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Professor Yueming Qiu represents the United Nations Centre for Trade Facilitation and Electronic Business (UN/CEFACT) at this Forum. He is the vice president of the China National Institute of Standardization as well as co-professor and Ph.D Adviser for the China Agriculture University.

Dr. Qiu graduated from Chinese Academy of Sciences and earned his doctoral degree in 1990. Dr. Qiu's work includes being a researcher for the China Import and Export Commodity Inspection Bureau, vice director of the Institute of Equipment and Instrument of CAIQ, and a vice director general of the Standards Administration of China.

He is the Head of Delegation of P.R. China to UN/CEFACT. Dr. Qiu is also the vice chairman of the International Geographic Indication Network (oriGIn) and chairman of SAC/TC4/SC9, SAC/TC159/SC4, etc. He is the vice chairman of various other committees, and ad hoc working groups for e-commerce standards and for poverty alleviation. He has received a special government allowance from the State Council.