

# Former Slovenian president: South poised to highlight China's development and openness



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Source: South

Editor: Clarice

A new multilingual media platform under China's Nanfang Media Group was officially launched on July 3, aiming to enhance the country's international communication efforts from its southern province of Guangdong.

The platform, called South, is the successor to GDToday, a media outlet focused on English-language news and global outreach. The rebranded platform includes a multilingual news website, an English-language mobile app, social media operations targeting overseas audiences, and partnerships with international media. Together, these channels reach over 20 million users worldwide.

Danilo Türk, president of the Club de Madrid and former president of Slovenia, called South "a vital channel for communication" between China and the world.

A long-time media partner, Türk highlighted south China's openness, innovation, and dynamism, expressing hope that South will help international audiences better understand this rapidly developing region.

Since 2021, South has published more than 50,000 news pieces. Its content has been cited over 8,000 times by international media outlets across 19 languages, with a total global reach exceeding 2.5 billion. The platform has also launched its signature event series, "South Salon," hosting more than 90 events in 24 countries across Asia, Europe, Africa, and the Americas.

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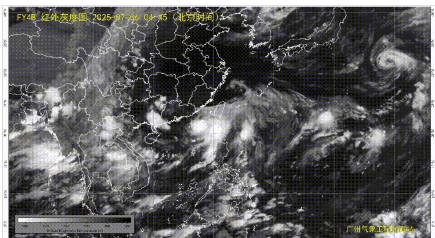
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