

CHAPTER II

THE DEVELOPMENT OF CHINA PANDA DIPLOMACY

This chapter discusses the development of China Panda Diplomacy. The researcher will explain the symbolism of Panda. In the other hand, the researcher will explore the stages of Panda Diplomacy and mentioning the step of the giant Panda loan breeding process. Last but not least, the writer will mention the countries that received the Panda.

A. THE SYMBOLISM OF PANDA

China was known as one of the oldest ancient in the earth. Besides its famous landmark of the Great Wall, China owns a cute animal named the Giant Panda, *Ailuropoda Melanoleuca* (Xianmeng Qiu, Susan A. Mainka, 1993). From the Chinese perspective, Panda is a symbol of peace and friendship. They have a gentle temperament and aren't known for attacking others. This animal is also believed to have powers to combat evil spirits (Wang, 2017). There some province in China assumes that giant panda is a symbol of luck. The color contrast of giant panda equated as the mythology of Yin and Yang or means as equality that reflected the equality of life. The Pandas are seen as a symbol of co-operation between China and the receiving countries (Hinderson, 2017). Scholars acknowledge that culture is as important a politics, military, and economic as an element in influencing the development of a nation's foreign policy (Hu, 2013).

Buckingham, et al. (2013) stated that the Panda represents a fascinating soft-power resource. The panda offers a softer animal symbol for China compared to those of its past – the red dragon- and it is dealing with the natural beauty of the country. In the words of Hindreson said that it is very common to find the dragon still being used as a metaphor for a

rising and threatening China. While the Panda also can be used in such a manner symbolizing of China threat but however panda is not very threatening and therefore does not cause the same notion of worry. In parallel, the Panda has been actively positioned as an emblem of the Chinese nation (Kathleen Carmel Buckingham, Jonathan Neil William David, Paul Jespon, 2013). In addition, Panda was being a symbol and mascot of some events and organization.

1. Panda as World Wildlife Fund's logo since 1961

Today, giant pandas are one of the world's popular animal. Universally recognized by others as a charismatic symbol of both China and nature conservation in general (Panda.org, 2017). World Wildlife Fund or has known as WWF is an International Non-governmental Organization who works for saving species and landscapes to addressing the larger global threats and forces that impact them(World Wildlife Fund, 2019). Currently, their work area includes forests, marine, freshwater, wildlife, food and climate. It is the world's largest independent conservation organization working in more than 100 countries, supporting around 1,300 conservation and environmental projects with over 5 million supporters worldwide (dewibsite, 2019). The fund was coming from an individual, a government source, and corporations.

Cited from WWF.Panda.org stated a fact that the China giant panda became the logo of WWF was inspired by the giant panda that was living at the London Zoo in 1961, Chi-Chi, as the same year WWF was created. The giant panda was chosen as WWF's logo as shows in the figure 2.1 is due to the founders that were aware of the need

for a strong, recognizable symbol that would tackle the language barriers (World Wildlife Fund, 2019). According to WWF.Panda.Org, mentioned that one of WWF founders and a person who drew the first logo, Sir Peter Scott, said “We wanted an animal that is beautiful, endangered, and loved by many people in the world for its appealing qualities. We also wanted an animal that had an impact in black and white to save money on printing cost”.

Despite the fact above, giant panda serves as the first species that protect by the credible NGO which is WWF as its establishment in 1961. Beside economist reason, the use of giant panda as WWF symbol aims to show that panda is a symbol either for representing the whole extinct species and representing WWF commitment in preserving the wildlife, including the wild fauna and its habitat and all important ecosystem in the earth (WWF Indonesia, 2018). The panda image however utilized as a form to gain the public’s support and politics for international conservation policy towards panda in which becoming a trigger to born the new practice of panda diplomacy (Randall, 2018).

Figure 2.1 The WWF logo



Source: <http://mongolia.panda.org/?290071/WWF-Mongolia-seeks-a-Director-of-Development>

Its official website mentioned that WWF is the first international conservation organization to work in China at the Chinese government's invitation. WWF's prominent task in China is to influence the policy-level conservation decision through information collection and assist it, conservation approaches' demonstration, communications and capacity building. As giant pandas protector, WWF works toward an advocate for increasing the panda habitat's area under legal protection; making green corridors in linking the isolated pandas; patrolling against hunting, illegal logging and infringement; building neighborhood capacities for nature reserve management; and proceeding with research and observing(World Wildlife Fund, 2019).

Through the WWF's program, panda reserves now cover more than 3.8 million acres of forest. WWF indeed has no role in conducting the Panda Diplomacy, but it has a task mainly to preserves the panda habitat in the wildlife.

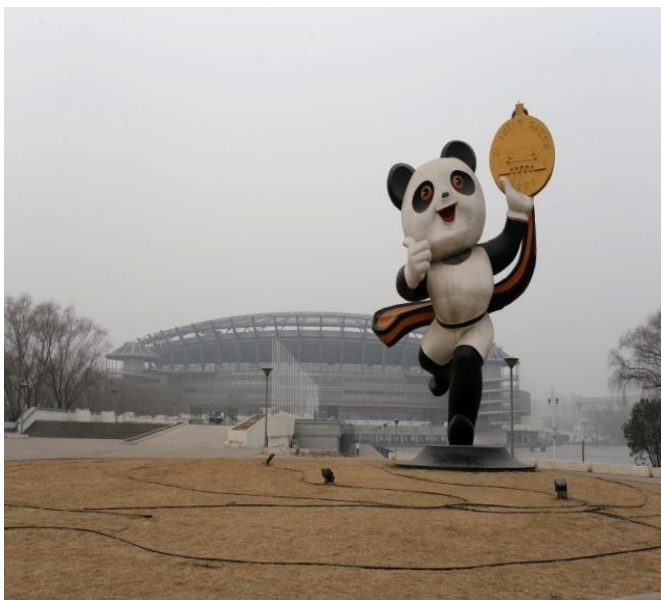
2. Panda as Asian Games Mascot in 1990

Held every four years, the Asian Games are the oldest and the most prestigious event on the Olympic Council of Asia (OCA) calendar (Dunsar Media Company Limited, 2019). Holding for 18th times where the first games were at New Delhi in 1951. Beijing, September, and October 1990 reminds as the 11th edition of the Asia Games. The first large-scale international sports event to be hosted by China where its opening ceremony was opened by Chinese President Yang Shangkun in the Worker's Stadium.

During the Asian Games, there must be a mascot. The mascot is generally taken from the

iconic things that reflect and represents the host country. The mascot of the event is one of China's iconic animal the giant panda names PanPan that appeared in the figure 2.2. Figure 2.3 shows that a female giant panda, Basi, was chosen as the prototype for PanPan(Qiang, 2015). PanPan is reflecting on the spirits, brotherhood, and peace (Wirawan, 2017).

Figure 2.2 PanPan, The Asian Games mascot in 1990



Source: <https://www.insidethegames.biz/articles/1059784/history-of-asian-games>, 2019

Figure 2.3 Basi, a chosen giant panda as the prototype for PanPan



Source: http://www.xinhuanet.com/english/photo/2015-09/26/c_134662293_2.htm, 2019

3. Panda as Beijing Olympic Mascot in 2008

On August 2008, Beijing is officially hosting the Olympic Games. The way to treat Panda for being embraced by the international community is by making it as a mascot during the Beijing Olympic mascot in 2008. Through the online survey conducted in June 2005, that participated by 5 million participants, the panda ranked as the top candidates of the mascots for the Olympic (Li, 2005). However, during the event, there are five mascots was chosen. As shows in the figure 2.4 the mascot reflecting on five natural elements and four of them are the four popular animals in China (Olympic.org, 2008). Reported by the Olympic Game's official website, the

mascot is in the form of *Fuwa* or the good luck doll. In addition, each name of the *Fuwa* is linking to the five names forms the sentence *Bei Jing Huan Ying Ni* or welcome to Beijing. Beibei the fish, JingJing the Panda, YingYing the Tibetan antelope, Nini the swallow, and HuanHuan is a child. JingJing the Panda represents the forest and symbol of happiness, stated by the Olympic. The fun fact, a progression of 100 animation scenes entailed “The Olympic Adventure of Fuwa” was appeared on more than 100 TV stations all through China, on the public transport system in Beijing and on China’s across the nation rail TV system (Olympic.org, 2008).

Figure 2. 4 Beijing 2008 Mascots



Source: <https://www.olympic.org/beijing-2008-mascots>, 2019

B. STAGES OF PANDA DIPLOMACY

Panda Diplomacy is a unique diplomatic tool that exclusively can be conducted only by China. Pandas are attached to the history of ancient and modern China. Before Panda being used as a diplomatic tool in the modern era, it has been used as a gift since the era of the Tang Dynasty. The practice was on 658 AD where a Panda has been given to Japan as a gift (Wirawan, 2017). During the modern era of China, Panda diplomacy dealing with some experiences changes in policy practice. In this research, the writer will divide the development of Panda Diplomacy into three stages (Kathleen Carmel Buckingham, Jonathan Neil William David, Paul Jespon, 2013). Their number of the population due to its diet, environment, and wild poaching has a contribution in changing the policy. The detail explanation of the development of Panda Diplomacy during the modern era will be listed below.

1. Building the Strategies

Stage one during the Mao Zedong era (in the 1950s and 1970s) appeared as China gifting pandas to build a good friendship. Mao Zedong declared the People Republic of China in 1949, but at that time the panda was gifted exclusively to allied Socialist states. The practice starts from 1957 and 1959 when China sent panda as a state gift to the former Soviet Union. Meanwhile, to stabilize China's relation to the USA at that time, Mao sent the Panda to the USA after Richard Nixon visited China in 1972. The history recorded that he's become the first US President who set the foot in China.

2. The Giant Panda China Rental System

Stage two took after Deng Xiaoping's rise to power in 1978 when gift turned into loans program in a short time particularly for zoo tour.

According to Buckingham, Neil, David & Jepson (2013) mentioned that among 1984 and 1987, pandas were rented out to zoos for a fee of US\$50,000 for each panda per month. During this phase, the market is the focus (Kathleen Carmel Buckingham, Jonathan Neil William David, Paul Jespon, 2013). However, it was condemned by the environmental activist; meanwhile, in 1982, the panda gift was stopped because the panda becomes endangered. From 1957-1981 there are 23 of the panda in total that used as a gift.

Table 2.1 Giant Panda in Overseas as State Gift

No	Year	Country	Number of Panda
1	1957	Soviet Union	1
2	1959	Soviet Union	1
3	1965	North Korea	2
4	1972	USA	2
		Japan	2
5	1973	France	2
6	1974	UK	2
		Germany	2
7	1975	Mexico	2
8	1978	Spain	2
9	1980	Japan	1
		North Korea	3
10.	1981	Japan	1

The table above explaining the giant pandas that treated as state-gift to another country since Mao administration. Obviously, there is 23 numbers of the giant pandas in total in which the data were cited from South China Morning Post (SCMP). According to the table that the researcher gives, countries that received two giant pandas are the former of Soviet Union, USA, France, UK, Germany, Spain, and Mexico. Meanwhile, North Korea got 5 giant pandas that received in 1965 and 1980. Japan got 4 giant Pandas that received in 1972, 1980, and 1981.

3. The Giant Panda Loan Breeding

In the developing stage three, starts from the 1990s until now. During this phase, the panda will be sending to receiving countries in term of cooperative research and loan. China Wildlife Conservation Association (CWCA) and China Zoological Association reached an agreement with the International Wildlife Conservation Agency to loan giant panda for cooperative research. Panda loans are associated with countries that provides China with profitable assets and technology and symbolize China's eagerness to build *guanxi* or deep relations, profound trade connections characterized by loyalty, correspondence, trust to maintaining the bilateral relations involving the national treasure exchange and long-lasting(Kathleen Carmel Buckingham, Jonathan Neil William David, Paul Jespon, 2013). Panda's now going abroad for fees, which vary according to the country. Normally, the breeding loan's fee is US\$ 1.000.000 each year (Kathleen Carmel Buckingham, Jonathan Neil William David, Paul Jespon, 2013).

The International Union for Conservation of Nature (IUCN), a credible private and non-governmental organization that handling the conservation of nature was reporting the status condition from endangered to vulnerable based on its last assessment update on April 11th, 2016. During the first survey on 1974-1977, it was known that the population of the Giant Panda estimated around 2,459 Pandas. Meanwhile, the dramatic decrease number of the Giant Panda in the second survey on 1985-1988 to 1,216 Panda. The third survey was conducted on 2000-2004 that produced of increased estimate population into 1,596 due to *China's National Conservation Project for the Giant Panda and its Habitat*. The fourth survey on 2011-2014 that consider as the latest survey stated that recently estimated range-wide population of the Giant Panda in which reached to the number of 1,864 populations (Swaigood, R., Wang, D. & Wei, F., 2016).

C. THE PANDA EXCHANGE WORLDWIDE

In 1990 giant Pandas were declared as an endangered species (Henry Wong, Joe Lo, 2016). South China Morning Post reported that since 1957-1982 there twenty-three (23) giant Pandas were sent to another country as a state gift to nine (9) countries. In addition, five (5) descendants of the twenty-three (23) Panda remind still alive consist of one (1) in Japan, one (1) in Mexico, and three (3) in Germany. According to South China Morning Post, there are forty-one (41) giant Pandas were sent abroad for cooperative research and loan breeding since 1992-2013 yet almost all of them were captive in the zoo. The number of giant pandas abroad has been updated in April 2019 by the sending of a pair of giant pandas

to Copenhagen Zoo (FORM Magazine, 2019). The new information about the zoos and breeding center overseas (apart from China) will be provided following the table below. The list of the zoos and breeding center below are provided by *The Giant Panda Global.com* and *Formmagazine.com*.

Table 2.2 Amount of Giant Pandas that Were Sent Overseas as Loan Breeding and Research

No	Zoo	Country	Amount	Cub
1	Adelaide Zoo	Australia	2	
2	Adventure World	Japan	2	3
3	Ahtari Zoo	Finland	2	
4	Calgary Zoo	Canada	2	2
5	Chapultepec Zoo	Mexico	2	
6	Chiang Mai Zoo	Thailand	2	
7	Copenhagen Zoo	Denmark	2	
8	Everland Resort	South Korea	2	
9	Kobe Oji Zoo	Japan	1	
10	Memphis Zoo	USA	2	
11	Ouwehands Dierenpark Rhenen	Netherlands	2	
12	Pairi Daiza	Belgium	2	1
13	RZSS Edinburgh Zoo	UK	2	
14	San Diego Zoo	USA	2	
15	Smithsonian's National Zoological Park	USA	2	1
16	Taman Safari Indonesia	Indonesia	2	
17	Tiergarten Schonbrunn	Austria	1	2
18	Ueno Zoo	Japan	3	
19	WRS River	Singapore	2	
20	Zoo Atlanta	USA	2	2
21	Zoo Berlin	Germany	2	
22	Zoo Madrid	Spain	2	1
23	Zoo Negara Malaysia	Malaysia	2	
24	Zooparc De Beauval	France	2	1
		TOTAL	47	13

1. Adelaide Zoo Australia

December 13th, 2009 was the official date for The Panda House to open in this zoo (Giant Panda Global, 2019). A pair of giant Panda, *Wang Wang* that was born in China on August 31st, 2005 and *Fu Ni* that was born in China on August 23rd, 2006, was sent to the zoo in 2009 (Adelaide Zoo, 2019).

2. Adventure World Japan

A couple of panda and its three cubs where the two of them were twin are lived together in this zoo as a family. *Ei Mei* is a 26th years old male panda that mating to *Rauhin* an 18th years old female panda. Currently, *Rauhin* gave birth to a twin cub, *OuHin* (female) and *TouHin* (female), on December 2nd, 2014. *Yuihin* (female) is a new cub born by *Rauhin* on September 18th, 2016 (Adventure World, 2019).

3. Ahtari Zoo Finland

Hua Bao and *Jin BaoBao*, a pair of giant panda arrived in Finland on January 18th, 2018 for the loan breeding purpose at Snow Panda House- Ahtari Zoo (Ahtari Zoo, 2019).

4. Calgary Zoo Canada

The visitor of the Calgary Zoo will see a pair of the giant panda and its twin cub. May 7th, 2018 is the opening of Panda Passage at this Zoo (Calgary Zoo, 2019). Previously, *Er Shun* and *Da Mao* arrived in Toronto Zoo on March 25th, 2013. A twin Panda, *Jia PanPan* and *Jia YueYue*, was delivered by *Er Shun* on October 13th, 2015 (Jacobs, Giant Panda Global, 2018).

5. Chapultepec Zoo Mexico

Current Giant Pandas in this zoo are *ShuanShuan* and *Xin Xin*. Both of the Panda was born in Mexico. *ShuanShuan* was born on June 15th, 1987. Meanwhile, *Xin Xin* was born on July

1st, 1990. Before these two pandas, there were more than five pandas that were lived in this zoo (Giant Panda Global, 2019).

6. Chiang Mai Zoo Thailand

Chuang Chuang and *Lin Hui* are the current giant pandas in Chiang Mai Zoo Thailand. The pandas were sent to Thailand on a 10-year loan on October 12, 2003. Giant Panda Global reported that in 2013, the contract of the loan was renewed (Giant Panda Global, 2019).

7. Copenhagen Zoo Denmark

Copenhagen Zoo in collaborating with architect Bjarke Ingels designs a panda house in 2,500 square meter with Yin and Yang shape that located in the heart of the zoo and features a panda-themed restaurant (FORM Magazine, 2019). 6-year-old male Xing Er, and Mao Sun, a 5-year-old female are officially welcome by Denmark's Queen Margrethe (Young, 2019).

8. Everland Resort South Korea

Panda World is the house of the giant Pandas at this resort (Everland Resort, 2017). Currently, there are two pandas in this area in which both of them has Korean Name as well, consist of *Yuan Xin (Le Bao)* and *Hua Ni (Ai Bao)*.

9. Kobe Oji Zoo Japan

Tan Tan is the only panda in the Kobe Oji Zoo. Her mate, *KoKo* was death in 2010 (Jacobs, Giant Panda Global, 2013). *Tan Tan* got it resident in the Kobe Oji Zoo since July 16th, 2000.

10. Memphis Zoo United States of America

Memphis Zoo is one of the zoos in the United States of America (USA) that house the panda. Reported by Giant Panda Global, *Xiu Hua* was the first Panda arrived in this Zoo in 1987 for exhibition purpose. One male *Le Le* and one female *Yaya* are the two current giant Pandas who

live in this zoo. Arrived on 2003, these giant Pandas as part of 10 years loan breeding that the contract has been renewed in 2013(Memphis Zoo, 2019).

11. Ouwehands Dierenpark Rhenen Netherlands

Ouwehands zoo held the official opening for Pandasia, the house of the Pandas, on May 2017 after it's arrived on April 12th, 2017(Ouwehands Dierenpark, 2017). *WueWen*, the male Panda and the female one, *Xing Ya* reminds as the first giant Pandas in the Netherlands.

12. Pairi Daiza Belgium

Arrived on February 23rd, 2014, a couple of Panda names *HaoHao* and *Xing Hui* were sent from Chengdu, China. *Tian Bao* is the cub from *HaoHao* and *Xing Hui* mating. It was born in Belgium on June 2nd, 2016(Giant Panda Global, 2019).

13. RZSS Edinburgh Zoo United Kingdom

The Royal Zoological Society of Scotland (RZSS) is an organization who owned the Edinburgh Zoo (Giant Panda Global, 2019). Coming as a part of the breeding loan, a pair of giant panda Yuan Guang and Tian Tian arrived at the Edinburgh Zoo on December 4th, 2011. Both of the Panda was born in 2003 with only 10 days gap between them. Yang Guan is the oldest one. However, these giant Pandas were born in the different regional part of China (Giant Panda Global, 2019).

14. San Diego Zoo United State of America

San Diego Zoo located in United States of America (Litchfield, 2015). *Bai Yun*, a giant Panda who was born in China on September 7th, 1991 got it resident in this Zoo September 10th, 1996. It followed by the arrival of *Xiao Liwu* on July 29th, 2012. *Xiao Liwu* who was born on July

29th 2012 is actually delivered in this zoo. Previously there are nine giant pandas that were lived in San Diego Zoo (Giant Panda Global, 2019).

15. Smithsonian's National Zoological Park the United States of America

Consist of 18 museums, galleries, and national zoo, the Smithsonian's National Zoological Park has a long history in housing the giant Pandas. A pair of giant Panda named *Ling Ling* and *HsingHsing* was sent to this zoo in 1972 during Richard Nixon's administration (Giant Panda Global, 2019). *Ling Ling* and *HsingHsing* are blessed by five cubs in which unfortunately none of them was survived more than a few days. Next, *Mei Xiang* and *Tian Tian* arrived in 2000 as a part of the breeding loan until 2020. On August 22nd, 2015 they were blessed by the cub, *BeiBei*, in which was born in this zoo.

16. Taman Safari Indonesia

A couple of giant Panda were sent from Chengdu to Indonesia especially Bogor, where the pandas will be housed, on September 28th, 2017. *Hu Chun* and *Cai Tao* were captive in this zoo on 10-year breeding loan purpose (Djumena, Kompas.com, 2017).

17. Tiergarten Schonbrunn Austria

Currently, there are 3 giant Pandas that life in the Tiergarten Schonbrunn Zoo. *Yang Yang* is the oldest one. It was born in China on August 19th, 2000. *Yang Yang* got it resident in this zoo since March 14th, 2003. On August 7th, 2016 *Yang Yang* delivered a twin offspring named *Fu Feng* and *Fu Ban* (Tiergarten Schonbrunn, 2016).

18. Ueno Zoo Japan

Recently there are 3 giant Pandas that live in Ueno Zoo in Japan, including *Xiang Xiang*, *Shin*

Shin (Xian Nu), and *RiRi (Bi Li)*. Both *Shin Shin* and *RiRi* were sent to this zoo on February 21st, 2011(Giant Panda Global, 2019).

19. WRS River Singapore

Wildlife Reserves Singapore (WRS) is the house for *Kai Kai (Wu Jie)* and *JiaJia (Hu Bao)* in Singapore (Giant Panda Global, 2019). A part of the breeding loan, these pandas were sent on September 6th, 2012. *Kai Kai* was born at Wolong, September 14th, 2007. Meanwhile, *JiaJia* was born at Ya'an Bi Feng Xia, China on September 3rd, 2008.

20. Zoo Atlanta United States of America

Zoo Atlanta has been dealing with quite a long history in housing the giant pandas. Reported by Giant panda Global in its official website, a couple of young giant Pandas *LunLun* and *Yang Yang* were sent from Chengdu Research Base of Giant Panda Breeding on November 1999. Currently, there are 4 giant Pandas that live in this zoo, including *LunLun*, *Yang Yang*, *YaLun*, and *Xi Lun* (Giant Panda Global, 2019).

21. Zoo Berlin Germany

Recently, Germany house two giant Pandas that house in Zoo Berlin. July 5th, 2017 is the official date when the Panda Garden for the Pandas, *Jiao Qing* (18-year-old) and *MengMeng* (5-year-old), were opened by Xi Jinping and Angela Merkel (Giant Panda Global, 2019).

22. Zoo Madrid Spain

Bing Xing, *Hua Zui Ba*, and *Chu Lina* are the current giant Pandas at Zoo Madrid. *Chu Lina* is a cub born in Zoo Madrid on August 8th, 2016(Giant Panda Global, 2019).

23. Zoo Negara Malaysia

A male giant Panda, *Xing Xing* and the female one *Liang Liang* got it resident in Zoo Negara

Malaysia since May 20th, 2014. These two Pandas have the same date of birth in which August 23rd, 2006 but from different parents (Zoo Negara Malaysia, 2019).

24. Zooparc De Beauval France

HuanHuan (10-year-old) and *Yuan Zi* (10-year-old) is a couple of giant Pandas who currently live in Zooparc De Beauval. This pair of Panda is blessed by the birth of *Yuan Meng* at this zoo on August 4th, 2017(Zooparc De Beauval, 2019).