

Introduction for www.pbc.gov.cn (Website of the People's Bank of China)

www.pbc.gov.cn, the official website of the People's Bank of China as one of ministries and commissions directly under the State Council, has been playing an active role in communicating the PBC's policies and achievements since it was launched in 1999.

www.pbc.gov.cn is the official website established in 1999 as one of the components of State Council's Government On Line Project. It is one of the first batches of government official website. Until now, it has released 6226 information, including 446 financial statistical data and over 1290 pieces of news. To adapt to the development of news publicizing, the design of the website underwent three major revisions. After its third revision in September 2003, the website saw remarkable enhancement in the efficiency of access and information disclosure, quicker update of news items, and rapid increase in retained information, with average daily visitors surging from 30,000 per day to 150,000 per day. The overall visits reached 69.71 million as of end-February, 2007.

In recent years, the Chinese government has made vigorous efforts in promoting administration according to law, transparent decision-making and E-government. Government official website has a bigger role to play compared with the conventional role of news publicizing and information release, and becomes an important window for transparent decision-making and an essential platform for building a service-oriented government. The Chinese government requires related authorities to further strengthen building and management of government official website so as to improve government information release, online processing efficiency, public service and two-way communication.

Therefore, the People's Bank of China specifies the directions of future website building in the following aspects. First, in terms of function orientation, the website shall focus on government information release, public service and public participation. Second, the website shall be client-oriented. Third, a convenient information exchange channel shall be set up to meet the requirement of integrating information resource and providing online service. Fourth, online processing shall be more efficient towards the direction of one-step shop. Fifth, more attention shall be paid to public participation and interactive communication. Sixth, technology innovation shall be highlighted in the design of website so as to diversify information release

patterns.

The development objective of www.pbc.gov.cn is to present an official website for E-government and online processing, a convenient tool to realize transparent administration, a major channel to release news and guide public debate, and a platform to spread financial knowledge. It will be built into a government official website with diversified functions, abundant information, easy access and interactive channels.

A website content safeguard system shall be established to enhance the influence and service of www.pbc.gov.cn. More efforts will be made in specifying internal division of labor and strengthening technical support and maintenance so as to promote the development of the website.