**United Front Work: How Can We Ideologically and Politically Lead the Private Economy Operators and the United Front Work in the New Era**

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**Abstract:**

After the reform and opening up, with the rapid development of [the private economy](https://baike.baidu.com/item/%E9%9D%9E%E5%85%AC%E6%9C%89%E5%88%B6%E7%BB%8F%E6%B5%8E/3186062?fromModule=lemma_inlink" \t "_blank) (private sector), the private economic sector has gradually become an important aspect of the united front work, and it became urgent to clarify the guiding ideology related to it. With the continuous deepening of the understanding of the laws and characteristics of the united front work, the guiding ideology of the united front work in the private economic sector has undergone an evolution from "one healthy" to "two healthys". In March 1989, the United Front Work Department of the Central Committee issued “Several Opinions on Carrying out United Front Work in Private Enterprises”, which clearly stated that “the guiding ideology for carrying out united front work in private enterprises is: to encourage and guide the healthy development of private enterprises; to unite and educate private entrepreneurs, thus serve the prosperity of [the socialist commodity economy](https://baike.baidu.com/item/%E7%A4%BE%E4%BC%9A%E4%B8%BB%E4%B9%89%E5%95%86%E5%93%81%E7%BB%8F%E6%B5%8E/4847062?fromModule=lemma_inlink" \t "_blank) .”

The proposal of “two healthys” policy has made the guiding ideology of united front work in privately owned economy more comprehensive and more perfect, and has far-reaching practical significance for doing a good job in Party’s united front work in privately owned economy, It has helped to consolidate the party's class base and ruling base, and enlarged the party's mass base.
On November 1, 2018, Xi Jinping's speech at a forum on private enterprises included: “For the private economy to develop healthily, the prerequisite is that the personnel working in the private economy must grow healthily.”
On March 6, 2023, Xi Jinping pointed out when visiting advisors from the China National Democratic Construction Association (CNDCA) and **the All-China Federation of Industry and Commerce**, who are attending the first session of the 14th National Committee of the **Chinese People's Political Consultative Conference (CPPCC**), said that “private enterprises and private entrepreneurs should be guided to correctly understand the CPC Central Committee's guidelines and policies on our **’two healthy”** principles and policies. Our Party has always considered private enterprises and private entrepreneurs as being in our ranks. We should boost their confidence and unburden them of their worries, so that they can ambitiously pursue development, and therefore the healthy, high-quality development of the private sector can be achieved”.

**The text begins here:**

The healthy growth of private economy personnel is the most important change in China's social structure. It has changed the production ownership relations of my China’s social and economic structure, private entrepreneurs created and developed social organizations such as business associations, and private economic personnel (entrepreneurs) is the social group with the greatest ability to create wealth, who has become rich first and continues to make wealth at a high speed. Private economy personnel (entrepreneurs) play an important role in the rapid economic development and social stability and have made important contributions to the cause of building socialism with Chinese characteristics. They are contributors to our people’s "common prosperity for all". Private economy personnel are an important result and motivation of the "three more diverse" and "three changes" in China's social structure and our Party’s united front work in the new era. Private economy personnel (entrepreneurs) have distinct social group characteristics, are most concerned about real and vital interests, and have their own problems that need to be solved urgently. Private economy personnel are the most important members of the united front with the largest number of people and the personnel which shows fastest expansion in numbers. They have the integration of the upper and lower levels of society, and at home and abroad. They are the actors and one of the targets of united front work with dual identities.

**Note: Normally Chinese Marxist political economy works use the term non-public economy when referring to privately owned economy, in order to simplify the text we preferred to use the term “private economy”.**

**Patriotic-Socialist United Front Work**

"Two healthys" policy is the theme red line that runs through the united front work among the private economy sector and private economy personnel (entrepreneurs). The united front work towards the private economy, the promotion of the work in the many Federation of Industry and Commerce organizations throughout China.

Strengthen political guidance to build a solid common ideological and political foundation for private economy personnel, guide private economy personnel to strive to become outstanding builders of socialism with Chinese characteristics, master the guidelines and policies of the united front work in the private economy to consolidate and unite private economy personnel, improve the mechanism for reflecting the demands of private economy personnel and safeguarding their rights and interests, correctly handle the relationship between consistency and diversity, draw the largest concentric circle of the united front work in the private economy, and focus on uniting the "young generation personnel working in the private economy."

Keywords: private economy figures, contribution, common prosperity, outstanding builders, young generation, concentric circles

Engels said: **"The ultimate cause of all social changes and political revolutions should not be sought in people's minds, in their increasing understanding of eternal truth and justice, but in changes in the mode of production and changes in the mode of exchange."** Mao Zedong pointed out that **"when looking at problems, we should not start from abstract definitions, but from objective facts, and find guidelines, policies and methods from analyzing these facts."** The private economy and private entrepreneurs are the biggest changes in China’s social structure after reform and opening up. Private entrepreneurs have a brand-new influence and role on the patriotic united front in the new era (2012-2035) . Doing a good job in the united front work towards the private economy is an important task for the whole party. Obviously, the thriving growth of private economy personnel is the most important sign of changes in China's mode of production and mode of exchange and social structure and is an objective existence of China’s society since the reform and opening up in the new era. The private economy is the result of changes in China’s social structure and an important driving force for continued reform and opening up in the new era. Deng Xiaoping said, **"Reform is the only way for China to develop its productive forces.".. "Not** **adhering to socialism, not adhering to reform and opening up, not adhering to developing the economy, and not adhering to improve people's lives can only be a dead end."**

The private economy sector and private economy personnel play an important role in China’s reform and opening up and economic and social development. Doing a good job in the united front work of the private economy to promote the "two healthys" in the new era, guiding private economy personnel to strive to be excellent builders of socialism with Chinese characteristics, is extremely important for the new development strategy and new development pattern with the domestic big cycle as the main body and the domestic and international double cycles promoting each other, for the implementation of the "14th Five-Year Plan", the 2035 long-term goals and the start of the second 100-year journey, and for the sustained high-quality development of China’s economy and sustained social stability.

**Part 1. The healthy and vigorous growth of private economy personnel is the most important change in China’s social structure**

Over the past 43 years of reform and opening up, under the leadership of the Party, China’s private economy has grown from small to large, from weak to strong. The individual economy at the beginning of reform and opening up was first evaluated as a "supplement", "necessary supplement" and "beneficial supplement" to the socialist economy, and has developed into the private economy, which is the absolute market player in the socialist market economy in the new era. Together with the public economy and other ownership economies, it has created the miracle of sustained and rapid economic growth in China and has made an indelible contribution to promote China’s economic and social development and maintaining national stability and long-term peace and order.

The development of the private economy and the growth of private economy personnel are the most important changes in China’s social structure since 1978. Such changes are interactive and mutually reinforcing, and have an important impact on the changes and development of China’s economic and social structure:

**1. Change in the production relations of China’s social and economic structure**

China has developed from a single public ownership production relationship before 1978 to a production relationship with public ownership as the main body and the common development of multiple ownership economies. Among the practitioners, private economy personnel and private economy are important aspects. The tenacious entrepreneurship and rich and vivid practice of the private economy have been responded to, recognized and guided by the Party and state policies. The 15th National Congress of the Communist Party of China established "public ownership as the main body and the common development of multiple ownership economies" as China’s basic economic system, and clearly stated that "private ownership economy is an important part of China’s socialist market economy". The 16th National Congress in 2002 proposed "unwaveringly consolidating and developing public ownership economy" and "unwaveringly encouraging, supporting and guiding the development of private ownership economy". Since the 18th National Congress, with the continuous advancement of comprehensive and in-depth reform, the policies and measures on the development of private ownership economy have been further improved. The 18th National Congress in 2012 further proposed "unwaveringly encouraging, supporting and guiding the development of private ownership economy, ensuring that various ownership economies can use production factors equally in accordance with the law, participate in market competition fairly, and receive equal legal protection". The Third Plenary Session of the 18th CPC Central Committee proposed that both the public and private sectors of the economy are important components of the socialist market economy and are important foundations for China’s economic and social development; the property rights of the public sector of the economy are inviolable, and the property rights of the private sector of the economy are equally inviolable; the state protects the property rights and legitimate interests of all types of economic ownership, adheres to equal rights, equal opportunities, and equal rules, abolishes unreasonable regulations on various forms of private economic ownership, eliminates various hidden barriers, and stimulates the vitality and creativity of the private sector of the economy. The Fourth Plenary Session of the 18th CPC Central Committee proposed to "improve the property rights protection system with fairness as the core principle, strengthen the protection of the property rights of economic organizations and natural persons of various ownerships, and clean up the provisions of laws and regulations that violate fairness". The Fifth Plenary Session of the 18th CPC Central Committee emphasized the need to "encourage private enterprises to enter more fields in accordance with the law, introduce non-state capital to participate in the reform of state-owned enterprises, and better stimulate the vitality and creativity of the private sector of the economy". The 19th CPC National Congress and the Second, Third, and Fourth Plenary Sessions of the 19th CPC Central Committee launched a series of reform measures to expand market access and equal development for private enterprises. The main ones are: encouraging privately owned enterprises to participate in the reform of state-owned enterprises, encouraging the development of mixed-ownership enterprises controlled by private capital, allowing all types of market entities to enter the areas outside the negative list equally in accordance with the law, allowing more state-owned economies and other ownership economies to develop into mixed-ownership economies, allowing non-state capital to participate in state-owned capital investment projects, allowing qualified private capital to initiate the establishment of small and medium-sized banks and other financial institutions in accordance with the law, allowing social capital to participate in urban infrastructure investment and operation through franchising and other means, encouraging social capital to invest in rural construction, allowing enterprises and social organizations to set up various undertakings in rural areas, accelerating the "delegation of power, reform in regulation and service" and in other fields.

Private economy personnel and private entrepreneurs are the main practitioners of the Party's policies and guidelines. They are the main participants in China's economic activities, the main providers of employment opportunities, and the main promoters of technological progress in the 43 years of China’s reform and opening up. They play a very important role in country’s development. Individual industrial and commercial households and private enterprises have become important production relations and market entities in our society. By the end of 2019, among the 123 million market entities in China (including 38.58 million enterprises and 82.61 million individual industrial and commercial households), the total number had reached 130 million by the second half of 2020 (deep Note 5), of which more than 90% were private economy, that is, more than 90% were local private enterprises and individual households.

2. Create and develop social organizations such as business-trade associations in China

The increase in grassroots chambers of commerce, industry associations, and off-site chambers of commerce was born out of the rich practices of private enterprises and private economy personnel in the 43 years of reform and opening up. It has changed the bloated and inefficient social governance structure of the "two governments" that were hosted by national, provincial, municipal, and county agencies from the central to local levels. It has promoted the "decoupling" of existing chambers of commerce from government agencies, turning them into civil society organizations, giving play to the initiative of social governance and the broad and orderly participation of the public, and becoming an important force in the comprehensive realization of the modernization of the national governance system and governance capabilities. The deeper the reform, the more the private economy develops, and the more private economy personnel truly become the main body of business associations. Many business associations under the Federation of Industry and Commerce system respond to the practice of the private economy and the needs of the socialist market economy with Chinese characteristics, coordinate the relationship between enterprises and the government and between enterprises and the market, and play a positive and positive role in serving enterprises and promoting development. Xi Jinping pointed out in his important speech on mass organizations that "the masses are frequently moving and their distribution is constantly changing, and the establishment of mass organizations must be adjusted in a timely manner. We must consolidate the existing organizational foundation, accelerate the construction of organizations in new fields and new classes, form a complete organizational system, and achieve effective coverage." (Note 6) The healthy development of private enterprises and grassroots business associations has formed a vertical and horizontal network of chambers of commerce in the Federation of Industry and Commerce system. By 2019, there were about 100,000 chambers of commerce organizations nationwide with private enterprises and private economy personnel as the main body, and about 250,000 chambers of commerce with the Federation of Industry and Commerce as the business supervisory unit or with daily contact with the Federation of Industry and Commerce. Zhejiang Province, a province with a large private economy, has formed a "1+11+90+4249" Federation of Industry and Commerce and chamber of commerce organization system. "1+11+90" refers to the provincial, municipal and county federations of industry and commerce, and 4249 refers to the chambers of commerce affiliated to the federations of industry and commerce at all levels, including industry chambers of commerce, non-local chambers of commerce and grassroots chambers of commerce such as towns and streets. More than 340,000 companies have joined chambers of commerce, covering almost all industries and regional leading enterprises.

121 chambers of commerce have been rated as 5A social organizations, and 484 chambers of commerce have been rated as "four good chambers of commerce", forming a good development trend. (deep Note 7) Jiangsu Province has 98 county-level Federations of Industry and Commerce in 13 cities, 96+2 counties (cities, districts), Zhenjiang New Area, and Lianyungang Development Zone. 88 of the 98 county-level Federations of Industry and Commerce have passed the national "Five Good" certification, accounting for 90%, and all have passed the provincial "Five Good" certification.

As of January 2021, the total number of chambers of commerce under the Jiangsu Province Federation of Industry and Commerce system was 4,325, accounting for 1/10 of the total number of chambers of commerce in the country. The number of chambers of commerce and industry chambers of commerce ranked first in the country; the total number of members was 358,500, ranking second in the country. (Note 8) In particular, the rapid establishment of emerging industry chambers of commerce has adapted to the new trend of the development of the private economy. Such chambers of commerce in Jiangsu have covered new fields such as scientific and technological equipment, modern finance, digital economy, big health, and talents. A number of outstanding county-level Federations of Industry and Commerce and grassroots chambers of commerce have emerged. As of December 2019, there were 516 chambers of commerce of various types in the Nanjing Federation of Industry and Commerce, capital of Jiangsu Province, including 182 industry chambers of commerce, 100 town and street chambers of commerce, 100 off-site chambers of commerce, 123 other chambers of commerce such as development park chambers of commerce, market chambers of commerce, building chambers of commerce, village chambers of commerce and various associations, 5 off-site Nanjing chambers of commerce in China, and 6 off-site Nanjing chambers of commerce abroad. Grassroots chambers of commerce have distinct folk and service characteristics. From business opportunity docking, project cooperation, legal rights protection, listing guidance to policy consultation and tax declaration, they can communicate with member companies in a timely manner and respond quickly, and are praised by members as "timely rain".

**3. The social group with the greatest ability to create wealth**

Specifically, the development of the private economy and the growth of private entrepreneurs have made a "56789" contribution, that is, more than 50% of taxes, more than 60% of GDP, more than 70% of technological innovation results, more than 80% of urban employment, and more than 90% of the number of enterprises. In Jiangsu, a major economic province and a major private economy province, there is an even greater contribution of "55667788999" - as revealed by the author in the book "70 Years of Development of Jiangsu Private Economy and Lessons Learned" - creating more than 55% of Jiangsu's GDP and more than 50% of large-scale industrial output value, 60% of taxes and nearly 60% of GDP growth contribution rate, more than 70% of total social investment and corporate R&D investment, more than 80% of foreign investment and new jobs, more than 90% of high-tech output value and domestic patent inventions, and more than 95% of market entities. (deepNote 9)

**4. The social group that got rich first and which continues to increase their wealth at a high speed**

Among the private economy figures, there are countless heavyweight private entrepreneurs who create social wealth. The revenue of Suning Group led by Mr. Zhang Jindong in 2016 exceeded the total economic output of Hainan Province. The wealth created by Ma Huateng in 2016 exceeded the GDP of Uruguay, a country ranked 70th in the world. In the next ten years, with the accelerated development of the digital economy, his total wealth is expected to exceed the GDP of the country ranked 60th in the world.

The threshold for the 2020 Hurun Rich List is 2 billion yuan, and there are 2,398 private economic people on the list nationwide. Despite the drag and impact of the COVID-19 pandemic, there are still 579 more people than in 2019, an increase of 32%. Jack Ma became China's richest man for the fourth time with a wealth of 400 billion yuan, Mr. Ma Huateng ranked second with 390 billion yuan, and Zhong Shanshan of Nongfu Spring ranked third with 365 billion yuan. On November 5, 2020, Forbes released the "2020 Forbes China Rich List". Jack Ma, the founder of Alibaba, still ranked first with a wealth of 437.72 billion yuan, nearly 70 billion yuan more than the second place, and he is well-deserved to be China's richest man.

The wealth of private entrepreneurs is positively correlated with the degree of regional economic development. Beijing ranks first in the number of newly added entrepreneurs - Beijing's wealth creation ability is highly related to its ability to absorb private economic resources. Shenzhen is far ahead in the number of newly added entrepreneurs, and Suzhou is ahead of Hong Kong. The total number of Zhejiang businessmen ranked first for three consecutive years, and Guangdong businessmen, Jiangsu businessmen, and Fujian businessmen ranked second to fourth, corresponding to the most developed market economy, the most developed private economy, and the first to develop after China’s reform and opening up, and will continue to accelerate high-quality and leading development in the southeast coastal areas and the Pearl River Delta.

Private entrepreneurs directly drive private enterprise workers - professional managers to become the highest-income group among my China’s laborers. These workers - professional managers are an important part of the private economy. Like private entrepreneurs, this group is open to the public. The significant difference from intellectual social groups such as scientists and humanities scholars is that this group has no external conditional threshold for entry, but relies on its own efforts and grasping opportunities and creating opportunities. By the beginning of 2021, China had 900 million working-age population aged 16 to 59.

 In January 2021, Hurun Research Institute released the "2021 Hurun China Professional Manager List", which lists the top 51 most successful professional managers in China. The threshold for the China Professional Manager List is 4 billion yuan, with a total of 51 people (11 of whom are women). They come from 24 private enterprises, all of which are listed in the Hurun China Top 500, and 11 of them are listed in the Hurun Global Top 500. Their average age is 50 years old, and they have worked in their current company for an average of 17 years. Cheng Xue, 50, of Haitian Flavor Industry (202.990, -0.03, -0.01%), became the "richest professional manager in China" with a wealth of 65 billion yuan. Martin Lau, 47, of Tencent, ranked second with a wealth of 29 billion yuan; Zhang Xiaolong, 51, the founder of Tencent's WeChat, ranked fourth with a wealth of 14 billion yuan. A total of 16 people from Alibaba were on the list, making it the company with the most wealth created by workers. This is the positive effect structure of wealth creation in private enterprises: workers can bring wealth to themselves by creating value for the company, and the head of the company will definitely create greater value for the company if the company's incentive mechanism is well established. (deepNote 10)

**Part II. The important role of private economy personnel in social development**

**1. Plays important role in rapid economic development and social stability**

For a long time, China’s private economy has developed rapidly and played an important role in stabilizing growth, promoting innovation, increasing employment, and improving people's livelihood. This rapid development comes from the vigorous creativity, market autonomy, and self-determination of development opportunities of market entities, especially the private economy. The private economy has become an important foundation for stabilizing China’s economy, an important source of national tax revenue, an important actor of technological innovation, an important support for financial development, and an important force for the sustained and healthy development of the economy. Xi Jinping fully affirmed the contributions by private economy figures and entrepreneurs. Xi Jinping pointed out that over the past 40 years of reform and opening up, private enterprises have flourished, and the private economy has grown from small to large and from weak to strong. Private enterprises have played an important role in stabilizing growth, promoting innovation, increasing employment, and improving people's livelihood, and has become an important force in promoting economic and social development. Among the world's top 500 companies, China’s private enterprises have increased from 1 in 2010 to 28 in 2018.

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China’s private economy has become an indispensable force in promoting China’s development, becoming the main field of entrepreneurship and employment, an important subject of technological innovation, and an important source of national tax revenue. China’s private economy has played an important role in the development of China’s socialist market economy, the transformation of government functions, the transfer of surplus rural labor, and the development of international markets. For a long time, private entrepreneurs have organized and led millions of workers to work hard, start businesses with difficulty, and innovate continuously with their pioneering spirit of innovation and perseverance. China’s economic development has created the Chinese miracle, and the people live and work in peace and contentment, and the society has been stable for a long time. The private economy has made an indelible contribution! (deep Note 11)

**2. Important contributions to the construction of socialism with Chinese characteristics**

Private entrepreneurs not only create material wealth, but also spiritual wealth, social civilization, promote institutional reform and improvement, and build the spirit of the times. Xi Jinping has repeatedly advocated the promotion of outstanding entrepreneurial spirit. He pointed out that the private economy is an important platform for cultivating entrepreneurial spirit and building civilization. In the long-term arduous entrepreneurial process, the majority of private entrepreneurs have condensed and promoted outstanding entrepreneurial spirit, actively practiced the core socialist values, and promoted the construction of socialist spiritual civilization. The private economy is an important foundation for promoting reform and consolidating governance. It has effectively promoted the reform of the socialist market economic system and promoted the transformation of government functions. As an inherent element of China’s economic system, the private economy has always been an important economic foundation for upholding and developing socialism with Chinese characteristics; as our own people, private entrepreneurs have always been an important force that our party must unite and rely on for long-term governance. (deep Note 12)

General Secretary Xi Jinping pointed out that private entrepreneurs are builders of socialism with Chinese characteristics, practitioners of developing advanced productive forces and advanced culture, pioneers in participating in international economic cooperation and competition, contributors to the realization of common prosperity for the people, and the pride of the people. (deep Note 13)

Xi Jinping emphasized: "Only wealth with love is truly meaningful wealth, and only enterprises that actively assume social responsibility are the most competitive and vital enterprises." By 2019, the number of rural poor people under the current national standards had dropped from 98.99 million at the end of 2012 to 5.51 million, the poverty incidence rate had dropped from 10.2% to 0.6%, and the number of poor counties had dropped from 832 to 52.

 In 2020, while defeating the COVID-19 pandemic, China won the battle against poverty, completely eliminated poverty, and achieved the poverty reduction goals of the United Nations 2030 Agenda for Sustainable Development 10 years ahead of schedule. UN Secretary-General Guterres said that in the past 10 years, China has made the greatest contribution to global poverty reduction. China’s steady and thorough poverty reduction and steady promotion of "common prosperity" are inseparable from the contributions of private economy personnel who remember their roots and are loving and "help the poor to become rich first". Over the past 40 years of reform and opening up, private economy personnel have demonstrated their distinctive characteristics as builders of "common prosperity for all". (deep Note 14)

 The private economy adheres to the basic socialist economic system and basic socialist distribution system, adheres to the principle of more work, more pay, focuses on protecting labor income, improves the wage status and improves the wage collective consultation system and the tri-party-labor coordination mechanism of private enterprises, strengthens the wage income payment guarantee system, increases the labor remuneration of workers, especially front-line workers, and increases the proportion of labor remuneration in the primary distribution. It is an active participant in improving the primary distribution system mainly formed by the market mechanism according to the contribution of various production factors to the national income; the private economy is an important source of tax revenue to promote the improvement of the redistribution adjustment mechanism, and supports the government to improve the redistribution adjustment mechanism with taxation, social security, transfer payments and other means as the main means; the private economy is an important source of tax revenue to promote the improvement of the redistribution adjustment mechanism. The private economy is a positive force in the third level distribution of social wealth. Under the influence of socialist morality, core values, excellent cultural traditions and good habits, private entrepreneurs voluntarily help the poor and the weak through private donations, glorious projects and targeted poverty alleviation, glorious funds, charity, volunteer actions and other means; the private economy is the main force to promote the expansion of the middle-income group. The private economy is the driving force for the expansion of the middle-income group. The private economy continuously increases the income and growth of low-income people, expands the middle-income group, and cooperates with the government to adjust excessive income through taxation, thereby promoting the gradual formation of an olive-shaped "common prosperity" income distribution pattern in our society and laying a solid material foundation for long-term social stability. Xi Jinping pointed out that supporting the development of the private economy is to consolidate the foundation of the party's governance and strengthen the party's governance power. (deepNote 15) The important position of the private economy in reform and opening up is demonstrated in the continuous consolidation and continuous strengthening of its relationship with the party, the people, the state power, and social development and stability. Private economy personnel are a huge force that is of the same mind, same heart, same direction, and same direction as the party and the country. They have an important position and role in our party's governance and in our socialist cause.

**3. Private entrepreneurs are important part of the united front and united front work in the new era**

Private entrepreneurs are an important result and driving force of the “three greater diversities” and “three changes” in China’s social structure and united front in the new era. Reform and opening up have promoted the development of the private economy, which in turn has affected the development of the economy and society. Private economy has become the result of profound changes China’s society and internal and external environment and is also one of the important driving forces of development.

**This is reflected in three main aspects:** **First, the development and growth of individual industrial and commercial households and private enterprises as absolute market players has made China’s ownership form no longer single public ownership, and the private economic elements are dominated by private economy and are more diverse. Second, the freelance professions of private economic personnel and related occupations, new social classes, etc. have made social classes more diverse, and the rapid development of social organizations such as business associations has produced a large number of part-time and full-time workers in these social organizations, who are important constituents of the new social strata. Third, the scale of the private economy has continued to expand, thus the risks and challenges have increased significantly.**

The values ​​and interests of private economy personnel have become increasingly diverse, and social thoughts and concepts have become more diverse. Not only do they need the traditional main channel of the Federation of Industry and Commerce to reflect their demands, but the development of the Internet and the extensive connections of their own social organizations allow them to speak out through "self-media" and speeches and forums organized by themselves. These "three more diverse" are directly related to the "three changes" in the content of united front work. The first is the change in the social and economic foundation of the united front in the new era caused by the development and growth of the private economy. The second is the change in the target of the united front work in the new era, which is mainly composed of private economy personnel. The third is the change in the content of the ideological and political work of the united front in the new era (after 2012).

In short, the private economy and private economy personnel are brand-new areas and target of united front work in the new era. The united front work in the private economy faces many unprecedented new situations and new problems. It is closely related to the "three more diverse" and "three changes" presented on the premise of the fundamental interests of the people in the economic and social transformation and has a distinct sense of the times.

**1. Characteristics of private economy personnel in the new era (2012-2035)**

First, **private economy personnel** have well-developed social relations. When private economy personnel invest and start businesses, they must deal with all aspects of society and social life. Their investment and business activities cover a wide range of areas. They have a lot of experience and a broad vision both inside and outside the country, both at home and abroad. They must be good at handling political and business relations and local social relations.

Second, they have a stronger sense of active learning and self-awareness. They have their own opinions and are not blindly obedient. They think things through carefully and have more complex and diverse thoughts and understandings.

Third, they have a high demand for mutual support and more demands for political participation. The channels and methods of social organizations such as the Federation of Industry and Commerce at all levels, grassroots chambers of commerce, industry associations, foreign chambers of commerce, self-organizations, and charity activities are more flexible and diverse.

Fourth, they are driven by the survival of market entities and have a stronger entrepreneurial will. The second generation of inheritors have grown up in a relatively favorable family environment, and many of them have received education abroad, making them an important group of returnees from abroad. The young generation is active in thinking and has a strong pioneering spirit. At the same time, they have a deeper understanding of the theory of socialism with Chinese characteristics, a deeper integration into Chinese society, and a deeper immersion in and acquisition of the fine qualities rooted in Chinese culture.

**2. Private entrepreneurs are most concerned about their own immediate interests**

First, under the new development concept, the transformation and upgrading of enterprises in the new high-quality strategic pattern of mutual promotion of domestic circulation and domestic and international dual circulation has accelerated but encountered the problem of "many difficulties and dangers on the road". There are more constraints under the new development concept. The opportunities encountered by private economy personnel in the new era are as great as the difficulties and resistance. On the whole, it forms the characteristics of hard work and success.

Second, the profound changes in the international market environment under the cold wind of "anti-globalization" and unilateralism polices of United States and the harsh suppression of Chinese trade by the Western countries have made private enterprises "go global" and when they go global they encounter more problems and twists and turns in non-industrial chains, supply chains and trade.

Third, the new round of science and technology Technological revolution, the rise of the new digital economy and the rapid development of new infrastructure, high-quality development under the new strategy of taking the domestic circulation as the main body and promoting mutual promotion of domestic and international "dual circulation", the private economy has both opportunities and challenges. The development of private enterprises has encountered an unprecedented crisis of "stagnation or regression".

**Fourth, there is concern about whether the status and role of the private economy in China’s economic system will change.**

Although the Party Central Committee has repeatedly spoken out and emphasized the principles of "two unshakables" , certain cases of deterioration in the business environment at the grassroots level have prevented private economy personnel from being completely reassured. They are highly sensitive to similar fallacies and intervention behaviors such as the "new public+private partnership theory" and the "exit theory" that threaten the survival and development of the private economy.

**Note: Two unshakables refers to unswervingly consolidate and develop the public economy, uphold the dominant position of public ownership, give play to the leading role of the state-owned economy, and constantly enhance the vitality, control and influence of the state-owned economy. Secondly, we must unswervingly encourage**, **support and guide the development of the private economy and stimulate the vitality and creativity of the private economy.**

**3. As a social group with a wide range of involvement, private entrepreneurs also has some problems of its own that need to be solved urgently**

For example, some private entrepreneurs consider themselves to be the elites of the economic world, and their entrepreneurial achievements and social status are entirely the result of their own hard work. They think that their economic achievements represent their overall advanced role and superiority, and they are outspoken and make comments regardless of the occasion. Others are selfish and have no overall view, disregarding their own social image, and attack their peers without any bottom line. Some people, after achieving certain business benefits, are not brave enough to innovate and continue to expand production but are anxious about how to avoid taxes and seek "security" and are eager to transfer assets and are eager to change their Chinese nationality. Others pursue money supremacy, indulge in material enjoyment, indulge in money, sex, money, and extravagance, live an undisciplined life, cannot control their behavior, and wander in the gray and illegal marginal areas. Although these phenomena are local/partial and not mainstream among private economy personnel, they have a negative impact on the whole society and cause great harm.

**4. Private economy personnel are the most important members in the work scope of the United Front, with the largest number of personnel and the fastest growing number of personnel.**

They have the ability to integrate the upper and lower levels of society, both at home and abroad. The united front in the new era has a broader social foundation, a wider scope of work, more work targets, and richer work content. The scope of work and work targets have been newly increased to 12 aspects, including private economy personnel.

As one of the 12 aspects of united front work targets, private economy personnel are both a single subject and have the identities of other work targets and cross-over, almost spanning to all united front work targets and actors. The united front work targets and private economy personnel show unprecedented breadth, great inclusiveness, distinct diversifies and significant social characteristics, and private economy personnel embody distinct economic and folk characteristics and are active in the main battlefield of socialist economic construction with Chinese characteristics. Private economy personnel are a new social strata with rich connotations and they are an important part of the United Front. The concept of private economy personnel itself is hierarchical and classified. It does not only include private entrepreneurs. **It mainly includes 8 categories: major investors and actual controllers of private enterprises, major operators holding shares in private enterprises, major natural person shareholders of private investment institutions, major persons in charge of social groups in the industrial and commercial fields with private enterprises and private economy personnel as the main body, major persons in charge of relevant social service institutions, major partners of private intermediary institutions, business people from Hong Kong and Macao who invest in the mainland, and representative figures in individual industrial and commercial households.**

**Here, the United Front in the New Era has added three types of people to this group:**

First, the main operators who hold a certain amount of shares. Although they are not major shareholders, as mentioned above, they are workers+professional managers, and they are the leading developers of enterprises; second, the major natural person shareholders of private investment institutions. As investors, although they do not run enterprises, their project decisions and investments are of special value in promoting the development of the real economy and industries; third, the main persons in charge of social organizations such as chambers of commerce. They are not only entrepreneurs, but also representative figures in their industries and fields. They have strong influence, cohesion and appeal, and are leaders of social organizations such as industry associations and other local chambers of commerce. Private economy personnel are certainly evaluated as the "builders of socialism with Chinese characteristics" and an important new member of the patriotic united front in the new era. Due to their huge absolute market entity size, the number of people they cover at all levels and from all walks of life in society and the speed of their expansion far exceed the sum of members in other fields of the united front. The entrepreneurship, scientific creativity and innovation spirit, and the political and business relations they hold are unprecedented in importance and influence on social and economic development. The social level of the close relationships of private economy personnel is unprecedentedly extensive and permeable. Among them, there are party representatives from the central to provincial and municipal party congresses, representatives and members of the "two sessions" of the National People's Congress and provincial and municipal governments, vice chairmen of the All-China Federation of Industry and Commerce and provincial and municipal federations of industry and commerce (vice chairmen of China Chamber of Commerce and provincial and municipal chambers of commerce) and standing executive members, as well as chamber of commerce organizations extending to the grassroots and overseas. They have the integration of the upper and grassroots levels of society, at home and abroad, and are members of the united front with the broadest organizational network and the greatest social influence.

**5. Private economy figures are targets with dual-identity in the work scope of the United Front**

Xi Jinping's important thoughts evaluating **private economy figures** as "our internal elements" and as "our own people in our family" have made it clear that private entrepreneurs are not only the scope of the united front work, but the scope of the united front work in the private economy is the private economy field, and the targets are private economy personnel who are not members of the Communist Party of China, with a focus on representative figures in private economy among them. All levels of the Federation of Industry and Commerce organizations and private entrepreneurs who are party members, private enterprise operators and private enterprise party committee secretaries, private enterprise party workers, industry associations, and other local chambers of commerce and other party workers are also participants in the united front work. They are an important backbone force in working together to build the Chinese dream. They should carry forward the spirit of ownership and play the role of builders in the cause of building socialism with Chinese characteristics and do their best and be proactive in the party's united front work in the private economy.

**4. “Two Healthys” is the theme of red line running through the united front work towards the private economy**

As an "inherent element" of China’s basic economic system, the private economy has always been an important economic foundation for upholding and developing socialism with Chinese characteristics. As "our own people in the family", private enterprises and private entrepreneurs have always been an important force that our party must unite for long-term governance. The new era requires the broadest patriotic united front, including private entrepreneurs and the younger generation of private entrepreneurs, to provide broad support for "dedicating to the great rejuvenation of the Chinese nation". The CPC Central Committee's "Opinions on Strengthening United Front Work in the Private Economy in the New Era", the National United Front Work Conference on Private Economy and the "Regulations on the United Front Work of the Communist Party of China" clearly pointed out that strengthening the United Front work in the private economy is an important part of upholding and improving the socialist system with Chinese characteristics, requiring the advantages of the united front to be fully utilized, promoting the coordination of ownership relations, income distribution relations, and government-market relations, effectively stimulating the enthusiasm and initiative of private economy personnel in participating in economic and social development and national affairs governance, cultivating and developing chambers of commerce with Chinese characteristics, and promoting the effective coverage of the united front work towards the chambers of commerce, so as to better demonstrate the significant advantages of the socialist system with Chinese characteristics. (deepNote 16)

We should take the implementation of the "Regulations on the United Front Work of the Communist Party of China" and the spirit of the National Conference on United Front Work in the Private Economy as an important starting point to strengthen the overall leadership of the Party and further improve the overall united front work pattern. The main responsible comrades of the Party committees at all levels should take the lead in studying, publicizing and implementing the "Regulations on the United Front Work of the Communist Party of China" and the spirit of the National Conference on United Front Work in the Private Economy, and take the lead in implementing the Party's united front theory, principles, policies, laws and regulations, and scientific methods for implementing the private economy united front work. The key to the united front work of the private economy and the work of the Federation of Industry and Commerce in the new era is to firmly grasp the "two always adhere to": always adhere to the "two unshakable" - adhere to and improve the basic socialist economic system, formulate, and we should publicize and implement the party's policies and guidelines on the development of private economy, unswervingly consolidate and develop the public economy, unswervingly encourage, support and guide the development of the private economy, ensure that all types of ownership economies can use production factors equally in accordance with the law, participate in market competition fairly, and are equally protected by law, promote the construction of a close and clean government-business relationship, and form a policy environment, legal environment, market environment, and social environment that are conducive to the development of the private economy; always adhere to the promotion of "two healths", and use "two healths" as the theme red line throughout the united front work of the private economy - guide private enterprises to practice the new development concept, promote the healthy growth of private economy personnel, and promote the healthy development of private enterprises, and strive to contribute to the new era of upholding and developing socialism with Chinese characteristics and realizing the Chinese dream of the great rejuvenation of the Chinese nation.

**1. The United Front work of the Party towards the private economy, the promotion of the work towards the Federation of Industry and Commerce, and the implementation of the "two healthys" work theme should be integrated with each other**

We must always and everywhere coordinate and promote the "two healthys" in an all-round way, embed the work of being a human being in economic services, do a good job in economic services in ideological education and political guidance, and truly take the "two healthys" work theme as our important responsibility and mission, and implement in the entire process of the Federation of Industry and Commerce. To this end, we must have a deep understanding of the relationship between the "two healthys".

The healthy development of the private economy is premised on the healthy growth of private economy personnel and including private entrepreneurs. If the enterprise is successful, but the entrepreneur is not a clear-headed person politically and is not in the same mind and direction as the Party and the people, then such a successful enterprise will fundamentally harm the Party, the country, and society.

The healthy development of the private economy is an important foundation for the healthy growth of private economy personnel. If major problems occur in the operation of private enterprises, it is difficult to develop high-quality development, it is difficult to operate normally, the assets are insolvent, and employees are harmed, then the healthy growth of entrepreneurs will lose the support of their careers, the basis of values, and the significance of social relations. Therefore, the "two healthys" are a complete entity, indivisible, and mutually causal. This is the dialectical unity of the "two healthys" that are interdependent and mutually reinforcing. This is the philosophical basis for the united front work of the private economy and the work of the Federation of Industry and Commerce to coordinate the promotion of the "two healthys" policy.

**2. Strengthen political guidance and build a solid ideological and political foundation for private economy personnel**

The fundamental principle of the united front work towards the private economy is to strengthen ideological and political guidance and build consensus. Mao Zedong said that politics is about making more people support us and fewer people oppose us. Xi Jinping pointed out that our party's success in leading the revolution, construction, and reform depends on this. In the new era, if we want to continue to move forward, we must mobilize all positive factors that can be mobilized and unite everyone. Ideological guidance and consensus building are indispensable. (deep Note 17) Hold high the banner of patriotism and socialism, unswervingly use Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era to guide the work of the united front, increase political and ideological guidance, educate and guide private economy personnel to more consciously use Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era to liberate their minds, unify their thoughts, and guide their practices, carry out in-depth education on ideals and beliefs, enhance the political, ideological, and emotional identification of the broad masses of private economy personnel with the Communist Party of China and socialism with Chinese characteristics, strengthen their ideals and beliefs, maintain a high degree of unity with the Party Central Committee in political stance, political direction, political principles, and political path, always be politically savvy, and lay a solid common ideological and political foundation for private economy personnel.

 We must consciously strengthen support for enterprise party building work, give full play to the role of party organizations as a bastion of battle and political guidance in enterprise development, and promote their own development and growth with the correct political direction; mobilize private economy personnel to strengthen self-study, self-education, and self-improvement, and deeply understand that personal success is not only due to their own efforts, but also benefits from the great era, the great cause, and the great party. They must know how to be grateful for their wealth and strive for progress when they are rich, establish a correct view of the country, the rule of law, career, life, and wealth, enhance self-discipline awareness, build a solid ideological and moral defense line, strictly regulate their own words and deeds, cultivate a healthy life interest, shape a good public image, and be a model of "patriotism, dedication, law-abiding operation, entrepreneurship and innovation, and giving back to society."

**3. Guide private entrepreneurs to become outstanding persons as builders of socialism**

The private economy has grown and developed under the guidance of a series of principles and policies of the Party. Promoting the "two healthys" policy and supporting the development of the private economy are related to China’s economic security and social stability. It is a major political task to respond to the influence of private economy personnel on society and the united front in the new era and to do a good job in the united front work of the private economy.

The healthy development of the private economy requires the healthy growth of private economy personnel. The fundamental direction of healthy growth is for the majority of private economy personnel to be qualified builders of the cause of socialism with Chinese characteristics. If private enterprises want to achieve long-term and healthy development, the leaders of enterprises must deeply study and understand the series of important ideas, important viewpoints, major judgments and major measures put forward by the 18th and 19th National Congresses of the Communist Party of China (2012/2017), and truly unify their thoughts and actions with the spirit of the 18th and 19th National Congresses of the Communist Party of China, constantly enhance the "four consciousnesses", strengthen the "four self-confidences", and achieve the "two safeguards", unswervingly listen to the party and follow the party, consolidate the ideological foundation of common unity and struggle, further carry forward the spirit of excellent builders with patriotism, dedication, innovation, law-abiding, integrity and contribution as the core, strive to be excellent builders of the cause of socialism with Chinese characteristics, and shoulder the heavy responsibility entrusted by the new era. The united front work of the private economy is to build a backbone team of private economy personnel who are trustworthy, reliable and useful at critical moments, comprehensively promote the healthy development of the private economy, comprehensively promote the healthy growth of private economy personnel, and comprehensively promote the healthy development of business associations, grassroots chambers of commerce and chambers of commerce in other places.

**4. Master the principles and policies of the private sector united front work to unite and rally private economy personnel/ figures**

The key to the united front work of the private economy is to master the policies, grasp the degree of the policies, and be good at using the policies to coordinate relations. Xi Jinping clearly proposed that the united front work of the private economy and the work of the Federation of Industry and Commerce should adhere to the promotion of "two healthys" - promoting the healthy development of the private economy and promoting the healthy growth of private economy personnel, and thus clarify the "two major" ideological understandings – a)promoting the healthy development of the private economy and b) promoting the healthy growth of private economy personnel are both major economic and political issues. We must persist in carrying forward the entrepreneurial spirit, building a new type of clean and friendly government-business relationship, and promoting the "two healthys". We must clarify the "two concerns" and "two-hand grasp" in the working methods --- **pay attention to the thoughts of private economy personnel and pay attention to the difficulties of private economy enterprises and encourage and support them on one hand and educate and guide them on the other.** After the 19th CPC National Congress in 2017, the CPC Central Committee placed "trust" in the guidelines for the united front work of the private economy for the first time and put it in the first place, forming a new cross-guideline of "trust, unity, give serve, guidance, and education" on the basis of the original eight-character guideline. (deep Note 18)

Comprehensively and accurately grasping, implementing and applying this guideline, guiding private economy personnel to fully and accurately understand the principle of "two unshakables", and strengthening confidence in our socialist system are the keys to doing a good job in the united front work of the private economy, the work of the Federation of Industry and Commerce, and promoting the "two healthys".

**Translator’s Note: Two unshakables refers to unswervingly consolidate and develop the public economy, uphold the dominant position of public ownership, give play to the leading role of the state-owned economy, and constantly enhance the vitality, control and influence of the state-owned economy. Secondly, we must unswervingly encourage**, **support and guide the development of the private economy and stimulate the vitality and creativity of the private economy.**

In the new era, the emphasis on "trust" in private economy personnel is conducive to a more thorough understanding and resolute implementation of Xi Jinping's important remarks on "internal factors" and "our own people" in his important speech at the private enterprise symposium on November 1, 2018, and is conducive to adhering to the "two unshakable" principles, promoting the entrepreneurial spirit, building a close and clean relationship between government and business, enhancing the interaction and mutual trust between government and enterprises, and promoting the formation of a good atmosphere that encourages and supports private economy personnel to do business and start businesses and private enterprises to innovate and develop high-quality.

The principles and policies of the **patriotic-socialist united front** work in the private economy are precisely led and adjusted by the Party Central Committee in accordance with the new era and the new situation of the world and country. The purpose is to achieve the most accurate key "point" of work, master the precise work methodology, and strengthen the united front work in the private economy. It is necessary to take the new situation and new challenges of the united front work in the private economy as an important guide, strengthen problem-oriented, goal-oriented, and result-oriented, improve the system and mechanism, improve the methods and means, and promote the improvement of the quality and efficiency of the united front work. In the united front work in the private economy, only by truly treating private enterprises and private entrepreneurs as our own people, sincerely helping them to resolve doubts and solve problems, and making private economy personnel feel more respect, belonging and gain, and enhancing the emotional identification of private economy people, can we better unite private economy personnel around the Party and the government, guarantee that they unswervingly listen to the Party and follow the Party, and make greater contributions to the comprehensive construction of a modern socialist country and the realization of the Chinese dream of national rejuvenation.

**5. Improve the mechanism to better reflect the demands of private economy personnel and the mechanism to protect their rights and interests**

"Two concerns" – which means paying attention to the thoughts of private economy personnel and which means paying attention to the difficulties of private enterprises, this is the basic method of doing united front work in the private economy. I think that in order to prevent the work of the Federation of Industry and Commerce from indulging in specific economic affairs, we must first have a clear understanding of the issue of "for whom" question in the united front work in the private economy and the work of the Federation of Industry and Commerce are for - I fully agree with the "four firsts" work concept proposed by the Party Leadership Group of the Zhejiang Federation of Industry and Commerce (deep Note 19), that is, taking the Party's requirements for the Federation of Industry and Commerce as the first mission of work, taking the voices of private entrepreneurs as the first , taking the concerns of private entrepreneurs as the first perspective of work, and taking the recognition of private entrepreneurs as the first standard of work.

Only with such a starting point and foothold can we promote the establishment and improvement of the government-enterprise communication and consultation system, standardize the content of communication and consultation, and make breakthroughs in the participation of private economy personnel in consultation and the effectiveness of solving problems of reflecting demands and safeguarding their rights and interests. Only then can we innovate the forms of communication and consultation so that enterprises can make demands and the government can respond immediately. Therefore, it is necessary to establish and improve the government-enterprise communication and consultation system, improve the mechanism for reflecting the demands and safeguarding the rights and interests of private enterprises, promptly grasp the demands of private economy personnel, promptly resolve their practical difficulties, and help them in safeguarding their legitimate rights and interests in accordance with legal and lawful procedures. In order to smooth the channels for orderly political participation of private economy personnel and guide and standardize their political participation behaviors, here there are four focuses:

**Political participation behaviors**

First, we must establish a system to improve the communication and consultation system between government and enterprises. We must make breakthroughs in the participation of private economy personnel and the effectiveness of problem solving. It is far from enough to have only a CPPCC (**Chinese People's Political Consultative Conference Parliement)**  consultation platform which is implemented through the channels of industrial and commercial undertakings. It is necessary to build an open and timely government-enterprise consultation platform. For example, under the leadership of the party and government of Suzhou city, a major private economy center and a highland for high-quality economic development in China, a monthly salon for private entrepreneurs, a **WeChat/Whatsapp** group for private entrepreneurs, and a direct reporting system of private enterprise information have been established, so that the voices, opinions, and demands of entrepreneurs can be "heard", "seen", and "solved" by the party and government in a timely manner. There are also irregular breakfast meeting systems between party and government leaders and private economy personnel in Nanjing city, which are direct and effective platforms for smooth consultation and problem solving.

Second, we need to build a platform, a regular, more direct and more inclusive government-enterprise consultation platform. For example, the Federation of Industry and Commerce will take the lead in organizing, with private economy figures and industry association leaders as the problem and opinion raisers, and relevant government departments as the opinion listeners and handlers. We will conduct targeted problem investigation and consultation on prominent problems, key and deep problems, long-term impact problems and specific blockages encountered in the development of the private economy and be able to quickly come up with consultation and treatment opinions and finalize solutions in a timely manner. At the same time, we must give full play to the role of the Internet, build a smooth information platform between the government and enterprises, and a smooth platform for enterprises to ask questions to the government and seek answers. Government-enterprise consultation should be problem-oriented and face the broad aspects of the private economy, rather than identity-oriented. We must strive to avoid the inertia of government-enterprise consultations that are always conducted between a few large private enterprises.

Third, we must improve the mechanism to reflect the demands of private enterprises and safeguard their rights and interests. The government (discipline inspection, supervision, public security, procuratorate and courts) and enterprises should have a mechanism platform for timely docking. Without any hesitation and without losing time, private economy personnel and heads of industry associations should establish regular communication channels and dialogue platforms with discipline inspection and supervision departments, public security, procuratorate and courts through the leadership and organization of the Federation of Industry and Commerce, and pair up with them, based on the system rather than tedious matters to effectively solve the problems, so that the demands of private economy personnel can be reflected smoothly and their rights and interests can be fully and legally protected.

Fourth, we must strengthen services, especially the Federation of Industry and Commerce should strengthen contact services for grassroots chambers of commerce, industry associations, and chambers of commerce in other places. We should pay full attention to and understand their demands, and at the same time cooperate with relevant government departments to do a good job in private economic statistics and monitoring and analysis, build and improve the government-enterprise communication and consultation system, and improve the systemic operation of the mechanism for reflecting the demands of private enterprises and safeguarding their rights and interests.

**6. Properly handle the relationship between consistency and diversity and draw the largest concentric circle of united front work in the private economy**

The essence of united front work is to expand consensus and strive to build a strong sense of community for the Chinese nation. In the work among private economy personnel, we must adhere to the unity of consistency and diversity, find the greatest common divisor, and draw the largest concentric circle. On the one hand, we must continue to consolidate the common ideological and political foundation, including consolidating existing consensus and promoting the formation of new consensus, actively creating conditions for private economy personnel to devote themselves to the cause of building socialism with Chinese characteristics, promote entrepreneurial spirit, build a close, intimate and clean relationship between government and businesses, build a good business environment, and work together to implement the principle of "two unshakables" of the Party Central Committee and the policies and measures to support the development of the private economy, help private enterprises correctly understand and overcome the current difficulties, and enhance their confidence in development. This is the foundation and premise. On the other hand, to fully promote democracy, respect and tolerate differences and guide diversity, we must fully take into account the interests of private economy personnel and create a relaxed and flexible environment for them to start businesses, make innovation and contribute to society.

Consistency and diversity are dialectical unity in a historical, concrete, they are in developing and dynamic process. With the development and changes in China’s economy and society, the composition and ideological status of private economy personnel have undergone profound and significant changes, and the differences in interest demands and value orientations have been significantly enhanced. Under such circumstances, excessive pursuit of consistency or excessive indulgence of diversity will shake the foundation of the united front. By strengthening ideological and political guidance, we should correctly handle the relationship between consistency and diversity. Consistency is the consistency of the common ideological and political foundation, and diversity is a reflection of diverse interests, diverse thoughts, and specific demands. We should seek consistency while respecting diversity, and we should not make it "uniform", let alone require and demand private economy personnel with "uniformity", and we should not require private economy personnel to speak and act like state’s civil servants.

The united front work in the private economy should combine strengthening ideological and political guidance with regular ideological and political work, mobilize private economy personnel to strengthen self-study, to strengthen self-education, and self-improvement, and in accordance with using the principle of "unity-criticism-unity", we should expand the scope of unity, embody inclusiveness, seek common ground while reserving differences, gather similarities and integrate differences, and promote private economy personnel to achieve common ideological progress.

This means "we should seek common ground while reserving differences" based on a common ideology and without departing from the political bottom line and the premise of concentric circles. Xi Jinping pointed out at the 2015 meeting of the Central United Front Work Conference that we must resolutely oppose any issues that endanger the leadership of the Communist Party of China, endanger our China’s socialist regime, endanger the national system and rule of law, and harm the fundamental interests of the vast majority of the people, and we must not allow them to prevail in the name of diversity. This is the political bottom line and cannot be shaken. In addition, for other kinds of diversity, we must try our best to find the greatest common divisor through patient and meticulous work. As long as we hold on to the political bottom line as the center of the circle, the longer the radius of inclusive diversity, the larger the concentric circle we draw. (deepNote 20)

**7. Focus on uniting the "young generation of private economy personnel "**

The direct goal of doing a good job in the united front work towards the private economy is to unite more private economy personnel and to gather a wider range of private economy forces. We must unite and gather such a large and diversified group of private economy personnel, continuously expand coverage and enhance inclusiveness. Xi Jinping particularly emphasized the need to promote the healthy growth and healthy development of private economy personnel, attach importance to private economy personnel, especially the "young generation of private economy personnel ", and unite with this young generation. It is clear that the "young generation of private economy personnel" is the key target of unity in the united front work of private economy. (deep Note 21)

The young generation of private economy personnel is the "new generation" as a whole, including the "second generation of inheritance" of the second generation of private economy and the "second generation of creation" of the new era. For them, the focus is on "scientific use and giving full play to their role", the key is to "strengthen training and improve their quality", and the purpose is to promote "two healthys". It is necessary to formulate and implement a plan to promote the healthy growth of the young generation, advocate the concept of balancing righteousness and interests and putting righteousness first, guide the young generation to remember the source of wealth, be virtuous, be loving, be ambitious, and be responsible, inherit the style and fine traditions of the first generation of private entrepreneurs in reform and opening up, start businesses and innovate, and become a new generation of "patriotic, dedicated, innovative, law-abiding, honest, and contributive" outstanding builders of socialism with Chinese characteristics.

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