

## Ye Chen 3591

### Chapter 3591

"Moreover, the alcohol consumption in these three countries is very high, so their populations are much more likely to suffer from stomach discomfort, and the demand for all types of stomach medicine is also the highest in the world... If our Jiu Xuan Stomach San can successfully enter these countries, then I expect our annual sales to exceed 200 million boxes!"

"Of this, about thirty to fifty million boxes will be domestic, and the rest will be in the overseas market, in which case the sales will be around one hundred billion, and the net profit will be around forty-five billion."

Richard Chen could not help but exclaim: "A drug sells 100 billion a year ..... that's too scary ....."

Wei Liang was busy saying, "Mr. Chen doesn't know, the sales of the world's best-selling drugs are really amazing, the global drug sales champion in the past few years is almost nearly twenty billion dollars, and in the top ten, the lowest is also several billion dollars, those global famous drugs, just take out one, the annual sales are also more than one billion dollars."

Said Wei Liang added: "Our country's gastrointestinal medicine alone is more than fifty billion RMB a year, combined with our country's relatively low drug prices, global gastrointestinal medicine sales are estimated to be around five hundred billion RMB a year, and our Jiu Xuan Stomach San, itself is one of the most effective, and the price of selling overseas is a super high premium, so so the calculation is that As long as we can enter the world, selling one hundred billion RMB a year is not a difficult task."

Hong Wu could not help but sigh: "No wonder they say that the pharmaceutical industry is the most profitable, with this kind of revenue, even a money printing machine may not be able to catch up!"

Chen Zekai laughed, "Hong Wu, the pharmaceutical industry just has to make money in order to stimulate those pharmaceutical companies to develop more and better drugs, you have to know that a large part of the reason why life expectancy per capita has increased so quickly in these decades is actually supported by various special drugs."

"That's right." Wei Liang also agreed, "The continuous improvement in medical standards over the years is a very important reason for the significant increase in life expectancy per capita, many diseases that were terminal a few decades ago have now been gradually conquered by modern medicine, both in terms of medical treatments and drug development, all of which have contributed greatly, which is also the key to why I personally have a huge passion for the drug industry! "

Hong Wu suddenly interjected at the side, "Hey right, I heard that cancer is now going to be conquered too?"

Wei Liang shook his head and laughed, "There are just a few more new treatments, including the latest immunotherapy and cell therapy, but it's far from being conquered, when will treating cancer be as easy as treating common infections, then it will be called a complete conquest."

Hong Wu said with a smile, "I think that with the current speed of scientific development, cancer should be conquered soon!"

Wei Liang said with a straight face, "Actually, I am not that optimistic about conquering cancer, but I do think that gradually turning cancer into a chronic disease and allowing patients to survive with cancer for a long time through special drugs and targeted drugs will be a major direction for cancer treatment in the future."

Speaking of this, Wei Liang said with a longing face, "Think about it, if the future treatment of cancer can be like the current treatment of diabetes, where patients are able to ensure a relatively long survival time as long as they are maintained with drugs, that would already be a great victory in the field of human medicine."

Saying that, Wei Liang continued, "If any pharmaceutical company, could develop such a special effect medicine, no matter in any country, it would become the most popular and beloved company!"

Hearing this, Ye Chen asked him curiously, "Wei Liang, if any enterprise could really produce such a special effect medicine, would those countries still require so much for the entry and sale of drugs?"

Hearing Ye Chen's question, Wei Liang said almost without thinking, "Master Ye, if anyone could develop such a medicine, I'm afraid that any country in the world would desperately invite their products into their country for sale ....."

After a pause, Wei Liang added: "Moreover, when the time comes, if the production capacity of this medicine is not enough to support the world's demand, then I believe that many countries may even fight over the medicine quota!"

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Hearing Wei Liang's words, Hong Wu at the side could not help but sigh: "If cancer could really be overcome one day, it would definitely be a gospel for all mankind!"

The last half year she suffered more than she had suffered in her entire life. If she had been put aside now, she might have lived a few more years. ...."

The medical development is still very fast, with more and more treatments and more treatment options available to patients."

The most important thing is that the cost of a single treatment is around \$200,000, and it is not 100% effective, the annual cost of drugs in the field of oncology alone is worth more than \$200 billion, and this is just the drugs, not including surgery, radiotherapy and other treatments such as interventional therapy. radiotherapy and other treatments such as interventional therapies."

Hong Wu sighed, "Hey, in this world, ordinary people work so hard to earn so little money in their lifetime, and then one major illness contributes it all."

Chen Zekai said seriously, "Hong Wu, you can't say that, spending money to cure a disease is taking money for life, as the saying goes, money is valuable, but life is more expensive!"

Ye Chen kept his brows slightly frowned and did not say anything.

The words Wei Liang had just said had given him an inspiration.

In fact, many rules seemed unbreakable, but as long as the weight at the other end of the scale was heavy enough, it would definitely be possible to make the rules change.

If a potent drug could really be developed to effectively treat cancer, I am afraid that any country in the world would not hesitate to introduce it to the domestic market.

However, for a disease like cancer, even in the Jiu Xuan Tian Jing, there is no ordinary remedy that can truly cure it.

In other words, if one wanted to cure cancer, one would at least have to use an elixir of the level of the Blood Dispersing and Heart Saving Pill to do so.

Trying to completely cure cancer by relying on a prescription composed of some ordinary Chinese herbs is simply a fool's dream.

The Blood Dispersing and Heart Saving Pill, on the other hand, is already beyond the scope of ordinary Chinese medicine.

This is because it cannot be produced simply by following a prescription with the right herbs.

If you want to make this kind of pill, you must use spiritual qi as a medium, and use the pill refining method recorded in the Nine Mysterious Heavenly Scriptures to quench the essence of the medicinal ingredients little by little, then use spiritual qi to further sublimate and qualitatively transform the medicinal ingredients, and finally condense them into a pill.

If the link of spiritual qi is missing, the medicinal properties would not even reach one hundredth of the potency.

In this kind of spiritual medicine, the importance of spiritual qi is much more important than the herbs themselves.

This also meant that whether it was the Blood Dispersing and Heart Saving Pill or the Spring Returning Pill, as long as the pills required spirit qi to be refined, it was impossible to actually mass produce them on an assembly line.

Even if Ye Chen did nothing all day and night and went all out to refine the Blood Dissipation and Heart Salvation Pill, he would probably only be able to produce a few hundred pills a day.

Therefore, at the moment, Ye Chen did not have the ability to let Jiu Xuan Pharmaceutical mass produce this kind of medicine.

Thinking about this, he could not help but feel a little regret.

Producing medicines was naturally for the sake of making money, but it was also for the benefit of society.

If there was some way to bring the Blood Dispersing and Heart Saving Pill onto the production line and mass produce it in the future, then it would be possible to realise Wei Liang's vision just now.

However, this idea could only be considered a good wish so far, and if he really wanted to realise it, I was afraid that he would have to see if there was a better chance in the future.

However, Ye Chen suddenly thought, the medicinal effect of the Blood Dispersing and Heart Saving Pill was very strong, as long as a person still had a breath, this medicine would definitely be able to save them, and the vast majority of injuries and illnesses could be completely cured.

If tumour patients take it, it can effectively inhibit the development of tumours, and if taken continuously over a long period of time, it can not only inhibit the development of tumours, but also make the tumours smaller and allow the patients to survive stably over a long period of time.

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This drug has many advantages over the current targeted drugs in Western medicine.

The first is that there are too many different types of targeted drugs and most of them can only treat one type of cancer, whereas with the diluted blood dispersing and heart saving drug, almost any cancer can be treated, even if it is a different condition.

Secondly, targeted drugs quickly develop resistance, and once they do, they lose their therapeutic effect, but the ingredients of the Blood Dispersing and Heart Saving Dan will never develop resistance.

In other words, if tumour patients can keep taking it, not only do they have the hope of a complete cure, but even if they cannot be cured, they can still achieve the kind of long-term survival with cancer that Wei Liang just mentioned.

If we calculate according to the way tumour patients take one capsule a day, then one capsule, even if it only contains one thousandth of the Blood Dispersing and Heart Saving Pill, must have a strong enough medicinal effect.

So, he immediately said to Wei Liang, "I have a formula that can control cancer, but this formula requires the addition of Blood Dispersing and Heart Saving Pill as a medicinal primer, so the production capacity may be very limited. After I make it, you should first take some of the samples to the United States and dump them on their relevant authorities, and just lie to them that this is a special cancer medicine that we are developing and will soon be fully marketed, and if he If he doesn't speed up the approval of Jiu Xuan Stomach San, then all of our future products will be abandoned in the US market! Give them a good scare and let them weigh themselves."

As soon as Wei Liang heard that it was the Blood Dispersing and Heart Saving Pill, he immediately knew that it was a miracle pill that Qin Gang, Wang Zhenggang, Song Wanting, Shi Tianqi and Hong Wu had all received before.

Now, when he heard that Ye Chen was going to use this miracle medicine to make a special cancer medicine to scare the Americans, he immediately understood Ye Chen's intention.

He hurriedly asked Ye Chen, "Master Ye, then what are you going to call this medicine? Even if it's a sample, I'll have to have someone design a reliable packaging, so that it's more credible."

Ye Chen nodded and smiled, "Once this medicine is taken out, it definitely has the effect of rebuilding a new life for ordinary people, so let's call it the Jiu Xuan Rejuvenation Pill!"

"Nine Xuan Recycle Pill ....." Wei Liang said with unconcealed excitement, "Master Ye, I will arrange for the design team to come up with the packaging as soon as I return!"

Ye Chen instructed, "I am going to make it into a hard round pill, about one centimeter in diameter, you design it into a box of seven pills, one box is just the amount for a week."

"Good!" Wei Liang was busy saying, "I'll make the sample for you in the next few days!"

"OK." Ye Chen smiled, "I estimate that I can only get a few thousand boxes of this medicine at most, except for a very small amount for you to stimulate the relevant departments of those western countries, the rest will be given to those serious patients with difficult families in China, you can organize a free medicine giving campaign for Jiu Xuan Zai Zai Pills, and tell the public that this is our latest research result, so that You can also raise the fame of Jiu Xuan Pharmaceutical."

Wei Liang asked, "Master Ye, do you need to apply for a patent for the formula of this Jiu Xuan Reclaiming Pill? I'm afraid that after those western countries and pharmaceutical companies get it, they will try to figure out the ingredients in it at the first opportunity, so if it's not registered as a patent, it might be risky in the future."

Ye Chen nodded and said, "Good, I will give you a prescription when the time comes, and you can register the patent for the prescription in advance."

Immediately afterwards, Ye Chen said to Wei Liang, "In addition to this Jiu Xuan Zai Zai Pill, I also have a new prescription that can be produced in large quantities and can effectively protect the liver, I will give you the prescription later, you go and register a patent, as for the name of the medicine, it will be called Jiu Xuan Liver Protection Tablets."

Wei Liang said with surprise, "Master Ye, this liver protection tablet, it should be the formula you said before, the one that focuses on nourishing the liver and protecting the liver, right?"

"Right." Ye Chen nodded and said, "If you want to go for volume, you need to make this kind of maintenance type of medicine, half treatment and half health care in nature, the audience is also bigger, a stomach dispersion and a liver protection tablet, the combination of these two, for the people at present, is definitely a good combination of medicine for home!"

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Ye Chen knew very well in his heart that if he just wanted the Jiu Xuan Zai Zai Pills to cure cancer, then he would only need to refine a batch of Blood Dispersing and Heart Saving Pills, and then have Wei Liang use corn starch and dilute it at a ratio of one thousandth of the active ingredients.

Corn starch itself is the most commonly used diluent in the field of pharmaceuticals. In Western medicine, the active ingredient in a pill ingot is sometimes less than one gram, and the rest is almost entirely dependent on corn starch as an auxiliary ingredient, which is safe, non-toxic and without any side effects.

And if that were the case, there would be no need to register any patents for the remedy.

After all, the efficacy of the Blood Dispersing and Heart Saving Pill relies on the refinement and sublimation of spiritual qi. Without this part of spiritual qi refinement, its medicinal power would be on exactly the same level as ordinary medicines like the Six Flavours Dihuang Pill and the Ox-Huang Antidote Pill.

Even if those top pharmaceutical companies used the most advanced instruments and equipment to study its ingredients to the bottom of the earth, there would never be any breakthrough in its production, and it would be impossible for its medicinal effects to reach the level of the Blood Dispersing and Heart Saving Pill.

However, Ye Chen felt that all cancer patients, no matter what kind of cancer they had, were bound to face the same dilemma, that is, a sharp decline in their physical quality.

Many patients in the middle and late stages of cancer were not only as thin as wood, but even had great difficulty walking and talking.

The reason for this is that the body's vitality and nutrients are almost drained by the cancer cells.

In some severe cases, their health is so poor that they are unable to undergo chemotherapy or surgery.

If the cancer cells could be controlled and the patient's body could also be upgraded to replenish their vital energy, then the treatment would naturally be twice as effective.

Therefore, Ye Chen then decided to find out a better qi-supplementing remedy from within the Nine Mysterious Heavenly Scriptures.

At that time, he would use this qi-supplementing medicinal formula to act as a dilution for the Blood Dispersing and Heart Saving Pill.

However, there were simply too many medicinal recipes for great tonics in the Nine Xuan Heavenly Scriptures.

Ye Chen searched his mind for a long time, finally allowing him to find the most suitable medicinal formula.

This prescription was called Solid Gold Life Renewing Pill, and was an untold secret of the royal family back then.

It had a very good nourishing effect on patients with weak qi and blood, and was a good formula specially used by ancient imperial doctors to replenish the vital energy of patients who had been ill for a long time and had insufficient qi and blood, and it was very effective.

So, after eating, Ye Chen wrote down the prescriptions for both the Solid Gold Life Renewing Pill, and the Jiu Xuan Liver Protecting Tablet to Wei Liang.

After Wei Liang got the prescriptions, he immediately started to apply for a patent, and at the same time planned to organise a team with a high degree of secrecy to carry out trial production of the medicines.

Ye Chen instructed him, "The Solid Gold Life Renewing Pill must be boiled into a medicinal broth, then the broth will be air-dried and prepared into a medicinal powder, once the powder is made, send it to me to the Champs Elysees Spa Villa, where I will make the powder into the Nine Xuan Recycle Pill."

After saying that, Ye Chen added: "When the Jiu Xuan Reclaiming Pill is made, take it with you to the United States at the first opportunity, and make sure you find a way to meet the person directly

responsible for the import approval of the medicine, and hand over the Jiu Xuan Reclaiming Pill to the other party, and if the other party still doesn't take it with a grain of salt, put the word out to him that if other medicines from Jiu Xuan Pharmaceutical are not allowed to enter the American market smoothly, then the Jiu Xuan Reclaiming Pill will be completely abandon the American market."

Wei Liang asked, "Master Ye, what should we do if they agree to give the green light to Jiu Xuan Pharmaceutical's other drugs in exchange for the Jiu Xuan Zai Zai Pills to be marketed in the US? After all, like you said, it would be difficult to achieve mass production in the true sense of the word ..... for Jiu Xuan Zai Zai Pills as well."

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Wei Liang was busy asking, "Master Ye, what should we do if they agree to give the green light to Jiu Xuan Pharmaceutical's other drugs in exchange for the Jiu Xuan Recycle Pill to be marketed in the US? After all, like you said, it would be difficult to achieve true mass production of Jiu Xuan Zai Zai Pills ....."

Wei Liang immediately said respectfully, "I understand, Master Ye, don't worry, I will go back later and arrange for the trial production, and call you as soon as it is finished! When the Jiu Xuan Recycle Pill is finished, I will personally take it to America!"

After saying that, Wei Liang looked at the time and said with some impatience, "Master Ye, if you have nothing else to order, then I will go back to the factory now and arrange the work!"

"Good." Ye Chen nodded in satisfaction and said, "Then you hurry up and get busy, I won't keep you."

"Okay Master Ye! I'll take my leave first!"

Wei Liang carefully put the prescription away and hurriedly bid farewell to leave.

After Wei Liang left, Chen Zekai said to Ye Chen, "Young Master, during this period of time, Wei Liang's progress is visible to the naked eye, not only is his work logical and methodical, his whole person also seems more and more confident, compared to the previous Wei Liang who was obsequiously following Wei Changming's side, there is a world of difference."

Ye Chen nodded his head and smiled, saying approvingly, "Wei Liang has been lying in wait and enduring humiliation for so many years in the Wei family, and now that he has such a good opportunity, he will naturally burst out with even more motivation."

At this time, Hong Wu's phone received a push from a news app and subconsciously said offhandedly, "Young master, the news says that Helena, that Helena, is about to hold a coronation ceremony!"

As soon as the words left their mouths, Ye Chen's and Chen Zekai's phones, too, received multiple pushes one after another.

These tweets were almost all sent from major news platforms and internet platforms across the country, with almost the same content and headline: "The new Nordic Queen, Helena Iliad, will soon be officially unveiled at the Nordic Palace!"

Only then did Ye Chen realise that Helena, who was far away in Northern Europe, should soon be travelling by carriage from the palace to the cathedral to receive her coronation!

And as the first new empress to ascend the throne in the last thirty years, Helena was attracting much attention from the world, and even in China, there were many netizens who were eagerly watching.

After all, it is not often that an empress as young and beautiful as Helena is seen in history, so she is very desirable, both in terms of her looks and her status.

It was precisely for this reason that her coronation ceremony today was eagerly watched by the whole world.

Ye Chen opened a video software, and the opening advertisement read the words Nordic Queen's Coronation Ceremony Live.

Ye Chen then clicked straight in from the ad and the screen loaded out to be none other than the main entrance of the Nordic Palace.

At this moment, the host's voice came out, "According to the coronation process announced by the Nordic royal family to the public, in five minutes, that is, at exactly 2pm Yanjing time and 8am Nordic time, the new Nordic Queen Helena Iliad, who is about to be crowned, is about to depart from here and take the royal carriage to Oso City Cathedral! "

"The scene can be seen outside the palace gates at this very moment, which have been taken over by media from all over the world!"

"It is reported that over 200 million people are watching this coronation ceremony simultaneously around the world!"

"I believe that by the time the coronation ceremony starts at 10am Nordic time, the number will be 300 million, 400 million, or even more!"

"So according to the Nordic royal family, all the European royal families will be represented in their direct line today, but we are not sure which royal family members will be attending yet, we won't know exactly until we get to the cathedral in Oso."

"Stay tuned to the headlines as we bring you live coverage of the coronation of Queen Helena Iliad without interruption!"

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At this moment, viewers all over the world were in front of their screens, anticipating Helena's appearance.

More than thirty years had passed since the crowning of the world's last queen, so at this moment when Helena, the new queen, was about to be crowned and enthroned, the whole world was curious about her.

Hong Wu and Chen Zekai could not help but turn on the live streaming of the video website at this time. Both of them, having seen Helena with their own eyes on Mount Yehling, also knew that earlier



that Helena was nothing more than a puppet who had no one to rely on in the royal family and was used as a tool for marriage by the royal family.

But only a few days later, she was already about to become the new Queen, a radical change.

And they knew very well that it was thanks to Ye Chen that Helena was able to completely turn her life around and move to the top.

At this moment, the host of the live broadcast could not contain his excitement and said, "What you can see now is that the royal carriage is slowly coming towards the entrance of the palace under the escort of the royal guards, this carriage is said to be more than three hundred years old, the past eleven Nordic kings and queens, all rode in this carriage from the palace to the cathedral in Oso. "

"According to some local media people, the carriage began a complete refurbishment six months ago and it was originally intended for the last heir to the throne, Princess Olivia Iliad, not realising that there had been a peak change in the succession to the Nordic throne and only three days ago the current Queen suddenly announced that she was passing the throne to Helena Iliad. "

"We are now one minute away from Helena Iliad's scheduled boarding time, so let's all look forward to seeing the new Nordic Queen!"

As the words fell, several male guards, dressed in red uniforms, wearing bearskin hats and carrying rifles over their shoulders, could be seen in the picture, walking out of the interior of the palace in two proper groups.

The presenter said with some excitement, "Friends of the audience, you are now looking at the Royal Guard of the Nordic Royal Guard, and you can see that their ceremonial costume is very similar to that of the Royal Guard of Great Britain, a red uniform and bearskin hat costume that has been used in European royalty for over two hundred years!"

"And as soon as the Royal Guard of Honour makes its appearance, it is a sign that the new Queen, Helena Iliad, who will soon be crowned, will soon make her appearance as well!"

As soon as she had finished speaking, Helena, dressed in a long white gown and dressed like a fairy tale princess, was seen walking out of the palace in a dignified manner, accompanied by several royal women.

At the moment, Helena, dressed in full regalia, was truly as beautiful as a fairy, capturing the hearts of many men as soon as she appeared.

Her face was no longer filled with the panic and helplessness of a desperate man.

Instead, there was an unprecedented powerful confidence.

Outside the palace, there were cheers.

Not only the Nordic people who were watching from afar were excited, but also the overseas media, who were all excited beyond words.

The host couldn't help but exclaim: "I'm surrounded by sounds of awe and admiration, and almost all of them are senior members of the media who have seen all sorts of things, and the one who was live

beside me just now was the biggest media outlet in Britain, and their host was just exclaiming that Helena Iliad's style reminded him of Princess Diana back then And her poise and elegance is nothing compared to Princess Diana's!"

At that moment, Helena stopped in her tracks and stood at the entrance to the palace, waving from afar to the frenzied Nordic public.

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The live camera quickly zoomed in and gave Helena a close-up of her whole body, and in the close-up Helena was even more beautiful.

The presenter couldn't help but feel at this point, "I have to say, Helena Iliad is just so beautiful, everyone in the audience was stunned by her beauty, you can imagine how happy the Nordic people are inside at this moment!"

At this point, the camera noticed a brooch worn on Helena's left breast, and then the camera quickly zoomed in to give a close-up of that brooch.

The presenter then spoke, "As you can see the camera is now giving a close-up of the brooch Helena is wearing, it must be a leaf made of gold, it looks very fine and at the bottom of this leaf, there are two letters spelled out in tiny diamonds, Y and C."

Said the host, adding, "I think this chest pin should have extraordinary significance for Helena Iliad, and as for the two letters Y and C, there is a high possibility that they are the initials of a person's name, just like MichaelJackson for short, MJ, I just don't know what kind of name this YC, is the initials of, but it is certain that if it really is an abbreviation for a person's name, then that person should be very important to Helena Iliad."

Speaking here, the host laughed, "I believe that at this moment all the viewers in the West should be wondering what exactly YC stands for, and if it really is an abbreviation of a person's name, then who exactly is it, and I guess in a few minutes' time, speculation about the two letters YC is likely to become a big hit on the Western social media!"

At this time, both Richard Chen and Hong Wu looked at Ye Chen at the same time.

Others couldn't think of what these two letters stood for, but Richard Chen and Hong Wu could tell at a glance that it definitely stood for Ye Chen.

Combined with the fact that the brooch itself was in the shape of a leaf, and happened to represent Ye Chen's surname, it was even more stone-cold.

Ye Chen also did not expect that the brooch that Helena had instructed him to look out for over the phone would be a leaf representing his surname, as well as the phonetic initials of his name.

In his opinion, Helena was cautious and should not have come up with such a small egg on such a momentous occasion, as it would definitely lead to a lot of suspicion from the outside world and would certainly not be good for her.

What was even more unexpected was that Helena was standing in front of the palace gates and after waving to the crowd a few times, she kissed the tip of her right finger gently and then gently covered it with the brooch on her chest!

The media exploded!

The keen media members speculated on the real intention of Helena's move, and that Chinese host couldn't help but exclaim, "Everyone should have seen what Helena Iliad just did, and if I'm right, she should be indirectly kissing that brooch of hers! Mind you, she is now in the presence of hundreds of millions of viewers all over the world! To make such an action at such a time without avoiding it is enough to see that this brooch is extremely significant to her!"

Chen Zekai looked at Ye Chen at this moment and said with a smile, "Young master, Helena should be confessing her love to you again across the air ....."

Ye Chen shook his head helplessly and said, "If that's the case, then it only means that she can't carry the lesser of the two, how can she risk such a small thought on such an important occasion of the coronation of the new emperor, it's totally more than worth the loss ....."

Hong Wu heatedly smiled and seriously said, "Master Ye, maybe for people Helena, coronation or not, enthronement or not is not important, taking this opportunity to confess her love to you in front of the whole world is the most important!"

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By now, the Western media and internet users had already exploded.

Speculation is rife as to what Helena's intention was in choosing to wear such a brooch on her chest on this incredibly important occasion.

If the letters Y and C are indeed the initials of a person's name, then who could this person be?

For a while, the internet was abuzz with speculation.

And even many Chinese netizens started to gossip.

But since everyone had the preconceived notion that if these two letters represented the initials of a person's name, then that person's name must be an English name, they simply couldn't guess the correct answer.

After all, apart from those who appeared on Mount Yehling on the day of the Qingming Festival, no one would have thought that the two letters actually stood for the initials of a Chinese name.

And at this point, the broadcast continued.

Helena had already boarded the historic royal carriage, assisted by two royal attendants.

The carriage then slowly left the palace, guarded by the royal guards in front and behind, and headed towards the cathedral in Oso.

Along the way, the public greeted the carriage, with rabid fans chanting Helena's name.

The host then said: "It is understood that the journey from the palace to the cathedral in Oso is seven kilometres, and Helena Iliad will travel this distance in a horse-drawn carriage in one hour, which, according to official statistics, will be witnessed by at least half a million people, a great test for the Nordic officials. "

Hearing this, Ye Chen realised that the next hour was feared to be a picture of Helena sitting on the carriage, so he spoke to Chen Zekai and said, "Old Chen, take me to the Song Group."

"Yes young master." Chen Zekai hurriedly agreed.

Hong Wu, who was at the side, also hurriedly stood up and said, "Master Ye, I will see you off!"

As Ye Chen left the Tian Xiang Mansion and made his way to the Song Group, Helena was sitting on the open carriage, constantly waving to the people on both sides of the road.

Ye Chen kept his mobile phone live streaming on, and turned the sound off temporarily once he arrived at Song's Group.

The pavilioned Song Wanting was personally waiting in front of the Song Group's lobby.

When Richard Chen parked his car and Ye Chen stepped out of the car, Song Wanting came forward and said respectfully, "Master Ye you are here!"

Ye Chen smiled, "Why did you even come down personally."

Song Wanting looked very happy and said with a light smile, "You are here, how can I wait in my office, naturally I have to come down to greet you."

After saying that, she hurriedly made an invitation gesture and said, "Master Ye, after you."

Ye Chen nodded and instructed Chen Zekai, "Old Chen, after you park the car, let's go to Wanting's office to talk about the auction."

Chen Zekai said, "Okay young master, you go up first, I'll come afterwards."

So, Ye Chen joined Song Wanting and made his way to her office.

Once inside, Song Wanting invited Ye Chen to sit down on the sofa and could not help but start teasing him, saying with a smile, "Master Ye, did you watch the live broadcast of Helena's coronation ceremony?"

Ye Chen said casually, "I watched it."

Song Wanting looked at him with a nightmare smile and asked, "Master Ye, that brooch that Helena wore was supposed to be a gesture of love to you from across the sky, right?"

Ye Chen was helpless and asked her in return, "Wanting, when did you become so gossipy, this is not like you."

Song Wanting smiled lightly and said seriously, "I'm not the most gossipy, when I first saw that brooch on Helena's chest on the live feed, Nana-chan called me, saying that we both have another love rival this time."

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Ye Chen asked her, "Did you tell Nana-chan that I was coming to your company?"

"Of course." Song Wanting smiled and said, "It was Nana-chan who asked me to ask you, she thought at first glance that Helena was making a pass at you, and I felt the same way as she did."

Saying that, Song Wanting said with a few flirtatious tones, "Master Ye, now the whole world is guessing who YC really is, I guess this fever will continue for some time, you must keep a low profile lately, otherwise if people guess that you are YC, it will be troublesome."

Ye Chen shook his head and said slightly helplessly, "Let's talk about the auction."

Song Wanting saw that Ye Chen intended to avoid the topic, so she did not flirt too much and said seriously, "Master Ye, what are you going to do about the auction for the Spring Return Pill this time?"

Ye Chen said, "I plan to have the Ye family and the Song family join forces to hold it, and the venue will be chosen at Buckingham Palace."

Song Wanting asked, "Master Ye, if the Ye family were to participate publicly, would it bring unnecessary trouble to your identity?"

Ye Chen said, "I will only offer the Spring Return Pill at this auction, I will not be involved in the specific operation, when the time comes, it will be the Ye family and the Song family who will appear on stage. Moreover, the Ye family has never held an auction of antiques, so it will be up to you Jiqing Hall to bring out all the good things that you have pressed to hold up the scene."

Song Wanting smiled and said, "Don't worry, I will bring out the best of Jiqing Hall's collection!"

After that, Song Wanting asked, "Right, Master Ye, when the Spring Return Pill is auctioned off, there will always be an introduction to the Spring Return Pill, so should we mention your name then? After all, the Spring Return Pill was also made by you."

"No need." Ye Chen shook his head and said, "I've already thought of the text about the Spring Return Pill, just say that the Song family was entrusted by a mysterious seller in Jinling to put the two Spring Return Pills up for auction, and the Song family was worried that they would have more than enough power to run the auction, so they took the initiative to cooperate with the Ye family, as for the identity of the mysterious seller, just say that they promised the other party to keep it absolutely confidential. "

As for the identity of the mysterious seller, just say that you promised the other party to keep it absolutely confidential. " Having said that, Ye Chen then told Song Wanting in detail about his overall layout of the future auction.

After hearing this, Song Wanting said with gratitude and surprise, "Master Ye, what you have said is a business secret worth a thousand dollars, how come you have told me so casually?"

Ye Chen said with a smile, "Business secrets are also divided into people, for outsiders, some of them are indeed business secrets, but for friends, it doesn't matter even if they are business secrets."

After a pause, Ye Chen continued, "I am personally very optimistic about this opportunity, and with such a good opportunity, it is natural for good friends to share it together, and it is impossible for me to eat up all the dividends of Jinling's future development by myself, and I hope that we can all work together in the long term and take what we need in the future."

Song Wanting said gratefully, "Master Ye, Wanting understands."

Ye Chen nodded and smiled, and added: "Right, the reason why we are joining hands with you to do the auction of the Spring Return Pill this time is mainly because we also hope that Jiqing Hall can take this opportunity to make its own brand influence, once our auction attracts the world's top tycoons, then Sotheby's and Christie's will naturally fall behind when compared to us. "

"More and more wealthy people will come to Jinling for this auction, more and more collections will be eager to be on the auction block, and we, as the organisers, will take more and more commission from it."

"However, I can give you a promise, no matter how long this auction is held, the Ye family will only manage the auction of the Spring Return Pill, as for the auction of other collectibles at the auction, all of them will be left to your Jiqing Hall to operate, as long as you do a good enough job, I believe it won't be long before Jiqing Hall's popularity in the auction field will surpass Sotheby's and Christie's! "

## **Chapter 3600**

Ye Chen's words caused Song Wanting's heart to surge instantly.

She had always wanted to make her business of trading and auctioning collectibles bigger and stronger, but had never found the right breakthrough point.

It was precisely because she attached great importance to this business that she had immediately befriended Ye Chen after seeing with her own eyes at Jiqing Hall that he could restore her family's antiques using the lost heritage restoration techniques.

She had originally hoped to recruit Ye Chen to work for the Song family at Jiqing Hall, but little did she know that Ye Chen, who was only a superfluous son-in-law at the beginning, was actually the young master of the Ye family in Yanjing and was even more powerful.

So, Song Wanting's wish to revitalise Jiqing Hall through Ye Chen had long since come to naught.

Since then, Jiqing Hall had not been able to find a better opportunity for development.

Although the collectibles industry may seem too distant from ordinary people and we rarely hear of any big moves, it is an uncompromisingly profitable industry with a huge market size.

The turnover of a single auction at a major auction house can be in the billions of dollars, and even higher if there is a superb sale.

Sometimes, just one painting can bring in hundreds of millions of dollars to the auction house.

Auctions are also very lucrative, and the way in which they are profitable is broadly divided into self-employment or commission.

Self-employment means buying low and selling high, based on the traditional antiques market model of picking up a lot.

Commissions, on the other hand, are the main source of revenue for auctions.

Generally speaking, auction houses charge a commission ranging from 5% to 15% on lots, and the more prestigious the auction house, the higher the percentage of commission.

Under normal circumstances, if a famous painting sells for \$100 million, the auction house will receive \$15 million just from the commission.

Converted into RMB, this is almost 100 million dollars.

So, the bigger the auction house, the more geometrically the money-making capacity increases.

If an auction fetches tens of billions of dollars, the brokerage alone will generate more than a billion dollars in cash.

With two auctions a year, billions in net profit can be made.

Moreover, once an auction is bigger and stronger, it can bring in far more than just commission, but an overall increase in the entire industry chain.

Generally speaking, a large auction house will also have several collectors' shops under its umbrella, and because the auction house is famous enough, these shops of theirs, too, have a very high patronage.

Such collectors' shops will not only deal in general collectibles, but also offer a fee-based appraisal service and paid in-store consignment sales to individual sellers and collectors.

Many collectibles that are not eligible for auction but have some value are sold privately in these shops.

As the shop is open all year round, the volume of sales accumulated in a year is sky-high, and the profit from the commission is no less than that of an auction.

However, this powerful ability to draw money is limited to the top few large companies in the industry. When it comes to Song Wanting's Jiqing Tang, the net profit at the end of the year is not even a couple of hundred million.

The reason why Jiqingtang could not make it was not that she, Song Wanting, did not work hard enough, but that Jiqingtang could not get good things in the true sense of the word.

Without enough good stuff, it has absolutely no capital to compete with the top auction houses.

When the top auction houses are selling Van Gogh, Picasso, Paul Gauguin, Qi Baishi and Zhang Daqian, the world's leading masters, Jiqingtang cannot even get a painting that sells for more than ten million dollars.

The reason for this is that they are not well known enough, and it is impossible for the big collectors to give something to Jiqingtang for auction.

Song Wanting, who was struggling to find a good opportunity, was suddenly pulled by Ye Chen with the Spring Return Pill, which made her inwardly grateful to Ye Chen and at the same time, she could not help but feel a surge of emotions.