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Interview with **Tatjana Klassen**
General Manager of
STIEBEL ELTRON Electric Appliance





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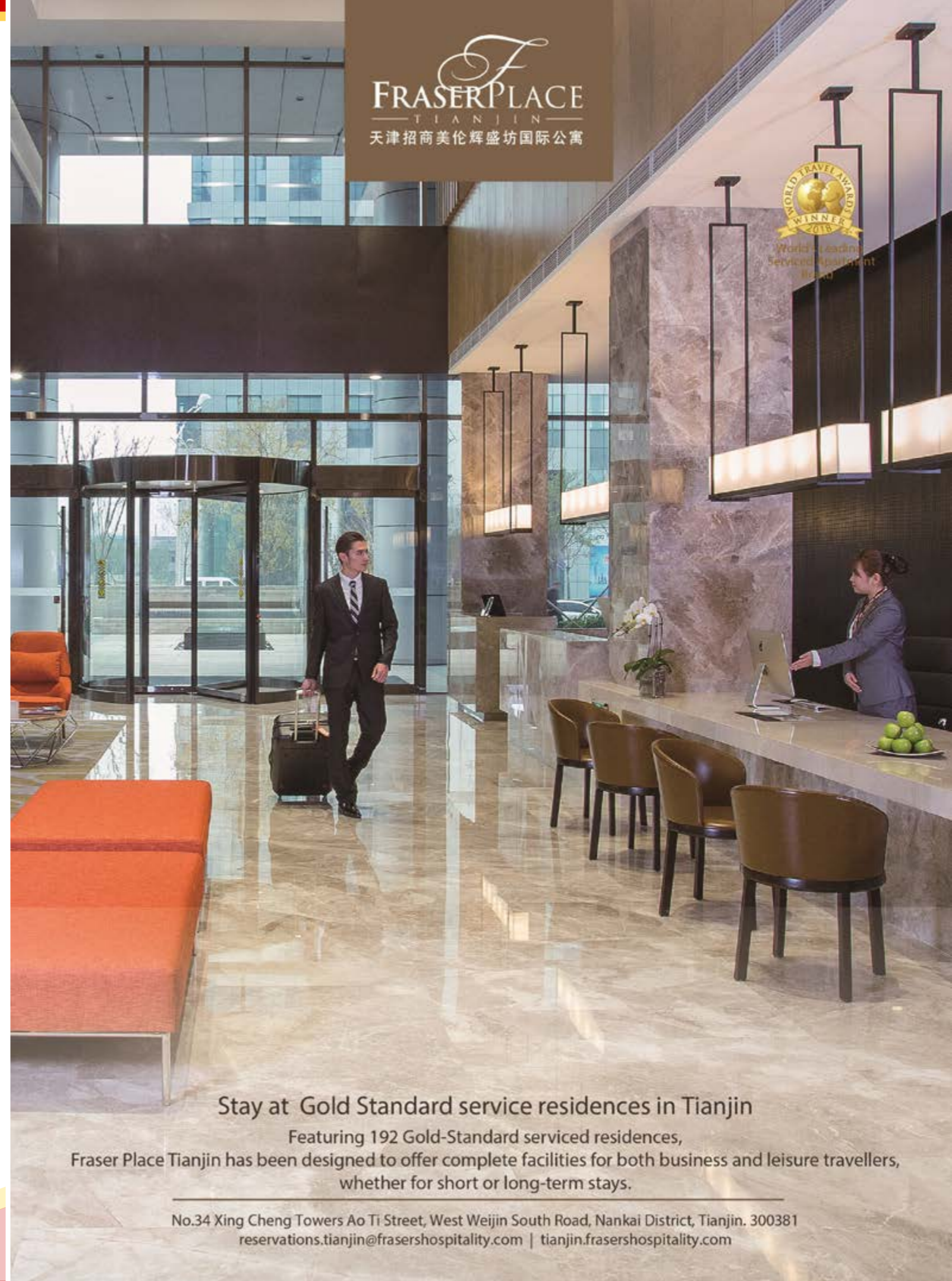
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Dear Readers:

We had the opportunity to chat with Tatjana Klassen this month, and find out more about how she came to China, and how she has contributed to her company's growth and success. Tatjana Klassen is the General Manager of Stiebel Eltron Electric Appliance Co. Ltd. in Tianjin, and for women interested in pursuing leadership positions, Tatjana advises them to pay no attention to those who say something can't be done, saying, "You can be the first to do it, but do what you enjoy, and make it fun." Tatjana clearly lives by what she believes, and she enjoys doing what she loves to do.

In economics news, China aims to foster a new development paradigm with the domestic market as the mainstay, and the domestic and international markets reinforcing each other. The new development mode of dual-circulation is based not only on the needs of China's development, but also on the well-being of people worldwide. This year, exhibitors found China International Import Expo to be a magnet for them to kick-off their new products and technologies. This is seen to reflect the significance of the Chinese market's growth to the global economy as the "dual-circulation" economic development pattern takes shape.

The year 2020 has been extremely unusual, and it is now coming to an end. As the world economy is grappling with the COVID-19 pandemic, deeply afflicted multinational firms are getting a boost in China, the second-largest economy in the world and one of the world's largest consumer markets, which has helped instil hope for the recovery of the global economy.

Over the past months, the Chinese Government, like many other governments, has been trying to find the sweet spot that perfectly balances COVID-19 containment and economic recovery. So far, China has seen remarkable results on both fronts.

The reason why China was able to weather the pandemic storm with a relatively rapid economic restoration is because of the implementation of a series of comprehensive measures which have been highly targeted.

China recently put forward the 14th Five-Year Plan and the Long-Range Objectives through 2035, which for the first time set the achievement of more notable and substantial progress in the common prosperity of the entire population as a long term goal.

Visit our website www.businesstianjin.com and follow us on our official WeChat account (ID: **business_tianjin**) for a complete list of articles and information.

Mary Smith

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A Recipe for Success: Do What You Love!

Tatjana Klassen is the General Manager of Stiebel Eltron Electric Appliance Co. Ltd. in Tianjin. We recently had the opportunity to chat to her, and find out more about how she came to join the company in China, and how she has contributed to its growth and success.

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◀ **REAL ESTATE**

COVID's Continuing Impact on Real Estate

China has fared pretty well compared to other countries when it comes to controlling the spread of COVID-19 and lessening the resulting economic impact. That said, the country has still felt some effects that can be seen in the real estate market. This includes office buildings, hotels and especially shopping malls and retail-related projects.

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MARKETING ▶

How to Build an Ideal Brand Image?

Marketing may look like a straightforward concept, considering aspects like content creation, campaigning, and advertising. But is it enough to generate decent sales? Let us have a look at how it plays a significant part in the growth of your business.

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Tianjin News

TIANJIN STARTS MASS TESTING OF 2.6 MILLION RESIDENTS AS NEW CASES EMERGE



The Chinese authorities have locked down a city in Inner Mongolia and ordered coronavirus tests for 3 million people in Tianjin after new COVID-19 cases were detected. The Tianjin authorities ordered the mass testing in the Binhai New Area after five new cases were detected recently. More than 1.7 million people in Binhai New Area of Tianjin municipality have taken their nucleic acid tests. A total of 7,409 medical personnel worked on the front line.

VOLKSWAGEN PRODUCTION OF ELECTRIC DRIVES BEGINS IN TIANJIN



Volkswagen Group reinforced its position as a key supplier of central electric vehicle components for the brands and joint ventures of the Volkswagen Group in the most important market for electric mobility. With immediate effect, the Chinese components factory in Tianjin will be producing the APP 310 drive on the modular electric drive matrix (MEB). This component will be used in the Volkswagen ID.41 variants produced by the joint venture partners FAW (ID.4 CROZZ2) and SAIC (ID.4 X2). Automatic gearboxes have been produced at the Tianjin component plant since 2012.

The two component plants at Kassel and Tianjin are working closely together on the industrialization process for the new product.

SINOPEC TO BOOST TIANJIN PORTFOLIO WITH \$10.7B



China Petroleum & Chemical Corp will invest 70 billion yuan (\$10.7 billion) in the North China municipality of Tianjin to break ground for an ethylene production base and new downstream material industrial clusters during the 14th Five-Year Plan period (2021-25), said a senior company executive. The annual production capacity of the ethylene base will reach 1.2 million metric tons. Other major projects include a massive industrial upgrade for liquefied natural gas expansion, hydrogen energy and lubricants in the coastal city's Nangang Industrial Zone and Binhai New Area, said Yu Xizhi, vice-president of the company, which is better known as Sinopec Corp.

TIANJIN LEGISLATION PROHIBITS THE COLLECTION OF FACIAL RECOGNITION DATA



A soon-to-be enacted regulation on social credit in Tianjin Municipality is expected to become the nation's first legislation on the prohibition of collecting biometric data — including facial recognition information — from citizens. The Tianjin Municipal Social Credit Regulations were passed by

the Standing Committee of the 17th Tianjin Municipal People's Congress and will take effect on January 1, 2021. The 16th clause stipulates that credit information providers have to obtain the person's acknowledgement and reach a mutual agreement on the usage of information before the information is collected, except for those already ruled by laws and administrative regulations.

FITCH AFFIRMS TIANJIN FREE TRADE ZONE INVESTMENT AT 'BBB'



Fitch Ratings has affirmed China-based Tianjin Free Trade Zone Investment Holding Group Co. Ltd.'s Long-Term Foreign- and Local-Currency Issuer Default Ratings at 'BBB'. The outlook is negative, which mirrors Fitch's assessment of the creditworthiness of Tianjin municipality. Fitch has also affirmed the 'BBB' rating on Tianjin FTZIH's USD230 million 6.25% senior unsecured notes due December 2021. The notes are issued by Hongkong Baorong Development Limited and are unconditionally and irrevocably guaranteed by Tianjin FTZIH.

Finance

WORLD'S BIGGEST FREE-TRADE DEAL, ENCOMPASSES 30% OF GLOBAL ECONOMY



China and 14 other countries have agreed to set up the world's largest trading bloc, encompassing nearly a third of all economic activity, in a deal

many in Asia are hoping will help hasten a recovery from the shocks of the pandemic. The Regional Comprehensive Economic Partnership, or RCEP, was signed virtually on the sidelines of the annual summit of the 10-nation Association of Southeast Asian Nations. The accord will take already low tariffs on trade between member countries still lower, over time. Apart from the 10-member Association of Southeast Asian Nations, it includes China, Japan, South Korea, Australia and New Zealand. "It would cover a market of 2.2 billion people, or almost 30 % of the world's population, with a combined GDP of US\$26.2 trillion or about 30 % of global GDP, and accounts for nearly 28 % of global trade (based on 2019 figures)."

CHINA'S GDP TO EXPAND 2% IN 2020



China's economic recovery continued to gain impetus in October, reflected by faster growth in domestic consumption and factory output, and experts predict the economy will grow faster in the fourth quarter than the third, and the full-year expansion is likely to reach 2% year-on-year. Data released by the National Bureau of Statistics (NBS) showed that factory output rose faster than expected in October, while retail sales continued to recover. Industrial output climbed 6.9% in October, in line with September's gain. A Reuter poll had expected a 6.5% rise. The rebound again showed China's economic resilience despite the COVID-19 onslaught earlier, experts said.

MCDONALD'S TO INVEST HEAVILY IN CHINESE COFFEE MARKET



McDonald's coffee brand, McCafe, has announced a plan in Shanghai to invest 2.5 billion yuan (about 381.6 million U.S. dollars) in its coffee market in China in the next three years. The investment will go into opening new coffee shops inside McDonald's restaurants, upgrading equipment and providing professional training to cope with the country's growing demand for coffee, said Phyllis Cheung, CEO of McDonald's China. McCafe aims to cover all McDonald's restaurants in Beijing, Shanghai, Guangzhou and Shenzhen by the end of the year, before expanding its business in seven other cities, including Nanjing, Hangzhou and Xiamen.

FOXCONN TO MOVE SOME CHINA APPLE PRODUCTION TO VIETNAM



Foxconn is moving some iPad and MacBook assembly to Vietnam from China at the request of Apple Inc, said a person with knowledge of the plan, as the U.S. firm diversifies production to minimise the impact of a Sino-U.S. trade war. The development comes as the outgoing administration of U.S. President Donald Trump encourages U.S. firms to shift production out of China. During Trump's tenure, the United States has targeted made-in-China electronics for higher import tariffs, and restricted supplies of components produced using U.S.

technology to Chinese firms it deems a national security risk. Foxconn is building assembly lines for Apple's iPad tablet and MacBook laptop at its plant in Vietnam's northeastern Bac Giang province, to come online in the first half of 2021, the person said, declining to be identified as the plan was private.

HUACHEN AUTO, PARENT OF BMW'S CHINESE JV PARTNER, GOES INTO BANKRUPTCY RESTRUCTURING



The Shenyang Municipal Intermediate People's Court in Liaoning Province, where Huachen Auto is based, accepted the restructuring application filed by a creditor. The state-owned conglomerate is the parent of Brilliance China Automotive Holdings, which teamed up with German carmaker BMW to form a joint venture called BMW Brilliance Automotive in 2003. The company has been struggling with the debts and losses of its self-owned brands, a situation exacerbated by the COVID-19 outbreak. In October, it triggered concern after defaulting on a 1-billion-yuan (US\$152 million) bond.

BOEING RAISES 20-YEAR FORECAST FOR CHINA AIRCRAFT DEMAND DESPITE PANDEMIC



Boeing has raised its rolling forecast for China's aircraft demand for the next 20 years, making the country a bright spot in the aviation market even as COVID-19 decimates global deliveries

over the next few years. Chinese airlines will need 8,600 new airplanes through 2039, 6.3% higher than Boeing's previous prediction of 8,090 planes last year. Those would be worth US\$1.4 trillion based on list prices, the US planemaker said in a statement. Boeing predicted annual passenger traffic in China will rise 5.5% over the next 20 years, with the country having accounted for around a quarter of all aviation growth worldwide in the past decade. Boeing projected a need for 6,450 new single-aisle airplanes over the next 20 years, while China's widebody fleet will require 1,590 new planes.

HALF HOUR: 372.3 BILLION YUAN



China's biggest online shopping event, Double Eleven (11 November), or Single's Day shopping festival, which offers consumers a feast of lower-priced products, saw transactions hits 372.3 billion yuan (\$56.27 billion) during the 11 days of presales and the first half hour of the 11 November event, according to data from e-commerce platform Tmall.com under Alibaba, the main battlefield of the shopping spree. In 2019, the Double Eleven shopping festival saw sales revenue of 410.1 billion yuan, up 30.5 % year-on-year. This year is the 12th Alibaba promoted shopping gala. Alibaba said over 30,000 brands from more than 220 countries and regions participated in this year's event. The most welcomed brands are Xiaomi, Huawei and Midea, and the most popular export destinations are the US, Russia and France.

Law & Policy

CHINA EXTENDS BAN ON FOREIGN VISITORS TO 11 COUNTRIES

China has suspended entry for foreign visitors from a further eight countries



as it seeks to prevent importing the coronavirus. Notices telling people about the restrictions were posted on the websites of China's embassies in Bangladesh, Ethiopia, France, India, Italy, Nigeria, Russia and Ukraine. They came after would-be travellers from Britain, Belgium and the Philippines were given a similar message. The restriction would apply regardless of whether people held valid visas or residence permits, but members of the diplomatic service and international transport workers, like airline crews, would be exempt, the statements said.

U.K. HEALTH SERVICE COVID TESTS NOW INVALID FOR CHINA INBOUND TRAVEL



The Chinese embassy in the United Kingdom has declared COVID-19 test reports issued by the National Health Service (NHS) invalid as health certificates for China-bound travellers due to growing numbers of imported cases from the country. According to a statement issued by the Chinese embassy, the invalidation of negative NHS test results took effect on 14 Nov. Despite stringent travel requirements already being in place, the statement said that several China-bound travellers from the UK had recently been confirmed to have the virus after arrival.

CHINA OFFERS 30,000RMB REWARD FOR INFORMATION ABOUT ILLEGAL FOREIGNERS



Authorities in southwest China are offering rewards of up to 30,000 yuan for information about foreigners living, working or travelling illegally in the region, as part of efforts to curb the spread of the coronavirus. The Yunnan provincial government has announced a tiered structure for the payments on social media. People who provide information leading to the arrest of an individual foreigner would be paid up to 1,000 yuan, while those who actually caught them would receive between 1,000 and 3,000 yuan, it said on WeChat. The reward for information about groups "organising or transporting foreigners illegally across the border" was 2,000 yuan to 5,000 yuan, while tips that played an "extremely big role" in the crackdown would be worth between 10,000 yuan and 30,000 yuan, it said.

GENERAL

VIRUS INFECTION CREATES IMMUNITY FOR AT LEAST SIX MONTHS



Individuals infected with coronavirus are unlikely to catch the illness again for at least six months, researchers at the University of Oxford have said. The finding comes as part of a large-scale study into COVID-19 reinfection after observations from health care professionals that the phenomenon

was relatively rare. Oxford University Professor David Eyre, one of the authors of the study, said the findings were "really good news".

COVID-19 SURVIVORS SHOULD WAIT 6 MONTHS BEFORE DONATING BLOOD



Blood centres across the country should receive COVID-19 convalescent plasma donors in a separate space and COVID-19 survivors are not allowed to donate blood for six months after their recovery, according to a guideline recently released by health authorities including the National Health Commission. It says workers at the blood centres should take and record the temperature of every donor. For donors whose body temperature reaches or is above 37.3 C, the workers should tell the donors to postpone the blood donation and remind the donors to visit designated fever clinics immediately.

FIRST CHINESE CITY TO WIN WORLD'S 'SMARTEST CITY'



Shanghai was named the world's "smartest city" at the Smart City Expo World Congress, becoming the first Chinese city to win this award. The World Smart City Awards are presented annually by SCEWC to promote diversity, inclusiveness, equality, safety, and collaboration.

Shanghai won the City Award category at the SCEWC this year. Stockholm won the award last year. Since 2011, the SCEWC has taken place in Barcelona every November. Due to the global COVID-19 pandemic, the SCEWC took place this year in Barcelona, Shanghai, and New York simultaneously, both online and offline.

CHINA IN THE WORLD

BRITISH DIPLOMAT EARNS PRAISE FOR CHINA RIVER RESCUE



A British diplomat has been hailed as a hero in China after jumping into a river to save a woman from drowning while other bystanders gathered to film him. Stephen Ellison, the newly appointed British Consul General in Chongqing, was visiting an ancient town recently when another tourist accidentally fell into the water. Mr Ellison, a 61-year-old champion triathlete, leapt into the river without a second thought to rescue the woman, who was already unconscious, according to the British Consulate-General in Chongqing. Ellison's actions earned praise from his boss back in London, Foreign Secretary Dominic Raab, who echoed the sentiments.

EXPRESS WORKERS LEASE ACCOUNTS TO CRIMINALS, COMPROMISING 400,000 USERS



Five employees at a major Chinese package delivery company leased their internal employee accounts to criminal groups, compromising more than 400,000 users' personal information. Police in Handan, Hebei province, arrested three suspects in the criminal groups involved in the data leakage at YTO Express Group Co. The company has apologized for the leakage and said it will conduct real-time monitoring of internal accounts and actively discover illegal activities. Consequences for the five employees weren't disclosed. Authorities found that five YTO employees leased their accounts for 500 yuan (\$76) a day to criminal groups, which then sold YTO users' information, including names, identification card numbers.

DRIVER WITH FOREIGN DRIVING LICENSE DETAINED



A motorist was detained for seven days and fined 1,500 yuan (US\$228) for using a foreign driving license, police said. The woman, surnamed Gu, was stopped for a check by a police officer in Jinshan District on a day in late October. Gu first produced her husband's driving license and then showed her own license issued in Saipan, claiming that the foreign license was valid in other countries. However, according to China's traffic law, foreign driving licenses are illegal in China, and those with licenses issued not in the Chinese mainland should take written tests with the police to get a local license.

5.09¥ Billion



New Hope Liuhe Co Ltd, a major hog breeding enterprise in China, saw its net profit topping 5.09 billion yuan in the first three quarters of the year, up 65.54 percent year-on-year. The company, which is an affiliate of China's agricultural conglomerate New Hope Group, raked in about 74.79 billion yuan during the period, an increase of 31.4 percent year-on-year.

52%

Chinese tech giant Lenovo Group announced a record revenue of \$14.5 billion in the quarter ended in September, making a 7 percent year-on-year growth on the back of all businesses showing strong momentum. Lenovo said its profit recorded even stronger growth, with record pre-tax income of \$470 million, up 52 percent compared to the same quarter a year earlier, while net income also increased by 53 percent year-on-year to a record \$310 million.

Lenovo

128 Billion m³

China National Petroleum Corporation, the country's largest oil and gas producer by annual output, said it will continue to maximize production at domestic gas fields while ensuring adequate gas imports to ensure sufficient supplies for the upcoming heating season. The company, which is better known as PetroChina, is the biggest supplier of gas in China, accounting for more than 70 percent of the total. It plans to produce more than 128 billion cubic metres of natural gas this year.



100

A list of the top 100 companies in advanced computing in China was released at the 2020 World Computer Congress. The three top companies on the list were: Huawei Technologies; China's leading cloud-computing and big-data service provider Inspur Group; and Legend Holdings Corporation, parent company of Lenovo.



51.4%

China's industrial robot production surged 51.4% year-on-year in September to 23,194 units, with growth accelerating from a rise of 32.5% in August, official data showed. In the first nine months of the year, the country produced 160,715 industrial robots, up 18.2% from the same period of last year, data from the National Bureau of Statistics revealed.



\$33.32

Shares of a string of NEV companies and industry chain suppliers have risen to a new high. The shares of NEV start-up, Nio, for instance, rose 8.96 percent to \$33.32 per share. China's market for NEVs has been the world's largest for five consecutive years.



249

China will impose tighter regulations on online small lending offered by microloan companies to prevent risks, ensure legitimate interests of customers, and promote the healthy development of such business. Currently, 249 microloan companies are authorized to run online small lending business in China. About 97 of them are registered in Guangdong province and the municipality of Chongqing.



\$500 million

Chinese financial institutions are putting greater emphasis on the issuance of socially and environmentally sustainable bonds as global investors seek opportunities for a green economic recovery from the COVID-19 pandemic. Including \$500 million for US dollar bonds and 3 billion yuan for dim sum bonds—renminbi-denominated bonds issued outside of the Chinese mainland—they are also the first blue bonds sold by a commercial bank.



\$27.5 Billion

Shanghai's STAR Market is gradually becoming the first choice for Chinese tech firms' initial public offerings. The STAR Market, the first A-share submarket that piloted the registration-based initial public offering system, saw 113 IPOs, with \$27.5 billion total amount raised in the first three quarters of the year, both highest among all major stock markets across the world, according to the Shanghai Stock Exchange.



STIEBEL ELTRON

A RECIPE FOR SUCCESS: DO WHAT YOU LOVE!

By Audrey Wang

Tatjana Klassen is the General Manager of Stiebel Eltron Electric Appliance Co. Ltd. in Tianjin. We recently had the opportunity to chat to her, and find out more about how she came to join the company in China, and how she has contributed to its growth and success.

As a child growing up in Kazakhstan, Tatjana had the opportunity to visit the factory where her father worked, and this is where she had her first experience of the production process. Later, in Germany, she gained both a theoretical and a practical education in which she learned administration and finance. She decided to study business and IT as she thought this would provide more opportunities for finding a good job. While living in Holzminden in Germany, Tatjana could see the big Stiebel Eltron building, and felt that she would like to work there.

For one year, Tatjana worked in IT as a database administrator, but this did not really suit her, as she felt she was working only with a machine, and she preferred to work with people. So after one year, Tatjana went to work for Stiebel. There, she found that management was very supportive and willing to listen to new ideas, and employees could present their ideas for a new project to their supervisor or even to higher management. Such a project did not have to be in the area where they working; they could also make suggestions to improve something, and that was how, in 2006, in her work for Stiebel Eltron, Tatjana was able to establish the first and biggest heat pump production in Europe.

Thereafter, Tatjana was involved in many projects for the company. She saw that there were some areas where the processes were not well regulated, and were sometimes not compliant, and she felt that because of her experience, she could make suggestions for improvement. She proposed that they should share the information and train people to be aware of the meaning of compliance and why compliance is so important. The supervisory board decided to install a complete management system, so the position of Head of Compliance was tendered. Tatjana then called the CEO to propose her candidacy and her idea of a possible way of instituting a Stiebel Eltron Compliance Management System, and this was how she got her second job and moved from the production area to Operation and Lead.

After six years in the compliance section, Tatjana began to feel too distant from the rest of the business and the other people who worked there, so she started looking to see what else she could do in other areas in Stiebel Eltron, and where her knowledge could be useful for the company. At that time, they were looking for someone who could go to China, and she was ready to go abroad and take over the company, even without any knowledge of the Chinese language.

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BIGGEST CHALLENGE WAS GETTING TO BE INCLUDED IN THE NETWORKS, AND CONVINCING BUSINESS PARTNERS THAT A WOMAN CAN UNDERSTAND BUSINESS AS WELL AS A MAN

Thus began the next stage in her journey, because after only three months, as she analyzed the situation in China, Tatjana began to think about what could be changed. She realized that there were actually two companies, the production company and the sales office or sales company in Guangzhou, and that this structure would hinder them from growing as fast they expected. So after about six months in China, she started to merge sales and production into one company, and they transferred their headquarters to Tianjin.

After the merging of the companies, the most challenging task for Tatjana was to get the company to function as one, and break down the barriers in the minds of colleagues. However, they helped each other and now do everything together, working as one company.

Asked about the major challenges she faced as a woman on this journey, Tatjana said that the biggest challenge was getting to be included in the networks, and convincing business partners that a woman can understand business as well as a man. However, although being a woman in the production business presented challenges,

Tatjana felt that it was easier in China than in Europe.

Describing the products and services offered by Stiebel Eltron in China, Tatjana said that their focus in China is to introduce environment-friendly heating, such as heat pumps and a ventilation system with heat recovery to the Chinese market. She added that their products are providing more affordable ventilation and water heater systems.

She explained that a lot of competitors would have similar products, since they were trying to get on track for the Chinese government's five year plan, in which heat pumps were seen as a solution in becoming independent from coal heating systems. Although Stiebel Eltron doesn't have distributive heating systems in the area, they offer different price levels for convector heaters and for heat pumps that provide comfort and safety for decentralized heating, cooling and warm water, and that use really low energy, since this is their key focus. Stiebel Eltron offers complete service from a single source, from initial consultation to selection of the right solution, technical planning, customer service for questions after installation and extensive

training opportunities for Stiebel Eltron partners. Furthermore, Stiebel Eltron has an international team in all technical areas.

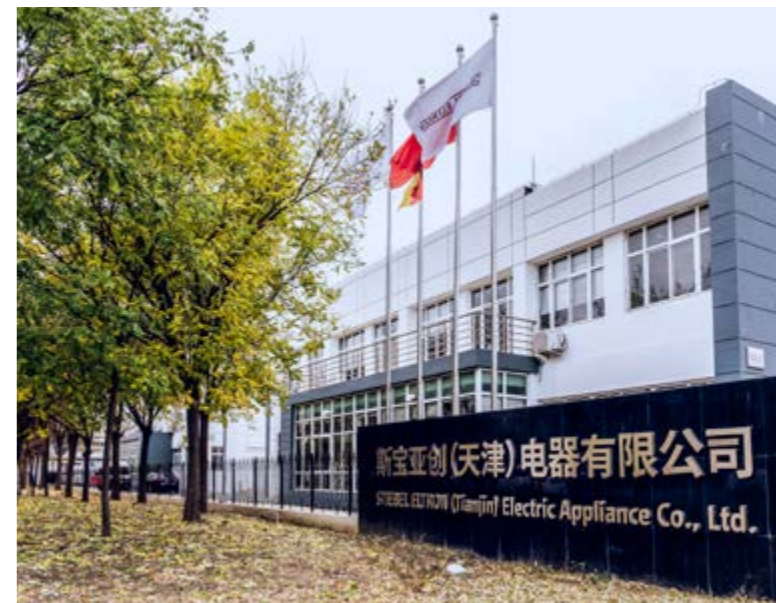
Comparing Stiebel Eltron's operations in Tianjin with its operations in Germany, Tatjana said that in China, everything is faster. She added that this made life in Tianjin challenging and interesting because of the need to make decisions based on what the market expects, and feedback from the market.

Asked about her accomplishments during her time as General Manager of Stiebel Eltron, Tatjana stressed that she would not have been able to do what she's done without her team. Among their achievements, she mentioned the switchover of production to a new generation convector heater for Europe to replace the old version that was no longer sold in Europe, thus avoiding job losses, and introducing

decentralized ventilation to China.

Tatjana is very satisfied with where Stiebel Eltron stands in relation to its many international competitors. However, she said that their target was to be competitors to the top Chinese companies in their own country. She explained that Stiebel Eltron's exclusivity is in easy installation; most of the products that their competitors produce require a lot of work that must be done on the construction side. In contrast, the construction of the Stiebel Eltron product is so simple that the installer cannot make mistakes.

Tatjana told us about some exciting goals for the future of Stiebel Eltron, Tianjin. One of these is to establish a new Research and Development department for the development of local heat pumps. She explained that the cooling demands of the local market are



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a little different from those of Middle East China where demands are much bigger. Currently, the existing units fulfill the demand, but the company is planning to develop a pump that is more efficient, which will require some engineering changes as well as new components. They are now searching for new R&D engineers who are experienced in aircon development.

Tatjana also mentioned China's plan for 2025, saying that Stiebel Eltron would like to work towards that plan, and also improve the company's presence in e-commerce.

Speaking of collaboration with other company divisions and managers to achieve Stiebel Eltron's common goals, Tatjana explained that this happened on different levels, such as with issues related to raw materials and components. She mentioned an example where certain components could not go through customs because the certificate had been cancelled, but through close cooperation with the local branches of this supplier in China, the problem could be solved.

A further example Tatjana mentioned

involves training. Companies in the same industry sometimes jointly provide training, making it more efficient and interesting.

For women interested in pursuing leadership positions, Tatjana had the following advice: If you would like to do it, if you are interesting in doing it, do it! Don't pay attention to those who say you can't do it, or it can't be done—you can be the first to do it. But also, do what you enjoy, and make it fun.

Tatjana also had advice for those who are interested in going into an executive position in China. She said that it's important to decide for yourself what you want, and be aware that if you make a decision, you must accept the responsibility that goes with it. It also means finding a balance between work and life, thinking not only about the job but also about the time you would spend with your family.

Further advice from Tatjana is to have clear expectations, and if you have something to say, if you have an idea, then speak out; give your opinion and make your voice heard as well. Also, you should always try, even if you do

the wrong thing, because you can learn from your mistakes.

Tatjana moved to China after having spent most of her life in Europe. She said that to understand business in China, one must live in China and work with the people. She explained that it's not only about understanding how the business is going, nor about the company; it's also about everyday life. Company colleagues have a life outside of the company, and this has an influence on their performance.

She and her family were surprised at how easy it was to adapt to living in China, saying that this could be because she had already experienced moving from Kazakhstan to Germany, but it could also be because her parents taught her that if you go somewhere else, you should not expect a warm welcome, because you are new, you are a guest. You should take the first step to be loved and to be trusted. Expect the worst and be surprised if it is better than expected. She and her family came to China with the expectation that it would be very challenging, and she had no culture training before moving to

China because she was too busy.

Tatjana is married, and has two young sons, and the decision to stay longer in China was made by the whole family. The boys have both Chinese friends and international friends. They all enjoy life in China, especially the feeling of safety. Tatjana's husband is also a technician, and they have worked together to pass on their knowledge in the company so that even if they were to leave, the system itself would continue.

Although none of the family can yet speak Chinese, it is their dream to be able to learn it. Another language challenge is English. In the International School of Tianjin, English is the main language, so there are special classes for the children who can't speak the language, and both Tatjana's sons have made good progress in learning it.

Tatjana's favourite hobby is cooking, which helps her to relax and forget about daily stresses. Her husband and sons often join her in preparing meals, and even take over the task if she is very busy or comes home late.

Her second hobby is traveling. Since it was not possible for the family to go abroad this year, they travelled a lot in China, sometimes only around Beijing or Tianjin. Last year, when her sons were in Germany, Tatjana and her husband visited Tibet, where she discovered that everything in life had a different, slower pace, and that was something she was not used to.

Tatjana clearly lives by what she believes, and such great advice is worth mentioning again: Do what you enjoy doing, do what you love to do. And you will be successful everywhere if you make it fun.

成功的秘诀：做你喜欢做的事！

斯宝亚创国际集团由菲尔德·斯宝博士 (Dr. Theodor Stiebel) 于 1924 年创办于德国柏林，总部设在德国的霍尔茨明登，是欧洲著名的舒适家居暖通产品专业品牌。公司主要生产及销售采暖、制冷、新风、热水产品。在全球拥有 7 大生产基地，26 个销售公司，并在 120 个国家和地区拥有合作伙伴和经销商。

斯宝亚创产品先后荣获过多个国际设计奖项，以及多个质量和环保权威认证。被超级品牌组织 (The Superbrands Organization) 6 次评选为“德国超级品牌”。

2004 年，斯宝亚创国际集团进入中国，总部及工厂位于天津，在上海和广州设有分公司，更好地向中国客户提供优质的产品与服务。Tatjana Klassen 女士是斯宝亚创 (天津) 电器有限公司总经理，我们专访了这位集智慧与美丽于一身的女性领导者，了解了她是如何来到中国，以及为公司的发展和壮大做出的卓越贡献。

Tatjana 小时候在哈萨克斯坦长大，一次有机会跟随父亲来到工厂，这是她第一次见到工厂生产线。长大以后，Tatjana 移居到德国，她决定学习商业和信息技术，认为这个专业可以有更多的工作机会。在德国霍尔茨明登居住期间，从她的住处可以看到斯宝亚创总部的大楼，那时候她就萌生了以后要在斯宝亚创工作的想法。

在 IT 部门做了一年的数据库管理员之后，Tatjana 感觉这并不适合她，她觉得她的工作只是在与机器打交道，她希望能更多的与人接触。一年后，她来到了斯宝亚创，在这里，管理层非常支持并愿意倾听新的想法，员工可以将他们对新项目的想法直接提交给主管甚至更高层，也可以对非自己工作领域提出改进的建议。2006 年，Tatjana 参与了斯宝亚创建立欧洲第一个也是最大的热泵生产线的工作。

此后，Tatjana 参与了公司的许多项目，她提出，同事们应该分享信息，她曾经直接打电话给总经理，提出完善斯宝亚创的审核制度的建议，之后便从生产转到运营和管理层。在审核部门工作了六年之后，Tatjana 开始觉得自己与其他业务部门的关系太疏远了，开始思考在其他领域她还能做些什么。

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当时，公司正在找一位合适的人选去中国开展业务，那时的她甚至连中文都不懂，但是她已经做好了接下这项任务的准备。

当被问及作为一名女性在工作中面临的主要挑战时，Tatjana 说，最大的挑战是融入社交网络，让商业伙伴相信，女性和男性对业务的了解是一样的。尽管作为一名女性在制造业面临许多挑战，她觉得在中国要比在欧洲容易得多。

Tatjana 在介绍斯宝亚创在中国提供的产品和服务时说，公司在中国的业务重点是向中国市场引进环保舒适的暖通产品，比如热泵以及带有热回收功能的新风产品，她从补充说，斯宝亚创的新风和热水产品更加经济节约。

很多竞争对手都有类似产品，在中国政府的五年计划中，热泵被视为替代煤炭供热系统的解决方案。斯宝亚创多样的对流式电采暖器以及热泵，可提供更舒适安全的分布式采暖、制冷以及热水，重点是它的能耗非常低的。同时斯宝亚创向合作伙伴提供全方位的服务，从最初的咨询、选型、到售后安装和培训。在涉及到的所有技术领域，斯宝亚创都拥有国际化的服务团队。

Tatjana 将天津的业务与在德国业务进行了比较，在中国，一切都更快，这让在天津的工作更具有挑战性但同时也更有趣，因为你需要基于市场的需求和反馈，快速的做出决定。

当被问及她在担任总经理期间取得的成就时，Tatjana 强调，如果没有团队的共同协作，她将无法达到目前的成就。在天津工作期间，她引进了生产了无风感对流式取暖器，以取代欧洲不再销售的旧型号，带动就业，并在中国引入分布式通风系统。

Tatjana 对斯宝亚创的国际竞争力感到欣慰。她的目标是让斯宝亚创成为中国本土顶级企业的竞争对手。斯宝亚创产品的排他性在于易于安装，相比之下，竞争对手生产的大多数产品安装程序复杂，而斯宝亚创产品的构造非常简单，安装人员易于操作。斯宝亚创计划未来在天津成立一个新的研发部门，负责本地热泵的研发。因每个地区的制冷需求不同，中国中部地区需求更大的制冷功率，虽然现有产品能够满足需求，但公司计划开发更高效节能的热泵，因此接下来将聘请有空调研发经验的工程师。

Tatjana 还提到了斯宝亚创在中国 2025 年的计划，希望提高在电商上的表现，公司在为这一计划而努力。

Tatjana 有两个可爱的儿子，孩子们有中国朋友也有外国朋友。在移居中国之前，他们认为会面临很多挑战，然而他们惊讶地发现适应在中国的生活要比想象中容易得多，可能是因为她有过从哈萨克斯坦移居德国的经历，也可能因为她的父母曾经教导她对新的地方不要有太高的期待，因为你是新来的，你应该迈出第一步，被爱和被信任。

Tatjana 最大的爱好是烹饪，做饭可以让她放松，忘记压力，她的先生和孩子们经常一起帮助做饭，如果她回家很晚，他们会做好饭等她。第二个爱好是旅行，今年由于新冠疫情的影响不能出国旅行，他们偶尔会去北京短途旅行。

对于对领导职位感兴趣的女性，Tatjana 有以下几点建议：如果你感兴趣又很想去做的话，就去做吧！不要理会那些说你做不到，或者完不成的人——相信你可以成为第一个做这件事的人！



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CHINA BOOSTS MULTI-NATIONAL FIRMS' GROWTH

The year 2020 has been extremely unusual. As the world economy is grappling with the COVID-19 pandemic, deeply afflicted multinational firms are getting a boost in China, the second-largest economy in the world and one of the world's largest consumer markets, which has helped instil hope into the recovery of global economy.

Over the past six months, the Chinese Government, like many other governments, has been trying to find the sweet spot that perfectly balances COVID-19 containment and economic recovery. So far, China has seen remarkable results on both fronts. In the Q3, China reported a 4.9% GDP growth year-on-year with the GDP exceeding 72 trillion RMB, up 0.7% year-on-year for the first nine months of the year; foreign trade of goods increased 7.5% year-on-year to 8.88 trillion RMB; and the actual use of foreign capital grew by 5.2% year-on-year to 718.81 billion RMB. In 2020, the concluding year of the 13th Five-Year Plan, China's GDP is expected to exceed 100 trillion RMB.

The reason why China was able to weather the pandemic storm with a relatively rapid economic restoration is because of the implementation of a series of comprehensive measures which have been highly targeted.

China recently put forward the 14th Five-Year Plan and the Long-Range Objectives through 2035, which for the first time set the achievement of more notable and substantial progress in Common Prosperity of the entire population as a long term goal.

The latest earning results of many world-renowned brands like Estee Lauder, the Coca-Cola Co and Daimler AG, have shown stronger than expected quarterly growth in the Chinese market, which has highlighted the globe's biggest developing country as a stable, if not growing, source of revenue for international companies

facing economic upheavals caused by the pandemic.

Standing in contrast to the slumping global economy, China has basically brought the pandemic under control and got its economy back on track after months of resolute and effective struggle.

Coca-Cola said it still expects to see growth in the Chinese market this year, even as the closures of restaurant and bars in a large part of the world were set to drag down its global sales volume.

In its third quarter earning reports, the company posted a 4% decline in global sales volume. Its sale in Asia also fell 4%, "primarily due to coronavirus-related restrictions in India and Japan," which, however, was partially offset by "solid growth" in China.

The struggling automotive sector also saw a revival of sales in the Chinese market.

With the recovery in premium-car sales in China, Daimler AG, a German multinational automotive corporation, reported 24% yearly sales growth and record unit sales for Mercedes-Benz in the September quarter, with an 8% decline globally.

Japan's two biggest car manufacturers, Toyota Motor and Honda Motor also more than doubled their profit forecasts, saying the recovering demand in China is helping offset weaker performance worldwide.

Foreign politicians and scholars are particularly interested in the New Development Pattern China proposed this year, in which the domestic market plays a leading role while domestic and international markets reinforce each other.

The proposed Domestic Circulation is an umbrella term that summarizes the concepts of "expanding domestic demand", "supply-side structural reform" and "high-quality development", reaffirming the existing priorities of China's economic development. The goal of Domestic Circulation cannot be achieved without ensuring the Domestic and International

Dual Circulation. China will drive its opening-up to an even higher level where more people around the world can benefit from it.

Maintaining policy continuity has been one of the driving powers of China's steady growth and development over the past 40 years. China is committed to opening its market since it has benefited from opening-up and has the capability to expand its opening-up with the ever-firmer win-win philosophy. In fact, the foreign businesses that have embraced the Chinese market and put trust in China's credibility have all succeeded over the past few decades.

■

即使 COVID-19 困扰着全球经济，中国仍在促进跨国公司的增长

2020 年是非常不寻常的一年。即使世界经济极大地受到了 COVID-19 疫情的影响，那些挣扎着的跨国公司能够在中国获得业务的支持。中国是世界第二大经济体，也是世界上最大的消费市场之一，而这一点为全球经济的复苏增添了力量。在过去的六个月中，中国政府与其他许多政府一样，一直在努力寻找一个完美平衡 COVID-19 遏制与经济复苏的最佳平衡点。到目前为止，中国在这两个方面都取得了显著成绩。第三季度，中国国内生产总值同比增长 4.9%，国内生产总值超过 72 万亿元人民币，今年前 9 个月同比增长 0.7%。货物进出口 8.88 万亿元，同比增长 7.5%。实际使用外资 7188.1 亿元人民币，同比增长 5.2%。到“十三五”的最后一年 2020 年，中国国内生产总值有望突破 100 万亿元。中国之所以能够获得一个相对较快的经济复苏状况，度过了新冠疫情的风暴，是因为实施了一系列针对性强的综合措施。中国最近提出了“十四五”规划和到 2035 年的远景目标，将实现全民共同富裕，并且取得更加显著和实质性的进展作为一项长期目标。

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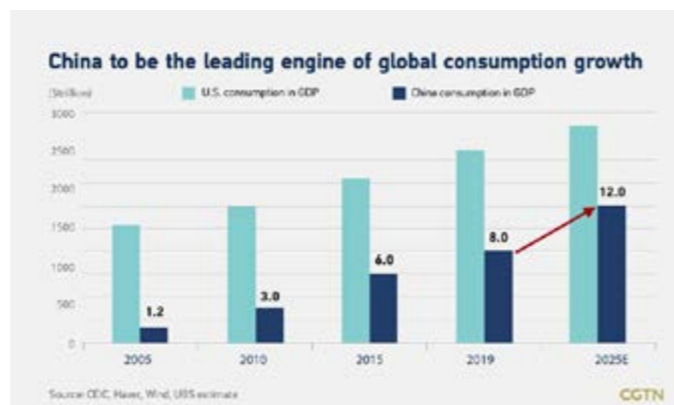
CHINA'S DEVELOPMENT TARGETS FOR 14TH FIVE-YEAR PLAN PERIOD

The Fifth Plenary Session of the 19th Central Committee of the Communist Party of China, adopted the committee's proposals for the formulation of the 14th Five-Year Plan (2021-25) for National Economic and Social Development and the Long-Range Objectives through the Year 2035.

For the 14th Five-Year Plan period, China will speed up fostering a new development pattern where domestic and foreign markets can boost each other, with the domestic market as the mainstay, according to a communique released after the session.

China's domestic market will become stronger, the economic structure will be further improved, and its innovation capacity will be significantly strengthened. The industrial base will be upgraded, and the industrial chain will be further modernized. China will further improve its socialist market economy and essentially complete the building of a high-standard market system.

Market entities will show more vitality, and significant progress will be made in the reforms of the property right system and the market-based allocation of factors of production. Significant improvement is expected to be made in people's intellectual and moral integrity, cultural and scientific qualities, as well as physical and mental health. The influence of the Chinese culture will be increased, and



the Chinese nation's cohesiveness will be further strengthened.

China will continue reducing emissions of major pollutants and improving the natural environment, make environmental security shields more solid, and greatly improve the urban and rural living environment. China will achieve fuller and higher-quality employment, with personal income growth essentially in step with economic growth.

The country's multitiered social security system and health system will be further enhanced. The administrative efficiency and credibility will be significantly strengthened. The country also will step up the level of social governance, especially at the community level.



SCHOTT AG TO INCREASE PRODUCTION CAPACITY IN CHINA

Schott AG, the German producer of specialty glass and supplier of pharmaceutical packaging, will ramp up its production capacity in China to meet growing demand, its top executive said during the ongoing China International Import Expo (CIIE).

Frank Heinrich, CEO and chairman of the management board of Schott AG, announced that the company will invest 320 million euros in China in the 2020 financial year, the highest amount in the company's history. He explained that the investment will be largely used to expand the company's capacity in the country.

A three-time participant of the expo, Schott AG's booth at this year's expo measures 216 square metres, about twice as large as last year's.

Heinrich said that the import fair has injected new impetus into economic prosperity for China as well as the rest of the world, accelerated global

technological innovation and promoted economic trade.

Owing to China's fast pace of industrial upgrading and urbanization, the German company's sales revenue grew by 11 percent year-on-year to over 261 million euros in its 2019 fiscal year. China is expected to become the German company's most important market by 2025.

Eager to increase its market share in China, Schott began building its first greenfield project in Jinyun, Zhejiang Province last year.

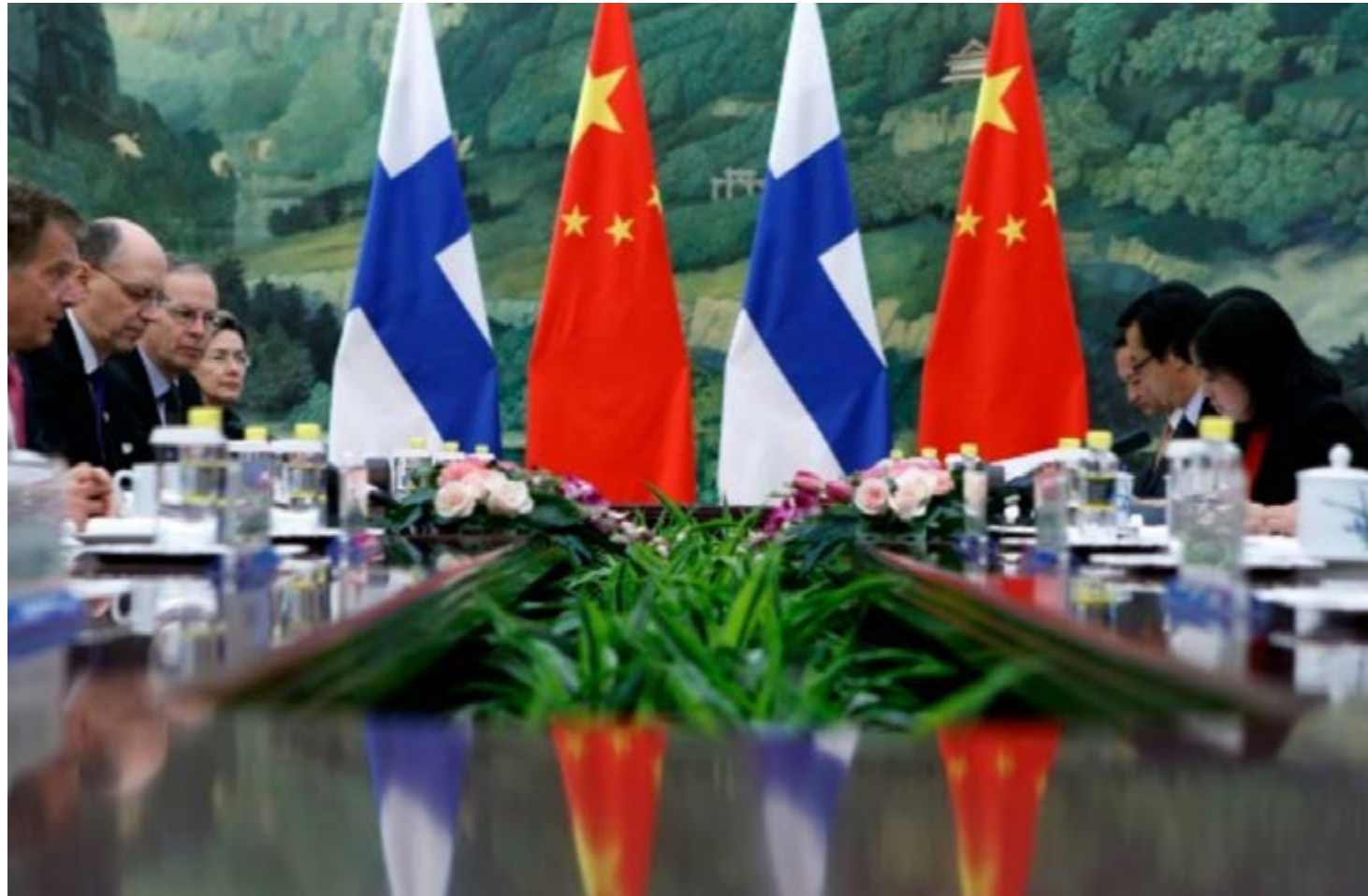
Heinrich said that the facility—a 457-million-yuan pharmaceutical glass tubing plant—will become operational soon. The plant will be able to produce around 20,000 metric tons of specialty glass annually. This would translate to 4 billion vials.

He also noted that the company plans to achieve a double-digit annual growth rate in China during the 14th Five-Year

Plan (2021-25) period.

With the arrival of the 5G era in China in 2019, Schott started running a research and development centre for the Asia Pacific in Suzhou, Jiangsu province. This centre is presently supporting its local partners in the development of various innovational projects that range from 5G communication to high quality cover glass to sensors for 5G smartphones and autonomous driving.





CHINA, FINLAND HAVE GREAT COOPERATION POTENTIAL IN CONSUMER PRODUCTS



Chinese and Finnish companies have great potential for cooperation in food, tourism and other consumer products and services, as China's growing middle-income group embraces healthier and higher-quality lifestyles, said Jarno Syrjala, Finnish ambassador to China, at the ongoing 3rd China International Import Expo.

Syrjala said this year marks the 70th anniversary of the establishment of diplomatic relations between China and Finland. In the past decades, the two nations have already formed a solid base for cooperation in industrial products, such as machines.

But now, China's middle-income group, which exceeds 400 million, also offers sound opportunities for Finnish companies engaging in consumer products and services, Syrjala said at the sidelines of the 3rd CIIE in Shanghai.

Food, for instance, is an area of great potential. Syrjala said. "We have the cleanest air in the world. We have the cleanest water in the world, so everything that we produce in those kinds of circumstances is very healthy. It can help satisfy Chinese consumers' growing demand for quality food."

According to Syrjala, though tourism is affected due to the COVID-19 outbreak, more Chinese consumers have become interested in Finland, and the cooperation in tourism can be deepened in the future.

Syrjala said President Xi Jinping's speech at the opening ceremony of the third CIIE laid out a picture and a vision very clearly. The speech explains why China remains important economically and how it will grow, which sends important signals to European companies that want to strengthen cooperation with China, he said.

As China places more emphasis on sustainability, greater cooperation opportunities also exist in new energy solutions, an area Finland excels in, Syrjala added.



GREATER BAY AREA TO LEVERAGE 5G IN TRANSFORMING SMART CITY CLUSTER

The Guangdong Hong Kong-Macao Greater Bay Area, with a well-established 5G industry chain, could well grow into the world's leading smart city cluster, according to leading industrial experts.

They made the prediction to a roomful of participants at a seminar featuring 5G technology at the first conference of the International Science, Technology and Innovation Forum of the Boao Forum for Asia in Macao.

Wide application of 5G technology is paving way for the region to bring to life smart factories, smart schools, smart transport, tele-surgery and other innovative fronts, the experts said.

Hu Guoqing, 5G Research Group leader of Peking University Shenzhen Institute, is a firm believer in 5G technology.

"5G is going to detonate the industrial revolution...and China will take the dominant place in the fourth Industrial Revolution with its established advantage in 5G," Hu said.

The craze of 5G smartphones stands as a good example of the market potential of 5G in light of the global boom, unleashed by the new technology, of updating smartphones to those that come with 5G technology, in Hu's opinion.



And the Greater Bay Area has the industrial chain of manufacturing all the key parts of 5G smartphones, he revealed.

Tam Wai-ho, chairman of Hong Kong Industry-University-Research Collaboration Association, agreed the Greater Bay Area is the most promising in building a smart industrial centre, with 5G technology providing infrastructure to collect data to make transport, logistic, factories and information smarter.

The three-day forum will feature a total of 12 sessions in areas such as artificial intelligence, biomedical technology and aerospace science and technology.



TOM GROUP SIGNS INVESTMENT DEAL WITH AI PLATFORM MIOTECH

TOM Group Limited is a Chinese-language media company in the Greater China region. Headquartered in Hong Kong, the Group has regional offices in Beijing, Shanghai and Taipei and operating bases in about twenty cities. Its business covers four media sectors, Internet (TOM Online), Outdoor (TOM Outdoor Media Group), Publishing, and Television and Entertainment. TOM's wireless division serves a wireless user base of some 400 million people, offering a range of products and services including SMS, MMS, WAP, IVR, RBT, and Java ME.

The Group announced that it has entered into an agreement to make a follow-up on funding in MioTech, a man-made intelligence platform that empowers Sustainable Finance with ESG information and know-how. By mining ESG information and integrating it with a provider chain, shareholding, investments, and lots of different relationships, MioTech analyzes corporates' social duty performances alongside key monetary indicators. The company has offices located in Hong Kong, Shanghai, Beijing and Singapore.

MioTech is skilled in ESG know-how, information and analytics in Asia. Its platform gives ESG information, real-time danger monitoring, and ESG scores, indices, in addition to analysis and consulting to companies and institutional clients. MioTech makes use of artificial intelligence to course of huge

quantities of unstructured information and combines it with provide chain, shareholding, investments in addition to different various datasets to type a complete image of corporate' social duty performances.

ESG refers to environmental, social, and governance and is characterized as a responsible, ethical, sustainable investment. Especially after the COVID-19 pandemic, it has become a critical focus among the investment community as an integral part of evaluating a company's business sustainability, corporate image, and ability to create positive value.

TOM Group first invested in MioTech in March 2020. The group's decision to make a follow-up investment is a strong vote of confidence for the long-term potential of MioTech, as a leading AI

provider in the ever-growing ESG space. The new investment came months after TOM Group's initial investment early this year.

In a world that faces rising challenges from climate change to social distortions, ESG has turned out to be an essential focus among the many competitors, as an integral part of evaluating an organization's enterprise sustainability, company picture, and talent to create constructive benefits for workers, buyers and society in general. The unconventional influence the outbreak of COVID-19 has had on world economies has bolstered this sentiment, appearing as a catalyst, and calling for consideration of the necessity for an alternate strategy to investing.

The necessity for ESG indices, scores in addition to nonfinancial information



related to how corporations take care of the excessive influence of social and environmental dangers that may have the same impact to the COVID-19 disaster has turned out to be an increasing demand as a way to measure the flexibility for corporations to handle such crises – one thing that conventional monetary forecasting usually doesn't consider. Regulatory necessities have additionally acknowledged the significance of ESG and Sustainable Finance lately, with HKEX ruling to make ESG disclosure obligatory to all listed corporations in 2020.

The funding in MioTech is according to our strategic to deal with technology-centric, data-driven and control the progress of high potential sectors. Not only will our continued funding in MioTech enrich our present funding portfolio in fintech and superior

information analytics, it will also permit us to discover prospects for operational synergy inside our Group.

Our flagship information platform in Taiwan, Enterprise Weekly, has already been working with MioTech to generate new enterprise alternatives, which have arisen from the rising need for ESG services and products within the Larger China area," stated Ken Yeung, CEO and Director of TOM Group. "The Group's resolution to make a follow-on funding is a robust vote of confidence for the long-term potential of MioTech, as a number one AI Supplier within the ever-growing ESG house."

"MioTech has shaped a robust partnership with TOM Group this year," stated Jason Tu, CEO and Co-founder of MioTech. "With this continued funding, TOM Group's experience within the area will strengthen MioTech's market presence." **B**

TOM 集团看准数据驱动的高科技领域 再度入股妙盈科技

11月9日, TOM 集团有限公司欣然宣布再度入股投资妙盈科技(MIOTECH)。妙盈科技是一家基于中国的人工智能平台,利用卓越的机器学习和自然语言处理技术,为大中华地区的金融机构和上市公司提供完整的 ESG (环境、社会和管治) 解决方案。TOM 集团是次投资是继 2020 年 3 月首次入股后的后续投资。妙盈科技是亚洲的 ESG 技术、数据和分析专家。妙盈科技采用人工智能处理海量非结构化数据,并且将之结合产业链、持股、投资以及其他另类数据库,利用 ESG 数据构成一幅完整的企业社会责任表现图谱。

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CIIE: AN INCREASINGLY VITAL PLATFORM

By Sam Wei

During his keynote speech this year at the opening ceremony of the third CIIE, President Xi Jinping mentioned that in its 14th Five-Year Plan (2021-25), China aims to foster a new development paradigm with the domestic market as the mainstay, and the domestic and international markets reinforcing each other.

The president also noted that the new development mode of dual-circulation is based not only on the needs of China's development, but also on the well-being of people worldwide.

Exhibitors are finding the yearly China International Import Expo to be a magnet for them to kick-off their new products and technologies. This is seen to reflect the Chinese market's growth significance to the global economy as the "dual-circulation"

economic development pattern takes shape.

The annual event has been providing enterprises with a perfect platform to showcase cutting-edge technologies and to launch new products, while being an important channel for meeting clients. This year, China attracted 39 new products and technologies to debut during the event, with 24 of them claiming an international premiere, and 12 showing up for the first time in Asia.

Several examples are described below:

After 30 months of research and development, the world's largest comprehensive sporting goods firm held the global premiere of its new product a kayak that folds to the size of a luggage backpack when uninflated.

Thermo Fisher Scientific, having participated at the CIIE for three consecutive years, internationally debuted its automated nucleic acid purification system.

In response to the global COVID-19 pandemic, Germany's Air Natural Capacity Solution GmbH launched its new medical personal protection systems at the CIIE. In order to relieve the pressure and risk to healthcare systems and healthcare workers, the system is designed to meet the needs of front-line healthcare workers for safe,

convenient and comfortable work, and protect them from harmful particles, viruses and bacteria in the air.

A brand-new nutrition pack series was launched by Fancl from Japan, which is one of the companies tapping into Chinese people's upgraded consumption requirements for nutrition.

Milk New Zealand Dairy debuted its instant fresh milk powder after benefiting from successful product launches at the two previous CIIEs. The firm mentioned that the CIIE has become the golden key for the dual-circulation economic development pattern, and that they will continue using the CIIE as a platform for introducing their high-quality brand and products to China as a means of becoming part of the enormous Chinese market.

ABB debuted its unmanned aerial vehicle-based gas leak detection solution at the CIIE.

Ophthalmic optics company, Essilor, made the global public debut of its new generation of eyeglass lens solutions as part of the effort to cope with the increase in myopia globally. In China, 54 percent of children ages 6 to 18 suffer from myopia.

A one-stop solution for Belt and Road travel safety risk management was launched by French company Europ Assistance. Europ Assistance will provide optimized health management and medical assistance resources for customers traveling to countries and regions related to the Belt and Road Initiative, and the firm noted that the CIIE is the perfect platform to launch these. **B**

“新时代，新平台” 第三届中国国际进口博览会

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第三届中国国际进口博览会 (CIIE) 11月4日在上海开幕。在新冠疫情给全球经济带来严重冲击的背景下，进博会吸引着全球关注目光。

来自全球 150 多个国家和地区的 3600 多家展商聚集于此，规模比首届更盛大。经贸合作累计意向成交达 726.2 亿美元，向世界交出一张亮眼的“成绩单”。作为世界第二大经济体和第一大货物贸易国，开放的、高速增长的中国市场已经成为国际市场中举足轻重的一部分。进博会不仅为许多国家和企业搭建了绝佳的进入中国的平台，而且还在一定程度上代表了全球消费者对美好生活的向往与追求，实现“买全球、惠全球”。



WILL BLOCKCHAIN BE THE FUTURE OF E-COMMERCE?

By Annie Kerr

Shoppers are changing their way of shopping; from going out to shop for things, they are shopping online from E-Commerce sites. Similarly, they are adopting different methods for paying online. It is clear that in the coming times, there will be a plethora of payment methods.

Earlier, there were only credit and debit cards, but today, there are numerous digital wallets as an option. According to a study, 45% of millennials use a mobile wallet for online payment. E-Commerce giants have therefore already started to focus on Blockchain because it is estimated that over 10% of the global GDP will be kept in Blockchain platforms by 2025.

Blockchain is so powerful and popular that a very well-known alternate currency is based on it.

How Blockchain is becoming the future of the E-commerce Industry

PAYMENT SECURITY

One of the remarkable things about Blockchain is that it offers an irreversible transaction facility. Thanks to this, E-commerce businesses can always be aware of scammers. There is no unilateral payment processing, which is why customers who make false claims cannot achieve much. Furthermore, it is of great benefit to sellers because they are the ones who are the most commonly affected by such claims.

E-Commerce stores use third-party payment gateways, which is not only expensive for them, but it is also time-consuming. Blockchain, though not lightning-fast, won't consume much time. Additionally, it assures a highly secure payment system. This is why so many people are resorting to using it.

1. Transparency

E-commerce platforms don't provide many details about the customer journey. They do it to improve their customer services in the future. The customer journey refers to the experience from the point where the customer places the order till the delivery of the item.

If Blockchain powers an E-Commerce store, there will be transparency at the customer's every step. It will help sellers suggest products according to customer preferences, which will benefit both parties. Here are some additional benefits:

1. It will help bring in positive feedback from authentic customers
2. Sellers can provide personalized offers and similar programs to their customers
3. It will help store product warranties, providing easy access to data

2. No High Transaction Fees

E-Commerce stores charge high transaction fees from sellers for providing payment solutions, and there is a charge on the sales they make. On average, it is 2-3% of the total transaction price. This problem does not exist with Blockchain technology. Customers can pay directly to the machines. It reduces the transaction cost, but overall, it is of great benefit to both the sellers and the buyers.

3. Helps prevent breaches

E-Commerce stores store the buyer's data on a unified server. Even the biggest companies, such as Amazon, have experienced data breaches, where hackers broke into their system.

Blockchain offers a solution to this problem because it has redistributed servers, making cyber-attacks almost impossible. Therefore, E-Commerce websites can rely on Blockchain to preserve their customer data effectively.

4. Blockchain and AI


Blockchain is robust by itself, but it becomes even more powerful when AI empowers it. Because of its cognitive abilities, the technology helps save a lot of time in searching for products as it can now understand the preferences and habits of the customer.

It is not the newest concept, because many companies are combining Artificial Intelligence with Blockchain with the aim of building a better marketplace. Blockchain helps establish a secure peer-to-peer network, removing go-betweens from the payment system. When it comes to power with Artificial Intelligence, both help create a website that can optimize overall efficiency.

5. The Blockchain Revolution

The E-commerce industry can significantly benefit from the help of Blockchain on their platforms. Not only will they get transparency and security, but it also helps increase efficiency to a significant extent. It is an excellent way

for E-commerce stores to gain their customers' trust and expand their base.

With Blockchain, E-commerce companies can easily handle their databases while keeping a check on the payments and inventories. All in all, it dramatically reduces costs, and in the long term, leads to higher profits, happier customers, and a stronger company. 

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为什么区块链将成为未来电商推动力？

随着互联网普及率的不断增高，中国电商稳步发展，到2019年上半年，中国的网络零售总额已达到19万亿元，占社会总零售额的24.7%。移动终端和支付技术的进步推动电商在网民中的渗透率提升，电商体系在中国发展已经是相当成熟，但是，用户规模也逐渐触达网民规模的天花板。过去十年电商为消费者带来了便利，但传统电商暴露出的痛点迫在眉睫，而区块链+电商的模式，将会是未来十年最理想的发展模式！





MALTA ISLAND

A COASTAL LANDSCAPE WITH VAST HISTORY

By Nikita Jaeger

Malta Island, at times referred to as Valletta, is the largest island of the Maltese archipelago in Southern Europe. Located in the Mediterranean Sea between Libya and Sicily in Italy, Malta Island is an amalgamation of several tiny towns forming a huge urban zone. The landscape features low hills and terraced fields.

During ancient times, Malta was a busy naval base. It has a long and exciting history dating back to the beginning of civilization and the Neolithic age, and empires ranging from Phoenicians, Carthaginians, Romans, French and British all left their traces here. Every era has added a unique contribution to the heritage of the country.

It is a lovely travel destination with countless recreational areas, historical monuments, exquisite architecture, beautiful seashores, and warm climates. The UNESCO world heritage sites of Malta Island include seven megalithic temples, Hal Saflieni Hypogeum and Valletta. and the relics include enigmatic temples devoted to the goddess of fertility.

VISA REQUIREMENTS

Malta falls under the Schengen group of countries that comprises 26 European countries allowing unrestricted movement of people between them. Nationals of the European Union and European Economic Area do not require a visa for Malta, irrespective of the period and purpose of stay. However, if those nationals plan to reside for an unlimited period, it is mandatory to register with regional authorities after 3 months.

Citizens of North America, South America, and Australia can gain visa-free access for a 90-day stay, but citizens of most African and Asian countries require a visa to enter. In exceptional situations with unforeseeable reasons, one can get a Schengen visa on arrival. Visitors must have a valid passport with three months' validity from the entry date.

How to reach Malta

The only airport is Malta International airport, which operates regular flights from almost all major airports in the Middle East, North Africa, and Europe. From nearby islands, people can easily navigate to Malta through Marsamxett harbour and Grand harbour. Many cruise operators included Malta Island in their cruise itineraries. Direct ferry services are available to Malta from many Mediterranean ports.

Moving around

Malta Island has an excellent bus station at Valletta, with service to almost all villages and towns. Public bus services are the best means to get around to almost all tourist spots on the island, and you can rent a car, scooter, bicycle, or motorbike, or hire a taxi if needed. National and international driving licenses are accepted here. White





taxis pick passengers up from any place except bus-stops. Regular ferry services are available to nearby islands.

IMPORTANT ATTRACTIONS

Significant historical monuments
Malta Island has a host of historic landmarks and cultured restaurants. The elegant capital of Malta, Valletta city, is a testimony to the magnificence of the Knights of Malta. In 1530, the King of Spain gifted the Maltese Islands to them for their sound urban planning and efforts in creating a significant capital city.

The regular town plan and organized public squares make navigation very easy. The city's centre is Saint John's Cathedral, built in the sixteenth century by many high ranking knights from different countries such as Spain, France and Italy. The lavish interior of the cathedral amazes everyone with its luxurious gilded decoration.

Baroque architecture

The entire city has Baroque architecture, featuring neoclassical as well as modern

architecture. Since 1980, Valletta has been a UNESCO world heritage site. The fortifications of the city include bastions and cavaliers, along with magnificent city gates, palaces, churches and gardens.

Grand Master's Palace

The Grand Master's Palace in Valletta boasts magnificent paintings and armoury which tell about the military victories of knights. It is a great place for those who appreciate historical monuments and culture.

Mdina Gate

Mdina, the fortified city located high on a hillside in northern Malta, offers impressive views of the rural landscape. The historic designs on the walls and the streetmazes of Mdina are a spectacular visual treat. No cars are allowed in this silent city, making it the most peaceful location to explore on foot.

Hal Gharghur - Traditional villages

You can find the historical connection in each city and village on Malta Island. Hal Gharghur is a charming village away from the seasonal crowds, where you

can experience the everyday lives of the Maltese people. There are also a few architectural examples of the nineteenth century to explore at Hal Gharghur, such as Lieutenant's Palace and the Old bakery, that gives insight to the Arabic history of Malta.

THINGS TO DO

Golden Bay beach

Golden Bay beach located in northwest Malta is the prettiest beach on the island, filled with beach umbrellas and lounge chairs. You can experience the best sunbathing on this extensive shoreline of golden sand, listening to the gentle sound of waves. The water is clean, quiet and safe for swimming. The facilities, such as changing rooms, toilets, etc. are well maintained here.

Silema

Sliema, once a fishing town in Malta, is the most famous holiday destination with a coastal landscape. Tourists can experience the local cuisine at the extravagant cafes and restaurants here. Italian, North African and British influence is evident in the dishes.



Many travellers also visit Manoel Dimech Street in Sliema, Malta's fashion capital, for shopping. There you can find huge malls, independent designers, and more.

Dingli town

Dingli town stands apart from the rest of the cities in Malta. It is popular for its remoteness and its striking cliffs which offer spectacular seaside panoramas. Buskett Gardens is a beautiful picnic spot in the town, concealed amongst orange and pine trees. Verdala Palace in Dingli, built-in 1586, is the summer residence of the President of Malta. It is always open for public tours.

Activities

For those who love photography, Malta Island is a perfect place. St. Julian's town features a charming bay, and Carmelite church in neo-gothic style. The Portomaso Tower soars high, giving the best panoramic view of the island.

In Malta, one can experience the best summertime swims whenever you want. Mellieha is the most famous resort town, with an array of excellent beaches, and Coral Lagoon in Mellieha is an awe-inspiring diving spot. You can find the best restaurants on the island at Marsaxlokk, a beautiful fishing village on the south-eastern coast, where colourful fishing boats along the seashore are a lovely sight. Also, don't miss experiencing the open-air markets here on Sundays.

Conclusion

Malta Island experiences spectacular weather all year. Summer is the most popular tourist season as tourists throng to the pristine beaches for a break. In addition to the seashore experience and fun, Malta is famous for its extensive history, architecture, art and innovative cuisine. Historic landmarks like ancient churches, fortifications are spread across the island.

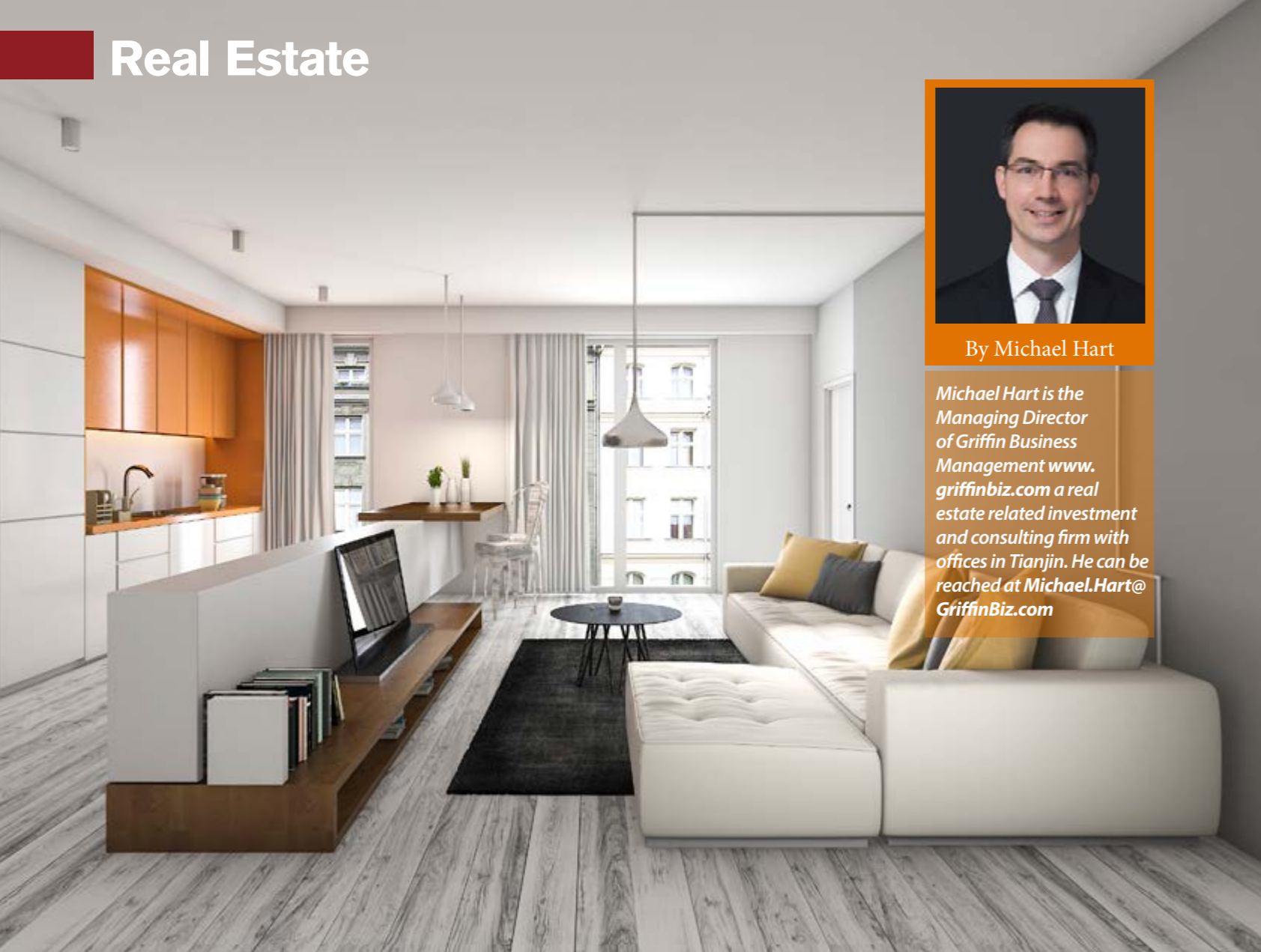
Though one of the smallest islands, Malta doesn't lack charming villages and towns that are well worth a visit.

B

马耳他岛：悠久的历史、丰富的美食与天堂般海滩共存之地

马耳他在地理位置上位于南欧，毗邻意大利，和西西里岛隔海相望，全国由马耳他主岛、戈佐岛、科米诺、康米诺托和费尔夫拉岛五个小岛组成，其中主岛最大，第二大岛为戈佐岛。马耳他历史悠久，可追溯到人类文明的开端。在所有与马耳他相关的历史传说中，最著名的无异于马耳他圣约翰骑士团的骁勇善战，和几百年的被统治时期。如腓尼基人，阿拉伯人，诺曼人，法国人，英国人，都曾在这个小岛上留下了鲜明的印记，所谓是一部完整的欧洲发展史。这是一个绝佳的旅行目的地，拥有无数的历史古迹，精美建筑，美丽的海滨和温暖的气候。本文为您介绍前往此地的签证要求，到达方式，著名景点等。





By Michael Hart

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COVID'S CONTINUING IMPACT ON REAL ESTATE

China has fared pretty well compared to other countries when it comes to controlling the spread of COVID-19 and lessening the resulting economic impact. That said, the country has still felt some effects that can be seen in the real estate market. This includes office buildings, hotels and especially shopping malls and retail-related projects which first needed to be shut down and now are adapting to a post pandemic world. How will these types of projects be impacted in the longer term? A recent report by the Urban Land Institute (ULI) and accounting firm PWC focused on the North American market has addressed some of these issues, and I think at least some of them are also relevant to the China market.

In their recent report "Emerging Trends in Real Estate – 2021 for United States and Canada" ULI and PWC highlighted ten major trends playing out thanks to COVID in the North American Market. I

selected several of these to share that seem to also have relevance to the China market.

THESE TRENDS ARE:

- Are we home yet?
- Accelerating the retail transformation
- Location, location, safety
- From just in time to just in case

ARE WE HOME YET?

The report noted that the concept of Work From Home (WFH) has been discussed since at least the 1980s, but the adoption of working at home instead of at the office, sometimes referred to as telecommuting, never achieved critical mass. There were many reasons for this, some related to the concern of managers that staff would not be productive at home or the reality that sharing some types of information or having group discussions just wasn't easy from afar.

The recent combination of the pandemic which forced people to abandon their offices for long periods of time and the improvements in and availability of newer technologies has pushed most companies to try allowing employees to work from home. Now the advantages that many folks have experienced in working from home have led to a push by some companies to make this change a permanent one.

The positive outcome for people is the reduction of time spent commuting, and in some cases, the ability to help with other duties at home. The positive impact for cities is reduced traffic congestion and related savings in energy and reduction in car-related pollution. Companies may also be able to save money on occupancy costs if offices no longer need to be large enough to accommodate all workers every day.

There are challenges, of course, including the fact that some jobs can't

be done from home, but with more knowledge workers in our economies, generally being further up the pay scale correlating with more knowledge work, the more easily these jobs can be done remotely. This trend appears to be here to stay.

ACCELERATING THE RETAIL TRANSFORMATION

Traditional retail outlets such as shopping malls and department stores have been under siege for some time, even before COVID-19. An increase in e-commerce options put pressure on retailers to make the best use of their 'brick and mortar' stores and had already pushed some big box retailers out of business. The recent pandemic which forced the short term closure of many malls has put great pressure on retailers and dozens, including J.C. Penny, J. Crew and Brooks Brothers, have declared bankruptcy. But expect even more changes to come to the retail sector.

This pandemic is likely to push even more retail online. Shopping from your computer keeps shoppers away from other people, comes with the benefit of home delivery and allows people to find more options than could be carried in one physical store. One immediate impact of this retail transition has been, and will continue to be, the closure of stores, the failures of retail businesses, especially many small family-owned ones, and the resulting elimination of many service sector jobs. This will create many empty retail locations which will eventually mean the closure of some malls and the failure of some retail related Real Estate Investment Trusts (REITs.) These properties will eventually be repurposed, but expect to see big pain in the retail sector.

The challenges and potential failure of many parts of the retail sector stands in contrast to some of what made it great in the first place—we like to go shopping and we like to gather with

friends and family around food. Expect that somehow, there will still be a role for shops and restaurants, but the retail sector and retail real estate will certainly continue to change.

LOCATION, LOCATION, SAFETY

This is, of course, a play on the old saying that the three most important things for success of a business are location, location, location. And since location is at the heart of the real estate industry, when people start to think of a crowded mall or office as a negative instead of a positive, this is likely to turn the property industry on its head. This is obviously linked to the retail sector discussed above. People are now looking for areas that are not as crowded, or they prefer to dine outside instead of inside. Property owners are going to have to adapt by reducing maximum occupancy levels. Areas with low density may now be even more preferred, which will also change how tenants think about the pricing of a location. Think of movie theatres which did their best to pack us into a space, elbow to elbow and knee to knee. That isn't going to work anymore.

Although this is initially going to be a major challenge to the property market, this trend appears to be one that may bring many positive innovations to the real estate industry. Already adaptations such as touchless elevators and automatic doors which already existed are getting more prominence. Likewise, the report predicted that a whole range of innovations in the field of "prop tech", that is, technology around the property business, are likely to emerge—think of smart buildings with more health and safety sensors, new automated cleaning systems and much more. Wouldn't we all feel better if technology can help steer us away from crowds or give us assurances that automated filtering technologies are working in the places we work, shop and live?



CONCLUSION

As highlighted by several of these trends, the impact on real estate from the COVID-19 pandemic appears to be wide ranging. The pandemic has pushed Work From Home from a niche concept to a widely accepted alternative to traditional office jobs. Companies who had prospered by keeping their supply chains lean are now looking for options to build in more resilience either by building in more inventory or by reducing the length of supply chains.

Retailers who were already being pushed to adapt to e-commerce received a major shock when traditional retail locations were shut down. Many retailers may not survive, and those that do may be less profitable and may see their business model shifted. And finally, in future, we'll start thinking about the health and safety aspects of a property a lot more than we do now. In all of these cases, when businesses change their models of operation, the related real estate assets will be impacted. Expect to see even more changes in 2021 as many of these trends become more evident.

新冠疫情对房地产行业的持续影响

与其他国家相比，中国在控制新冠病毒的传播，和减少由此产生的经济影响这两方面表现良好。话虽如此，中国仍然受到了一些影响，而且反映了在房地产市场上。其中，包括办公楼，酒店，尤其是购物中心和与零售相关的项目。这些项目首先被关闭，或暂停了，并且要根据新冠疫情后的世界来调整它们。这些类型的项目将如何长期受到影响？普华永道 (PwC) 和城市土地研究所 (ULI) 联合发布的针对北美市场的报告提出了一些问题，我认为至少其中一些问题也与中国市场有关。报告对房地产市场提出了四个未来发展的愿景。本文为您深入剖析这四个预测，以及背后的原因，和实现的可能性。

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FROM JUST IN TIME TO JUST IN CASE

Over the past half century, great care has been taken to reduce inventory and its associated costs. This has meant reducing the time a business holds inventory and eliminating the amount of space allocated for storage in factories, stores and businesses. These two savings, the reduced need to own a larger inventory and their reduction of space to store that inventory both resulted in savings. The problem is, this "just in time" delivery works well, until it doesn't. And with interruptions in production and delivery, factories have had staff standing idle on the factory floor waiting for materials or components to arrive. Likewise stores have run out of stock of some products, which means they weren't able to complete sales. Furthermore, even for e-commerce, the time needed to get products delivered to a customer's home have grown longer when their supply chains have been impacted. Although most supply chains globally are up and working again, there were several examples of major interruptions right when businesses were shut down around initial COVID-related lockdown periods.

The result is that now, all types of businesses are rethinking their supply chains and are preparing to be a little

less, "just in time." Many have decided it may be better to hold a bit more stock, to have a little more "just in case" and to try and be better prepared for interruptions in their supply chains. There is talk now of supply chain resilience, meaning how prepared is a supply chain to cope with major disruptions. This will result in more warehouse demand and an increase in carrying cost for inventory, but will also mean fewer shortages in the case of any future pandemics or other major economic shocks. It will also mean that next time stores and factories are designed, they may be a little bigger to make room to hold more stock.

An additional impact of concern about supply chains may be what is called 'near shoring.' After outsourcing pushed many factories far away from their customers, like sending factories to China, some north American manufacturers are now looking more seriously at moving production to Mexico or other relatively cheaper production locations that are closer to their home market. The shorter distance in the supply chain will also hopefully reduce their supply chain risks, but this of course creates a challenge for China, the factory of the world. This will have an impact on prices of land for manufacturing facilities and even longer term for port-related facilities.

ALIBABA REVENUE UP 30% IN Q2 OF 2021 FISCAL YEAR

Chinese e-commerce giant Alibaba said that its revenue surged 30% year-on-year to 155 billion yuan in the second quarter of its 2021 fiscal year. Revenue from core commerce increased 29% year-on-year to 130.9 billion yuan, and revenue from its China commerce retail was up 26% to nearly 95.5 billion yuan. Meanwhile, that from cloud computing was nearly 14.9 billion yuan, an increase of 60% compared to the same period of the last fiscal year.

According to the company, there were 757 million annual active consumers in its China retail marketplaces, an increase of 15 million from the 12-month period ending on June 30, 2020.

Source: China Daily



CHINA FOILS WORLD'S LARGEST STOCK LISTING 48 HOURS BEFORE KICK-OFF AS ANT GROUP DELAYS MARKET DEBUT IN SHANGHAI AND HONG KONG

China's regulators foiled the largest stock sale in global finance as they called a halt on the 5 November debut of Ant Group's shares on the Shanghai and Hong Kong exchanges, less than 48 hours before the highly anticipated start of trading. A meeting between Ant Group's senior executives and China's top financial regulators led to "significant change" to Ant's business environment, which may result in the fintech company not fulfilling the listing requirements or disclosure rules, according to Ant Group's statement to the two bourses.

As a result, the trading debut of the company would be postponed, Ant Group said in its statement to the Hong Kong exchange, adding that it would announce further details "relating to the suspension ... and the refund of the application monies" as soon as possible. The Hangzhou-based company, an affiliate of this newspaper's owner Alibaba Group Holding, is raising up to US\$39.67 billion in the world's largest initial public offering in Shanghai and Hong Kong.

Source: Southern China Morning Post



CHINA SEEN AS GLOBAL INVESTMENT STABILIZER

China is expected to have attracted a total of \$690 billion in foreign direct investment during the 13th Five-Year Plan (2016-20) period, and will offer its pilot free trade zones greater capacity to attract more global investment over the next five years, government officials said.

The Ministry of Commerce is currently compiling a plan for the utilization of foreign capital during the country's 14th Five-Year Plan (2021-25).

Zong Changqing, Director-General of the ministry's Department of Foreign Investment administration stated at a news conference during the ongoing third China International Import Expo in Shanghai that the government will steadily promote the growth of its FTZs, the Hainan Free Trade Port and national level economic development zones to maximize their role as the "main areas" of the open economy during this period.

He added that the country will also support Beijing's building of a



comprehensive demonstration zone for the further opening-up of the service industry, and increase the number of comprehensive pilot projects to stimulate growth in this sector across the country.

Thanks to the nation's early recovery from the COVID-19 pandemic and its strong industrial and supply chains, human resources and well-developed infrastructure facilities, China has become a "stabilizer" and "safe haven" for global multinational investment.

Source: China Daily

BYTEDANCE SEEKS TO RAISE CASH IN A DEAL THAT VALUES TIKTOK'S PARENT

ByteDance is in discussions to raise US\$2 billion before listing some of its businesses in Hong Kong, people familiar with the matter said, even as it seeks to avoid a ban on its TikTok service in the US.

The Chinese company is in talks with a group of investors, including Sequoia, over funding that would boost its valuation to US\$180 billion, the people said, asking not to be identified discussing a private deal. ByteDance could then start preparing some of its biggest assets including Douyin and Toutiao for an initial public offering (IPO) in Hong Kong, the people said. The company was last valued at US\$140 billion, according to CB Insights.

ByteDance, already the world's most



valuable start-up, is in the throes of fighting a ban on TikTok in the US after the video service was labelled a national security threat. It's now seeking US and Chinese government approval for a deal to sell a stake in the app to Oracle and Walmart, though negotiations became bogged down during the elections and legal battles over the implementation of the ban.

Source: Southern China morning Post

SAMSUNG LAUNCHES 5G-ENABLED FOLDABLE SMARTPHONE

Samsung Electronics Co Ltd unveiled its latest handset W21 5G, teaming up with the country's major telecom carrier China Telecom in a bid to get a bigger slice of the world's largest smartphone market.

Powered by the superfast 5G technology, the mobile phone serves as a tablet when fully opened and becomes a phone when closed. When folded up, the phone has a 6.2-inch AMOLED display designed to fit in the palm of the hand, and when opened, it has a 7.6-inch display that's tablet-sized with a 120 hertz refresh rate.

Priced at 19,999 yuan, the W21 5G is equipped with Snapdragon 865 chipset, and boasts 512GB internal storage and a 4,500 mAh battery. It also has two SIM card slots.

Last year, Samsung unveiled its first consumer-ready foldable smartphone, the Galaxy Fold.

Global foldable smartphone shipments



will grow from under 1 million units in 2019 to 100 million by 2025, according to the latest research from Strategy Analytics. It predicted that foldables will be the fastest-growing segment in the premium smartphone market for the next decade.

Source: China Daily

CNPC ASSURES ENOUGH GAS FOR HEATING SEASON

China National Petroleum Corporation, the country's largest oil and gas producer by annual output, said it will continue to maximize production at domestic gas fields while ensuring adequate gas imports to ensure sufficient supplies for the upcoming heating season.

The company, which is better known as PetroChina, is the biggest supplier of gas in China, accounting for more than 70% of the total. It plans to produce more than 128 billion cubic meters of natural gas this year.

It will supply 98.67 billion cubic meters of gas, sourced from home and abroad, during the upcoming heating season. That will mark an increase of 10 billion cubic meters from the same period last year.

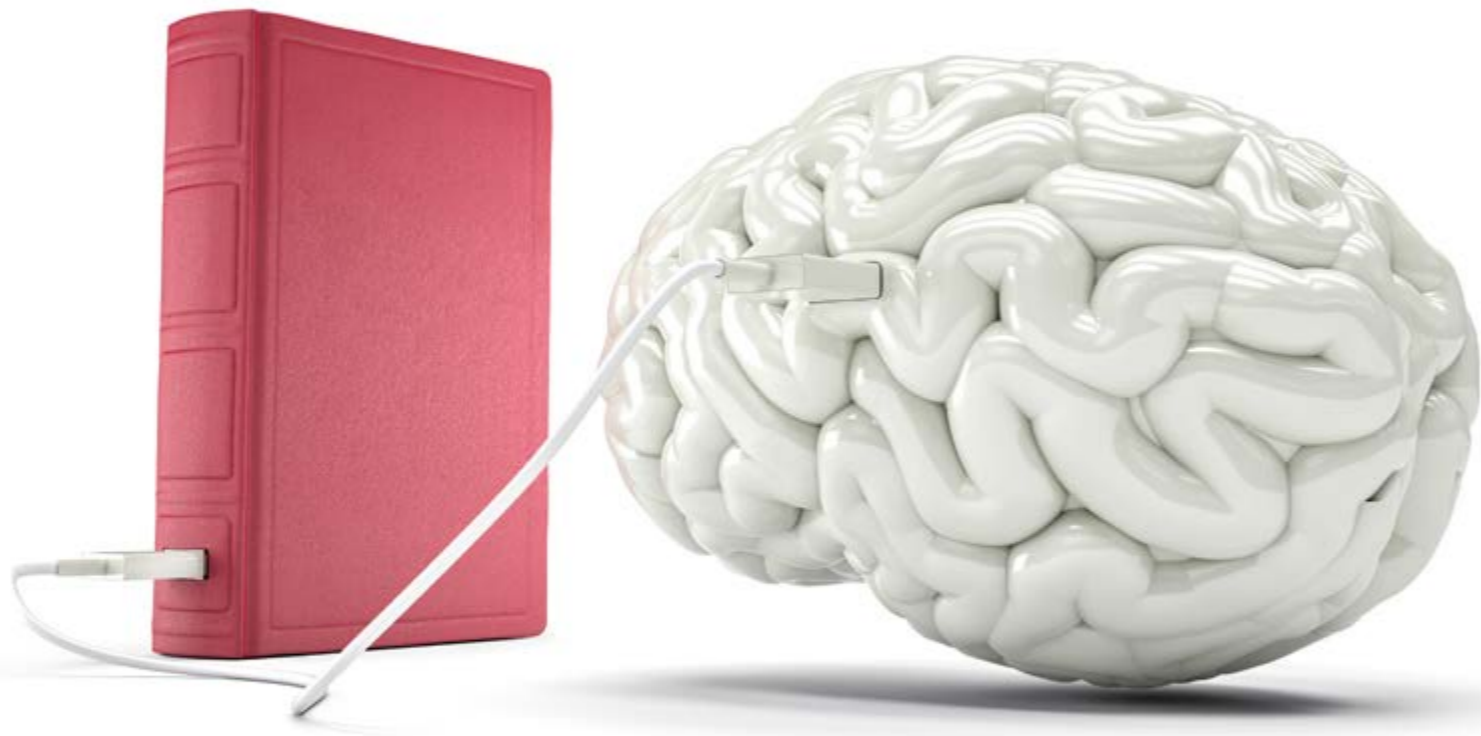
CNPC said its gas production during the first three quarters of this year exceeded 95 billion cubic meters, up 8.4% year-on-year.

All of the company's gas storage tanks have



finished injection. As much as 12.4 billion cubic meters of gas are available during the upcoming winter and spring, 1.6 billion cubic meters, or 14.8%, more than the same period of previous year.

Source: China Daily



NETWORK-BASED TELEPATHY

By Rita Koch

Imagine a world where you don't have to worry about looking someone up, finding their phone number, or searching for their address. Imagine not knowing someone at all, but knowing exactly what they need at a given time. What if you could do this by simply looking at them and having all their information laid out for you at that moment?

It sounds like a perfect world. A reality like this also sounds as if it could be decades away. But technology advances faster than we can keep track of. Believe it or not, we've already taken some big steps forward in the world of telepathy.

PAST STUDIES IN TELEPATHY

In 2015, researchers at the University of Washington successfully managed to transfer

messages between two humans. This was probably the biggest breakthrough in research on network-based telepathy.

The experiment went a little like this: the two individuals played a question-and-answer game much like the game, *Guess Who?* but with an array of objects. Both respondents wore an EEG cap that recorded their brain activities. This cap captured their mental signals and transferred them

to the other person over the internet. The experiment was conducted in two dark rooms with a total of five pairs of participants. They all played about twenty rounds of this Q&A game. The coolest part? 72% of the answers given by participants were correct.

The idea of a person-to-person experiment was created in 2011 by Rajesh Rao. In 2013, researchers tried to connect animal minds by inserting electrodes into their brains. In 2014, the University of Washington received a \$1M grant that enabled them to extend their research further. This allowed them to conduct a successful study of human-to-human telepathy.

CURRENT STUDIES IN TELEPATHY

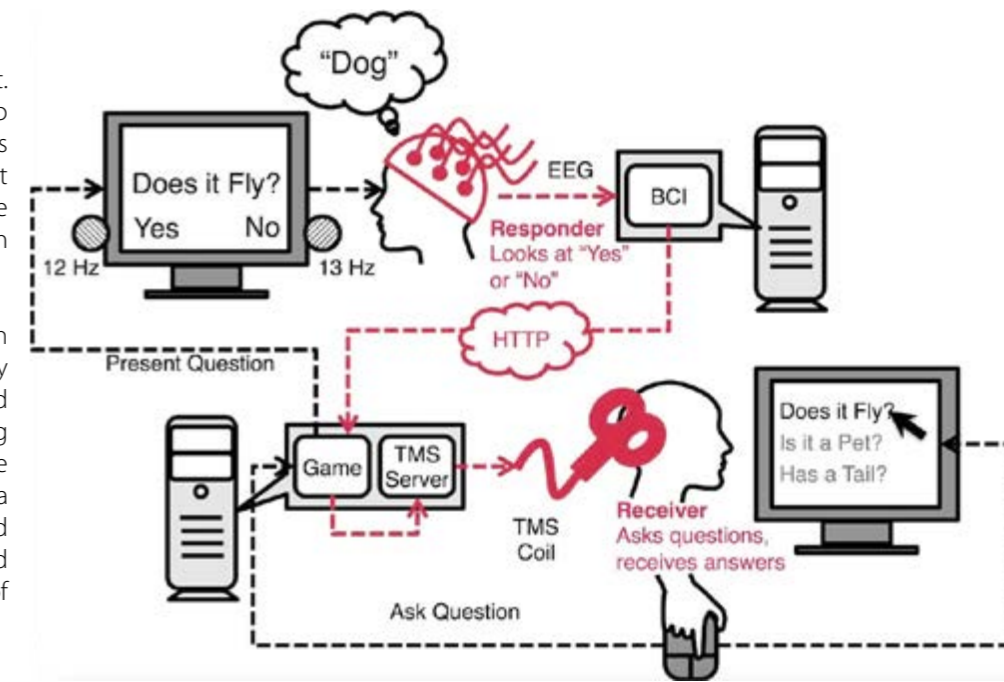
You may be surprised to know how far we have come in just five years. There are many researchers, companies, and organizations that have come forward with telepathy-like technology.

First, Elon Musk introduced the Neuralink, a device that will help patients with brain disorders or trauma to do basic activities, such as using their phone without touching it with their hands. Facebook is currently working on an interface that will let users type with their thoughts. Bryan Johnson, the founder of Braintree, is doing similar experiments and projects. A lot of these projects are still in the early stages, but with recent advancements in technology, there is much to expect and hope for. Researchers are pushing their limits every single day.

WHAT CAN NETWORK-BASED TELEPATHY MEAN FOR THE FUTURE?

When we open a blank page for the future, there is so much we can add to it, so much we can think about and yet not be able to put it into words. But theoretically, how can we take advantage of network-based telepathy in the future? Let's allow ourselves to dream for a while.

Telepathy would change so many



traditional processes that we use daily, especially for professionals. For example, network-based telepathy would create a whole new experience with online dating. Users would be able to connect with others simply through their thoughts. It would skip the time-consuming process of meeting every person that doesn't fit your interests. It would allow you to skip down the line.

In the healthcare industry, it is very difficult for doctors to examine a potentially premature baby ahead of time without harming the mother. Network-based telepathy would allow health professionals to assess brain growth, nerve cells and so much more, which could help them to detect preemies in time. This, in turn, will prevent millions of children from being faced with mental challenges, physical challenges or death. On another note, it could change the way we look at babies!

Network-based telepathy could also improve the way we talk with others. (Talk about communicating with animals!) In addition, it would improve long-distance communication. If we allow ourselves to dream, there are a plethora of possibilities when it comes to telepathy.

OVERVIEW

Humans have already talked telepathically through the internet. Monkeys and rats have solved problems and have been controlled by humans—all through their minds. Telepathy has always been our go-to answer when asked "What superpower would you like to have?" But we may experience this possibility in the future. Will humans go through a revolution? Will our future truly change the way we live and conduct our everyday tasks? It's time to ask the big questions. **E**

“脑联网”：心灵感应将成为现实？

想象一下，您不必查找某人的电话号码。你根本不认识某人，但却能一眼看出他所有的个人信息？这样的事情听起来似乎遥不可及，但是大脑-计算机对接的进展正在将脑间直接传递思想的科学幻想变成现实。过去几年发表的一系列研究宣告了动物之间、人之间甚至人鼠之间脑活动的直接传输。这种“脑脑对接”（BBI）通过连接两个个体的大脑实现了脑活动的实时直接传递。虽然目前的脑机接口技术与科幻作品中的描述无法比拟，但通过意念简单操纵机器，正一点一点走进现实。

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What is it like inside a Google office?

Let's take a look at a local Google office, which has the following amenities:

1. Billiards tables
2. Foosball tables
3. Basketball court
4. Massage table
5. Table tennis
6. Gymnasium

Apart from that, the Google office has several cafeterias with chefs who prepare local cuisines for all different tastes from different parts of the country.

All of this sounds fascinating, and not only is it a great way to lure employees, but it is equally effective in keeping them working happily for a long time.

FINAL WORDS

Google does three highly effective things to increase employee productivity:

Firstly, they do not over-engineer the on-boarding process. There is a simple one-month program that focuses on emphasizing crucial tasks that help increase an employee's productivity.

Secondly, they emphasize the basics and leave space for creativity to develop. It is relatively straightforward to look at it this way: We must not forget the must-haves while running behind the to-haves.

All in all, Google is a dream place to work, considering all its perks. But you also need to be innovative to start the journey there. **B**

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By Betsy Taylor

GOOGLE SHOWS HOW TO MAKE EMPLOYEES MORE PRODUCTIVE

Google is one among the Forbes list of the hundred best organizations to work. With offices in over fifty countries, Google has around a hundred thousand employees in over 150 cities. Furthermore, two in every five Google teams have employees who work from various locations, which means that there's a need for careful coordination and logistics during video meetings.

Google has a unique working culture, and if you look at the workplace pictures, it seems like it's a playground for adults. However, this is one of the factors contributing to its productivity and success. For those who don't know, Google has people whose primary job is to maintain and increase productivity and keep the staff happy! So, what does Google do to achieve this?

How does Google hire its employees?

Google gets hundreds of thousands job applications yearly, which means they get around 6,800 applications per day and five applications per minute. And they go through each one of them.

Furthermore, Google is a company that values thinking and innovation. How you think when you're under pressure matters a lot, and a non-answer or an "I don't know" won't help you get a job there. They may ask questions such as how many golf balls will you be able to fit in a school bus. Questions

like these might seem irrelevant or unnecessary to employees, but it is a very prominent method Google uses for filtering the candidates with the most innovative thought processes. Other than that, Google is also known to hire its employees with acqui-hiring (the process of acquiring a company primarily to recruit its employees, rather than to gain control of its products or services).

Google retains, attracts, and keeps its employees happy by having a great atmosphere with fascinating job perks.

WHAT ARE THE PERKS OF BEING A GOOGLE EMPLOYEE?

1. Free meals; chefs prepare breakfast, lunch, and dinner
2. Free haircuts, health check-ups, dental check-ups, and dry cleaning
3. Gym, swimming pool, and subsidized massages
4. Foosball, table tennis, and video games
5. Hybrid car subsidies
6. Physicians present on site
7. Nap rooms

Furthermore, Google employees can spend 20% of their work time doing projects of their interest—a very innovative idea. Google

also has an entirely different work approach. The employee policies defy many standard norms of conventional workspaces. For instance, Google employees don't need to wear a suit or come to work every day.

Apart from all of this, there are various death benefits for a Google employee. If a Google employee dies, Google pays half of the employee's salary to their partner for the next decade, and 1000 USD to their children every month until they turn 19.

There are no minimum tenure requirements to be eligible for the death benefits, but as of now, only Google employees in the U.S. are eligible.

Google (谷歌) 是如何激励员工的生产力的?

Google (谷歌) 曾被《财富》杂志选为美国最适合工作的公司。谈到对于员工的激励,毫无疑问 Google (谷歌) 走在其他公司的前面。谷歌拥有一支超过 10 万人的员工队伍,为全球数以亿计的客户提供服务,正是谷歌正确的激励方式,才能让如此庞大的员工队伍能够乐于工作,勤勉贡献,不断迸发出独一无二的创意,开发出优秀的产品。本文为大家分享一下 Google (谷歌) 的员工激励案例,希望能让读者们获得有益的启发。



How to Build an IDEAL BRAND IMAGE?

By Rita Koch

Marketing may look like a straightforward concept, considering aspects like content creation, campaigning, and advertising. But is it enough to generate decent sales? It is one of the best ways to build your business, but it is incomplete without brand image building. Creating the right image for your brand is highly essential. Let us have a look at how it plays a significant part in the growth of your business.

WHY IS IT ESSENTIAL TO BUILD THE IMAGE OF A BRAND?

According to a study, 60% of consumers purchase products only from the brands they trust. Furthermore, 21% of consumers buy products from a specific brand because it looks good, and they liked it.

Customers who are new and trying out your products turn into regular customers when they start trusting your brand. It marks the beginning of an emotional relationship between both parties. They start counting on your brand when they notice certain things like the high quality of products and excellent customer service.

When the same thing happens with numerous buyers, it forms a customer base. All in all, it is the foundation of the right brand image. Now, let's see how to build the ideal brand image.

TIPS TO BUILD YOUR BRAND IMAGE

1. Define the core values

Generating hefty sales and making quick money is not the only objective of a business. Owners know that there is always a bigger purpose than just making money, and that is where the core values lie. They lie in the larger goals, and it is highly essential to let customers know why you are doing what you are doing. It is one of the best things to do, and it

makes buyers trust you because in one way or another, the bigger purpose is mutually beneficial, and it shows that you value sentiments more than money.

Example of such an approach are a restaurant that aims to put a smile on people's faces, or a vehicle manufacturing company that wants to provide environment-friendly and reliable technologies to its customers. It will certainly build your brand image if you define these core values.

2. Fill the gap between your expectations of a brand image and your actual brand image

With proper assessment, you can achieve it all. If you have been trying to optimize your brand image but falling short, you should consider going to the root of the problem. The following are some steps you can take to address the places where you are falling short, and thus improve your brand image:

- Evaluate online reviews
- Keep a check on social media conversations about your business
- Get personal feedback by surveying your customers

After the assessment, you will get an idea of where the brand stands and where it needs to improve. Then you can easily compare it with your expectations and fill the void. Once you fill the gap, you must ensure that your expectations and your brand image's reality are in alignment.

3. Consistency

The first two things are the stepping stones to building the ideal brand image. But you need to remember that while it takes a lot to create the right brand image, it doesn't take much to tarnish it. To create a good impression, you must show consistency. Consistency means that you should regularly be posting content, and your social media pages must be up-to-date. But it does not stop there.

You must get into the details here. For instance, if you are posting regular content, you must make sure that the vocabulary is right, and make use of images and videos to help people understand better. Remember that people recognize your brand through consistency, and it takes more than a single impression.



4. Be creative, and don't take shortcuts

Art plays a huge role in bettering your brand image. Bringing innovation into work is one of the best things you can do because it always stands out, and that's what catches the eye of a potential customer. Never choose quantity over quality, and never replace hard work with stunts that can gain you quick attention.

5. Do not hesitate to rebrand

We all make mistakes, and if you think you made some while branding, don't hesitate to rebrand. Know that rebranding is always okay, and revaluation is still a good thing. Your brand's identity is in your hands, and if you think it is not up to the mark, do what's necessary to get back in the game! **B**

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如何打造一个理想的品牌形象？

为什么树立品牌形象至关重要？根据一项研究，60%的消费者仅从他们信任的品牌购买产品。客户在信任您的品牌之后，就会变成长期的忠实客户。它标志着品牌和顾客关系的开始。当他们注意到某些诸如高质量的产品，和出色的客户服务之类的优点时，他们便会开始喜欢上您的品牌。当许多购买者变成忠实客户后，它将形成一个客户群体。总而言之，这是确立一个正确的品牌形象的基础。现在，让我们看看如何建立一个理想的品牌形象，以及它在您业务增长中发挥的重要作用。





BACKGROUND

The regulation on protection and treatment of personal data as well as transfer of personal data and other obligations related to the data protection are included in the Cyber Security Law of the People’s Republic of China (“Cyber Security Law”) which came into force on 1 June, 2017.

The PIPL, when entering into force, will provide comprehensive regulation of data protection and treatment in China. The content of the PIPL is inspired by the EU General Data Protection Regulation, not only in the principles that govern data protection and treatment, but also regarding measures to ensure its compliance as well as in the elevated sanctions.

Considering the companies’ internationalization, the information flow as well as the common intention of the headquarters or parent companies to control the information of its subsidiaries worldwide, in this article we would like to draw attention to four of the main aspects of the law that we understand must be observed by international groups with a presence in China and also by overseas entities handling the personal data of individuals located in China.

1. SUBJECTIVE SCOPE, BASIS AND DATA SUBJECTS RIGHTS

Subjective scope

The PIPL will apply to activities conducted to handle the personal information of natural persons within the territory of China. It is to be noted that the PIPL will apply regardless of the nationality of the relevant individual in China. Therefore, what is relevant to the law is the location of the individual in China, regardless of nationality, applying to the handling of both Chinese nationals and foreigners, as long as they are located in China.

Consent as the basis

The basis for the treatment of personal data is the consent to be expressed by individuals voluntarily and explicitly on the premise of full knowledge. With regard to this, should also be noted that:

- additional express consent must be requested for reinforced procedures such as:
 - i) treatment of sensitive data; and/or
 - ii) cross border data protection;
- The consent has to be expressed and explicit, therefore it must be understood as written consent, with other forms of consent not being accepted.

Data subject rights

The PIPL clarifies the data subject rights, including, amongst others, the right of information, explanation on the data processing, right to access, right to request a copy of the data processing, right to obtain a copy of the personal data, right to object processing, right to withdraw and the right to deletion.

2. EXTRATERRITORIAL APPLICATION OF THE LAW

The PIPL will apply to personal data processors handling personal data information of individuals within the territory of China. It must be noted that as per the PIPL, there is no distinction between Data Controller and Data Processor such as the EU regulations may include.

The law will also apply to those activities conducted outside the territory of China handling personal information of natural persons within the territory of China. Therefore, the PIPL will be applicable to companies without a legal presence or entity in China, in case of handling data of natural persons in China for:

- providing products or services for natural persons within the territory of china;

- analysing and evaluating the behaviour of natural persons within the territory of China; or
- other circumstances as stipulated by the Law.

In these cases, and in order to ensure relevant compliance and sanction enforcement, if any, the relevant entity outside of China must appoint a representative within the territory of China to take responsibility for handling matters concerning personal information protection, and report the name of the aforementioned representative to the authorities.

3. CROSS BORDER TRANSFER OF PERSONAL DATA

In accordance with the terms and conditions included in the Cyber Security Law, there were no restriction or special requirements for the transfer of personal data to entities in China or overseas, as long as the personal data was collected in accordance to the Cyber Security Law.

However, the PIPL mandates the separate consent of the individuals as well as the fulfilment of at least one of the following requirements:

- having passed a security

PERSONAL DATA PROTECTION IN CHINA

COMPLY OR PAY



Manuel Torres
Managing Partner
Garrigues China



Eduardo Antonio Bernal
Senior Associate
Garrigues China

The draft of the Personal Information Protection Law (the “PIPL”) released on 21 October, 2020, shows the effort of the legislator to protect the individual’s information through a comprehensive data protection law and high sanctions to ensure compliance.

The PIPL will have an impact, not only on companies with legal entities in the People’s Republic of China (“China”), but also on companies without legal presence in China that handle the personal data of individuals in China for commercial purposes.

Additionally, international groups with a presence in China also need to pay attention to the provisions of the PIPL as it regulates the cross border transfer of personal data for headquarters control, common in fields such as human resources, imposing elevated sanctions in case of non-compliance.

Foreign companies handling personal data of individuals in China will also be affected by the new Personal Information Protection Law, regardless of whether they have a legal presence in China or not.





TIANJIN MONTHLY EXECUTIVE BREAKFAST MEETING

Date: 19 November, 2020



For this month's Tianjin Monthly Executive Breakfast Meeting on 19 November, experts from KPMG enjoyed breakfast and shared insights into MNCs' post-pandemic outlook in China. Our speakers, Daisy Shen, KPMG Deal Advisory and Corporate Finance Partner, and Rose Qin, KPMG Tax Director, presented a professional evaluation of MNC's opportunities and challenges along with illustrative case examples and constructive strategy suggestions.

Despite a global economic slowdown, Daisy Shen depicts an optimistic outlook for continued economic growth in China under the "Dual Circulation Strategy," which pictures balanced cooperation between domestic and international markets. She also noted a significant substantial increase of 20% in foreign direct investment in the third quarter this year. Also, the Hainan Free Trade Port has been receiving attention, attracting fast-growing corporations such as Tesla. Meanwhile, encouraging policies for high-technology industries also present opportunities. However, MNCs also need to adapt to a maturing and slowing Chinese economy and possibly cooperate and compete with local players.

With this "new normal," the speakers advised MNCs to evaluate their development or exiting plan in consideration of the possibilities of strategy fix, joint venture, selling, and closing. Corresponding to these scenarios, Rose Qin presented expert tax solutions, noting recent changes in tax responsibility policies and the impact of Big Data on financial publicity.

AmCham China, Tianjin thanks KPMG experts for their insights, and the Conrad Hotel, Tianjin for hosting the event.

For more news regarding upcoming events in Tianjin, please check AmCham China, Tianjin's official event page.



UPCOMING EVENTS:

Monthly Executive Breakfast Briefing @ Conrad Tianjin

Date: 17 December, 2020

Excusive Tour of Chayora Tianjin Data Centre

Date: 17 December, 2020

- assessment organized by the State cyberspace authorities;
- having undertaken a personal information protections certification conducted by designated agencies; or
- having signed a contract with the overseas receiving parties to stipulate the rights and obligations of both parties.

Considering the personal data information flow between subsidiaries and parent companies especially common in certain departments such as human resources department, we would advise the companies to review both the consent already given by the individuals whose information they are handling, and whether they would be included under any of the aforementioned preconditions for the personal data cross border transfer.

4. LIABILITY AND SANCTIONS: COMPANY LIABILITY AND REPRESENTATIVE LIABILITY

One of the main differences with the CSL and one that shows the will of the authorities to reinforce the protection

of personal data is the double liability system, as well as the severe sanctions imposed.

The PIPL includes fines to be imposed not only on the personal information handler, but also on the directly liable person-in-charge or any other directly liable individual.

The sanctions may be up to 50 million CNY or up to 5% of the preceding year's revenue. Related to the calculation of the aforementioned revenue, the PIPL does not clarify the criteria for calculating the previous year's revenue and whether it will be limited to revenues in China or to the worldwide group revenues.

Sanctions applied to any direct liable individual might be up to 1 million CNY.

The PIPL draft released does not include a date for its entering into force. However, considering the significant changes regarding the data protection included by the PIPL, it would be advisable to consider an internal review of a company's personal data protection compliance in order to analyse and determine its adequacy concerning the upcoming obligations. **B**

《个人信息保护法(草案)》

侵犯个人信息权有“法”管了

现在，外国公司处理位于中国的个人数据，也将受到新的《个人信息保护法》的影响，无论它们是否在中国合法存在。2020年10月21日发布的《个人信息保护法》（“PIPL”）草案表明，立法者通过全面的数据保护法和严格的制裁措施来保护个人信息，以确保其合理性。《个人信息保护法》不仅会对中国中具有法人实体的公司产生影响，还将对在中国没有合法存在实体的，但将其个人数据用于商业目的的公司产生影响。此外，在中国有业务的国际集团还需要注意《个人信息保护法》的规定，因为它规范了个人数据的跨境传输（在人力资源信息等很常见），如果不遵守此类规定，则将采取严厉制裁措施。本文为您介绍此法规颁布的背景，以及更深层次的解读。

Visit us online:
btianjin.cn/20201215



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Tel: +86 22 5830 7962
tianjin@bj.china.ahk.de



41F, The Executive Center, Tianjin World Financial Center.
2 Dagubei Lu, Heping District, Tianjin 300020.
Tel: +86 22 5830 7608
Email: tianjin@european-chamber.com.cn
Website: www.european-chamber.com.cn

THE CHRISTMAS SEASON IS APPROACHING!

As we approach the Christmas season, the German Chamber of Commerce in China - North China in Tianjin welcome you to join a special Christmas evening, full of laughter and good cheer.



It's that time of the year again and the German Chamber of Commerce in China - North China in Tianjin is ready to welcome Christmas together with you at the Four Seasons Hotel in Tianjin!

A turbulent year is coming to an end, and we will be getting you in the mood for Christmas. Please enjoy with us a festive evening with a special guest speaker who will deliver a keynote speech. We will also welcome our newest members in Tianjin and share the latest Chamber news with you. Later, we will indulge ourselves in the Christmassy atmosphere at the Four Seasons Hotel and enjoy culinary delicacies and drinks, and the festive ambience with loved ones, friends and colleagues!



For registration and more information on upcoming events in Tianjin, please scan QR code to follow us on WeChat or check our events website here:
<https://germanchambernorthchina.eventbank.cn/org/germanchambernorthchina/>

Please save the date on 4 December, 2020, and join us for this fantastic evening. You can find more information about this event through our official accounts on WeChat.

PAST EVENTS:

[Webinar] Fast Recovery for Your Business in Times of Supply Chain Disruption 3 Nov, 2020

To keep up with the developments of modern trends in digitalization and rapidly changing customer expectations, the German Chamber of Commerce in China in cooperation with SAP, invited three experienced experts in the field of procurement to our webinar on this topic on 3 November, 2020. The participants of the webinar learned how to take a crisis as an opportunity for the digital transformation of supply chains.

[Tianjin] SME Roundtable #4 4 Nov, 2020

The German Chamber of Commerce in China successfully held the regular Tianjin SME Roundtable on 4 November, 2020, at Madinger Industrial Technology (Tianjin) Co., Ltd on the topic of "EHS Management and Compliance". Key points discussed were how to better understand the EHS regulatory framework in China, with a special focus on the health aspect, in order to stay on top of trends, risks and challenges in this field.

[Tianjin] 2020 Annual Finance and Taxation Regulation and Updates Review 12 Nov, 2020

Focusing on hotly debated issues and important regulation updates on finance and taxation this year, the German Chamber of Commerce in China - North China, Tianjin Office, together with the European Chamber Tianjin Chapter and Amcham Tianjin, hosted the "2020 Annual Finance and Taxation Regulation and Updates Review" on 12 November, 2020 at the Astor Hotel. At this conference, experienced partners and senior managers from Deloitte Beijing Tianjin were invited as speakers, and shared their assessments and insights as well as several case studies.

European Chamber: 2020 Annual Finance and Taxation Regulation and Updates Review

Date: 12 November, 2020



The European Chamber Tianjin Chapter co-hosted the 2020 annual finance and taxation regulation and update review with Deloitte on 12 November, 2020. This annual event attracted over 50 finance executives from member companies and partners.

At the event, partners and senior managers from Deloitte Beijing & Tianjin shared their insights and case studies with regard to preferential tax policies and incentives during the pandemic, customs valuation and transfer pricing, introduction to electronic VAT special fapiao and its digital solutions, financial management issue and solutions related to COVID-19 and individual income tax annual filing etc.

UPCOMING EVENTS:

The European Chamber Tianjin 2020 Annual Government Appreciation Reception 中国欧盟商会 2020 年度天津市政府交流招待会

Date: 3 December

European Chamber: GM Briefing - How to Cope with the Potential Decoupling and Survive

Date: 17 November, 2020

An exclusive event, the GM briefing on how to cope with the potential decoupling and survive it was organized by the European Chamber Tianjin Chapter on 17 November, 2020. Dr. Lu Zaiping, general manager of Tianjin Laird Technologies Ltd., facilitated the event as the keynote speaker and shared his insights with 13 other general managers from various companies, such as Mr. Liang Dong, general manager of Odello Auto Light Systems Technology Co., Ltd., Mr. Liu Hui, general manager of Metso Minerals (Tianjin) Co., Ltd., and Mr. Jeffrey Zhang, general manager of Dodo Tianjin etc.

At the event, Dr. Lu Zaiping elaborated on the following topics: How to cope with the strategic changes at operation level in foreign-invested enterprises caused by the potential decoupling; how to manage the operational crises and impact caused by supply chain breakdown; how to lead a foreign-invested enterprise to develop and benefit in and for Tianjin. Dr. Lu Zaiping advised the participating general managers to consider these issues from their perspectives, and encouraged them to be involved in the discussions.



DINING

TIANJIN

Chinese



Tian Tai Xuan

A: 1st and 2nd Floor, The Ritz-Carlton, Tianjin, No. 167 Dagubei Road, Heping District, Tianjin
T: +86 22 5809 5098
天泰轩中餐厅
和平区大沽北路167号天津丽思卡尔顿酒店一楼和二楼

New Dynasty

A: 2F, Renaissance Tianjin Lakeview Hotel No.16 Binshui Road, Hexi District, Tianjin
T: +86 22 5822 3388
天宴楼
河西区滨水道16号万丽天津宾馆2层

Qing Wang Fu

A: No. 55, Chongqing Road Heping District
T: +86 22 8713 5555
+86 22 5835 2555
E: info@qingwangfu.com
W: qingwangfu.com
庆王府
和平区重庆道55号

Riverside Chinese Restaurant

A: 3F, Holiday Inn Tianjin Riverside Phoenix Shopping Mall East Haihe Road, Hebei District
T: +86 22 2627 8888 ext. 2211
海河轩中餐厅
河北区海河东路凤凰商贸广场天津海河假日酒店3楼

JIN House

A: 7/F, Four Seasons Hotel Tianjin, 138 Chifeng Road, Heping District, Tianjin
T: +86 22 2716 6262
津韵·中餐厅
和平区赤峰道138号天津四季酒店7层



Ying

A: 2nd Floor, Conrad Tianjin, No. 46, Tianta Road, Nankai District, Tianjin
T: +86 22 5888 6666
瀛轩
南开区天塔道46号天津康莱德酒店二层

Jin House Tea Lounge

A: 7/F, Four Seasons Hotel Tianjin, 138 Chifeng Road, Heping District, Tianjin
T: +86 22 2716 6262
津韵·茗轩
和平区赤峰道138号天津四季酒店7层



Japanese

Café Vista

A: 1F, Wanda Vista Tianjin, 486 Bahao Road, Da Zhi Gu, Hedong District
T: +86 22 2462 6888
美食汇全日餐厅
河东区大直沽八号路486号天津万达文华酒店一层

Sóu

A: 49F, Tangla Hotel Tianjin, No.219 Nanjing Road, Heping District
T: +86 22 2321 5888 ext.5106
思创
南京路219号天津唐拉雅秀酒店49楼

Southeast Asian

Bam Bou

A: 1st Floor, Conrad Tianjin, No. 46, Tianta Road, Nankai District, Tianjin
T: +86 22 5888 6666
竹影
南开区天塔道46号天津康莱德酒店一层

Bakeries & Desserts

Gang Gang Bread & Wine

A: 104, Olympic Tower, Chengdu Dao, Heping District
T: +86 22 2334 5716
冈冈葡萄酒 & 面包店
和平区成都道126号奥林匹克大厦1层104



LE CROBAG – Tianjin Store

Le Crobag 德国面包房
A: Room 109, Building A2, Binshui West road, Nankai District, Tianjin
T: +86 22 23741921
南开区奥城商业广场A2商9



Western

Promenade Restaurant

Featuring gorgeous views of the Hai River, Promenade provides the exclusive dining experience with South East Asia flavors, Indian gourmet, Chinese and Western traditional cuisine and more.

A: 1F, The St. Regis Tianjin No. 158, Zhang Zizhong Road Heping District
T: +86 22 5830 9959

O: 06:00 - 22:00

海岸国际餐厅
和平区张自忠路158号天津瑞吉金融街酒店一层哈密道正对面



Riviera Restaurant

Riviera brings the casually elegant refined dining experience to Tianjin featuring modern Mediterranean -French dishes paired with selections from an superb list of international wines.

A: 1F, The St. Regis Tianjin. No. 158, Zhang Zizhong Dao Heping District
T: +86 22 5830 9962

O: 11:30 - 14:30; 17:00 - 22:00.

蔚蓝海餐厅
和平区张自忠路158号天津瑞吉金融街酒店一层



ZEST

A: 1 F, The Ritz-Carlton, Tianjin No. 167 Dagubei Road, Heping District, Tianjin
T: +86 22 5809 5109

香溢 - 全日餐厅
和平区大沽北路167号天津丽思卡尔顿酒店一楼



Cielo Italian Restaurant

A: 9/F, Four Seasons Hotel Tianjin 138 Chifeng Road, Heping District Tianjin
T: +86 22 2716 6263

意荟·意大利餐厅
和平区赤峰道138号天津四季酒店9层



La Sala Lobby Lounge

A: 2/F, Four Seasons Hotel Tianjin 138 Chifeng Road, Heping District Tianjin
T: +86 22 2716 6261

四季·大堂酒廊
和平区赤峰道138号天津四季酒店2层

Brasserie Flo Tianjin

A: No.37, Guangfu Road Italian Style Town, Hebei District
T: +86 22 2662 6688
福楼
河北区意大利风情区光复道37号



Drei Kronen 1308 Brauhaus

A: 1F-2F, bldg. 5, Jinwan Plaza, Jiefang Bei Lu, Heping District
T: +86 22 2321 9199
路德维格·1308
德餐啤酒坊
和平区解放北路津湾广场5号楼1-2层



blue frog (Riverside 66)

A: Unit 3009, Riverside 66 No. 166 Xing'an Road, Heping Dist.
T: +86 22 23459028
蓝蛙 (恒隆广场店)
和平区兴安路166号恒隆广场3009室

Prego Italian Restaurant

A: 3F, The Westin Tianjin, No.101, Nanjing Road, Heping District
T: +86 22 2389 0173
Prego意大利餐厅
和平区南京路101号天津君隆威斯汀酒店3层

Qba - Latin Bar & Grill

A: 2F, 101 Nanjing Road, Heping District
T: +86 22 2389 0171
Q吧 - 拉丁酒吧&烧烤
和平区南京路101号二层

Pizza Bianca

A: No.83 Chongqing Lu, Min Yuan Stadium, Heping District
T: +86 22 8312 2728
比安卡意大利餐厅
和平区重庆道83号民园体育场内

Churchill Wine & Cigar Bar

A: 1F, Wanda Vista Tianjin, 486 Bahao Road, Da Zhi Gu, Hedong District
T: +86 22 2462 6888
丘吉尔红酒雪茄吧
河东区大直沽八号路486号天津万达文华酒店一层

Browns Bar & Restaurant

A: No.108-111, 1st Floor Min Yuan Stadium, Heping District
T: +86 22 88370588/88370688
E: info@browns-tj.com
勃朗斯英式酒吧餐厅
和平区重庆道83号民园广场西楼一层108-111号

DINING



Brasserie on G

A: 1st Floor, Conrad Tianjin, No. 46, Tianta Road, Nankai District, Tianjin
T: +86 22 5888 6666
美庭
南开区天塔道46号天津康莱德酒店一层

1863 Bistro & Terrace

A: 1F Astor Wing, The Astor Hotel, A Luxury Collection Hotel, Tianjin No. 33, Tai'er Zhuang Lu Heping District
T: +86 22 2331 1688 ext. 8918
1863别致西餐厅&花园
利顺德翼, 和平区台儿庄路33号天津利顺德大饭店一层

Café Majestic

A: 1F Haihe Wing, The Astor Hotel, Tianjin. No. 33, Tai'er Zhuang Lu, Heping District
T: +86 22 2331 1688 ext. 8910
凯旋咖啡厅
海河翼, 和平区台儿庄路33号天津利顺德大饭店一层

Café Venice

A: 2F, Holiday Inn Tianjin Riverside Phoenix Shopping Mall East Haihe Road, Hebei District
T: +86 22 2627 8888 ext. 2271
威尼斯咖啡厅
河北区海河东路凤凰商贸广场天津海河假日酒店2楼



THE CORNER-CHANCE

A: No.101-102 Harbin Rd, Heping District, Tianjin
考恩餐饮&文化空间
和平区哈尔滨道102增101号
T: +86 22 8321 9717

The CORNER-ACADEMY

A: No. 86 Harbin Rd., Heping District, Tianjin
T: +86 22 2711 9871
考恩预约品鉴店
和平区哈尔滨道86号

Habuka the Butcher

A: No.187, Chengdu Road, Heping District, Tianjin
T: +86 22 8338 5251
+86 157 2205 2242
羽深肉铺
和平区成都道187号

Bars



CHA Lounge

A stunning bar anchors this stylish lounge, the perfect setting to linger a while with a cup of carefully prepared tea complemented by the hotel's signature afternoon tea.

A: 1st Floor, Conrad Tianjin, No. 46, Tianta Road, Nankai District
T: +86 22 5888 6666
W: conradtianjin.com
洽堂
南开区天塔道46号天津康莱德酒店一层

The St. Regis Bar

The most beautiful bar in town with stunning river view. A rare haven of refined luxury, The St. Regis Bar is a place for guests to enjoy the enduring tradition of St. Regis Afternoon Tea and a wide selection of refreshing drinks.
A: 1F, The St. Regis Tianjin. No. 158 Zhang Zizhong Road, Heping District
T: +86 22 5830 9958
O: 09:30 - 01:30.
瑞吉酒吧
和平区张自忠路158号天津瑞吉金融街酒店一层

FLAIR Bar and Restaurant

A: 1 F, The Ritz-Carlton, Tianjin, No. 167 Dagubei Road, Heping District, Tianjin
T: +86 22 5809 5099
FLAIR餐厅酒吧
中国天津市和平区大沽北路167号天津丽思卡尔顿酒店一楼

The Lobby Lounge

A: 1st Floor, The Ritz-Carlton, Tianjin, No. 167, Dagubei Road, Heping District, Tianjin
T: +86 22 5857 8888 ext. 5091
W: ritzcarlton.com/tianjin
大堂酒廊
中国天津市和平区大沽北路167号天津丽思卡尔顿酒店一楼

Gusto Bar

A: 9/F, Four Seasons Hotel Tianjin, 138 Chifeng Road, Heping District, Tianjin
T: +86 22 2716 6264
9吧
和平区赤峰道138号天津四季酒店9层

China Bleu

A: 50F, Tangla Hotel Tianjin, No. 219 Nanjing Lu, Heping District
T: +86 22 2321 5888
中国蓝酒吧
南京路219号天津唐拉雅秀酒店50层

WE Brewery

A: 4 Yi He Li, Xi An Road Heping District, Tianjin
T: +86 18630888114
W: webrewery.com
WE Brewery酒吧
和平区西安道怡和里4号

SERVICES

Golf

FYLA GOLF
International Golf Academy
A: Senao Golf Driving Range, Aoti Road, Nankai District, Tianjin
T: 18526437988
飞乐国际高尔夫学院
天津市南开区奥体道森奥高尔夫练习场

Education



UPI
A: No.7 Kaifeng Road, Heping District
T: +86 22 23319485
UPI国际教育幼儿园
和平区开封道7号

International Schools



Admiral Farragut Academy Tianjin
A: No.3, Yantai Road, Heping District
T: +86 022 2339 6152
W: www.farragut.cn
法拉古特学校天津校区
和平区烟台道3号



International School of Tianjin
A: No.22 Weishan South Road, Shuanggang, Jinnan District
T: +86 22 2859 2002/5/6
W: www.istanjin.org
天津经济技术开发区国际学校天津分校
津南区(双港)微山南路22号



Wellington College International Tianjin
A: No. 1, Yide Dao, Hongqiao District
T: +86 22 8758 7199 ext. 8001
M: +86 187 2248 7836
E: admissions.tianjin@wellingtoncollege.cn
W: www.wellingtoncollege.cn/tianjin
天津惠灵顿外籍人员子女学校
红桥区义德道1号



Tianjin International School
A: No.4-1, Sishui Dao, Hexi District
T: +86 22 8371 0900 ext. 311
天津惠灵顿外籍人员子女学校
河西区泗水道4号增1
W: www.tiseagles.com

SITONG BAR
A: -1F, Olympic Tower Tianjin, No.126, Chengdu Road, Heping District
T: +86 22 2337 7177
+86 22 2335 8628
昔唐酒吧
天津和平区成都道126号奥林匹克大厦负一层

Wine



Agent of REAL COMPANHIA VELHA in China. Portuguese port and wine.

ZHI ELEPHANT INTERNATIONAL TRADE (TIANJIN) CO.,LTD
葡萄牙皇家酒庄中国代理。葡萄牙波特酒及葡萄酒。执大象国际贸易(天津)有限公司
A: Tianjin airport economic zone East Seven Road WUHE business center, room 309
天津市空港经济区东七道吾合商务中心 309 室
T: 400-022-1056

Fitness

Fitness Center
A: B1st Floor, Conrad Tianjin, No. 46, Tianta Road, Nankai District, Tianjin
T: +86 22 5888 6666
健身中心
南开区天塔道46号天津康莱德酒店地下一层



Ai Dongli Fitness (Meijiang Exhibition Center Store)
A: B4, Section 2, Phase II, Meijiang Exhibition Center, Huichuan Road, Xiqing District
T: +86 22 2628 9999
梅江会展中心店(山姆超市四楼)
西青区汇川路梅江会展中心二期二区B4

Ai Dongli Fitness (Meijiang Jiangwan Store)
A: No.1, Jiangwan Plaza, Fuli Jimenhu, Xiqing District
T: +86 22 8822 5567
爱动力健身梅江江湾店(游泳馆)
西青区富力津门湖江湾广场1号底商

Ai Dongli Fitness (Share Time Store)
Coming Soon
A: 3F, Share Time Shopping Mall, Weishan Nan Road, Jinnan District
T: +86 22 8897 9567
禧悦时光店 即将开业
津南区微山南路首创禧悦时光商业广场3楼

SERVICES

Hotels

★★★★★ Hotels



Renaissance Tianjin Lakeview Hotel

A: No. 16, Binshui Dao, Hexi District
T: +86 22 5822 3388
万丽天津宾馆
河西区滨水道 16 号



The Ritz-Carlton, Tianjin

A: No. 167 Dagubei Road, Heping District, Tianjin
T: +86 22 5857 8888
天津丽思卡尔顿酒店
和平区大沽北路 167 号



The St. Regis Tianjin

A: No. 158, Zhangzizhong Road Heping District
T: +86 22 5830 9999
天津瑞吉金融街酒店
和平区张自忠路 158 号
(津塔旁, 哈密道正对面)

The Westin Tianjin

A: 101 Nanjing Road, Heping District
T: +86 22 2389 0088
W: westin.com/tianjin
天津君隆威斯汀酒店
和平区南京路 101 号



HYATT REGENCY TIANJIN EAST

A: 126 Weiguo Road, Hedong Dist. Tianjin, 300161
T: +86 22 2457 1234
F: +86 22 2434 5666
W: tianjin.regency.hyatt.com
天津东凯悦酒店
天津市河东区卫国道 126 号



Four Seasons Hotel Tianjin

A: 138 Chifeng Road, Heping District, Tianjin
T: +86 22 2716 6688
天津四季酒店
和平区赤峰道 138 号

The Astor Hotel, Tianjin

A: No. 33, Tai'er Zhuang Lu, Heping District
T: +86 22 5852 6888
天津利顺德大饭店
和平区台儿庄路 33 号



Banyan Tree Tianjin Riverside

A: No. 34, Haihe Dong Lu, Hebei District, Tianjin
T: +86 22 5883 7848
W: www.banyantree.com
天津海河悦榕庄
河北区海河东路 34 号



Holiday Inn Tianjin Xiqing

A: No. 5 Wanhui Road, Zhongbei Town, Xiqing District, Tianjin 300385, P.R. China
T: +86 22 8797 5555
天津中北假日酒店
西青区中北镇万卉路5号 邮编 300385

Holiday Inn Tianjin Riverside

A: Phoenix Shopping Mall Haihe Dong Lu, Hebei District
T: +86 22 2627 8888
天津海河假日酒店
河北区海河东路凤凰商贸广场

Holiday Inn Tianjin Aqua City

A: No. 6, Jieyuan Dao, Hongqiao District
T: +86 22 5877 6666
天津水游城假日酒店
红桥区芥园道 6 号



Shangri-La Hotel, Tianjin

A: No.328 Haihe East Road, Hedong District Tianjin, 300019 China
T: +86 22 8418 8801
天津香格里拉大酒店
河东区海河东路 328 号



PAN PACIFIC TIANJIN HOTEL

A: No. 1 Zhang Zi Zhong Road, Hong Qiao District, Tianjin 300170
T: +86 22 5863 8888
E: infor.pptsn@panpacific.com
天津泛太平洋大酒店
天津红桥区张自忠路 1 号

Hotel Indigo Tianjin Haihe

A: No.314 Jiefang South Road, Hexi District, 300202, Tianjin
T: +86 22 8832 8888
F: +86 22 8832 6868
天津海河英迪格酒店
中国天津市河西区解放南路 314 号

Tangla Hotel Tianjin

A: No. 219, Nanjing Lu, Heping District
T: +86 22 2321 5888
天津唐拉雅秀酒店
和平区南京路 219 号



Tianjin Yan Yuan International Hotel

A: Zi Jin Shan Lu, Hexi District
T: +86 22 2731 3388
天津燕园国际大酒店
天津市河西区紫金山路 31 号



Conrad Tianjin

A: No. 46, Tianta Road Nankai District, Tianjin
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WHAT DO YOU KNOW ABOUT IRON PAINTING?

By Lisa Zhao

Iron painting is a kind of fine artwork formed by casting iron into lines and then welding, and it is usually painted black or brownish red. Its lines are vigorous and simple.

The iron painting process integrates welding technology, paper-cutting, wood carving, and brick carving, and combines the brushwork and composition of traditional Chinese painting. There is a sharp contrast between light and shade and a strong three-dimensional effect. It is unique in ancient arts and crafts.

Iron paintings have the charm of traditional Chinese paintings in black and white, as well as the three-dimensional beauty of western paintings. There are many types of iron paintings, including figures of wood and stone, mountains and rivers, flowers, birds, and insects. In short, as long as they can be drawn on paper, iron paintings can display their charm. To this day, in the Great Hall of the People, there still hangs a huge iron painting entitled "Welcome Pine". The iron painting created by Tang Peng is a jewel in the

treasure house of Chinese arts and crafts.

Iron painting has a history of more than 300 years, and its categories have become more abundant with the continuous improvement of technology and art.

Iron paintings were originally called "Iron Flowers", and they existed in the form of single iron flower branches or iron lanterns, generally composed of 4 to 6 small iron paintings, with paper or plain silk inside, and people could light candles in the middle, making the iron painting move in the light.

In the past, due to the dual limitations of technology and art, the finished iron paintings were all relatively small in size, and were called "small size scenes". Most of them are based on pine, plum, orchid, bamboo, chrysanthemum, eagle, etc.

In addition to iron lanterns and small-scale landscapes, iron



paintings can also appear in the form of "screens". The subjects are mostly landscapes, simple, elegant and spectacular. In fact, depending on the size of the screen, characters such as mountains and rivers, flowers, birds, and insects can all appear as themes.

In addition to the above three categories, iron characters (i.e. iron painting calligraphy) are also one of the important themes of iron painting. The scripts of the famous calligraphers in ancient or contemporary times, such as Zheng, Cao, Zhuan and Li, are calcined into characters. For example, the iron couplets collected by the Anhui Provincial Museum were made by Tang Peng, the originator of iron paintings, in the twenty-sixth year of Kangxi.

In modern times, with the advancement and improvement of technological means and production tools, etc., there are more and more varieties of iron paintings. In addition to the long-lasting traditional iron lanterns, small scales, screens, iron

painting calligraphy, etc., there are also three-dimensional iron paintings, bonsai iron paintings, porcelain iron paintings, and pure gold and gilded iron paintings with the characteristics of the times.

These paintings have formed more than 200 subdivided varieties in five categories, including screens, murals, calligraphy, decorative furnishings and cultural gifts. Take the "golden painting" in the iron painting as an example. The so-called gold paintings refer to iron paintings made with silver and copper as the main raw materials, and coated with 24K gold on the surface. Of course, they can also be made directly with pure gold. The craftsmanship is developed on the basis of iron painting and gold jewellery-making skills, and has a distinct and three-dimensional artistic effect. The themes of the pictures are also rich and diverse, especially suitable for showing the pavilions, pavilions, and landscapes of tourist attractions. They are all carefully crafted, small, and exquisite. **B**

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中国非遗：芜湖铁画

铁画是用铁铸成线条，再焊接而成的一种美术作品，一般涂成黑色或棕红色。铁画主要是借鉴国画的水墨、章法、布局，其线条简明有力，苍劲古朴。铁画工艺综合了古代金银空花的焊接技术，吸取了剪纸、木刻、砖雕的优势，融合了国画的笔意和章法，画面明暗对比鲜明，立体感强，在古代工艺美术品中独树一帜。

铁画有国画黑白相间的风韵美，也有西方画作层次分明的立体美。铁画的种类很多，包括人物木石、山川风景、花鸟草虫，总之只要能在纸上画出来的，铁画均可一展其风韵。它将民间剪纸、雕刻、镶嵌等各种艺术的技法融为一体，采用中国画章法，黑白对比，虚实结合，另有一番情趣。

铁画自诞生至今已三百余年历史，其品类也随着技术和艺术的不断提升而日益丰富，那么，现实中的铁画都有哪些类别呢？

铁画原名“铁花”，在正式诞生之前，以单枝铁花枝或者铁花灯的形式存在，因此铁画的品种首先为灯彩类。铁画正式诞生以后，基于技术和艺术的双重限制，铁画成品的尺幅都比较小，被称为“尺幅小景”。除了铁花灯和尺幅小景，铁画还可以“屏风”的形式出现，其题材多为山水风景，古朴典雅，蔚为壮观。除了上述三个品类外，铁字（即铁画书法）也是铁画的重要题材之一。即将古代或当代著名书法家的手迹，正、草、篆、隶等字体锻炼为字。

到了现代，随着科技手段、制作工具等等的进步与提升，铁画的品类也越来越花样繁多。以铁画中的“金画”为例。所谓金画，是指以银、紫铜为主要原材料，表面镀以24K金制作而成的铁画，当然也可用纯金直接制作。其工艺是在铁画、黄金首饰制作技艺的基础上发展而来的，具有层次分明、更富立体感的艺术效果。画面主题也丰富多样，尤其适合表现旅游景点的亭台楼阁、名胜山水等，工艺精雕细琢，小巧玲珑。

THE MAN WHO SOLVED THE MARKET

HOW JIM SIMONS LAUNCHED THE QUANT REVOLUTION

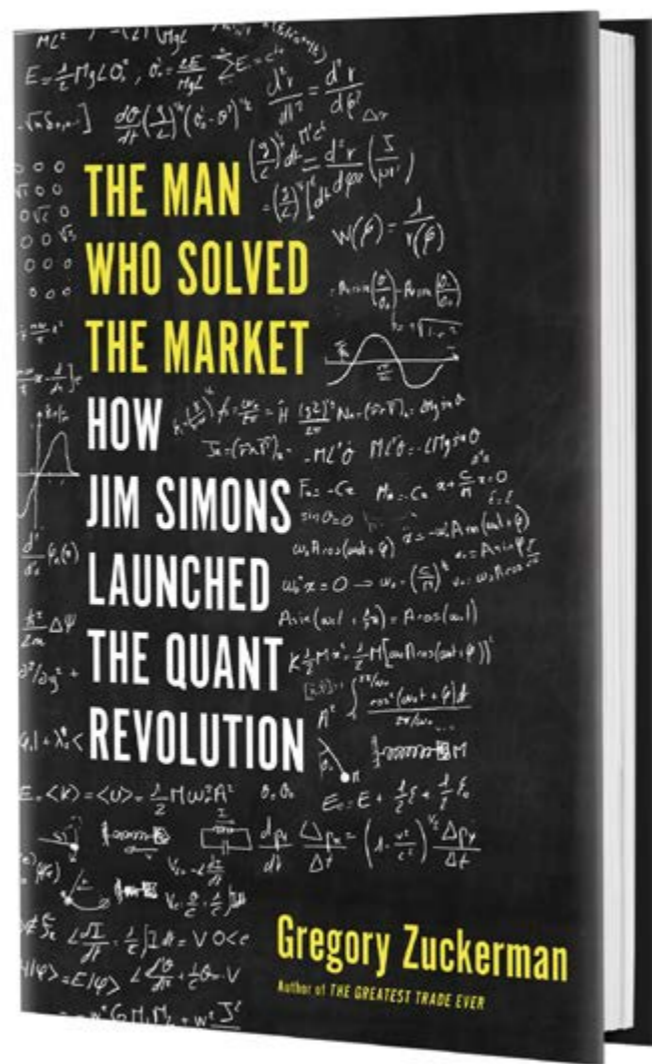
By Gregory Zuckerman (2019)

This book is a riveting story about Jim Simons, world-class mathematician and former code breaker who mastered the market. It is a completely engrossing book that you will find hard to put down. Simons built a team of brilliant and fascinating personalities, and used applied maths to create the greatest money-making machine in the history of Wall Street. It is simply a fascinating description of the building of a quant finance house, and the many years of trial and error it took. It is just a good tale—there are no mathematical formulas.

The book concentrates on Jim Simons who began his life as a mathematician and evolved into owning a very successful investment firm. The author also does a great job of explaining that the elimination of human error in investing does not remove the human conflict in firms. As Jim's team developed, there were rivalries that did not stop.

The Man Who Solved the Market explains the Philosophy of Financial Markets. There are essentially two philosophies of conducting polls for social science analysis. The first is rational behaviour which is characterized by credible propositions; the other involves behavioural data that are then analysed and shown to people.

Several interviews with the people directly involved with Jim, and character portraits of these people, make the book plausible. It has an interesting history of investing from the Babylonian times till the present. Zuckerman writes about why billionaires should not use wealth to influence politics, and why it is not the best idea to be driven by maths and a passion for money. The years of remarkable profits gained by Jim Simons and his team make the limitations of traditional economic theory based on efficient markets, and free thinking, very clear. I would recommend this to everyone, especially people who are interested in biographies, investment, and Wall-Street. **B**



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GENOME SEQUENCING TO FIND AN ANTIVIRAL VACCINE

By Laura Ren

Recently, Russian scientists successfully decoded the first genome sequence of the virus that causes COVID-19. Not only will it help in developing a vaccine, but it also helps scientists to understand how the virus evolved. So, let's dive deep into both these concepts.

The importance of genome sequencing for finding antiviral vaccines

The development of genomics has brought significant change in the vaccine paradigm through approaches based on sequences. Genome sequencing helps scientists scrutinize the mechanisms that cause pathogenesis. This was impossible to do before genome sequencing.

Genomics is of great use in identifying targets, developing new vaccines, and predicting the effects on patients. It also provides insights into the factors of host biology that are vital in understanding the disease. It is ever-growing, and the new approaches will also play an essential role in the near future in developing appropriate vaccines to fend off infections.

Genomes are a set of genetic instructions of an organism. Genome sequencing means decoding the order of the DNA bases in a genome that make up the organism's DNA. It is in the order of the letters A, C, G and T. Fun fact; a human genome has over 3 billion of these letters.

Vaccines have a significant impact on world health because they can wipe out lethal diseases. Since the introduction of genomics, there has been a change in the development of vaccines.

Last Words

BENEFITS OF GENOME SEQUENCING

There are numerous benefits to sequencing a genome, of which the following are a few:

1. HELPS SAVE COST

A single genome sequencing process yields data that can be perpetually interpreted and assessed. When a single genome is decoded, it becomes a storehouse of data for generations. It is beneficial, and it replaces the conventional approach of sequencing single genes.

Accessing genome sequences also eliminates or decreases the trial and error in diagnostic tests.

All in all, it reduces costs considerably, specifically if you compare these costs over the lifetime of a person.

2. GIVES A FEELING OF EMPOWERMENT

Knowledge about genomes makes a person take pre-emptive steps to reduce the risk of disease, empowering oneself. Someone with access to genomic knowledge can optimize his or her health by consciously treating health problems or mitigating the effect of adverse outcomes.

3. ACCURACY

Genome sequencing and the analysis of data is done using the best standards available to the user. It is highly innovative and requires state-of-the-art technology. Furthermore, people are searching for ways to enhance the quality to a significant extent.

4. HELPS RETRIEVE SCIENTIFIC INFORMATION WITH PROBABLE MEDICAL IMPLICATIONS

The foremost objective of genomic sequencing is to get valuable medical information. Genomic sequencing yields information on genetic variation that may increase the danger of developing a disease.

It increases the person's ability to act cautiously before the disease develops or seek treatment for an illness that is yet to be diagnosed. Another very prominent advantage of genome sequencing is that it provides crucial information regarding a drug's side effects. For those who do not know, this is pharmacogenomics, the relation between drugs and genomes.

5. HELPS YOU STAY A STEP AHEAD OF NONGENETIC HEALTHCARE SUPPLIERS

A genome sequencing test allows the patient to retrieve health-based information privately, given that it is direct to the consumer. It thus helps one stay ahead of other nongenetic healthcare suppliers.



6. PSYCHOLOGICAL BENEFITS

Some people start experiencing stress when they become aware of a risk of disease, especially when there is a history of disease, or inherited disease. Even if an individual who is not at high risk for a particular disease cannot take the test, they can use direct-to-consumer testing to find out about their condition. Furthermore, studies show

that eradicating a disease risk significantly reduces the anxiety that comes with the risk.

FINAL WORDS

These were a few of the advantages of genomic sequencing. All in all, it is a great way to find antiviral vaccines, and many authorities are in pursuit of finding vaccines with the help of genome sequencing.

B

基因组测序以寻找抗病毒疫苗

基因组测序能够解码那些组成生物体 DNA 的基因组中 DNA 碱基的顺序，并且将它们以字母 A·C·G 和 T 的顺序排列。人类基因组中有超过 30 亿个字母。自从新冠疫情开始肆虐，人类一直在努力地尝试去生产疫苗。最近，俄罗斯科学家成功地解码了 COVID-19 的第一个基因组序列。它不仅有助于开发疫苗，而且还有助于了解其演变的过程。因此，让我们深入研究这两个概念，以更好地了解它们。文章同时还为读者介绍了基因组测序对寻找抗病毒疫苗的重要性，和对基因组进行测序的好处。

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