

## **Application of CNNIC to be UASG China Liaison Office (Connection Center ?)**

### **CNNIC Introduction**

As one of the major contributors to the international standard of Email Address Internationalization (EAI) technology, CNNIC has been working on positively promote the popularization and application of Internationalized Domain Names (IDN) and EAI.

In 2012, the first internationalized email was sent around the world marking the internet fundamental application language changed from English to multi-language.

In 2014, with the support of Asia-Pacific Economic Cooperation (APEC), CNNIC held APEC workshop for the deployment of multi-language email address technology conference and released the world's first Chinese domain name email account registration platform. CNNIC called for Internet agencies, enterprises, and email service providers to support multi-language email address technology including Chinese, so that the vast majority of internet users could benefit from the technology rapidly.

In 2016, CNNIC held Internet Multi-Language Technology Global Forum, many domestic and foreign experts were invited to discuss global multi-language application environment, identification number (ID) technology, EAI deployment and other hot issues.

### **UASG China Liaison Office (connect center?)Working Plan**

1. Organize regular seminars to share experience of Chinese domain name and

email address;

After many years of efforts and experience, CNNIC has established formal communication channels with Internet manufacturers, mail service providers, relevant associations; we have the ability to organize such seminars and communications of business and technology issues. Our plan for seminars is as follows:

- a) During May or June, CNNIC intends to organize Chinese domain name address bar optimization application seminar, inviting Maxthon, 360 Browser and other domestic major browsers to discuss how to provide a better support to Chinese domain name;
- b) During July or August, CNNIC will invite mail service providers and registrars with post office business to discuss Chinese email technical issues and how to upgrade based on international standards.
- c) During September or October, CNNIC plans to hold the second Internet Multi-Language Technology Global Forum, continue to invite domestic and foreign experts to come up with new and better ways on Chinese domain name application.

2. Promote business cooperation and make media plan to expand influence;

CNNIC and China Social Entrepreneur Foundation (youcheng.org) have jointly raised Chinese domain name awareness and promoted Chinese email experience activities in campus. The scheme of this year's Chinese Domain Name Campus Tour is as follows:

April 20<sup>th</sup>, 2017: Hainan University

April 25<sup>th</sup>, 2017: Harbin Institute of Technology

May 9<sup>th</sup>, 2017: Guizhou Normal University

May 17<sup>th</sup>, 2017: Nankai University

We also have pilot cooperation in colleges and universities, details are as follows:

- a) CNNIC entrusted registrars to register college relevant .CN / .中国 domain names and provide technical support, including the Chinese email configuration and domain name resolution;
- b) The registered Chinese domain names will be pointed to the college related pages which provided by the college or China Social Entrepreneur Foundation, besides, the registration of @示范.中国 email will be no less than 600 users.
- c) CNNIC will cooperate with colleges and universities, China Social Entrepreneur Foundation, and email technology partner Coremail to launch online and offline publicity campaign. The concrete plan has not been decided yet.

3. Promote Chinese domain name and Chinese email application actively;

CNNIC will coordinate with other supporters to push Chinese domain name and EAI forward. Currently, we are pushing email open source system SENDMAIL support receiving and sending Chinese email. We will promote to registrars and mail service providers when test platform to be built and the test finished.

## **Activity Funds**

In order to support the activities, besides the costs CNNIC will cover, CNNIC plans to apply from UASG for US \$10,000 special fund to promote Chinese domain name and Chinese email address, the specific cost as follows:

1. Prints used in promote activities, such as pamphlets, printed reports, tags, banners, posters etc.;
2. Materials with logo, such as T-shirts, souvenirs etc.;
3. Meeting facilities and catering;
4. Simultaneous Interpretation;
5. Flights and accommodation