



A Study on Development of Thai Young Chinese Chamber of Commerce

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Abstract

Chamber of Commerce is an organization without administrative functions and powers, but it is an important link between government, businesspeople, and society. Chamber of Commerce has great influence and impetus in the operation of multinational enterprises or political exchanges between the two countries. Thai Young Chinese Chamber of Commerce was established for 18 years. It is the first young Chinese organization in Thailand and one of the most influential associations among Thai local Chinese. Thai Young Chinese Chamber of Commerce not only influences the Thai society but also plays an important role in economic and trade cooperation, cultural exchanges and diplomatic exchanges between China and Thailand. So how to look at the development of the Chamber of Commerce itself and the relationship between the Chamber of Commerce, government, businesspeople, and society is the purpose and significance of this paper. This paper will use in-depth interviews and literature analysis to study and analyze the political, economic, and social activities of the Thai Young Chinese Chamber of Commerce. Besides, through these in-depth inquiries, we can better understand the formation and important role of local Chinese organizations in Thailand, and also provide some beneficial suggestions for the development of other associations and chambers.

Keywords: *Thai Young Chinese Chamber of Commerce, The Value of Chamber of Commerce, Economic Activities, Political Activities, Social Activities*

1. Introduction

With the reform, opening-up, and rapid development, more and more Chinese people have begun to go abroad and walk to the world. Thailand has maintained close cooperation and exchanges with China since the establishment of diplomatic relations with China in 1975. Therefore, in the era of the booming economy of Thailand in the 1980s, many Chinese came to Thailand for immigration and entrepreneurship. By the early 19th century, a large number of Chinese businesspeople had already appeared in Thailand. At the end of the 19th century, Thai-Chinese populations have spread all over the country. However, in recent years, China's "One Belt, One Road" initiative has brought many opportunities to Chinese people at home and abroad. More and more Chinese youths have begun to walk into Thailand to work, study or start a business, but they have first met abroad and met in a foreign country. Facing a lot of complicated problems, Mr. Li Guixiong realized that he wanted to create opportunities for more young people and wanted to provide more platforms for younger generations. So he concentrated everyone's strengths and connections and created Thai Young Chinese Chamber of Commerce on July 1, 2000. The original intention of this chamber of commerce is to promote friendly relations among members, safeguard the dignity of members, promote cultural exchanges and economic and trade exchanges between Thailand, China, and the international community, serve the society, strive for the rights and interests of the new overseas Chinese, and foster the overseas Chinese successors of a new generation. According to Li Huifen's scholar on "The Role of Thai-Chinese Chamber of Commerce in Thai-Chinese Relations since the Establishment of diplomatic relations between Thailand and China," the Thai Chinese Chamber of Commerce has developed from scratch to one of the most influential local associations. Its influence radiates to the whole Thai-Chinese society and even has a far-reaching impact on the friendly cooperation, economic, and trade exchanges and cultural exchanges between the two countries. With the change of Thai Chinese society, the nature of the Thai Chinese Chamber of Commerce has also undergone a major change, that is, from the "Overseas Chinese Association" to the "Chinese Association." The change of status has influenced the Chinese Chamber of Commerce in Thailand not only in one-way, that is, either on Thailand or China, but also on the interaction between Thailand and China. The value of the Chamber of Commerce is not limited



to the local merchant economy. In the contemporary market economy environment, the influence and role of Chamber of Commerce organizations on the government, economy, society and so on are becoming more and more obvious.

How to utilize and develop the role of chambers of commerce is particularly essential because now China's domestic market or foreign market is more and more integrated and the current enterprises have not satisfied their own domestic market. In order to make enterprises more and more powerful, they have begun to expand their overseas markets. However, as a single enterprise in a foreign country, it is difficult to solve and deal with the relationship between the local government, the media, consumers, and the same industry. The emergence of the chamber of commerce is a bridge for communication.

With the continuous development of the economy in Thailand, the Chamber of Commerce is an inevitable outcome of market competition and is also a form of social organization that maintains orderly and lawful market competition and orderly market order. It is an essential middle link for the entire market economy operating system. Chambers of Commerce are closer to enterprises, especially small and medium-sized enterprises, and they are more familiar with problems and difficulties that arise between the enterprises. They can strike a balance between the interests of the government and the requirements of the enterprises. The Chamber of Commerce is not an administrative or law enforcement agency because it is easier to coordinate the relationship between enterprises and governments and provide timely assistance to SMEs. The more mature and developed the market economy, the more complete and perfect the market economy system and the more the intermediary role of the chamber of commerce it needs.

Thai Young Chinese Chamber of Commerce is the first young Chinese organization in Thailand and a representative group of new overseas Chinese and new immigrants. Thai Young Chinese Chamber of Commerce has been actively engaged in promoting cooperation and exchanges in economic, trade, culture, science, and technology between China and Thailand and between Thailand and the rest of the world. It has promoted and inherited the traditional culture of the Chinese nation, enthused about social welfare and charity, strove to strengthen its membership, helped each other, and paid up the unity efforts. Thai Young Chinese Chamber of Commerce has been guiding the new immigrants in Thai and Chinese businesspeople, helping to better integrate the Chinese businesspeople in the Thai community and helping members to develop foreign trade and business relations. Therefore, it has a certain guiding force and status in Thai business. This chamber of commerce is used as a research example and is also an analysis of the current situation of Thai businesspeople in Thailand.

2. Objectives

The Chamber of Commerce is an organization that does not have the administrative functions and powers, but it is an essential link between the government and businesspeople, businesspeople and businesspeople, businesspeople and society. The Chamber of Commerce has a huge influence and promotion role in business management. How to treat the impact of the Chamber of Commerce on business operations, as well as the relationship between the Chamber of Commerce itself and its business associations and corporate economic growth, is the theoretical significance of this paper. On the other hand, with the growing prosperity of Sino-Thai trade, there are more and more Chinese companies in Thailand, and the local Chinese Chamber of Commerce in Thailand has become more and more prominent. It has always been an important hub for Chinese business people's cross-border investment cooperation or investment in China of Thai businesspeople. With the social transformation of Thailand and China in the 1970s, its nature has also changed the former "Overseas Chinese community" into the "Chinese Community." On July 1, 2000, the first young Chinese organization in Thailand, a representative group composed of new overseas Chinese and new immigrants, was formally established, later known as Thai Young Chinese Chamber of Commerce. This Chamber of Commerce was enthusiastic and willing to help Thai immigrants to integrate into the Thai society, help younger generations of members to develop foreign trade and cooperation, and cultivate a new generation of overseas Chinese successors which are the fundamental purposes of the Chamber of Commerce. The Chamber of Commerce has enhanced Sino-Thai friendship and promoted the economy. The close relationship between Thailand and China has made a great contribution to the entry of many Chinese companies into Thailand and helped many Thai companies to



enter the Chinese market. By studying how the Thai Young Chinese Chamber of Commerce plays a role in the operation of multinational enterprises, this paper will help to provide some opinions and suggestions for promoting the common development of the Chamber of Commerce and the enterprise according to the favorable influence or deficiency of the enterprise so that the enterprise can be better developed in Thailand or China by means of the carrier of the Chamber of Commerce. Mr. Wei Wenheng wrote in the Commentary on the Study of Contemporary and Overseas Chinese Chambers of Commerce in Mainland China that a part of it studies the Chinese Chamber of Commerce in Southeast Asia. The study shows that the Chinese Chamber of Commerce in Southeast Asia has a long history and plays an important role in the economic and social activities of the Chinese people in Southeast Asia. The Chamber of Commerce also observed the integration of Chinese social and economic circles in Southeast Asia from this perspective. The research value brought by an in-depth study of the chambers of commerce is not only academic but also reminds that the development of chambers of Commerce, in reality, needs attention and improvement in the place to integrate and communicate the relationship between chambers of Commerce and society.

3. Research Method

3.1 literature research method

The first step is to research literature. By collecting and researching a large and extensive literature, the author rearranged and summed up the research literature, theoretical literature, books, and articles about the roles of chambers of commerce in business management, putting these materials as a real and systematic theoretical basis for the research. Whether it is the books about the background of the establishment of the Chamber of Commerce and the course of development or materials referring to the political, economic, and social impacts of the Chamber of Commerce, the author would make full use of in order to sum up the value of the meaning of the Chamber of Commerce.

Secondly, the author performed the investigation method. The author went to interview key figures such as chairman, secretaries, and corporate executives of the chamber of commerce. The specific forms include two patterns; in-person interviews and telephone interviews. Through dialogue with them, the real interaction and direction of the development between the chambers of commerce and the community are restored. On the other hand, through the use of case study methods, the author will study the value and significance of the Chamber of Commerce in detail by studying the political, economic, and social influences of Thai Young Chinese Chamber of Commerce in China and Thailand and provide a reference value for other chambers of commerce.

3.2 Research Content

Interviewees: Chairman Li Guixiong, Chief Executive Chairman Chen Hengda, Executive Vice Chairman Jin Jinrong, Deputy Secretary General Zheng Guitao, and Executive Vice Chairman Chen Yubao and Zhuang Jifeng

Form of the interview: telephone interview

The interview questions are as follows:

(1) A phone interview to chairman Li Guixiong of Thai Young Chinese Chamber of Commerce

Question 1: What was the original intention of the establishment of the Thai Young Chinese Chamber of Commerce?

Question 2: Which Chinese and Thai companies do Thai Young Chinese Chamber of Commerce has promoted in cooperation and investment?

(2) A phone interview to Mr. Chen Hengda, Executive Chairman of Thai Young Chinese Chamber of Commerce

Question 1: After the commencement of the Sino-Thai Railway Cooperation Project, enterprises that invest in Thailand will usher in more opportunities. Are Chinese entrepreneurs of your Chamber of Commerce and your own company (Jingwei Group) confident in investing in Thailand?

Question 2: We heard that the Group has donated funds to establish the "Belt and Road Scholarship-Thailand" program in cooperation with the Hong Kong and Thailand Education Bureau. What is the purpose?



Question 3: In May of this year (2018), the Group acquired Thailand Queensland Insurance. What is the purpose?

(3) A phone interview to Mr. Jin Jinrong, Executive Vice Chairman of Thai Young Chinese Chamber of Commerce in Thailand

Question 1: In which industries are the trades between the companies affiliated to your business and China mainly concentrated? What is the situation of the products sold in the two countries?

Question 2: International capacity cooperation is an important part of the current China-ASEAN cooperation. Does your business association have the willingness to cooperate with Chinese companies in this regard? Is there a specific plan?

(4) A phone interview to Mr. Zheng Guitao, Deputy Secretary General of Thai Young Chinese Chamber of Commerce

Question 1: What role does the platform of Thai Young Chinese Chamber of Commerce play in your business?

Question 2: What is the development of entrepreneurs engaged in the e-commerce industry among the members of the Thai Young Chinese Chamber of Commerce? What are the main customers?

(5) A phone interview to Mr. Chen Yubao, Executive Vice Chairman of Thai Young Chinese Chamber of Commerce

Question 1: Does your company have some meaningful cooperation with Chinese companies through the platform of the Chamber of Commerce?

Question 2: If you are coming to Thailand and need help, will you contact the Thai Young Chinese Chamber of Commerce for help?

(6) A phone interview to Mr. Zhuang Jifeng, Executive Vice Chairman of Thai Young Chinese Chamber of Commerce

Question 1: Does your company contribute to the trade between China and Thailand after investing in Thailand through the platform of Thai Young Chinese Chamber of Commerce?

Question 2: In the development of China-Thailand economic and trade cooperation, what is the economic role played by Thai Young Chinese Chamber of Commerce?

4. Results and Discussion

4.1 Economic activities of the Thai Young Chinese Chamber of Commerce

As far as the current situation is concerned, the railway engineering project between Thailand and China have formally started construction. The Sino-Thai railway project officially started, marking a new chapter in cooperation between Thailand and China. On the evening of January 10, 2018, Li Keqiang, the Premier of China, met the Prime Minister of Thailand Gen. Prayut in Phnom Penh and said that China is willing to strengthen the “One Belt, One Road” initiative and connection of the development strategy of Thailand's “Eastern Economic Corridor.” The purpose of this initiative is to achieve respective missions, mutual benefit, and win-win results between China and Thailand through the cooperation of two countries' economic, trade, tourism, science, technology, and other fields. Thai Young Chinese Chamber of Commerce has promoted economic cooperation among a number of major Chinese and Thai companies, such as the “Developing Socialist New Countryside” agricultural cooperation project between the Chia Tai Group and Zhanjiang, Guangdong Province, and the China Commodity Base and the “Thailand's ASEAN City project” jointly launched by Hong Kong Chinese Chamber of Commerce and the establishment of a listed company of Hong Kong Jingwei Group in Thailand. In short, through the platform of Thai Young Chinese Chamber of Commerce, both Thai and Chinese companies have received many resources that led to the investment of Chinese businesspeople in Thailand and the investment of Thai businesspeople in China. More than 80% of the members of Thai Young Chinese Chamber of Commerce have traded with China, and they are of many types of businesses, namely, organic electric equipment production, tourism hotel industry, real estate development, international trade, daily necessities, and food production.



4.1.1 To Integrate Resources and drive the investment of Chinese Businesspeople in Thailand

As one of the members of the Thai Young Chinese Chamber of Commerce, Hong Kong Jingwei Group began to invest in various businesses in Thailand under the leadership of the Thai Young Chinese Chamber of Commerce in China. At present, Jingwei Group's land reserve in Bangkok has exceeded 10,000 mu. The group plans to build an "ASEAN City" to serve as a gathering place for trade and investment, financial trading platforms and China's leading enterprises in China and ASEAN. Also, in May of this year (2018), after the matchmaking of the Chamber of Commerce, Jingwei Group successfully acquired the insurance of Thailand Queensland, which is undoubtedly a great change to the insurance finance industry in Thailand.

Thai Young Chinese Chamber of Commerce not only brought so many investment projects to Thailand but also attracted more companies to invest in the Thai market. It also allowed many Chinese goods to enter Thailand, providing more business opportunities for Thai businesspeople. For example, Mr. Zheng Guitao, Deputy Secretary General of Thai Young Chinese Chamber of Commerce, established the Thai Association of Huihui Digital Technology Co., Ltd. and became the general agency of many Chinese technology electronic accessories companies in Thailand through the Chamber of Commerce. At present, the members of the Chamber of Commerce engaged in the e-commerce industry have developed very well. Although there is a gap between the development of e-commerce in China, with the help of the platform of the Chamber of Commerce, it has been slowly improving.

In a word, Thai Chinese Young Chamber of Commerce can not only integrate the current Chinese business resources in Thailand but also attract investment and more powerful and capable enterprises to invest in Thailand.

4.1.2 To assist Thai businesspeople developing in China

With the increasing relationship between China and Thailand, Thai Young Chinese Chamber of Commerce not only attracted Chinese companies and businesspeople to invest in Thailand but also led many Thai companies and businesspeople to look for opportunities in China. Moreover, the Chamber of Commerce has also provided and docked many resources for Thai businesspeople so that they can develop smoothly and legally in China.

The value of the Chamber of Commerce is reflected in cross-border investment. Moreover, even the development of Thai companies is inseparable from the support of the Chamber of Commerce. For example, Thailand Crown Technology Group Co., Ltd. (AJ Technology) also exported its products to China through the platform of the Chamber of Commerce. It also successfully signed an e-commerce agent, Alibaba Thailand, and so on. The company's revenue in 2017 reached 2 billion baht.

In recent years, the CP Lotus Supermarket in China has developed smoothly. The landing of CP Group's agricultural project in Zhanjiang comes from the support and assistance of Mr. Li Guixiong and Thai Young Chinese Chamber of Commerce. Since 1978, China has implemented reform and opening-up policy. The CP Group settled in Shenzhen and witnessed the development of China's reform and opening-up in the past 40 years. CP Group is the first foreign-invested enterprise to enter China after China's reform and opening up. It is the most representative flag of overseas Chinese enterprises. Mr. Xie Guoming is a famous patriotic overseas Chinese in Thailand who has made tremendous contributions to the development of the motherland and hometown for a long time. The development of CP Lotus Supermarket in China is very fast and provided good services. It provides Chinese consumers with the most comfortable shopping environment and the highest quality goods. More importantly, it has sent famous Thai agricultural products and food to the table of Chinese people and is deeply loved by the Chinese people.

4.1.3 To Promote intergovernmental cooperation

Thai Young Chinese Chamber of Commerce not only promotes and strengthens the economic and trade exchanges between China and Thailand but also plays an important role in promoting and assisting the government. For example, Guangzhou Development Zone is the earliest development zone in Guangzhou, mainly involved in high-tech industries and ranks among the top in the country in terms of high technology, new energy, Internet and biomedicine. The industrial development of the Guangzhou Development Zone



coincides with the Thai Industry 4.0 plan, and there is much room for cooperation between the two companies. Therefore, Li Xudong, chief executive of the Overseas Chinese Chamber of Commerce in Guangzhou Development Zone and Chairman of Guangzhou Lianshun Stainless Steel Group, led a delegation of the Overseas Chinese Chamber of Commerce of the Guangzhou Development Zone to Thai Young Chinese Chamber of Commerce on May 18, 2017. Through the platform of the Chamber of Commerce, the investment environment of Thailand was deeply understood. Besides, he understood the related concern and realized that it is now the peak period of friendly cooperation between Thailand and China and the best time to invest in Thailand. In this regard, the Guangzhou Development Zone has signed the relevant cooperation intentions with Thai Young Chinese Chamber of Commerce. Also, the enterprises which involved in the stainless steel products, building materials, coatings, glasses, medical equipment, hotels, and other industries have achieved good results in the country. The two associations can achieve cooperation in more projects.

In short, the economic value created by the Chamber of Commerce can be used in the interview to Zhuang Jifeng, executive vice chairman of Thai Young Chinese Chamber of Commerce and director of Thailand Taixing Siam Company. He said: "You asked me what the economic role does Thai Young Chinese Chamber of Commerce in the development of China-Thailand economy and trade cooperation. Moreover, I think that Thai Chinese Chamber of Commerce in China and Thailand will help Chinese and Thai companies to operate legally in both countries and also help the companies of China and Thailand to coordinate, match and promote mutually beneficial cooperation and cooperation in various fields. It provides information sharing, exchange and mutual assistance, and appealing and rights protection platforms for the two countries' enterprises. Thai Young Chinese Chamber of Commerce arranges staff to provide consulting services for member companies in law, taxation, and financial aspects of China and Thailand. At the same time, it invites government officials from both countries to research on enterprises, understands the problems arising from the business processes of the two countries, and seeks reasonable solutions to help the enterprises of the two countries develop in the long run." This paragraph comes as a summary of the economic value created by the chamber of commerce.

4.2 Social Activities of Thai Young Chinese Chamber of Commerce

4.2.1 Social welfare activities

Thai Young Chinese Chamber of Commerce attaches great importance to the public welfare undertakings of China and Thailand, donating money and materials to fight against natural disasters, hope projects, helping poor students to go to school, participating in the maintenance and construction of various charities. On September 6, 2018, when learned that the floods caused by heavy rains in the Chaoshan area of China at first notice, Li Guixiong, the chairman of Thai Young Chinese Chamber of Commerce, convened an emergency meeting to discuss with the members of the Chamber of Commerce and requested Members to conduct fundraising directly. Thai Young Chinese Chamber of Commerce insists that the public welfare undertaking is not a day or two, but it has been insisted since the establishment of the Chamber of Commerce. As long as there is any disaster, the Thai Young Chinese Chamber of Commerce will always give help as soon as possible. In 2014, the Ludian area of Yunnan Province, China, suffered an earthquake of magnitude 6.5, causing serious casualties and property losses. All members of the chamber of commerce donated money to help the disaster victims when they heard the news. The representatives as well as Mr. Li Guixiong donated to the Chinese Embassy and entrusted the embassy to transfer it. Thai Young Chinese Chamber of Commerce is not only enthusiastic about the public welfare undertakings in the motherland but also people from other countries. On August 8, 2017, at the time of the floods in Thailand, chairman Li Guixiong and other members also went to the Parliament Building and donated relief funds on behalf of Thai Young Chinese Chamber of Commerce. There are many charitable philanthropy cases like the above examples. The Chamber of Commerce can effectively lead and mobilize all members and enterprises to contribute to the charity cause of earthquake relief, poverty alleviation, donation of aid, extend their devotion of love and achieve their own value. The Chamber of Commerce is a civil society organization that has been brought together by the business. Taking part in public welfare activities is the social responsibility of the Chamber of Commerce and the social responsibility of every member of the



Chamber of Commerce. The Chamber of Commerce can actively mobilize and organize all members to participate in social welfare through certain channels and forms. It can play a positive role in enhancing social responsibility and establishing a good social image of chambers of commerce and business associations.

4.2.2 To Promote Chinese Culture

In February 2017, under the docking of the Chamber of Commerce, Jingwei Group donated 20 million Hong Kong dollars to establish the “Belt and Road Scholarship-Thailand” program jointly organized by Hong Kong and the Thai Education Bureau. This project is to attract outstanding Thai students to study in Hong Kong for a bachelor's degree and promote education and cultural exchanges between Thailand and Hong Kong. Mr. Chen Hengda, the vice chairman of Jingwei Group as well as the executive president of the Chinese Youth Chamber of Commerce, said that “The “One Belt and One Road Scholarship” in line with the national “One Belt, One Road” initiative is very meaningful.” Thai outstanding students go to Hong Kong to study, gain enlightenment from China’s idea, culture, and self-development, become a “goodwill messenger” after graduating, lay a good foundation for promoting friendly exchanges between China and Thailand in various fields, especially the people, and promote the win-win development of the two places.

During the 18 years since it was established, the Thai Young Chinese Chamber of Commerce has been playing an active media role in promoting Chinese culture and international exchanges. Furthermore, Mr. Li Guixiong and other members of the Chamber of Commerce have also jointly established the Thai Chinese TV Station (TCTV). The TV signal covers many countries in Southeast Asia. The program is mainly in Mandarin and also local dialects such as Chaoshan and Hakka dialects, which can make overseas Chinese know the situation in China in real time. It is also convenient for many Thais to learn Chinese.

Thai Young Chinese Chamber of Commerce not only promoted the mutual cooperation between Chinese and Thai investors in the economy but also made many social welfare events among the ordinary people of China and Thailand. In short, the platform of the Chamber of Commerce can create an economic value and can also produce social value.

4.3 Problems in the development of Thai Young Chinese Chamber of Commerce

First of all, there are some shortcomings in the operation of Thai Young Chinese Chamber of Commerce because of its late establishment. Secondly, each leading member of each chamber of commerce is a successful businessman and entrepreneur. They have good enterprise management mode but lack experience in loose organizational management. Furthermore, they are not very good at and not used to managing and handling the problems of the Chamber of Commerce. Thirdly, the Chamber of Commerce is an institution that can make friends all over the world. So it is inevitable that everyone will enter the Chamber of Commerce with different purposes. Some members and even leading members only pay attention to the reputation of the Chamber of Commerce or the title of the individual in the Chamber of Commerce to seek their own interests, so they do not take into account the average distribution of public resources. Also, it is easy to produce some internal contradictions of the Chamber of Commerce. Lastly, the Chamber of Commerce has a large workload. Reception, news releases, shooting, post-production, and frequent business trip are the routine work in the Chamber of commerce. Under such a high-density schedule, the elimination rate of the Chamber of Commerce staff is very high.

5. Conclusion

Based on visits to several leaders and members of the Thai Chinese Youth Chamber of Commerce, this paper summarizes some of the impacts of the Thai Chinese Youth Chamber of Commerce on the economic and social aspects of China and Thailand as follows:



Commercial value	Social value
<ul style="list-style-type: none"> ● Constructing an investment platform and integrating investment resources ● Response to the investment policies of China and Thailand ● Lead Chinese businesspeople to invest in Thailand and promote local economic development in Thailand ● Promoting commercial intercourse between China and Thailand 	<ul style="list-style-type: none"> ● Unity and cohesion among overseas Chinese and new immigrants in Thailand ● Promoting China-Thailand cultural exchange ● Promotion of China-Thailand tourist industries ● develop and expand Chinese culture ● Promoting the development of Chinese language education in Thailand

From the results of the interview, we can see more clearly that the Chamber of Commerce is a type of non-profit organizations, and also an important medium to communicate between government and government, government and enterprises. The basic function of a chamber of commerce is to build a platform for integrating investment resources according to the current political situation and local business situation. This paper studies and analyses the political, economic and social activities of the Thai Young Chinese Chamber of Commerce to explore the formation and important role of local Chinese organizations in Thailand. According to the in-depth interview with President Li Guixiong of the Thai Young Chinese Chamber of Commerce and the analysis of various materials, we can see that the significance of the Chamber of Commerce is very important. First of all, especially for overseas Chinese, with Chamber of Commerce as their solid backing, we can find partners and new business opportunities through this platform, build a network relationship, directly and effectively quickly understand the market situation, obtain more business information, and achieve win-win cooperation. Secondly, through the lead-up of chambers of commerce, we can effectively deal with the relationship between our enterprises and their governments, and also expand the brand promotion and publicity of our enterprises, because the chamber of commerce platform as a window of publicity, which also increases the integrity of our own brand, and shapes the image of corporate integrity. Finally, the Chamber of Commerce is a community organization that makes friends all over the world and develops common undertakings. The Chamber of Commerce organizes various kinds of activities, whether they are commercial conferences, investment associations or public welfare activities, which enable its members and enterprises to realize their own social values. However, with the development and change of the times, the Chamber of Commerce should keep pace with the times in operation and management, so that the whole Chamber of Commerce can be more long-term and serve its members more.

The significance of the development of chambers of commerce lies in their practical help and mutual promotion to enterprises or individuals. The development of the Chamber of Commerce cannot be separated from the support of its members. The degree of development of the Chamber of Commerce depends on the understanding of the essence of the Chamber of Commerce, the mode of operation and the ability of operation of the Chamber of Commerce. In the process of development, the first thing to be confirmed is what is the meaning of the Chamber of Commerce for an enterprise or individual to join, in other words, why can the Chamber of Commerce attract them to join. In the game of the contemporary market economy, many enterprises are facing a lot of risks, especially multinational enterprises, or small and medium-sized enterprises. After all, individual strength is weak, and social resources are scarce. Therefore, the main purpose of the Chamber of Commerce for an enterprise is to make these enterprises and individuals carry out "group heating" and share resources. The development of the Chamber of Commerce depends on the relationship between the government and member enterprises, serving both the government and members. Some Chambers of Commerce fail to remember the essence of the Chamber of Commerce in their operation. For example, the activities carried out by Chambers of Commerce are not the scope of the work of Chambers of Commerce at all, or the activities of Chambers of Commerce do not reflect the interests of members, because the Chambers of Commerce were initially established by enterprises or individuals with their own funds. If they fail to change the status quo of some enterprises due to their membership in Chambers of Commerce, the loss of confidence and dependence on the Chamber of



Commerce is accompanied by the absence of activities, arrears in membership fees, and even withdrawal from the Chamber of Commerce. On the other hand, the development of Chambers of Commerce cannot be separated from the support of the government. Chambers of Commerce have the responsibility and obligation to guide and urge members of Chambers of Commerce to operate legally and to supervise their patriotism, dedication, integrity, and dedication. However, we should also pay attention to the scale, because the Chamber of Commerce is not a department of the Party Committee and government, and has no relevant functions. It also requires managers of business associations to remain sensitive to government policies, to find win-win points and entry points for the government and member enterprises, business associations can serve the government to achieve the satisfactory results of both the government and member enterprises. Secondly, the focus of the work of the Chamber of Commerce is still on the relationship with its members, which should play a leading role. Standing at the high point of the development of the industry, we should examine and grasp the government's policies and the development trend of the industry, concentrate the wisdom and strength of its members, provide suggestions for the management and operation of member enterprises, promote the development of the industry, and make the interests of member enterprises within the scope permitted by the government's policies. It is the main business of the Chamber of Commerce and the main direction of its operation. In addition, the diversity of Chamber of Commerce activities such as cultural exchanges and research exchanges can be rich and colorful, of course, but we should master the scale and distinguish the primary and secondary work of grass-roots Chambers of Commerce. Do not neglect the main tasks of the Chamber of Commerce which are to promote the development of the industry and solve the difficult problems in the management and management of member enterprises.

In a word, if the Chamber of Commerce wants to adapt to the development of the times and reform, it can develop better. As a Chamber of Commerce, it should be fully introduced, keep pace with the times and act based on the situation.

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