

## The Silver Way: Travel-writing across the Pacific of the 16th-19th Centuries

Date 日期	: 19 / 7 / 2017 (Wednesday 星期三)
Time 時間	: 6:30pm – 8pm
Venue 地點	: Meeting Rooms S428, HKCEC 香港會議展覽中心 會議室 S428
Speakers	: Peter Gordon, Juan José Morales
Language 語言	: English 英語

Time 時間	Programme 程序表
6:15pm – 6:30pm	Registration
6:30pm – 7:45pm	The Silver Way: Travel-writing across the Pacific of the 16th-19th centuries
7:45pm – 8pm	Question and Answer Session

### Remarks 備註

- Free admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
- Please pre-register online to secure your seat(s). 請預先辦妥網上登記手續預留座位。
- Registration Link 登記網址: [www.hkbookfair.com/seminar\\_eng](http://www.hkbookfair.com/seminar_eng)
- The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

### Abstract 內容簡介

In 1565, the navigator Andrés de Urdaneta discovered a sailing route across the Pacific, from the Philippines to New Spain, which linked Asia and America. There followed a trading route, that of the Manila galleons or Nao de China (China ships) that for 250 years served the exchange of Chinese silk and porcelain and other Asian goods for American silver. This 'Ruta de la Plata' or 'Silver Way' ushered in a new era of globalization, it catalyzed economic and cultural exchange, built the foundations for the first global currency and led to the rise of the first 'world cities'.

The unsung trailblazers – navigators, officials, merchants and friars – bore witness of distant worlds that they helped to merge into one. It was Martin de Rada who, during his embassy to China in 1575, discovered that Marco Polo's Cathay and China were the same thing, solving forever an old riddle. Based on this and other contemporary accounts, Juan González de Mendoza wrote, in Mexico, "The History of the Great and Mighty Kingdom of China". Published in Rome in 1585, this book was soon translated into the main European languages, becoming a bestseller for more than 30 years. For the first time a comprehensive knowledge of China was available to the reading public in the West,

It was not the only one. Other books on Southeast Asia written in Spanish at the time would transmit the knowledge of the region to the world. Many first-hand accounts along this route are captured in a new book, "The Silver Way: China, Spanish America and the Birth of Globalization, 1565-1815" by Hong Kong writers Peter Gordon and Juan José Morales and published by Penguin China.

The Consulate-General of Spain in Hong Kong and Macau together with the Consulates-General of Mexico, The Philippines, Peru and Colombia want to introduce to the local public the forgotten history of the 16th-19th century Silver Way, the trans-Pacific successor to the Silk Road, bringing interesting parallels with today's One Belt One Road.

## Speakers Profile 講者簡介

### Peter Gordon



**Peter Gordon** is editor of the Asian Review of Books, publisher at Chameleon Press, co-founder of e-commerce firm Paddyfield.com and a regular contributor to such periodicals as the *South China Morning Post*, *Caixin* and *The Diplomat*. He was instrumental in the development of both the Hong Kong International Literary Festival and the Man Asian Literary Prize. Peter Gordon graduated from Harvard University in applied mathematics and linguistics; he spent his childhood studying in Colombia.

### Juan José Morales



**Juan José Morales** is a researcher of the early encounters between China and the West, and a regular commentator on Asian and Iberian history, arts and culture. A former president of the Spanish Chamber of Commerce in Hong Kong, he is a law graduate from the Universidad Complutense de Madrid, has a Master of International and Public Affairs from the University of Hong Kong and has also studied international relations at Peking University.