But to tackle climate issues, we rely on a wider range of our products. If you have enough time to observe us more closely, you will notice that all of our work is committed to two aspects: health and environmental protection. I wish to present to you a five-minute video introducing the food we eat and the new materials we have invented. You've just seen some of our traditional products, but the more important one is a product for the future – the B-CORE slab. We believe that the B-CORE technology will reshape the future of humanity.


Gala Dinner for Boao Forum fo
博鳌亚洲论坛远



Ban Ki-moon

Chairman of the Board, Boao Forum for Asia
8th Secretary-General of the United Nations

Good evening, honored Chairman Zhang Yue and Son of Chairman Zhang, distinguished members of the Boao Forum, distinguished ladies and gentlemen. Thank you for your gracious hospitality and kind introduction. I'm just standing here with a sense of awe and surprise. I'm sure that I'm not the only one, particularly among the Boao Forum board of directors. This is surprising, and it's really a sense of awe, we have learned so much: that 21st-century science and technology can really change our lives, making them much, much better; much, much faster, to make this world sustainable.

We've been fighting, struggling to address the climate change phenomenon. And I think we should have more people, more companies like BROAD, who can provide sustainable energy, who can change how the climate affects us, with cutting-edge science and technology. It will be much easier for us to change, make adaptations. It's a very good example, very good evidence, that we can use this kind of science and technology and invest in science and technology, in adapting to climate-change factors.

I have learned in just a short time, that adaptation initiatives are much, much more important and necessary, coming with our efforts to mitigate the climate phenomenon.

Wise investment in infrastructure, wise investment in agriculture and water resources. I think this will really help us to adapt and change the situation in our fight against climate change.

I'm told by scientists and economists that a $1 investment in adaptation like what we have seen here will have a $7 return. So, using all cutting-edge technology and science as BROAD Group has been using will be extremely important for our voice.

In fact, BROAD Group has been one of the earliest members of the Boao Forum. For us, coming to this company is like coming to our home. Thank you for your hospitality.

This morning, the board of directors of the Boao Forum had very serious and sincere discussions on how we can make the upcoming Boao Forums in 2020 and 2021, as we kick off preparations to adapt to our changing situations in the very gloomy look of the global economy.

I'm very pleased and I'm sure that our board of directors will agree with me that we are very happy to be working with BROAD Group, which has been practicing the keywords which we discussed this morning like cooperation, openness, creativity, innovation, and reform.

In fact, Chairman Zhang Yue has been a regular speaker during many sessions of the Boao Forum. BROAD Group is a shining example for sustainable building, sustainable air conditioning, and sustainable energy. And it is the down-to-earth actions of companies such as BROAD Group for a sustainable development agenda for 2030 and the Paris Climate Change Agreement. I commend Chairman Zhang for your vision, for your strong commitment in green development.

This morning's meeting also outlined a number of initiatives to better serve the interests of our key members. We've had, in the past year and a half, a series of world forum visits and meetings with overseas conferences; industry visits like we are doing today to BROAD; workshops; and finally, having opened BFA membership to an increased number of countries, government leaders and corporate peers. Such exchanges, and not only interactions, expand business ties through face-to-face talks like we are having today with the BROAD Group.

The Boao Forum's footprint has also expanded beyond shared economics into the five new areas of technology, health care, education, culture, and media.

The Boao Forum will continue to work together with the key industries and business leaders like BROAD Group, and we'll listen to their needs, their visions, and their wisdom to make this world better and more sustainable.

Chairman Zhang, thank you very much for your hospitality. And, may I propose a toast for the continued success of BROAD Group and the success of all of the guests present here this evening.

Xie Xie! Gan Bei!

Dame Jenny Shipley

Former Prime Minister of New Zealand

Thank you, Secretary General, and in particular Chairman Zhang. Thank you so much to BROAD Group for hosting us and bringing these delegates together in such an acute and intellectually challenging way. Our challenge is worldwide; and yet, coming here we a have deep sense of your sharp intellect and your focus on solutions that deliver meaningful change and and these are matters of great import and former leaders.

At a time when many people feel overwhelmed by the world's issues, you have demonstrated that you can, for example, through asserting your technology strategy, put many industries together and accomplish your ambitions. The product design of the construction and airline material is, in my opinion, or certainly in my experience, the most innovative thing that I have seen in recent years, and I am sure that kind of thinking has the potential to revolutionize the way we view the future.

Mr. Chairman, I am sure that I speak on behalf of my fellow Boao members to say that we are very proud to call the BROAD Group a member of Boao Forum, and acknowledge your longstanding commitment. But today's experience in coming to visit you also reinforces that your leadership and energy and investment in the future is very well aligned to the Boao Forum, and we look forward to greeting you there on many occasions in the future. *Xie xie!*







Welcome Dinner

The “Themed Feast on the Eight Views of Hunan” was inspired by a painting done by a scholar of the Northern Song Dynasty, depicting the eight beautiful sceneries along the Xiangjiang River. The painting has been handed down for generations in China, and it is noteworthy for having inspired the development of Japanese gardening. BROAD designed the eight delicacies, integrating the various gourmet traditions of each scenic spot. The “Themed Feast on the Eight Views of Hunan” finely interprets both the food culture and spectacular sceneries of Hunan Province.

The food and ingredients of the welcome dinner were all organic. With no expensive materials or complicated processing, the original taste of the food was preserved. The international leaders were all affected by the ancient poetry, painting, and BROAD’s food culture. They ate every last bit of all dishes, and many even requested to take the menu so as to give it further study.

Ms. Zhou Mo, China’s renowned pianist and the chief advisor of BROAD Art Troupe, contributed a musical feast to the distinguished guests with her exquisite skill and passionate performance

Musical Order

1. Franz Liszt, “Liebestraum”
2. Franz Liszt, “La Campanella”
3. Tchaikovsky, “The Dumka, Op. 59”
4. F.F. Chopin, “Grande Valse Brillante, Op. 18”
5. Mozart, “Fantasia No. 3 in D Minor, K. 397”
6. Rachmaninoff, “Prelude in G Minor, Op. 23 No. 5”
7. Piano quintet, “Arirang Folk Song”
8. Piano concerto, “Defending the Yellow River”



The Themed Feast on the Eight Views of Hunan

Night Rain in Xiaoxiang: Vinegar-Marinated Shaved Radish

Ingredient: Home-made marinated radish
Feature: Refreshing, with a slightly spicy taste

Wild Geese Descending on the Sandbank: Crispy Fried Duck

Ingredients: Duck, duck eggs, sweet potato, etc.
Feature: Crispy.

Evening Bell from the Temple: Brewed Tofu

Ingredients: Home-made silken tofu, eggs, pumpkin, etc.
Feature: A rich bean flavor.

Sunshine After Rain in the Mountain Village: Vinegar Cabbage

Ingredients: Cabbage, sugar, rice vinegar
Feature: Fresh, with appetizing color and refreshing.

Snow on the River at Dusk: Dried Beef Granules

Ingredients: Beef from grass-fed cattle, sesame, etc.
Features: It smells good, and the sauce is so well thickened and absorbed into the beef that you can feel it when you taste it.

Returning Sailboat from Far Away: Mandarin Fish

Ingredients: Mandarin fish (a kind of perch), okra, etc.
Features: Its outer layer tastes crispy while the inner tastes tender.

Autumn Moon in the Dongting Lake: Soup of Meat and Lotus Root Balls

Ingredients: Home-planted lotus root, chicken broth, vegetables, etc.
Features: Sweet and delicious.

Sun Setting in the Fishing Village: Fried Sweet Glutinous Ball (Tangyou Baba)

Ingredients: Glutinous rice flour, white sugar, water, etc.
Features: Sweet, soft, smooth, and chewy.







Organic = Healthy + Delicious

Organic Food

No inorganic matter such as harmful chemicals during food production and processing.

Organic Planting

No fertilizers, pesticides, or herbicides, and no harmful chemicals in the soil and water. Grown in clean air conditions.

Organic Processing

No chemicals such as growth hormones, antibiotics, etc.

Organic Cooking

No chemicals such as preservatives, pigments, MSG, etc.

Dish cleaning detergent is replaced by edible alkali.

No chemicals such as brighteners, synthetic fiber rags, etc.

The Value of “Organic”

Protect human health.

Prevent soil and water pollution from pesticides and other chemicals.

Prevent carbon emission and the production of pesticides and chemicals.

1 kg of inorganic food produces 0.5 kg CO_2.

According to a UNEP report, if humans discontinue chemical farming, organic farming can support the entire human race.





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