

# MAC Insists on Principles of Equality and Dignity in Cross-Strait Exchanges

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The Mainland Affairs Council (MAC) believes it to be inappropriate that certain parties referred to mainland China as *neidi* (the inland) during the process of cross-strait exchanges. The ROC government has always supported multifaceted cross-strait exchanges in the fields of performing arts and pop music. It has also revealed in the "Golden Decade, Cross-Strait Peace" policy guideline the plan to expand exports of Taiwanese audio-visual products and publications to the Mainland in order to promote Taiwan's core values and soft power. The MAC hereby appeals to the Taiwanese people to firmly adhere to principles of equality and dignity, to adapt wording consistent with existing regulations and in consideration of the domestic public's feelings while referring to the Mainland on occasions of exchanges across the Strait.