

# Chinese Ambassador to Indonesia Reposts Panda Cub Rio's New Year Greeting

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/EINPresswire.com/ -- A year on PandaWandering

Over the past year, PandaWandering has kept posting across Facebook, Instagram and TikTok. Its giant panda content alone has drawn more than 30 million views. Two moments from that year say more than the number does.

The first came at Chinese New Year. In February 2026, a live broadcast introducing the 2025 class of panda cubs was streamed simultaneously to audiences abroad and drew more than 100,000 overseas viewers. A short clip of Rio — the first giant panda cub ever born in Indonesia — sending New Year greetings was liked and reposted by the Chinese Embassy in Indonesia and by Ambassador Wang Lutong. A few seconds of panda footage had travelled from a breeding base in Chengdu into the language of diplomacy.

The second came in Central Asia. Since June 2025, the travelling programme Panda's World has visited Japan, Uzbekistan, Kyrgyzstan, Malaysia and Australia, with footage from each stop distributed overseas through PandaWandering. In Bishkek, First Deputy Mayor Miranbek

Baigonchokov watched the films and said, simply: "The giant panda is one of the most adorable animals in the world. I would very much like to visit Chengdu."



For a piece of content to cross languages and habits and reach a stranger, the hardest step is usually the explaining. The giant panda is one of the few exceptions. A clip goes out, and the comments come back in English, Japanese, Indonesian and Arabic — all saying the same thing. So cute. What's its name? When can I go and see one? Nobody ever handed the giant panda the title of goodwill ambassador. It was assembled, one comment at a time.



PandaWandering posts every day, carrying the ordinary life of giant pandas onto phone screens around the world. The question that appears most often in the comments is: Where is it?

The answer is Sichuan.

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