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Business

11/2019
津衛商務

TIANJIN



An interview with
Fredrik Genberg
General Manager of
Conrad Tianjin

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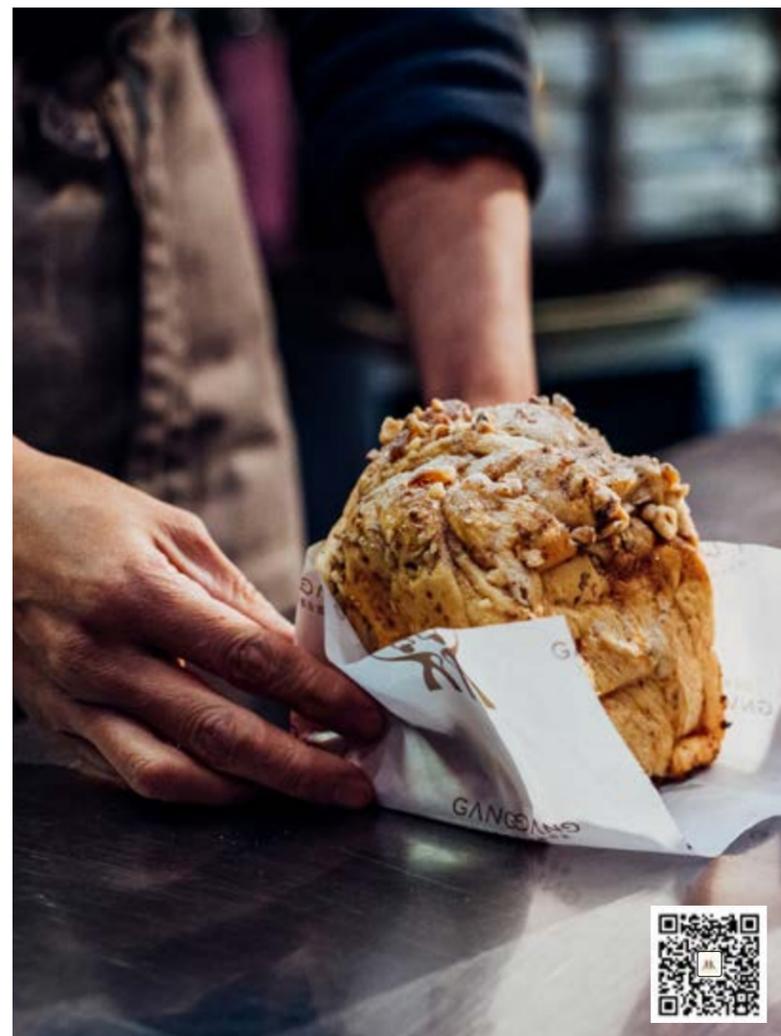
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Dear Readers,

The world's smart luxury travelers have a new destination and reason to stay in Tianjin. In the Heart of the city, a new state-of-the-art hotel has opened in the vibrant Nankai District. The building design is inspired by the city's historical and cultural landmarks, with stately hotel rooms, European courtyards and stunning interiors that showcase a blend of modern chic and Art Deco.

Conrad Tianjin offers exceptional dining experiences in its four outlets, but also has the third-largest meeting space amongst the city's hotels. You can feel relaxed and inspired throughout your stay in Conrad Tianjin, and we have the honour to interact in this issue of Business Tianjin with its General Manager, Mr. Fredrik Genberg and learn more about this luxury retreat for all global travelers.

From the economy point of view, it seems that large businesses are facing struggles, perhaps in their international operations, whereas small and medium businesses seem to be growing. The growth of SMEs is usually good, as it generates job opportunities and increases social security.

Optimism was in the air, but not for long. Trade talks seemed to pave the way for good news, but results were lacklustre. Some indicators are pointing in a promising direction, but not all. It seemed that recent positive developments were simply short-term bouts of positive sentiment, and they did not indicate a long-term change in trend and reversal of the ongoing slowdown.

There is reason for optimism, however, which is that both parties, the US and China, benefit from a potential trade agreement. This pressure could possibly lead to an agreement in the last minute, before time runs out.

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Mary Smith

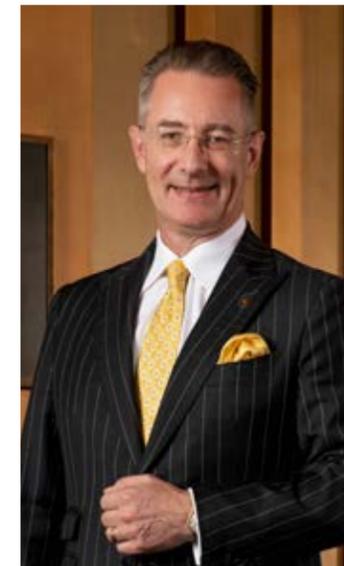
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关于贸易战的谈判似乎带来了一些积极的因素, 但近期的一些经济指标却并未显示长期的好转趋势以及经济下滑的戛然而止。

关于贸易战的担忧仍挥之不去。但我们仍有理由保持乐观。

Contents



COVER STORY

A luxury retreat for the Global Traveler - Interview with Fredrik Genberg, General Manager of Conrad Tianjin

Conrad Tianjin offers exceptional dining experiences in its four outlets, but also has the third-largest meeting space amongst the city's hotels. You can feel relaxed and inspired throughout your stay in Conrad Tianjin, and we have the honour to interact in this issue of Business Tianjin with its General Manager, Mr. Fredrik Genberg and learn more about this luxury retreat for all global travelers.

See Page 12

MARKETING

Smart Homes Meet Even Smarter Marketing

"Connected TV is the future of advertising," is a complete and factual statement based on data collected in the past three years. The use of CTV for advertising is growing like wildfire.

See Page 42



HR

Strategies to Improve Your Employer Brand Awareness

With a growing number of companies vying to attract, engage and retain qualified candidates in a competitive global job market, it could be quite an overwhelming task to differentiate yourself as an employer.

See Page 44

06	BIZ BRIEFS
10	ECONOMY Optimism but not for long
12	COVER STORY A luxury retreat for the Global Traveler Interview with Fredrik Genberg General Manager of Conrad Tianjin
18	TRAVEL Jeffrey's Bay
22	REAL ESTATE The impacts of oversupply
24	INVESTMENT Baifendian Technology
26	IN DEPTH Ties between China and Africa
29	TAX & FINANCE Pilot program for general VAT taxpayers in the Comprehensive Bonded Zones
32	E-BIZ eCorpFormation
34	BUSINESS NEWS
42	MARKETING Smart Homes Meet Even Smarter Marketing
44	HR Strategies to Improve Your Employer Brand Awareness
47	NUMBERS
48	CHAMBER REPORTS
51	PAST EVENTS
52	LISTING
58	ART & LEISURE Chinese Preservation Theory
60	BOOK REVIEW Never give up Jack Ma In His Own Words
61	LAST WORDS Tribute to Tianjin (Part II)

Tianjin News

SWEDEN'S PETERSON OVERCOMES WATSON TO WIN TIANJIN OPEN



Sweden's Rebecca Peterson won her second title of the 2019 Asian swing, as she defeated Britain's Heather Watson 6-4 6-4 in the Tianjin Open final on Sunday. Peterson recovered from a break down in each set, overturning a 2-0 deficit on both occasions to seal victory in an hour and 37 minutes. The 24-year-old won her maiden WTA title at the Jiangxi Open in Nanchang last month, and continued her splendid run with an upset win over former world number one, Venus Williams, earlier this week. The title triumph in Tianjin means Peterson, currently ranked 59 in the world, will move inside the top 40 for the first time in her career.

NANKAI UNIVERSITY CELEBRATES 100TH ANNIVERSARY



Nankai University, one of China's top universities in Tianjin, whose development witnessed the previous hardships and fast advancement of the country's higher education, celebrated its 100th anniversary on Thursday. Thousands of alumni and guests from academe joined a grand ceremony on campus, which was followed by events like a holographic light show on its main building. Nankai has pioneered

in a number of the country's scientific research projects like new materials and medicine, and has a leading role in rare-earth research. Nankai has established partnerships with more than 320 universities in 47 countries and regions.

3D-PRINTED CONCRETE BRIDGE UNVEILED IN TIANJIN



A 3D-printed concrete bridge modelled on a 1,400-year-old stone arch bridge has been unveiled in Tianjin. Around half the size of the Zhaozhou Bridge, the world's oldest open-spandrel segmental stone arch bridge, the 3D-printed structure was created by a research team led by Professor Ma Guowei from the Hebei University of Technology. The new bridge, around 28.1 metres long, was formed by 3D-printed concrete and was installed on the university's campus. "We used special concrete materials and a self-developed 3D printing device. Compared with traditional engineering, 3D concrete printing technology can save around one-third of construction materials and two thirds of human labour," Ma said.

Finance

CHINA'S GDP GROWS 6.2% IN THE FIRST THREE QUARTERS OF 2019

China's GDP expanded 6.2 percent year-on-year in the first three quarters of 2019 to about 69.78 trillion yuan (about 9.87 trillion U.S. dollars), data from the National Bureau of Statistics (NBS) showed. The growth was in line with the government's annual target of 6-6.5 percent set for 2019. In the third quarter, the country's GDP rose 6 percent year-on-year, according to the NBS data. A breakdown of the data



showed output of the service sector, which accounted for 54 percent of the total GDP, rose 7 percent in the first three quarters of the year, outpacing a 2.9-percent increase in the primary industry and a 5.6-percent rise in the secondary industry.

SAMSUNG CLOSING ITS LAST CHINESE MANUFACTURING PLANT



South Korean technology behemoth, Samsung Electronics, has closed its final smartphone production unit in China, amid rising labour costs and comparatively lacklustre economic growth. The factory, located in the southern city of Huizhou, followed the shuttering of two other manufacturing bases in Tianjin and Shenzhen last year. It employed 6,000 workers and produced 63 million handsets in 2017, Reuters reported, citing South Korean media. Samsung has faced an uphill battle in China in recent years as domestic smartphone players have slashed its market share from 15% in 2013 to 1% earlier this year.

PAYPAL TO ENTER CHINA MARKET THROUGH LOCAL ACQUISITION



U.S. digital money transfer platform PayPal Holdings Inc. has obtained

Beijing's approval to buy a controlling stake in a domestic payments firm, which would make PayPal the first foreign firm to enter China's payment services market. Gopay Information Technology, PayPal's acquisition target, has received approval from China's Central bank to sell a 70% stake to PayPal, both companies said on Monday. Gopay has licenses for mobile, online and cross-border yuan payment services, the Chinese company said in its statement. PayPal will make the acquisition through a subsidiary in Shanghai. No financial terms were disclosed.

GERMAN RETAILER METRO TO SELL CHINESE BUSINESS TO LOCAL PLAYER



German wholesaler Metro AG has agreed to sell a majority stake in its Chinese operations to local retailer Wumart, as it struggles to adapt to local digital new trends. Wumart Stores will pay 1 billion euros (US\$1.1 billion) for 80 percent of Metro China's stake and with Metro's China unit having an enterprise valuation of 1.9 billion euros, and Metro will hold the remaining 20 percent stake in a new joint venture Metro Wumart China, with an option to sell the stake in two years. This will allow Wumart and its affiliate retail technology solution provider, Dmall, as well as Metro Group, to use their positions in the market and to target specific wholesale, retail and digital segments, according to a statement.

CITI TO SET UP WHOLLY OWNED SECURITIES BUSINESS IN CHINA

Citigroup Inc., which is dissolving its investment-banking joint venture in China, is now planning to set up a wholly owned securities business in the world's second-largest capital



market. The New York-based bank may initially focus on brokerage and futures trading, while expanding its custodian services in China, the people said, asking not to be identified because a final decision has yet to be made. It plans to apply for a futures license as early as the first half of 2020. A late entrant into China's securities market, Citigroup is among the first global banks planning to take advantage of China's decision to allow full foreign ownership of financial services companies in the country.

CHINA'S CLOUD COMPUTING MARKET TO REACH \$42 BILLION BY 2023



China's cloud computing industry is projected to exceed 300 billion yuan (\$42.3 billion) by 2023, by which time an estimated 60% of domestic companies and government agencies will be using cloud computing services. In its latest white paper, published on Saturday, the Development Research Centre (DRC) of the State Council, China's Cabinet, outlined the current state of the country's cloud computing industry, as well as prospects for its future development and application. The report predicts that the domestic industry will eclipse 300 billion yuan by 2023 — over a threefold increase from its 2018 market value of 96.28 billion yuan — and that, in five years' time, over 60% of the country's businesses and government agencies will rely on cloud computing as an

integral part of their daily operations.

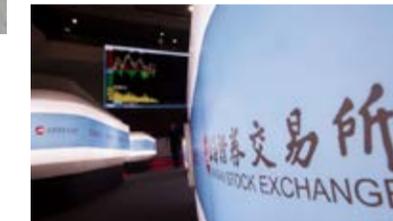
MCDONALD'S CHINA PARTNERS WITH DISNEY



McDonald's China has joined hands with global entertainment giant, the Walt Disney Company, to launch themed Happy Meals based on Disney movies and has announced plans to open more outlets in lower-tier cities to tap new consumers, said the company's top executive. China is the second market to launch this campaign. Last February, the two family favourites reached a multi-year agreement to bring the magic of characters from Disney films to updated Happy Meals in the US market.

Law & Policy

CHINA TO SCRAP FOREIGN OWNERSHIP CAPS FOR FUND COMPANIES



China's securities watchdog officially has unveiled the time frame for abolishing foreign ownership restrictions on futures, securities and fund management companies, the latest sign that Beijing is accelerating efforts to open up its finance sector amid its gruelling trade war with the US. The China Securities Regulatory Commission (CSRC) said that limits on foreign investors in mainland-based futures firms would be scrapped on January 1st next year. Limits on mutual fund companies will be removed on April 1st, while the caps on securities

firms will be removed on December 1st, 2020.

NEW STRICT GARBAGE SORTING RULES AND FINE VIOLATORS



According to a draft amendment to its trash management regulations released on the Beijing government's website, residents will be required to sort their garbage and place it in specified collection containers or face a fine of up to 200 yuan. Companies and organizations could be fined from 10,000 to 50,000 yuan if they fail to follow the new regulations, according to the draft. The draft requires residents to sort their garbage into four classifications - kitchen waste, recyclable waste, hazardous waste and residual waste. The draft requires restaurants, catering service providers and hotels not to automatically provide customers with disposable tableware or disposable household items, and can be fined from 1,000 to 5,000 yuan if they fail to follow the rules.

CHINA ALLOWS ACCESS TO DUAL-CLASS STOCKS LISTED IN HONG KONG



China will allow onshore investors to buy dual-class shares traded in Hong Kong for the first time, giving them access to some of the world's hottest start-ups, such as Xiaomi Corp. and Meituan Dianping. The country's stock exchanges revised rules on Friday to bring stocks with different classes of

voting rights into the trading links between the mainland and the former British colony. The rules were effective from Oct. 28. Hong Kong Exchanges & Clearings Ltd. this month dropped a 29.6 billion-pound (\$38.1 billion) unsolicited takeover bid for the London Stock Exchange Group Plc, which cited an existing partnership with the Shanghai bourse, as its "preferred and direct channel" to access China.

General

CIIE MAKING THINGS EASIER FOR FOREIGN VISITORS



Multilingual signs and more interpretation device renting spots are some of the efforts expected to help foreign visitors get around during the second China International Import Expo. Smart robots in the shape of Jinbao, the expo mascot, will also lend a hand, staff at the National Conference and Exhibition Centre said. "I'm here" directions marked in English, Spanish, Russian, French and Arabic are a new feature on map boards in the venue. Directions for entrances, underground garage entrances, public transit hubs, car parking areas and subway station entrances are also marked in the five languages. To guests, who don't speak Chinese, can rent interpretation devices at about 80 spots in the venue. Last year, there were just 16 such spots.

AIR POLLUTION LINKED TO 'MISSED' MISCARRIAGES IN CHINA

Exposure to airborne pollutants increases the risk of "missed" miscarriages in which a foetus dies without a pregnant woman experiencing any noticeable symptoms. Previous studies have shown a correlation between air



complications, but the new research - published in Nature Sustainability journal by a team of researchers from Chinese universities - sheds light on a little-studied impact of pollution. The study found that exposure to higher concentrations of airborne particulate matter, as well as sulphur dioxide, ozone and carbon monoxide, was associated with a higher risk of missed miscarriage in the first trimester of pregnancy. Researchers from four universities, as well as the Chinese Academy of Sciences, tracked the pregnancies of over 250,000 women in Beijing from 2009 to 2017, including 17,497 who experienced missed miscarriages.

CHINA IN THE WORLD

BEIJING'S NEWEST AIRPORT OFFICIALLY OPENS



The airport, considered a marvel of China's logistical planning, architecture and economic integration, is located near the junction of Beijing's Daxing District and Langfang in north Hebei Province. It is at a central locality in north China, about 46 kilometres away from the Tiananmen Square, 55 kilometres away from north China's Xiongan New Area and 82 kilometres from the Tianjin municipality. Covering a land area of 47 square kilometres, the new airport doubles the size of the Capital International Airport, which is currently the largest in China. It boasts a terminal equivalent to the size of 97

soccer pitches along with faster security check and boarding procedures powered by facial recognition and artificial intelligence.

JIUZHAIYOU MOSTLY REOPENED



After a powerful earthquake forced its closure two years ago, part of the Jiuzhaigou National Park in southwest China's Sichuan Province reopened to visitors on a trial basis. During the trial period, the park opens from 8:30 a.m. to 5 p.m. daily and receives no more than 5,000 tourists per day. Tourists need to buy tickets from designated websites before visiting the area, according to the park's management bureau, with all visitors required to join a tour group. On Aug. 8th, 2017, a 7.0-magnitude quake forced the closure of the Jiuzhaigou National Park, the UNESCO World Heritage site, famous for its spectacular waterfalls, lush forests and serene plateau lakes.

ROAD BRIDGE COLLAPSES, TRAPPING CARS UNDERNEATH



Three people were killed and two others injured when a raised section of a major highway in Wuxi suddenly collapsed on top of their vehicles. The casualties were occupants of two vehicles crushed by the falling flyover on China National Highway 312 in the city of Wuxi, Jiangsu province. The third vehicle parked on the road was also crushed, but there was no one inside. More than 500 military police and traffic police officers were sent to the

scene, while three excavators were dispatched to clear up the rubble. A preliminary investigation found that the structure failed under the weight of overloaded freight trucks on the flyover at the time.

UNIVERSAL BEIJING RESORT UNVEILS 7 THEMED LANDS



Universal Beijing Resort announced the creative vision behind its widely anticipated theme park, Universal Studios Beijing, and unveiled details of its seven upcoming themed lands. The highly-immersive themed lands include "Kung Fu Panda Land of Awesomeness", "Transformers: Metrobase", "Minion Land", "The Wizarding World of Harry Potter", "Jurassic World Isla Nublar", "Hollywood" and "WaterWorld".

9 OUT OF 10 WORKERS TRUST A ROBOT MORE THAN THEIR MANAGER



Many people have sounded a warning that artificial intelligence could become one of the biggest job-killing technologies of all time. While the jury is still out on that one, a recent survey has better news for the industry, finding that 88 per cent of Chinese workers have more trust in robots than in their human managers. China's trust level of robots in the workplace is well above the world average, where about two thirds of workers trust AI over their managers, but slightly behind India at

89 per cent, according to a study by US software company Oracle and research firm Future Workplace.

SPENDING OVER 15 MIN IN TOILETS WILL ALERT STAFF

A lot of people are in the habit of carrying their mobile phones and magazines when answering nature's call. However, this makes them spend more time than usual inside the toilet. Now, this will be no longer possible for people using public toilets in Shanghai. As soon as a person spends more than 15 minutes inside, municipal staff will be alerted to check on them. In a document released by the city government, over 150 public toilets have been installed with infrared sensors to capture the amount of time a person spends inside the bathroom cubicle. The sensors are equipped to monitor the air quality and the water level usage according to the time spent inside. The new smart toilets are part of China's efforts to use artificial intelligence (AI) into day-to-day life.

WORLD'S LONGEST DOUBLE-DECK SUSPENSION BRIDGE OPENS TO TRAFFIC

A double-deck suspension bridge with the longest span in the world opened to traffic in Wuhan. The first double-deck road bridge over the Yangtze River, with a 1,700-metre-long main span, stretches 4.13 km in total length. The top deck of the 10th Yangtze River bridge has six lanes with a designed speed of 80 kph, while the bottom deck also has six lanes, but with a designed speed of 60 kph. On the top deck there are also two sightseeing sidewalks and on the bottom deck there are two cycle ways together with two sidewalks.



OPTIMISM

BUT NOT FOR LONG

By Morgan Brady

Optimism was in the air, but not for long. Trade talks seemed to pave the way for good news, but results were lacklustre. Some indicators are pointing in a promising direction, but not all. It seemed that recent positive developments were simply short-term bouts of positive sentiment, and they did not indicate a long-term change in trend and reversal of the ongoing slowdown.

IMPROVEMENT IN THE MANUFACTURING SECTOR

Two indicators, that are usually used to gauge the health of the manufacturing sector, have printed readings above expectations. The first, China's official manufacturing purchasing managers' index, showed a reading of 49.8, which is above expectations of 49.5. This indicator has been showing a reading of below 50 for five months in a row, indicating contraction. The indicator focuses on large business and state businesses. The second indicator, which is a private one that focuses on small and medium size businesses, the Caixin/Markit factor purchasing managers' index (PMI) showed a reading of 51.4 for September. This is the highest reading since February, 2018, and it is higher than the expected 50.2 by analysts. It indicates growth among SMEs.

It seems that large businesses are facing struggles, perhaps in their international operations, whereas small and medium businesses seem to be growing. The growth of SMEs is usually good, as it generates job opportunities and increases social security.

This is important to Central policymakers, according to one analyst. Authorities have



recently been emphasizing the strong growth in the domestic market. Faster construction of infrastructure projects, better implementation of upgrading the industrial sector, and tax and fee cuts are likely to offset the influence of the subdued overseas demand and soften the downward pressure on China's economic growth. Small and medium size businesses have probably benefited from this support.

PRICES OF MEANS OF PRODUCTION

During the last 10 days of September, the prices of different means of production have fluctuated. The prices of rebar, angle steel, gasoline, rice and wheat have increased, whereas the prices of corn and cotton have decreased, in comparison with mid-September, to mention a few examples. In summary, the prices of 18 kinds of products increased, whereas those of 22 kinds decreased, and those of 10 kinds remained at the same level, compared with that in mid-September 2019.

It is worth noting that the trade war has two types of effects: the first is material and tangible, and the second is psychological. When businesses are uncertain about the future, they tend to hold back from investing and capital flows decline. Then a chain of reactions begins and economic activity slows down as a result. Both the tangible and psychological impacts of the trade war can be felt and they lead in general to a deteriorating growth outlook.

The trade war is not only about the tariffs, but it also includes other, perhaps more important, elements, such as the permission granted to Chinese businesses to access the US markets, to acquire companies in the United States, to transfer intellectual property (IP) from the United States to China, or to conduct research in the United States. All of those elements combined can take a toll on the Chinese economy, and while the issue of tariffs has received enough attention and is being negotiated, other issues have not received equal attention.

TRADE DATA

Trade data showed that both exports and imports fell more than expected in September. China's exports that are denominated in US dollar declined by 3.2% on a year-on-year basis. Imports declined by 8.5 percentage points. The country registered a trade surplus in the amount of \$39.65 billion.

When looking at trade denominated in Yuan, China's exports declined by 0.7 percentage points on a year basis, whereas imports dropped by 6.2%.

In the overall, exports declined by 2.8%, while imports declined by 6% on a year-on-year basis in September. Trade data had shown a decline, as well, in August.

Although a recent trade deal has been announced, its scope was small, and there was discrepancy between what each party was saying. According to President Trump, the deal entails China buying agricultural products from the US in the value of

up to \$50 billion. The deal also involved addressing concerns regarding intellectual property infringements and artificial manipulation of exchange rates. China, however, requested to talk further. Market sentiment quickly deteriorated.

CONCLUSION

Legitimate concerns linger. The trade war is still on-going, and China's trade data shows that the country's exports and imports are taking a hit. Prices of many means of production decreased (although some increased, and others remained unchanged). Larger manufacturing companies seem to be suffering the most, whereas small and medium size businesses seem to be less exposed. The resilience of the Chinese economy is being put to the test, both in terms of policy and in terms of the performance of different businesses in the face of adversity. There is reason for optimism, however, which is that both parties, the US and China, benefit from a potential trade agreement. This pressure could possibly lead to an agreement in the last minute, before time runs out. ■

保持客观，但不会长久

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制造业的改善

衡量制造业健康发展程度的两个指标均高于预期水平，表明大型企业正在面临经济上的困境，而中小企业则发展良好。中小企业很可能会从中央制定政策中收益。

生产资料价格

九月末不同生产资料的价格发生波动。钢筋、汽油、大米和小麦的价格上涨，玉米和棉花的价格有所下降。值得注意的是，贸易战会给企业带来无形的心理影响，不仅关乎关税，还包括其他因素。

贸易数据

贸易数据显示九月进出口均遭受打击，出口同比下降 2.8%，进口同比下降 6%。中国政府要求对近期一项从美国购买农产品的贸易协定进行谈判，该协定涉及知识产权侵权和人为操纵汇率问题。

关于贸易战的担忧仍挥之不去。但我们仍有理由保持乐观，因为中美双方均受益于一项潜在的贸易协定，可能会在最后时刻达成协议。

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An interview with
Fredrik Genberg
General Manager of
Conrad Tianjin

INTUITIVE CARE TO ENSURE A MORE INSPIRED STAY

A LUXURY RETREAT FOR THE GLOBAL TRAVELLER

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Conrad Tianjin offers exceptional dining experiences in its four outlets, but also has the third-largest meeting space amongst the city's hotels.

You can feel relaxed and inspired throughout your stay in Conrad Tianjin, and we have the honour to interact in this issue of Business Tianjin with its General Manager, Mr. Fredrik Genberg and learn more about this luxury retreat for all global travelers.

■ **Congratulations for the recent opening of Conrad Tianjin. The work done, great service and facilities are amazing. Your 30-year long career in the operations and management of luxury hotels and resorts is quite remarkable. How did you start your career in the hotel industry?**

I started as management trainee in Macao after getting my degree in hotel management from Michigan State University in USA. Since then I have worked in 6 Asian countries with a total 15 years in China.

■ **After achieving top leadership roles in Luxury international hotels in various prime geographic locations, what continues to fuel your passion?**

I enjoy teaching and sharing my experiences with my team. I enjoy growing my teams and building and creating new things. The hospitality industry has given me the chance to do all of these, and I really appreciate that.

■ **Among the many countries you have worked in, what endears you the most to China? How are you enjoying the sights and sounds of Tianjin so far?**

I have worked in eight countries so far during my career, including Europe, USA and many countries in Asia. During high school I studied Asian culture and history, and I have always been fascinated with the Chinese culture, particularly the architecture and designs, and the great variety of traditions in Asia, especially China. I was very excited when I had the opportunity to go to Macao and later to other places of China.

I have worked in quite a few cities in China, including Guangzhou, Harbin, Beijing, Chengdu and Xi'An. What I like about Tianjin is that the temperature is a little cooler at least in Fall, Spring and obviously in Winter. The air quality seems to be better, and you actually get blue sky, which is really refreshing and is psychologically positive.

■ **How do you get to successfully launch Conrad Tianjin? What are your ingredients for achieving success?**

The building of Conrad Tianjin has been here for 2 or 3 years, but the project finally kicked into high gear in January, 2019. I joined Conrad Tianjin on January 7th, and we basically had only 7 months to open the hotel, which needed us to work very fast.

The key ingredients for opening the hotel successfully has been great team of leaders and a fantastic group of team members with lots of experience. They have all worked very hard to make it happen. Usually opening a luxury hotel takes a year and half, so you can see how that whole experience was very fast tracked. Also we have had really good support from our owners (Luneng) to make the whole process move along and finish a great hotel.

■ **Can you share what has been the most challenging part of Conrad Tianjin Opening?**

The most challenging part was the time line. Since we start with nothing, we have to create and order everything. All the purchasing decisions and lot of conceptual decisions had to be made quickly



and in the first two months, to ensure that everything actually arrived before the opening. That was the toughest and the most challenging part. After that came the fine-tuning and training of the soft skills for the team to deliver a luxury experience.

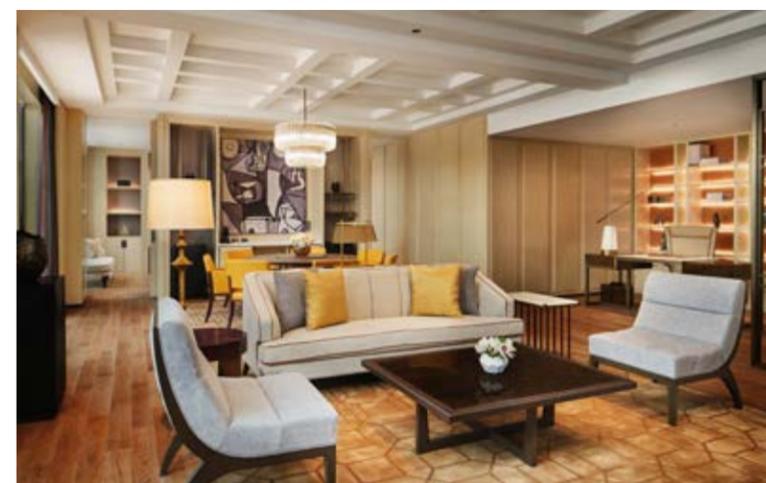
Conrad Tianjin is located in an exclusive, high-end area between the largest park of Tianjin and Tianta, one of the world's tallest towers; two of the most important local tourist spots.

■ **Please, let us know more about this fantastic location of your hotel, and the proximity to a fantastic commercial complex and easy access by several types of transportation.**

Yes, we are in a good area and very convenient for families and guests to walk around. It is a friendly and very safe environment with the largest park in downtown Tianjin next door, offering wonderful scenic walks that make everyone much more relaxed to stay here.

Nestled in the premier Luneng development with offices, residences and a high-end shopping plaza, Conrad Tianjin also enjoys a prime location next to the acclaimed historic Nankai and Tianjin Universities, Tianjin government offices and Tianjin Zoo.

The high-end shopping plaza next door obviously features all shopping facilities that anybody could need, and there is also a large food court in the basement and on the 6th floor a cineplex.



What is the inspiration behind the interiors and look of Conrad Tianjin?

Conrad Tianjin has an inspiration of Art Deco as you can see in many artworks, design and details. It is a blend of modern and Art Deco details. Our hotel decoration is based in 1930s period in the interior and exterior area. It's a low building with brick finishing that fits very well with the historical Tianjin architecture.

Our uniforms are tailored a bit old fashion with longer skirts and different cut in the uniforms to further echo some of Art Deco details and feelings of that era.

In terms of access, we are only about hundred metres away from Tianta subway station, Line 3, which is very convenient to reach Tianjin Railway and South Railway Station in less than 20 minutes. We are on Tianta road, which has a lot of buses passing by and it is very convenient for Taxis.

Our knowledgeable Conrad Curators are pleased to suggest must-see attractions or curate individual excursions during guest stays.

■ **Tell us what makes Conrad Tianjin unique from the rest of the hotels in town? What best describes the personality of the hotel?**

Conrad Hotels are created for smart luxury travellers. Today's luxury travellers are growing in number, and the cost is not their main issue. It is about the experience, and the way how we interact with our guests is the main focus point for the hotel.

Our entire front office team is trained and skilled for all different tasks, and everyone can actually handle the guest from the time of arrival till the time of departure. It is a service team, which combines with concierge team, providing a unique experience to our guests. Included are welcoming the guests, managing luggage, assisting them with the check in, bringing them to the room and interacting during their whole stay. This is why all of them have the same uniform at front office.

Another key factor is that our curators have 100% empowerment to take decisions. We allow them to make any decision that they feel is necessary to make the guests' experience much more inspirational. Customer feedback is very positive thus far which is unusual, especially for newly opened hotel. I am personally surprised, so we are doing exceptionally well.

Our seamless service and intuitive care at Conrad Tianjin ensures you feel relaxed and inspired throughout your stay.

■ **How does your leadership further build on Conrad Tianjin's allure and bespoke service?**

The phrase I like to use is "luxury is in the details". I am a very detail orientated person, which sometimes makes getting things done a little slower, but if you care about the details, it carries a better feeling for the guest experience. That is what we are about in terms of creating A More Inspired Stays for our guests.

■ **What delightful cuisines await your stay-in-guests? What are their current and end-of-the-year holiday season promotions?**

The hotel features three restaurants. Our all-day dining restaurant **Brasserie on G (美庭)**. It features mainly buffet presentations, which change seasonally, and it also has a nice outdoor sitting area.

Our Chinese restaurant, called **Ying** (赢轩), which means “welcome”, features regional cuisines from China. Instead of doing one specific Chinese cuisine, we decided to adopt the favourite cuisines throughout China. You can find many dishes from various regions in China suitable for visitors to Tianjin, local and foreign guests.

Our signature restaurant is **Bam Bou** (竹影). It is a Southeast Asian restaurant which features cuisines from Vietnam, Thailand, Malaysia, Singapore and it also has a lovely outdoor area in the garden and a very nice indoor area. Our chef and restaurant manager interact with our guests to present the food personally. We have had very good comments so far.

The last one is **Cha lounge** (洽堂). It is a stylish lounge, and perfect setting to enjoy a cocktail, a cup of coffee or our signature afternoon tea that will be change every 2 months.



■ **What features of Conrad Tianjin are most complimented by business and leisure travellers?**

Our guests find the hotel to be quite grand when entering the large lobby but also very welcoming with our colourful flowers and red velvet jacketed curators.

Many of them compliment our comfortable beds, which is very important, because they come mostly to sleep, so making sure they have a nice rest is very important. The special attention our team provides in making their stay that much more memorable is also a praised.

■ **How does Conrad Tianjin support robust business capital and lifestyle destination outlook of Tianjin?**

Tianjin is one of the few cities where business has grown in China during 2019. The economic climate in China has been a little slow, but Tianjin is still attracting more business.

Our hotel is a large property of 375 rooms, with very comprehensive facilities on our 3rd floor for meetings, incentives

and conferences. We are able to take large groups or meetings and conferences, so that will definitely bring more business to Tianjin. We are the first Luxury Hotel in Tianta Area, and I think it will aid to boost the economy for Tianjin, but especially in this part of the city.

■ **What would be the next major events that your hotel is preparing for?**

We have recently hosted a major event: The 101st China Food and Drinks Fair in

Tianjin (CFDF) that occupies a few hotels and the main Convention Centre of the city. We have been extremely busy for about 5-6 days, and the whole hotel has been completely booked out during this period.

Another major event is the World Economic Forum that is coming in June of 2020, and we hope to be the part of it to further boost the prestige for our Nankai District.



CONRAD
TIANJIN
天津康莱德酒店

■ **As you observe the trends in the hospitality industry, how do you manage Conrad Tianjin to meet the changing expectations of guests?**

In terms of creating experiences for the guests, we are all getting busier due the speed of communication, internet, WeChat, etc... We are making sure that our guests have a high quality value experience during their time they spend with us. Connecting our guests with Tianjin, and helping them to create inspirational moments is our key focus.

■ **What do you think about the current local and global hospitality market?**

I just read a survey the other day on the Luxury Global Travellers, have been largely unaffected by the world economic changes. Chinese Luxury Travellers are increasing day by day as the country is developing fast. I have seen China grow tremendously in the last 30 years, and I am very pleased of being part of this evolution.

■ **When at work, what is it that puts a smile on your face?**

Obviously, I am very happy when I receive compliments from guests. I also enjoy seeing my team empowered, driving the business and taking ownership of the hotel and in particular creating great guest experiences. **B**

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我们悉心地照料，您会在这里找到灵感

全球睿智奢华旅行者的下榻之选

天津康莱德酒店总经理福金佰专访

一家全新的奢华酒店 - 天津康莱德酒店 - 在充满活力的天津市南开区开业。该酒店建筑设计灵感来自天津市的历史和文化地标，拥有豪华酒店客房、欧式庭院和精美的室内设计，融合了现代时尚和装饰艺术。我们很荣幸采访到了天津康莱德酒店总经理福金佰先生，更多地了解这个面向全球旅行者的豪华商务及旅行胜地。

福金佰先生在美国获得酒店管理学位，之后的职业生涯中，先后在八个国家工作过，对中国的各种传统文化非常着迷。福金佰先生于2019年1月加入天津康莱德酒店。福金佰先生表示，天津康莱德酒店拥有优秀的领导团队，以及经验丰富的团队成员。每个人都付出了极大的努力，在非常短的时间内完成了酒店的开业准备。

福金佰先生介绍，天津康莱德酒店地理位置优越，毗邻高等学府和高端购物设施等。天津康莱德酒店为睿智奢华旅行者而打造，整个团队经过严格培训，管理人员拥有全部的决定权，能够与客人进行良好互动。福金佰先生尤其指出“细节中的奢华”，让客人拥有更加良好的酒店体验。福金佰先生还特意介绍了酒店的三家餐厅：提供自助美食及零点餐单的“美庭”、中国传统菜肴的“赢轩”、东南亚风味的“竹影”。酒店豪华而舒适的住宿环境也备受客人称赞。

福金佰先生表示，酒店承接了第101届全国糖酒会商品交易会，还将承接世界经济论坛等重大活动。

JEFFREY'S BAY

A PLACE TO SOAK UP THE SUN AND SINK YOUR TOES IN THE SAND

By Leoni Botha

You have probably never heard of a place called Jeffrey's Bay, unless you are an enthusiastic surfer. Jeffrey's Bay, or Jbay, as it is affectionately called by the locals, is not just a small seaside town, but is listed as No. 2 of the Top Ten Surf destinations in the world and has been awarded Blue Flag beach status since 2013.

Lying peacefully on the Sunshine Coast of South Africa, the bay was undisturbed for thousands of years, until a little village developed in the 1800s. It was only in the 1950s that the legendary John Whitmore, who is regarded as the "father of South African surfing", discovered the now famous right breaking point surf on a business trip.

Since then, Jbay has hosted the annual Billabong Pro Jeffrey's Bay World Surf League from 1996 to 2017. In 2018 and 2019, it was renamed the Corona Open J-Bay World Surf League. Surfers from all over the world come to Jeffrey's Bay to take part in this competition. Guests from the popular TV series Baywatch also attended the World Contest Tour.

ST FRANCIS BAY AND PORT ST FRANCIS

St Francis Bay, another popular surfing village just a stone's throw away, was idolized and promoted in a surf film, *The Endless Summer*, in the 1960s. Here is also a beautiful small port, St Francis Port, a working harbour, where fresh fish is brought in from the sea every day by the many fishing boats. For the hungry and thirsty, there are a number of good restaurants from where you can watch the activities on the fishing boats or elegant yachts leaving for the sea. St Francis is home to a world class golf estate, The Links Golf Estate, where you can enjoy a round of golf and a gourmet meal at their famous restaurant.

Fortunately, the discovery of the now-famous right breaking point waves has not spoiled the relaxed atmosphere or the pristine white beaches of Jeffrey's Bay and surrounding villages.

NATURE RESERVES

Jeffrey's Bay lies between the Kabeljous and Seekoei Rivers, which form lagoons and host numerous water birds. It is ideal for water sports like canoeing, boardsailing, fishing and sandboarding. The Kabeljous Nature Reserve on the banks of the Kabeljous River is a walk-about reserve, which is known among anglers for its diverse number of fish. The Kabeljous estuary is one of the best preserved estuaries in the Eastern Cape Province of South Africa. The lagoon is home to waterfowl, herons and a variety of waders.





The Seekoei River Nature Reserve lies between Aston Bay and Paradise Beach, which is home to over 120 species of birds, including candy-floss pink flamingos, making it a popular destination for bird watchers. Small antelope like the duiker and bush buck also abound here. For the adventurous tourist, there is a 3-hour circular hiking trail that starts with a trip on a raft over the lagoon and runs through fynbos and subtropical vegetation.

Migrating whales on the way to Hermanus, close to Cape Town, to give birth, can be seen almost every day during season. Dolphins leaping in the surf are also common and many surfers eagerly relate their encounters with these friendly and playful creatures.

But - nothing beats the endless sandy white beaches and the gentle rolling blue sea that breaks in white foam wave after wave. The wide beach runs for 6 km and is known for the shells that washes ashore with each new wave. If you are lucky, you might even spot the elusive pansy shell.

SPOILT FOR CHOICE

Jbay is a vibrant little town that offers a variety of restaurants and shops. There is the famous Surf Village, where you can buy brand names like Billabong, Roxy and Quiksilver at their factory outlets. Hand-made leather shoes, jewellery, imported goods from Bali and Turkey and surf shops rub shoulders in this open-air centre.

The many restaurants cater for all tastes. Each has its own specialties and fresh seafood dishes are favourites among locals and visitors. The town boasts two local beer breweries, where you can try some of the finest craft beers,



while having a snack or a meal. On the beach at Aston Bay are two restaurants known for their sea sand floors and seafood platters.

Visitors can choose to laze away the sunny days on the beach or go for beach horse riding, do kite-surfing, windsurfing or skydiving. For the young at heart, there is a water-slide and an 18-hole mini-golf course at the Dolphin Beach Entertainment Centre. Or you can visit the Surf Museum and Shell Museum, both conveniently situated on the beach.

Jeffrey's Bay remains a small town in essence. In summer, which stretches from October to April, it becomes a hive of activity when tens of thousands of visitors flock to the town, but during the rest of the year it remains a sleepy little town. You might see a lone surfer riding the crest of a wave at dawn. Or an oystercatcher caring for its chicks among the surf-washed rocks. If you are early riser, you might find a virgin beach and you will be the first to leave your foot prints in the cool sand... **B**



For general and accommodation information, contact info@Jeffreysbaytourism.org

南非东开普省杰弗里湾 一个沐浴阳光并享受海滩的圣地

杰弗里湾位于南非的阳光海岸上，不仅是一个海滨小镇，还位列世界十大冲浪目的地的第二位，并被授予蓝旗海滩的名誉。

圣弗朗西斯湾和圣弗朗西斯港。这是一个热门冲浪村庄，也是一个美丽的小港口，可以享受从渔船上运来的新鲜的鱼。圣弗朗西斯是世界级高尔夫庄园的所在地。

自然保护区。杰弗里湾形成泻湖，栖息着众多的水鸟，是理想的水上运动场所，也是水禽、苍鹭和各种野生动物的家园。这里无尽白色沙滩和绵延起伏的蓝色海洋是无与伦比的。

休闲之选。杰弗里湾充满活力，提供各种餐馆和商店。这里有著名的冲浪村，餐馆独具特色的海鲜菜肴是当地人和游客的最爱。游客可以在海滩上享受阳光，进行冲浪或跳伞。

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THE IMPACTS OF OVERSUPPLY

A decade ago, the joke was that the crane was the official bird of China, they were everywhere. Of course, that crane wasn't a bird, but rather a construction tool that was hovering over building sites across the country, as buildings of every type were rising in the air. Today, there are far fewer cranes on the skyline and many of those we can see have stopped moving. Just as their abundance before illustrated the construction boom, their stillness today exemplifies a downturn in the fortunes of property developers. Where once developers seemed to be making money on every project, now they have portfolios that are full of many projects that hurt rather than help their bottom line.

RESIDENTIAL FOUNDATIONS

The construction boom has been running for well over two decades in China, as developers worked hard to meet the residential demand of China's consumers looking for housing and then lucrative investments. Large apartment complexes were built in central locations and then as land prices rose and transportation systems improved housing estates were built further and further from the city centre. Developers made money; consumers got rich.

COMMERCIAL BOOM

For developers, residential projects were good business, but if developers don't build, they can't continue to prosper. As residential land become harder to acquire, some started to enter the commercial real estate market. The idea was that a large income producing commercial building,



By Michael Hart

such as an office building, hotel or shopping mall, held in their own portfolio would help balance their cash flows. This idea coincided with many city governments looking to develop their commercial markets to meet the demands of consumers and service sector firms and to also broaden their tax base. So, governments approved more land for commercial developments and more developers ventured into this unfamiliar part of the real estate development sector. Early commercial projects were not always great, many just looked like standard apartment buildings and weren't developed with end users in mind. Over time projects improved and before long developers with only short experience in commercial development were building some extremely tall office towers. In addition to office buildings, hotels, shopping malls and serviced apartments were also built. In some cases, when more seasoned private developers felt the market was being overbuilt,

they stopped bidding for land, while government linked developers stepped in to help construct these buildings.

Nearly every one of the operators involved in commercial real estate including hotel management firms, mall operators and commercial leasing agents saw rents starting to decline as increasing amounts of commercial space continued to enter the market. They saw troubles emerging as competing projects started to outpace demand. And yet, once a commercial project is started, it isn't easy to stop, so construction continued.

CONSUMERS WIN

The positive side of this story is that as hotel rates decline and office rents fall, consumers can access properties at record low rates. Now is a great time to travel to new cities or have a weekend at a local five-star hotel and for business looking to upgrade their space, many choices exist of office properties that are much better than the previous

供应过剩的影响

曾经无限繁荣的建筑业在今天陷入了沉寂，体现了如今房地产开发产业的低迷。开发商的投资组合似乎产生了许多负面的结果。

住宅基础
在过去的20年终，开发商努力满足消费者的住房需求，进行有利可图的投资。开发商赚得大笔收入，消费者也由此致富。

商业繁荣
随着住宅用地的获取变得困难，一些开发商开始进入商业地产市场。这一做法与许多城市政府寻求发展商业市场以满足消费者和服务行业的需求一致。随着越来越多的商业地产进入市场，竞争项目超过了市场需求。

消费者获胜
随着商业空间租金的下降，消费者可以以低利率购买房产。低折扣率将有助于刺激服务业的增长。

兼并
天津的写字楼有一半的空置率，但情况是某些优质项目几乎已满，而另一些项目完全空置。一些开发商已开始出售投资组合中的其他资产以降低整体债务。市场将需要一段时间达到平衡。

结论
目前商业地产部门过度建设。发展变缓、租金下调、开发商破产以及服务业的不断增长，将帮助房地产行业变得更加健康。

generation. Offices with good transportation links, lots of natural light and good floor plans exist all across the city for similar rents to those in buildings a decade or two older. In theory, these discounted rates will help to spur the service sector which, as it grows, will eventually help take up some of this excess space.

CONSOLIDATION

Currently office vacancy rates in Tianjin are high, with nearly half of all space sitting idle. The high vacancy rates however aren't universal. Some projects are nearly full, thanks to superior space, better management, better locations or transportation, while others sit nearly empty. Additionally, wholly owned properties, i.e. those that haven't sold off the property floor by floor and thus are better able to manage the overall environment in their building are outperforming their peers. Similar challenges can be seen in hotels and shopping malls, with either low occupancy rates or high numbers of empty store fronts respectively creating challenges for property owners.

Most of the projects are financed with debt, and that is where the real challenges appear. For developers unable to repay their loans, pressure will mount to lower their rents to find tenants, thus hurting all landlords. Over the past year, some developers have started to sell their

properties at discounted prices to reduce their debt loads, other developers have started to sell other assets in their portfolios to lower their overall debt. In times like these, a few bankruptcies would also not be surprising. This trend has happened in the North America and Europe in down markets and the same is likely to occur here, as well. We are also likely to see some projects sit idle waiting for the market to recover. Planned construction projects will be delayed and the market will take some time to regain balance before new building booms begin.

CONCLUSION

It is clear that currently the commercial real estate sector (office, hotel, retail and serviced apartment) is overbuilt. A real demand for service sector infrastructure led to the boom of construction which ran a little too long. The combination of slowing development, reduced rents, alternative uses, developer bankruptcies and the growing service sector will eventually help the real estate sector become healthier. In the meantime, the cranes will migrate to other markets and wait for the right time to return to our city. **B**

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BAIFENDIAN GROUP

LEVERAGING ARTIFICIAL INTELLIGENCE TO THE GREATEST EXTENT



By Morgan Brady

AI is an area of relevance to economists and politicians alike, given its vast implications. And China is walking on a promising trajectory in this domain. One of its biggest companies in this area is Beijing PERCENT Information Technology Co., Ltd. (Baifendian group), which is an information technology company.

Baifendian was established in 2009 and is based in Beijing. It has a wide AI and big data production line. It offers many services; those include its recommendation engine (BRE) and a consumer preference database (very valuable for merchants), Baifendian Analytics Engine (BAE), Big Data Operating System of Technology, Marketing Engine, and User Tag Management. Most of the Baifendian's services are catered to companies that use the Software as a Service (SaaS) business model. The company helps start-ups by building business intelligence systems for them and integrating them into their websites and helping them increase conversion (purchase) rates.

TAPPING THE POWER OF BIG DATA AT SCALE

In 2017, the company released the first industrial AI decision-making system in China. The aim, according to the CEO, Su Meng, was to help companies make intelligent decisions, by providing them with powerful analysis tools and enabling them to manage [large] data sets efficiently.

The System is called Deep Matrix, and it offers big data analysis tools and artificial intelligence capabilities. It powers many functions, including the automatic identification of business issues, making predictions, and recommending decisions. From this main system stemmed five different applications that are tailored for organizations in specific domains. This includes the intelligent security analysis system Deep Finder, intelligent government decision-making system Deep Governor, intelligent multimedia service system Deep Editor, smart marketing system Deep Creator and smart manufacturing system Deep Sensor.

INNOVATION AND RESEARCH EFFORTS

Currently, Baifendian has hundreds of software copyrights and patents. It has a research and development team that consists of hundreds of people with a background from local and international renowned universities and technology companies. It is interested in building links between different actors in the development of technology solutions. This includes stakeholders from the industry, the universities, research environment, and application. This aim prompted Baifendian to establish eight cooperative research centres with top domestic universities and institutions, such as PKU School of Software & Microelectronics - Percent Joint Lab, People's Public Security University of China - Percent Big Data and AI Research Centre, Business School of Central University of Finance and Economics - Percent Finance Big Data Marketing Research Centre, Zhejiang University - Percent Industrial Big Data Joint Lab, Shanghai Jiao Tong University State Energy Smart Grid R&D Centre - Percent Joint Lab, Network Centre of the Communist Youth League of China - Percent AI Joint Lab, CEIEC - Percent Big Data Joint Lab, Nanfang Media Group - Percent National Key Lab of Science & Technology and Standard for the Press and Publishing Industry.

FINANCING

Baifendian Group has raised 1 billion yuan (\$151 million), including the latest 400-million-yuan Series D round of financing led by Everbright Securities in 2015, according to company figures. In 2011, it had received \$7.2 million in a Series A round of funding led by IDG and Mingly China Growth Fund. In late 2018, the company raised \$72 million (500 RMB) in series E round led by National fund. According to one estimate, the company has raised around \$177.2 million in funding thus far, and its revenue is around \$11.2 m.

CLIENT BASE AND PARTNERSHIPS

Up to this point, Baifendian provided big data services to more than 2,000 companies, including Huawei Technologies and TCL Corporation. It is partnering with more than 300 e-commerce sites and information portals, such as Vancl.



com, Coo8.com, 58.com, Xiu.com, Redbaby.com.cn, Mbaobao.com, MasaMaso.com, and Tuniu.com. It has a breadth of operations in various industries, such as finance, manufacturing, public affairs, media publishing, energy, transportation, retailing and e-commerce. This helps it foster cooperation between different industries, which can give rise to new innovations.

POLITICAL IMPETUS

Thanks to the Belt and Road initiative, as well as the go out policy, the company can expand and deliver its services to overseas markets. The company has already been cooperating with some African and Latin American governments to build big data and AI platforms at a national level, which can support state actors with social governance.

The rise of this company, among many others in adjacent fields, is quite an interesting phenomenon on a global scale. This is because it signified that China is closing the gap quickly with the United States when it comes to Artificial intelligence. In 2017, around 48 percent of venture capital funding went to China (almost half). China has leverage in this area because of the large volumes of data it collects and its large population. The market is quite large and promising, and it has a considerable global impact. According to an estimate by PwC, artificial intelligence can contribute to global growth in the amount of \$15.7 trillion (14% growth). **B**

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CONCLUSION

Baifendian is a promising company locally and internationally, and it can be a cornerstone in China's efforts to become a leader in advanced technologies. The company has received a lot of attention from important investors, and it may be a while before it goes public (if it ever does). At its current rate of performance, growth is nearly certain to happen over the longer term.

百分点科技 充分利用人工智能技术

中国正在人工智能这一领域逐渐崭露头角，其中一家顶级的公司是北京百分点信息科技有限公司，拥有者宽泛的人工智能和大数据生产线。

挖掘大数据的力量
该公司发布了中国第一个工业 AI 决策系统 Deep Matrix，帮助企业做出明智决策，为其提供强大的分析工具，并使其能够高效管理大型数据集。

创新和研究努力
目前，百分点拥有数百项软件版权和专利，拥有一支数百人组成的研发团队，成员来自本地和国际知名大学和技术公司。

融资
公司数据显示，百分点已经筹集了 10 亿元人民币（合 1.51 亿美元），收入约为 1120 万美元。

客户及合作伙伴
百分点为华为及 TCL 在内的 2000 多家公司提供大数据服务，在金融、制造、能源、零售和电子商务等行业均有广泛业务。

政治动力
公司正在向海外拓展市场和提供服务，已经与一些非洲和拉丁美洲政府取得合作。

百分点是一家在国内和国际市场都具有广泛前景的公司，将逐渐成为中国先进技术领域的基石。

AFRICA CHINA



TIES BETWEEN CHINA AND AFRICA REMAIN TRONG

Chinese-African relationships are nothing new. They date back to medieval times in the 14th and 15th centuries when the Moroccan scholar and traveller, Ibn Battuta, visited parts of China. This was one among many visits between the two regions, such as the visit by Sa'id of Magadishu in Somalia, and the visit by Ming dynasty to parts of Africa. China-Africa trade relationships can be traced back to 2000 BC and 200 AD. Historians knew of two different routes of trade: the Silk Road, and the Indian ocean trade.

Today, the relationships between Africa and China are flourishing in so many fronts. This is taking place in the political, economic, and the scientific spheres. China and African countries hold many things in common. They are both high-growing and emerging countries with a promising future, and they share the view of a world order that is multilateral, with little to no interference from foreign powers in their affairs.



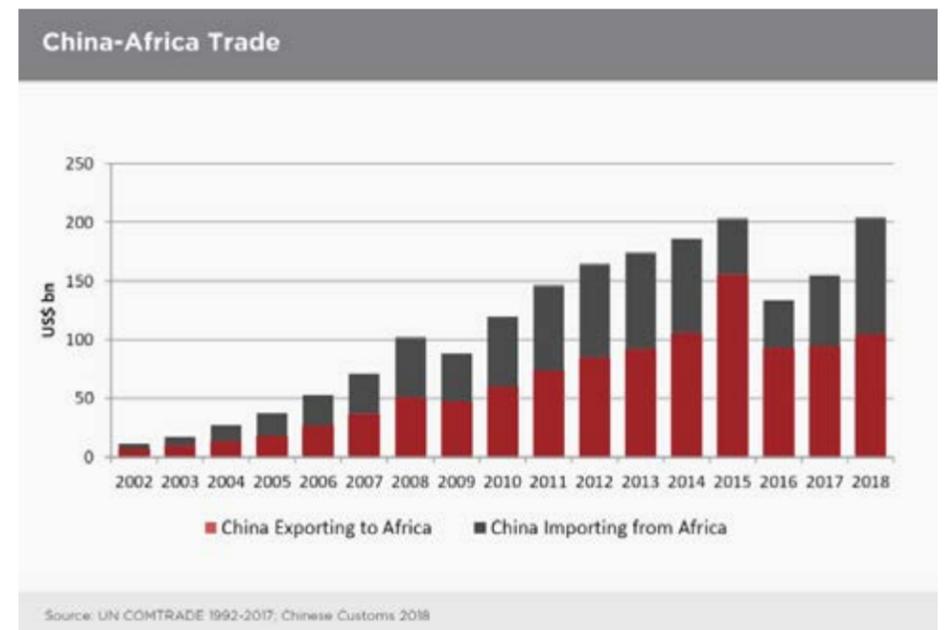
STRATEGIC ALIGNMENT, AND THE THREE-POINT PROPOSAL BY MR XI

In 2018, in a meeting between the Chinese President Xi Jinping, and African leaders, such as South African President Cyril Ramaphosa, also former African co-chair of the Forum on China-Africa Cooperation (FOCAC); Egyptian President Abdel-Fattah al-Sisi, also rotating chair of the African Union; and Senegalese President Macky Sall, current African co-chair of the FOCAC; Mr Jinping presented a three-point proposal in front of the leaders. The first point focused on building a win-win cooperation scheme, so that people from all those countries can harness the benefits of such cooperation. Mr Jinping suggested that different strategic initiatives, programs, and projects should be aligned. By this he is referring to the alignment between the Belt and Road initiative, the African Union's Agenda 2063, the UN's 2030 Agenda for Sustainable Development and the development strategies of African countries. Second, he suggested stronger cooperation in the African continent and respect for the will of African countries. In the third point, Mr Jinping urged countries to contribute more to the protection of international order and multilateralism. These are all the values that most African countries can agree on. The three-point proposal by the Chinese president outlined a clear vision for cooperation on a large scale.

ECONOMIC COOPERATION

It seems that China has more common grounds with African and Asian countries than it does with many western countries. This represents a solid foundation for cooperation on economic and international development.

This is embodied in numbers. At a time when US FDI flows to Africa seemed to be declining, Chinese FDI flows to Africa seemed to be growing steadily. Trade between the two parties has also been moving on a rising trend, despite the decline in 2016 and 2018. The volume of China's exports to Africa in 2018 exceeded \$100 bn, whereas the size of African exports to China was only slightly less at around \$99 billion. An interesting remark here is the increasing volume of African exports to China and that collaboration is becoming more and more balanced - a sign of a healthy relationship.

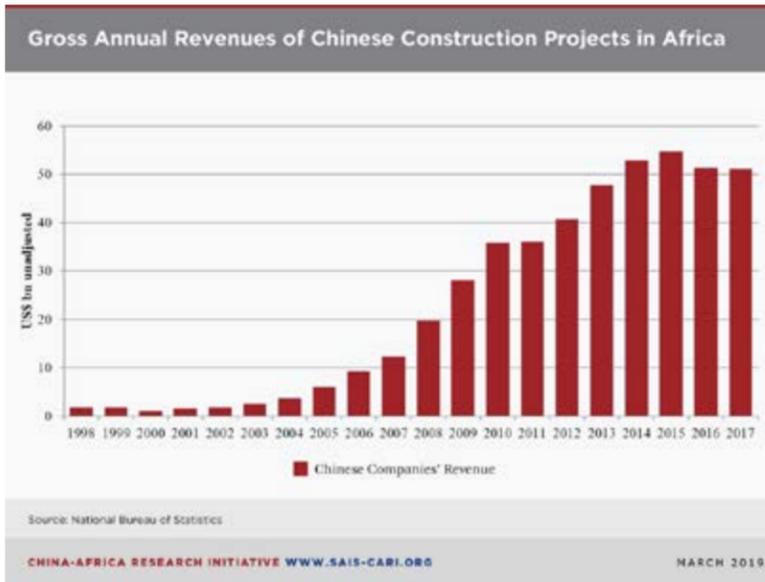


China is rich in capital and manufacturing power, whereas Africa is rich in natural resources, including minerals. There is a good demand for Chinese products, such as machinery, electronics, apparel, and high-tech products from Africa. In China, there is a demand for African products, such as crude oil, iron ore, cotton, diamond, and other natural resources and primary goods. China and African countries complement one another, as both can supply products at different ends of the supply chain.

COPPERATION ON AGRICULTURE AND CONSTRUCTION

When it comes to Agriculture, China is increasingly involved in the African continent, given the benefits it can perceive from the cooperation. It has recently acquired 252,901 hectares of land, 41% of which are in Cameroon (this includes two giant rubber plantations), although the acquisition of land has slowed down in recent years.

Moreover, in 2017, the gross annual revenues of Chinese companies' engineering and construction projects in Africa totalled US\$51.19 billion. Although this revenue is a 0.5% decrease from 2016, it remains high when looking at the previous two decades. Africa presents valuable economic opportunities to China, and China offers a path towards regional integration, development, and growth for African countries.



A HELPING HAND

In terms of foreign aid, China is now the biggest donor to Africa. Previously the biggest donors were the countries which are part of the Organization for Economic Cooperation and Development (OECD). Clear numbers regarding China's foreign aid to Africa have not been disclosed. However, it is believed that Africa receives the lion's share of China's foreign aid, which can be divided into eight categories: complete projects, goods and materials, technical cooperation, human resource development cooperation, medical teams sent abroad, emergency humanitarian aid, volunteer programs in foreign countries and debt relief. Support in conflict is also included. For example, last year China sent 163 peacekeepers to South Sudan on a mission that should last for one year.

JOINT RESEARCH AND SCIENTIFIC COLLABORATION ENDEAVORS

Scientific cooperation is also burgeoning with the presence of a number of key joint research institutions and initiatives. This includes the China-Africa Institute, the center of African Studies of Perking University, the African Studies Center of China Foreign Affairs University, and the Institute of African Studies Zhejiang Normal University.

CONCLUSION

China's cooperation model with Africa stands in contrast with the western model. A key difference is that the Chinese model respects the sovereignty of foreign states and does not interfere with their local affairs. It aims to reap more benefits for all parties involved. Historical ties, political alignment, shared values, the potential for high-level economic integration are all factors that make the links between China and Africa as resilient as ever. Should those two growth engines unit and achieve macro economies of scale, the outcome and surplus could be large, and the spillover effects to neighboring countries could be very positive. **B**

中非之间纽带增强

中国和非洲的关系具有非常悠久的历史。中非两国存在很多共同点，如今，两国关系在政治、经济和科学领域蓬勃发展。

战略协同，以及习主席提出的三点建议
习主席在 2018 年提出的三点建议勾勒出了与非洲国家大规模合作的明确意愿，包括建立双赢合作方案，加强非洲大陆的合作，以及敦促各国为保护国际秩序和多边主义做出贡献。

经济合作
中非之间的共同点决定了其经济和国际发展合作的坚实基础。中国拥有强大的资本和制造业，非洲拥有丰富的自然资源和矿产，双方在经济方面相辅相成，形成供应链的不同端。

农业和建设方面的合作
中国企业正在越来越多地参与非洲

大陆的建设，增大在非洲的工程项目投入，为非洲国家提供了区域一体化、经济增长和发展的道路。

援助之手
目前，中国已成为对非洲的最有力捐助者，超过了经济合作与发展组织国家。

进行科学研究合作
多个研究中心已经成立，科学合作在蓬勃开展。

中国与非洲的合作建立在尊重其主权的基础上，与西方的合作形式截然不同。历史纽带、政治结盟、共同价值观、高水平经济一体化，都为双方带来更多的利益。

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PILOT PROGRAM FOR GENERAL VAT TAXPAYERS

IN THE COMPREHENSIVE BONDED ZONES

综保区政策再度发力，为企业减负增效



Kelvin Lee, PwC Tianjin

To further develop the Comprehensive Bonded Zones (CBZs) and to support enterprises within the CBZs to expand business in both overseas and domestic market, it is critical to establish internationally competitive and innovative rules for the administration of the Special Supervision Zones (SSZs) from tax and customs perspectives. Based on this government objective, the State Taxation Administration (STA), the Ministry of Finance (MOF) and General Administration of Customs (GAC) jointly issued the <Public Notice on Expanding the Pilot Program for General VAT Taxpayers to Comprehensive Bonded Zones> (Circular 29), which provides substantial tax benefits to enterprises situated in these pilot CBZs. Enterprises engaged in both domestic and overseas business would be the main beneficiaries for this policy.

摘要

综合保税区是开放型经济的重要平台，对发展对外贸易、吸引外商投资、促进产业转型升级发挥着重要作用。为促进综合保税区高水平开放和高质量发展，支持综合保税区企业拓展两个市场，打造具有国际竞争力和创新力的海关特殊监管区域，国家税务总局、财政部、海关总署发布了《关于在综合保税区推广增值税一般纳税人资格试点的公告》（国家税务总局公告 2019 年第 29 号，以下简称“29 号公告”），将之前在部分海关特殊监管区域开展的赋予企业增值税一般纳税人资格试点的优惠政策从 48 个海关特殊监管区域进一步推广到全国 96 个综合保税区，由所在地省级税务、财政部门及直属海关将一般纳税人资格试点实施方案向国家税务总局、财政部和海关总署备案后，即可以开展一般纳税人资格试点，适用相应优惠政策，对综合保税区内企业及同时从事对内对外业务的企业形成重大利好。



IN DETAIL

1. PREFERENTIAL POLICIES AVAILABLE TO THE PILOT TAXPAYERS

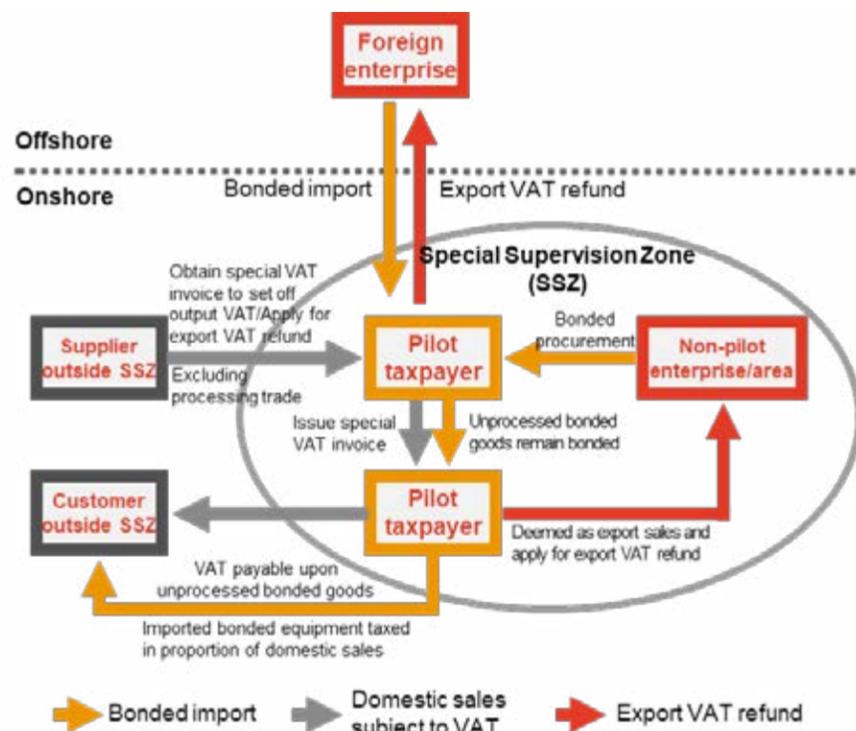
Based on Circular 29, pilot taxpayers can enjoy the following preferential tax treatments:

- For goods sold to the domestic market, domestic customers will no longer need to perform import Customs declaration. Pilot taxpayers can issue special VAT invoices to their domestic customers, who can use them to set off their output VAT. This will reduce the customs declaration costs of the domestic customers and help the pilot taxpayers to expand their domestic business.
- For goods procured from domestic suppliers, pilot taxpayers can ask for special VAT invoices from the suppliers to set off output VAT or apply for export VAT refund. Domestic suppliers will no longer need to apply for export VAT refund. Consequently, pilot taxpayers would have more alternatives in selecting suppliers, without having to consider the suppliers' qualification for the Export Credit and Refund (ECR) policy.
- The tax policy / treatment applicable to SSZs would remain effective for pilot taxpayers, who have become general VAT taxpayers. Specifically, pilot taxpayers would continue to be eligible for the bonded policy for imported goods; pilot taxpayers procuring goods from non-pilot enterprises in the pilot area can refer to the bonded policy applicable to imported goods; sale of unprocessed bonded goods between enterprises in the pilot area is not subject to VAT and the purchaser would continue to apply the bonded policy; pilot taxpayers importing equipment for their own use (including machinery and

equipment, infrastructure materials and office supplies) are exempted from custom duties, import VAT and consumption tax; when the bonded goods are sold to the domestic market subsequently, customs declaration have to be performed and import tax have to be paid for those goods together with interest on the delayed tax payment.

- Pilot taxpayers would be eligible for the ECR policy on exported goods. Pilot taxpayers selling goods (except for unprocessed bonded goods) to non-pilot enterprises in the pilot area are deemed as export sales and can apply for export VAT refund. Currently, services provided by domestic enterprises to SSZs are subject to VAT, as they are not applicable to the VAT exemption policy on cross-border services. As a result of this new policy, the input VAT incurred by pilot taxpayers on service procured from domestic suppliers can be claimed as input credit in calculating the VAT export refund, instead of absorbing it as a cost.

The applicable tax policies for pilot taxpayers are set out as below:



2. BASIC CONDITIONS FOR APPLYING TO BE A PILOT TAXPAYER

Pursuant to the requirement of Circular 29, the applicant shall meet the following criteria to apply for pilot program:

- The CBZ or other SSZ, where the applicant is situated, is already included in the pilot program. The applicant can apply directly to the local competent tax authorities and Customs to become pilot taxpayer and register as a general VAT taxpayer according to the relevant regulations.
- The CBZ, where the applicant is situated, has finished preparation and performed the record filing with the state level authorities for starting the qualified general VAT taxpayer pilot program.
- The application to be a general VAT taxpayer is voluntary. An enterpriser should self-assess whether it is suitable to adopt the pilot policy as a general VAT taxpayer by taking into account its business scope, source and qualification of suppliers, source and demand of customers, need to purchase substantial construction, transportation and R&D services from the domestic market, financial system and invoice management capability, etc...

The takeaway

As mentioned, it is a good opportunity for enterprises situated in pilot CBZs to enjoy preferential tax treatment for its business activities in both domestic and overseas market as general VAT taxpayers. However, enterprises will also be facing a more complicated export VAT refund treatment and stricter VAT management / supervision. Pilot taxpayers are required to establish a proper accounting / tax management system to adapt to these changes. Therefore, potential applicants within CBZs are recommended to make an overall assessment on the qualification and capability of being general VAT taxpayers.

For enterprises situated in those CBZs, which have not participated in the pilot program, if they are interested in enjoying the tax treatment stipulated in Circular 29, they should actively express their interest to the local authorities of those CBZs, and request them to push forward their registration with the state level authorities for inclusion in the scope of pilot program.

For enterprises that have already been registered as general VAT taxpayers, management should perform an overall review of the business process and financial procedures to ensure that they fully comply with the documentation requirements of the tax authorities and Customs on bonded imports, domestic sales and export refunds, etc. **B**

详细内容

一、试点企业适用优惠政策的具体内容

基于 29 号公告，试点企业可以享受的政策具体包括以下几方面：

- 不需要境内区外客户进行报关进口，有利于拓展境内业务。试点企业内销货物（包括销售给其他试点企业的货物）可以按规定缴纳增值税并开具增值税专用发票，供客户进项抵扣增值税。这一举措为境内区外客户节省了报关进口的成本和麻烦，有利于试点企业拓展境内业务，在商务谈判中取得更有利的条件。
- 不需要境内区外供应商进行出口退税，有利于扩大选择供应商的范围。试点企业从境内区外购进货物，可索取增值税专用发票，作为增值税进项税额的抵扣凭证或者出口退税凭证。这一举措不再需要境内区外供应商自行进行出口退税，降低了对于供应商的资质要求，有利于试点企业更多地从质量和价格等因素出发，对供应商进行选择。
- 可继续享受海关特殊监管区域保税政策。试点企业进口货物继续适用保税政策；试点企业向试点区域内非试点企业购买货物，比照进口货物适用税收政策；试点区域内企业之间销售未经加工的保税货物不征税，由购货方继续适用保税政策；试点企业进口自用设备（包括机器设备、基建物资和办公用品）时，暂免征收进口关税、进口环节增值税、消费税。在确定内销时，再对规定货物补申报进口税收，并按照规定补缴缓税利息；免税进口的自用设备按海关监管年限平均分摊到各个年度，每年年终计算内外销比例，按内销比例对本年暂免的设备进口税收补征税款。
- 可享受出口退税政策，向境内企业购买服务所含的增值税有望不再转增成本。试点企业出口货物，在货物实际离境后申请退税；试点企业向试点区域内非试点企业销售货物，除未经加工的保税货物外，视同出口办理退税。目前境内企业向海关特殊监管区域提供的服务应缴纳增值税，且不适用跨境服务免税政策，区内企业购入服务的增值税将形成企业成本，享受出口退税政策后，这一部分增值税可以计入进项参与退税计算。

税务机关、海关申请成为试点企业，并按规定向主管税务机关办理增值税一般纳税人资格登记。如果企业所在区域为综合保税区，但之前不属于试点区域，则需要所在区域在国家层面备案后，才可以申请成为试点企业。

企业所在综合保税区已做好准备并完成向国家层面的备案。如果综合保税区内企业确有开展一般纳税人资格试点的需求，且综合保税区各政府部门已做好准备，则可以由国家层面完成备案，开展一般纳税人资格试点。具体准备包括：所在地市（地）级人民政府牵头建立了综合保税区行政管理机构、税务、海关等部门协同推进试点的工作机制；综合保税区主管税务机关和海关建立了一般纳税人资格试点工作相关的联合监管和信息共享机制；综合保税区主管税务机关具备在综合保税区开展工作的条件，明确专门机构或人员负责纳税服务、税收征管等相关工作。

企业自我评估适合采用试点政策。该增值税一般纳税人资格试点采取企业自愿申请原则，企业应充分分析自身的业务范围和内容、供应商的来源和资质、客户的需求、是否从境内大量购入建筑、运输、研发等服务、财务系统及发票管理水平等，评估企业是否适合采用试点政策，以获取相应的税收优惠和便利。

注意要点

开展综合保税区企业增值税一般纳税人资格试点，对综合保税区内或将要进入综合保税区的企业开展内外贸一体化业务形成重大利好。区内企业申请一般纳税人资格，能在保留原先特殊区域特殊待遇的基础上，实现更多购销环节的商业灵活性，提高企业在面对不同需求供应商和客户时的适应性。

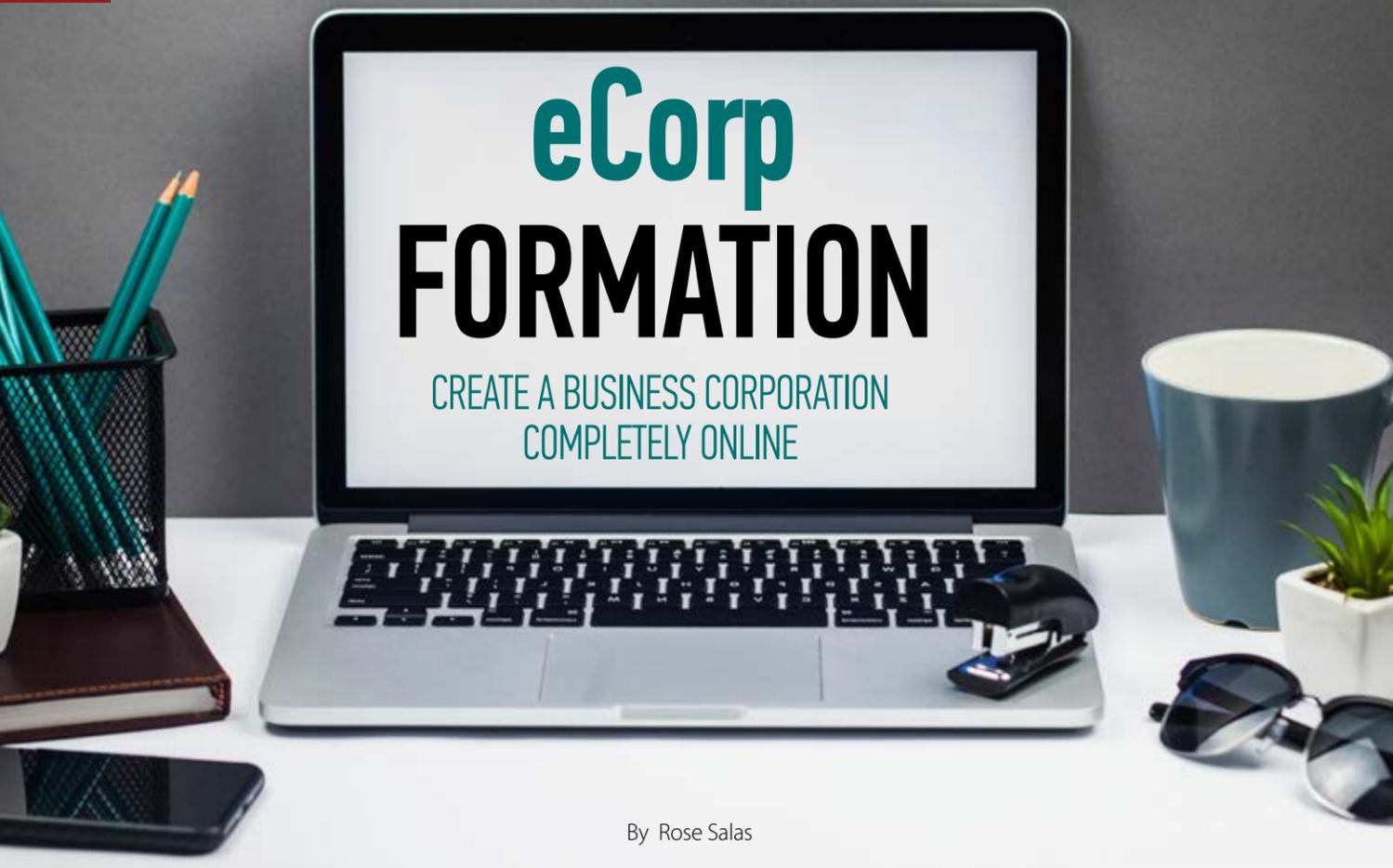
需要注意的是，享受相关政策需要企业采用相对于原来更为复杂的出口退税处理和更为严格的增值税管理，对企业的财务水平、核算体系和税务管理能力提出了更高的要求。同时，该政策对于综合保税区政府部门，尤其是税务和海关部门也是一个很大的挑战，需要更高的征收管理水平和更加紧密的协调配合。自 2016 年起，截止到 2018 年 12 月底，全国申请海关特殊监管区域一般纳税人试点政策的企业共 133 户，其中生产型企业 88 户，贸易型企业 45 户，尚有进一步扩大的空间。

二、企业申请成为试点企业的基本条件

结合 29 号公告以及企业的需求，企业申请成为试点企业需要以下基本条件：

企业所在区域为综合保税区或之前已纳入试点的海关特殊监管区域。如果企业所在区域为之前已纳入试点的 48 个海关特殊监管区域（主要是综合保税区），可以直接向主管

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By Rose Salas

Owning an online business is one of the most flexible types of entrepreneurship that one or a group of people can set up nowadays. When you have an online business, you can work anywhere and anytime with a low start-up cost. Making a living on the internet is becoming one of the major options of someone who wishes to become the boss of their own brand.

When you decide to put up a business online, and you have chosen a structure, either a limited liability company (LLC) or a corporation, you can now take advantage of eCorpFormation. In essence, you can completely leave paper works, filing, and registration by going in person to the place of registration, because you can just do it all online.

HOW DO YOU SET UP YOUR ECORP?

1. Decide where you want to set up your business.

This is the step where in-depth researching and concerted planning is needed. Depending on where you want to set up your online corporation, there are rules and regulations that you need to follow before you operate online. If you decide to cross borders, you need to check the possibility of putting up your business specifically if you do not want to physically go there to register it. The niche of your brand is another factor to consider if you will sell in a foreign country.

2. Think of your business name and check if it is unique and available.

Creating an original and no duplicate business name is very significant.

This will save you from trademark infringement if, by chance, you create a name that is closely similar to another business. There are several ways which you can use to check if the name you have chosen is already registered. One is by checking on the state's website if the name is still available. You can also go to LLC name search websites like <https://llc-made-easy.com> or check it via entity name websites.

3. Register your domain name.

Choose from online companies where you want to register your domain name. This is going to be your internet address. You can pay an annual fee for the service. An example is www.domain.com.

4. Paper Filing for your online Corporation.

You need to get a certificate from the state where you will file your business. To do this, you can contact

the state agency that can help you process the documents and submit them online. Once processed, you will get a certificate stating that your business is now registered and existing.

5. Prepare License and other requirements.

This step is crucial because it involves the tax requirements and how you can pay it when the business starts to operate. Getting a business license is significant, and requirements can also be submitted online.

6. Get your website ready.

After the completion of business requirements and acquiring the necessary licenses, you can now set up your website and start selling. You have options to use a third-party platform, an ecommerce site, or build your own. You have to evaluate the pros and cons of each option, so you can grow your business in less time. Picking the right platform to sell your product will save you from unwanted expense and effort.

Complying with the list of foreign regulations can be exhaustive if you are not familiar with business legalities. However, there are online agencies that can help you to set up your online corporation from scratch until you are about ready to operate. These agencies will give you directions and walk you through the steps and do most of the filing for you in the state where you're setting up your business. This will ease the burden of having to deal with language barriers or cultural differences.

According to Sellics.com, the TOP 10 international cities to start an online business are the following:

1. Quebec, Canada
2. Winnipeg, Canada
3. Sheffield, UK
4. Montreal, Canada
5. Nottingham, UK
6. Leicester, UK
7. Adelaide, Australia
8. Glasgow, UK
9. Liverpool, UK
10. Marseille, France

Why these countries? These cities, after conducting a survey, showed a strong and solid existing online business presence and are becoming popular for places with web entrepreneurs. Different factors were viewed and considered to prove why they are the best cities to start an online corporation, such as the following:

- The popularity of online shopping and access to financing
- Online venture infrastructure
- Cost of living
- Set up fees
- Political and economic stability
- Low corruption rate

Online Corporation will allow you to manage a business through your website without the need of hiring regular employees. Technology has allowed all the possibilities of setting up and running an entire business using the internet with great advantages. Some of which are 24/7 global access, enhanced client service with the use of online applications, cost savings, paperless office, and greater opportunities to expand in different countries.

Another option for eCorporation, which is getting larger, is when foreign brands market their products in China through the use of online platform like Taobao. Being the largest online platform, foreign businesses are attracted to set up their Taobao store. Consulting companies, like Daxue Consulting, are reliable companies that do variety of services to wide range of foreign clients, who want to enter the Chinese market. Some of their clients are as follows:

Some clothing retailer US brands, like Gap and Adidas expanded their reach in Chinese customers through Taobao Mall. Because of the high demand of luxury items from Chinese consumers, this ecommerce platform is providing an ecosystem of business solution providers for foreign brands. TP (Taobao Partner or Tmall Partner) is an online service provider that can assist, partner, or collaborate with foreign brands, so they can operate in their behalf in the major market places like JD, Tmall and Vipshop.

Visit us online:
btianjin.cn/191108

If you are a foreign company who wishes to set up a company in China through eCorpFormation, there are several companies who offer services that can help you from scratch. They are service providers who will help you register your company, quick and hassle-free! All you need to do is hire their services and they will take care of everything so you can operate your business in no time. For instance, Business China (<https://www.set-up-company.com/>) is a reputable company that you can hire to register your company in China via online processing. They have a customized service package that will fit your business needs and since they cater internationally, they can communicate using your mother language and you'll never have to worry about communication barriers.

As the future of eBusiness provides wider and bigger opportunities, eCorps must be familiarized with local laws and regulations that should apply to any online niche and activities. Planning for risks like data theft and loss, scams, viruses, and equipment's hardware should be a top priority. Are you planning to venture into an online corporation? Let these steps guide you and remember to look for the best agency that can help you set up everything in a flash! **3**

完全在线创建企业公司

建立一家在线企业是最灵活的创业方式之一。现在，可以通过 eCorpFormation 在线完成对一家公司的注册流程。

1. 公司建立需要深入研究和协调规划，需要考虑当地的规则，以及是否有利于公司品牌的发展。
2. 公司的名称是否唯一是非常重要的，会确保你不会侵权。可以通过在该州网站上查看名称是否可用。
3. 为在线公司注册域名，并支付年费。
4. 在线公司纸质归档。需要联系所提交业务的州政府，获得相关证书证明企业已注册并存在。
5. 准备营业许可证及其他。这一步非常重要，因为会涉及到税务，以及业务开始时的支付问题。
6. 准备好公司网站。你可以设置自己的网站，并开始销售。需要选择正确的平台来进行产品销售，以促进业务的发展。

如果你不熟悉商业法律，会有一些在线机构提供完整的服务来帮助建立你的在线公司。

CHINESE COMPANY WINS MILLION-KRONOR BID TO HELP EXPAND STOCKHOLM METRO

A Chinese company has won a procurement contract to take part in preparatory work to construct Stockholm's new metro lines - the biggest investment in the Swedish capital's public transport in more than four decades.

China Railway Tunnel Group (CRTG) has won one of the first procurement contracts for Stockholm's planned expansion of its metro, reports business news site Dagens industri. The bid landed at 276 million kronor (\$28 million) for three tunnels that will be used by construction workers, which bosses for the project by Region Stockholm argue, is a sensible price level.

The revamp of Stockholm's underground with 20 kilometres of new tracks and 11 new stations is the city's biggest investment in public transport since the 1970s and



A map of what the new metro system will look like. Photo: Region Stockholm

includes among other things a new line – yellow – added to the blue, red and green lines. Total construction time is expected to take up to eight years.

Source: thelocal.se

CHINESE COMPANY DEVELOPS DRIVERLESS STREET SWEEPERS

A Chinese company has developed a new application for self-driving vehicles - street cleaning. Yangzhou Lingtan Environmental Protection Technology, a company established in January, 2018, has developed a driverless street sweeper and is courting cleaning service providers, building management companies and government organizations as its clients.

Around 500 million people worldwide are engaged in cleaning work, according to information provided by the company. In China, annual sales of cleaning services reach 200 million yuan (\$28 million) in regional cities alone. With around 3,000 such cities, the domestic market size is huge at 600 billion yuan.

Street cleaning has an advantage as a business model over other services involving self-driving technology, because such vehicles can replace the work of eight to 10 humans, said founder and CEO Chen Shuo. In the case of taxis and logistics trucks, vehicles can substitute for the work done by only one or two persons.

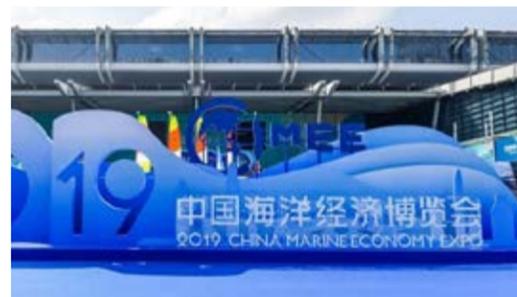


Image of an automated cleaning vehicle scheduled for mass production. (Photo courtesy of Yangzhou Lingtan Environmental Protection Technology)

Source: asia.nikkei.com

CHINA TO STEP UP SUPPORT FOR COMPANIES IN MARINE INDUSTRY

The Ministry of Natural Resources signed a strategic cooperation framework agreement with Shenzhen Stock Exchange on Tuesday, in a bid to boost the high-quality development of the marine economy. The agreement will promote further cooperation in various fields, such as market service, the supply of innovative products and information exchange for relevant enterprises, said the stock exchange. China now has 54 listed companies related to marine resources on the Shenzhen Stock Exchange, with a total market value of more than 300 billion yuan (about 42.43 billion U.S. dollars), covering marine high-end equipment manufacturing, transportation, information service, and biological medicine.



China marine economy expo, 2019
Source: Hellenic Shipping News

TECH START-UP DEEPEXI RAISES \$35M IN SERIES A ROUND

Deepexi, a Chinese start-up providing big data and artificial intelligence (AI)-enabled enterprise digitization solutions, has secured \$35 million in a Series A round of financing.

The new round was led by Chinese venture capital firm, Morningside Venture Capital, Asia-focused investment company Hillhouse Capital Group, and Boston-born IDG Capital. BAI, a \$3-billion investment platform wholly-owned by media, education and services mogul Bertelsmann, Chinese mobile internet-focused Chuxin Capital, Suning Ecological Chain Fund, and boutique investment bank Lighthouse Capital, also participated in the investment.

Deepexi, founded in 2018, specialises in the application of big data and AI in providing supply chain, manufacturing, and marketing services. The company serves customers in the automotive, high-tech manufacturing, healthcare, new



Source: William Iven/Unsplash

Source: dealstreetasia.com

retail, as well as computer, communication, and consumer electronics fields. The Beijing-based company has launched branches in Shanghai, Guangzhou, Shenzhen, Nanjing, and Chengdu. It currently has over 500 employees with 85 per cent of those working on research and development.

BYD TO INVEST 700 CRORES IN MOBILE COMPONENTS FACILITY IN SRIPERUMBUDUR

BYD (Build Your Dreams) Group's Indian arm is likely to invest ₹700 crores in a mobile components facility in Sriperumbudur, according to sources. Zhang Jie, executive director of BYD India, met Tamil Nadu Chief Minister Edappadi K. Palaniswami on Tuesday, to discuss the firm's investment plan in the State. He discussed investments in electric vehicles and mobile handsets in Sipcot, Oragadam and Sriperumbudur, and job opportunities, Mr Palaniswami tweeted on Wednesday.

The company's business covers mobile components, solar panels, battery energy storage, electric buses, electric trucks, electric forklifts, chargers and rail transit, among others. It provides customers with product solutions and related after-sales services.

BYD has a joint venture with Olectra Greentech for electric buses. It has successfully piloted the all-electric bus in Bangalore, Rajkot, New Delhi, Hyderabad, Goa, Cochin, Chandigarh, Vijayawada, Manali, Mumbai, Surat and other cities. Till date, BYD has gained 52% market share in electric buses commercially operating in India, according to a company statement.



Zhang Jie, executive director of BYD India, met Tamil Nadu Chief Minister Edappadi K. Palaniswami (in photo) on Tuesday, October 15, 2019.

Source: thehindu.com

CHINESE FIRM WANTS TO GIVE CLONED PETS THE ORIGINAL'S "MEMORIES"

A Chinese medical technology company is setting up a shop in Rochester. The Destination Medical Centre Corporation, on the same day it was celebrating the grand opening of the new One Discovery Square Building, announced a new tenant for the health technology centre in downtown Rochester. WuXi (woo-she) Diagnostics says it plans to open a research and diagnostic testing facility in One Discovery Square by the end of the year.

It will be the Shanghai-based firm's first research facility in the U.S. A news release says WuXi wants to accelerate "esoteric diagnostic product development" and deliver more "personalized and accurate diagnostic services" to patients throughout the world by teaming with the Mayo Clinic and its advanced medical practice.



Photo by Andy Brownell/TSM-Rochester
Source: krocnews.com

FURNITURE CHAIN WITH STORES IN TREASURE VALLEY SOLD TO CHINESE COMPANY

Mor Furniture for Less, a San Diego-based retailer with outlets in Boise and Nampa, has reached a \$68.4 million deal to sell the 36-store chain to Healthcare Co. Ltd.



Despite its name, the Rugao, China-based purchaser is a global home furnishings producer that owns manufacturing and retail businesses around the world, according to an Oct. 7th news release. The deal is expected to be closed by the end of the month. Mor Furniture will operate as an independent business, with executives reporting to China. The company said Mor will help it better understand the U.S. market. "The direct day-to-day contact with consumers through Mor's vibrant retail locations gives us the opportunity to gather critical information about consumer shopping behaviour in the U.S.," said James Ni, chairman and CEO, in a statement.

\$108.2 billion in 2017, 3.2% over sales in 2016 of \$104.7 billion. These furniture and bedding sales figures are Furniture Today's market research estimates, based on personal consumption expenditure data from the U.S. Department of Commerce's Bureau of Economic Analysis.

Furniture and bedding retail sales increased an estimated 2.9% in 2018, reaching \$111.4 billion. Retail sales totalled

Source: idahobusinessreview.com

CHINA'S CLOUD COMPUTING INDUSTRY PROJECTED TO REACH OVER 300 BILLION YUAN

The size of China's cloud computing industry is expected to exceed 300 billion yuan (about 42 billion U.S. dollars) in 2023, according to a white paper released by the Institute of International Technology and Economy (IITE). The document predicts that China's enterprise and government cloud adoption rate will be over 60 percent with its growing demand in digital and intelligence transformation. Currently, main users of cloud computing services in China are in fields of Internet, transportation, logistics, finance and telecommunications, the white paper said. Last year, China's cloud computing sector scaled at 96.28 billion yuan, only around 8 percent of that in the United States, data from the paper showed. The IITE, founded in 1985, is a non-profit research organization affiliated to the Development Research



Centre of China's State Council, tracking and analysing trends in world scientific, technological and economic development.

Source: Xinhuanet

CHINA'S PHARMACEUTICALS INDUSTRY IS GROWING UP

The country's drug makers increasingly eye lucrative high-end drugs. The gleaming campus of BeiGene, a biotechnology company in Beijing, has all the trappings of a well-heeled research laboratory. They include screening machines to test the 500,000 compounds in BeiGene's library, its animal-testing quarters with 10,000 creatures—and Wu Xiaobin, who last year left a job as Pfizer's head for China to run the Chinese firm's domestic operations. Signs of expansion are all around — especially for research on cutting-edge treatments that include gene and cell therapies. The number of scientists working on such drugs has almost doubled since last year; more are being hired. Fresh lab space has replaced old offices.



Workers at a Chinese pharma factory

Source: The Economist

CHINA EASES M&A RULES FOR LISTED COMPANIES TO SPUR RESTRUCTURING

The China Securities Regulatory Commission (CSRC) also said it would allow flotation of assets in strategically important emerging sectors on Shenzhen's ChiNext start-up board. China's securities regulator on October 18th scrapped profitability requirements in merger and acquisition (M&A) deals involving publicly traded companies in an effort to facilitate restructuring in a slowing economy. The China Securities Regulatory Commission (CSRC) also said it would allow flotation of assets in strategically important emerging sectors on Shenzhen's ChiNext start-up board. The policy changes, embodied in revised rules on major restructurings by listed firms, take effect on Friday. CSRC published draft rules in June. The relaxed rules are aimed at allowing capital markets to play a bigger role in corporate reorganisations and at giving companies easier access to funding.



Source: Business Standard

TECHNICAL CERAMICS IS A BOOMING INDUSTRY

China currently accounts for over 40% of global production in the technical ceramics market, which is unsurprising given that its manufacturing industry is the largest in the world. Key growth drivers in the Chinese market are expected to continue to support growth in the production of technical ceramics in the coming years. The global ceramics industry is experiencing rapid growth. Recent reports valued it at around \$84.33 billion in 2018, and predict this figure to continue to rise, growing at a rate of 6.68% from 2019 to 2027. Increased demand is coming from a rising need for technical ceramics in the medical and electronics sectors. The huge global electrical & electronics equipment industry was valued at around \$2.8 billion in 2017; activity in this industry is also linked with technical ceramics industry, which produces components for electronics equipment products. The technical ceramics industry produces components that are essential to electrical & electronics equipment,



such as smartphones, laptops, tablets, and other modern digital appliances. Technical ceramics have become fundamental to the electronics industry because of their use in microchips, circuit boards, circuit breaker technology, ceramic substrates, circuit carriers, and core materials due to their fantastic electrical insulation properties.

Source: Azom

METRO TO SELL MAJORITY STAKE IN CHINESE MARKET TO WUMART

German wholesaler Metro (B4B.DE) has agreed to sell a majority stake in its Chinese operations to local retailer Wumart, continuing a drive to simplify its business and focus on its core customers in the hospitality industry. Metro said on Friday the deal, which confirms an earlier Reuters story, gave the Chinese unit an enterprise value of 1.9 billion euros (\$2.1 billion) and that the German group would retain a 20% stake in a joint venture called Metro Wumart China. Metro expects to receive proceeds of 1 billion euros from the stake sale, which Chief Executive Olaf Koch said could be used to fund acquisitions, without elaborating. Once a sprawling retail conglomerate, Metro has in recent years



been restructuring to focus on its European cash and carry business supplying hotels, restaurants and cafes.

Source: Reuters

TESLA RECEIVES PERMISSION TO START MANUFACTURING CARS AT ITS NEW GIGAFACTORY

China's industry ministry said it has added Tesla to a government list of approved automotive manufacturers. The company has long said it hopes to begin production before the end of the year. Tesla is now the first fully-foreign owned company to operate a plant in the country. Visit Business Insider's homepage for more stories. Tesla Inc. was added to a government list of approved automotive manufacturers, China's industry ministry said on Thursday, as it granted the electric-vehicle maker a certificate it needs to start production in the country. The list was published by the Ministry of Industry and Information Technology. This means "the green light is fully given to Tesla for production in China," said Yale Zhang, head of the Shanghai-based consultancy Automotive Foresight. The \$2 billion factory it is building in the eastern Chinese city of Shanghai is its first car manufacturing site overseas. Tesla intends to produce at least 1,000 Model 3s a week from the Shanghai factory by the end of this year, as it tries to boost

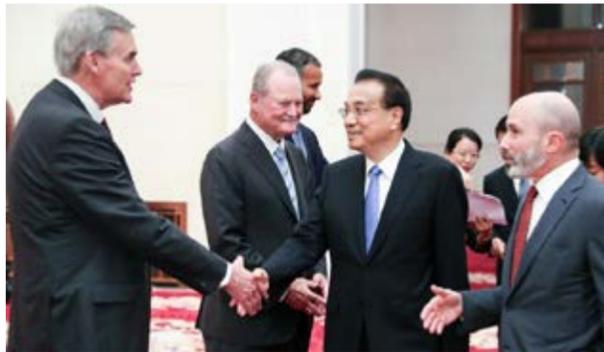


sales in the world's biggest auto market and avoid higher import tariffs imposed on U.S. cars. The factory, China's first fully foreign-owned car plant, also reflects Beijing's broader shift to open up its car market. Shanghai authorities have offered Tesla assistance to speed up construction, and China excluded Tesla models from a 10% car purchase tax on August 30.

Source: Business Insider

NATION WILL ONLY BECOME MORE OPEN, PREMIER SAYS

Premier Li Keqiang extended messages on Wednesday welcoming businesses from different countries, including the United States, to expand investment and win-win cooperation in China. He said China's growth is offering opportunities to the whole world. The remarks came as Li met with a delegation of business leaders with the US-China Business Council, led by its chairman, Evan Greenberg, at the Great Hall of the People in Beijing. Li said there are enormous business opportunities and potential in the Chinese market, given that China has a population of close to 1.4 billion people and its retail sector is still upgrading. He reiterated that China will not put a stop to its opening-up. Instead, it will only become more open to the world. "China has fully opened up its manufacturing sector, and the level of opening-up in services, including the financial sector, is being stepped up," he said. He also reaffirmed the country's commitment to developing a world-class and market-oriented business environment that is governed



by a sound legal framework. "The intention is to level the playing field for all types of market players, whether domestic or foreign," he said. He also vowed more stringent protection of property rights and intellectual property rights.

Source: China Daily

FDI INFLOW GROWS 6.5% IN FIRST 3 QUARTERS

FOREIGN direct investment into the Chinese mainland expanded 6.5% year-on-year to 683.21 billion yuan (US\$96.53 billion) in the first three quarters of the year, an official with the Ministry of Commerce said yesterday. In US dollar terms, FDI inflow grew 2.9 percent year-on-year to US\$100.78 billion during the period, MOC spokesperson Gao Feng told on a press conference. FDI in September alone reached 79.18 billion yuan, up 3.8 percent year-on-year. During the past nine months, a total of 30,871 new foreign-funded enterprises were established. Foreign investment in

high-tech industries surged 39.8 percent year-on-year to 203.8 billion yuan, accounting for nearly 30 percent of the total FDI. During the period, China's pilot free trade zones saw FDI inflow reach 98.84 billion yuan, accounting for 14.5 percent of the total FDI. FDI inflow from Macau skyrocketed 51.4 percent during the first nine months, while investment from Southeast Asian nations and the countries along the Belt and Road maintained fast growth of 17.5 percent and 14.9 percent, respectively, the ministry said yesterday.

Sources: Shanghai Daily

SAM'S CLUB TO BOOST SERVICES, OPEN MORE STORES IN CHINA

Walmart Inc.'s high-end membership store Sam's Club is expected to strengthen its premium membership for Chinese customers, boost one-hour home delivery and plans to have 40-45 outlets opened or under construction by 2022, a top executive of the company said. Sam's Club has developed more than 2.6 million members in China, made up largely of individual consumers. The rest are business members. In addition to its current 260 yuan (\$38) membership fee, Sam's Club has introduced a 680-yuan membership that offers high-end family services, such as dental care at private clinics and car washing coupons. In an era where the country has seen a rising number of businesses operating on membership models, Sam's Club has been flourishing in the sector. It has been a pioneer in this category with more than two decades of operation in China. Sam's Club has been more adept in understanding their key consumers by providing them with high-end services and products, and this has boosted their repeat buying rate and loyalty, said Chen Zhiyu, senior vice-president of e-commerce and marketing, Sam's Club China. One year after pushing out their premium

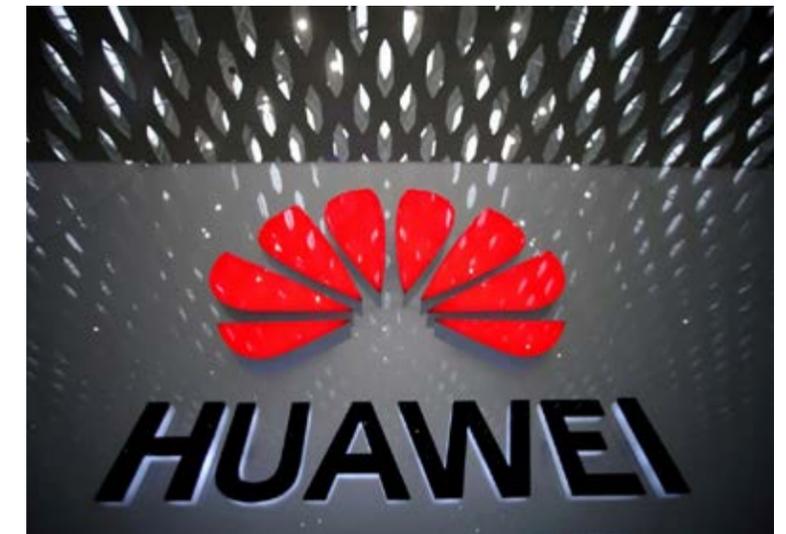


membership, nearly 85 percent of those who signed up the premium membership are upgraded from the 260-yuan membership, Chen said. These groups highly demand premium quality items, for example, whose concerns on fresh produce are food safety and nutrition, rather than price.

Source: China Daily

MAJOR UK MOBILE FIRMS REJECT FULL HUAWEI BAN

Major United Kingdom mobile operators have come out against a full ban on Huawei in the country, and have asked the government to ensure that any decision to restrict the Chinese company is "evidence-based". Network providers, including BT Group and Hong Kong-based Three, shared their views with a parliamentary committee on national security, which is currently carrying out an inquiry on British network infrastructure. The UK is under pressure to join a boycott of Huawei led by the United States, which alleges that the company has and will continue to plant back doors that enable Chinese surveillance. BT pointed out that the UK National Cyber Security Centre has not found or been provided with any evidence to support these claims. "We would therefore urge the government to take a proportionate and evidence-based decision that maintains a competitive telecoms supply chain," BT said in a written statement. BT said it has already agreed to omit Huawei equipment from core areas of its network, and also outlined outgoing work carried out by the NCSC and



the UK Huawei Cyber Security Evaluation Centre to ensure the safety and security of UK networks. "We do not view a ban on using Huawei in access networks as a proportionate response, given the range of protections in place," BT said. Huawei is a leading global supplier of telecommunications hardware, and the company's equipment is already in use throughout UK networks.

Source: China Daily

CONSUMER CONFIDENCE RECOVERS IN SHANGHAI

Shanghai's consumer and investor confidence rebounded in the third quarter of 2019, generally remaining in positive territory, a survey released yesterday showed. The latest Shanghai University of Finance and Economics quarterly Consumer Confidence in Shanghai index rose 4.1 points from the second quarter to 122.5 points for the July-September period. The university's Index of Investor Confidence, meanwhile, rose to 116.18 points, 9.57 points higher than the second quarter. For both indexes, a reading above 100 shows optimism, below indicates pessimism. The stronger consumer confidence in Shanghai's economy was mainly attributed to the overall stable domestic economy and robust development in innovation and the application of information technology in spite of the complex international situation, according to Xu Guoxiang, director of the university's Applied Statistics Research Centre. Xu also highlighted the higher sub-index for employment evaluation at 129.3 points, an advance of 4.3 points month-on-month and up to 6.1 points compared with a year earlier, reaching its highest level since the survey was launched, indicating that the city's employment situation is increasingly stable. A sub-index of purchase intentions picked up 3.7 points from the previous quarter to 85.7 points, reversing an earlier slump. The index measuring home-buying intentions dipped 2.2 points from the second quarter to 67.2 points, but posted a sharp year-on-year



rise of 15 points. The intention to buy cars climbed to 86.9 points from 81.8 points in the previous quarter, but was down 1.8 points from a year earlier, while that for durable goods rebounded 8.3 points from April-June to 103 points, indicating a recovery in domestic demand. The SSE STAR Market began trading in late July, boosting the investment value of the A-share markets. Coupled with the continued inflow of foreign capital, the market posted a large amount of turnover and investors have seen higher earnings. They lifted the confidence of investors, as well.

Sources: Shanghai Daily

PROPERTY INVESTMENT RESILIENT AND BUOYED BY NEW CONSTRUCTION

CHINA's property investment stayed buoyant in September, boosted by a rise in new construction activity, underlining hopes that resilience in the sector will help cushion a broader slowdown in the world's second-largest economy. But growth in property transactions slowed during what is traditionally China's "Golden September" peak season for new home sales, hurt by persistent pressures in the sector as a crackdown on speculators showed little signs of abating. Property investment in September grew 10.5 per cent from year earlier, unchanged from the pace of growth in August, according to Reuters calculations based on National Bureau of Statistics (NBS) data on Friday. For the first three quarters, property investment also grew 10.5 per cent on year, compared with a 9.9 per cent uptick in the same period last year and 10.5 per cent in the first eight months. Funds raised by China's real estate developers increased 7.1 per cent from a year earlier in the nine-month period, higher than a 6.6 per cent rise in January-August, official data showed. Funding pressure is likely to persist, however, as Beijing has made it clear that no significant easing will come to developers.



A property exhibition in China

Source: Business Times

CHINA TO SCRAP BUSINESS CURBS ON FOREIGN BANKS AND BROKERAGES

China will remove business restrictions on foreign banks, brokerages and fund management firms, a Cabinet meeting chaired by Premier Li Keqiang said on Wednesday, state television reported. But the move, which comes nearly 18 years after China joined the World Trade Organization (WTO), could have limited impact on the competitive landscape of an industry dominated by China's state firms. China has stepped up efforts to open its financial sector amid a festering trade war with the United States, with increased access to its financial sector among a host of demands from Washington. Last week, China announced a firm timetable for opening its futures, brokerage and mutual fund sectors fully to foreign investors next year, as Beijing and Washington reached a



tentative deal to resolve their trade dispute. In 2007, HSBC Holdings, Standard Chartered Bank, Bank of East Asia and Citigroup became the first foreign banks allowed to set up locally-incorporated subsidiaries in China as Beijing gradually opened up the sector.

Source: Business Times

HAINAN MEDICAL TOURISM ZONE: NEW PILOT POLICIES ROLLED OUT

The Hainan medical tourism zone will provide comprehensive medical services, as well as a green medical convalescence environment to attract domestic and foreign tourists. Located in the Hainan Free Trade Zone, the pilot medical tourism zone offers investors key incentives to set up in the area. The zone is seeking commercial investment and cooperation with foreign institutions, including international hospitals, third-party testing institutions and laboratories, medical colleges, pension insurance companies, and medical tourism institutions. On September 16th, China released a new implementation plan to promote the development of Hainan medical tourism zone – the Hainan Boao Lecheng International Medical Tourism Pilot Zone. The new implementation plan sets overall goals for the zone: By 2025, the in-zone medical techniques, medical devices, and drugs should be at



par with international best standards; and by 2030, the zone should become a world-class medical tourism destination and medical technology innovation centre.

Source: China Briefing



By Andy Marsh

SMART HOMES MEET EVEN SMARTER MARKETING

“Connected TV is the future of advertising,” is a complete and factual statement based on data collected in the past three years. The use of CTV for advertising is growing like wildfire.

It is expected that half the US population will watch connected TV by 2019; this stands at 51.7% up 6.5% from the 2017 index. Even more toppings to this advertising ice-cream cone are that the time spent watching CTV is expected to increase. What an age to be an ad agent.

This vast new world of advertising opened up in the past year and a half. Many ad companies saw enormous changes in their ad consumptions as a result of advertising on CTV. Below is a graph showing the increase in the use of CTV over the years from 2016 to 2018.

As the use of CTV increases, the cost of advertising on this platform reduces. What makes this better is the fact that even avenues that are viewed predominantly on mobile devices act as avenues for influencing increased usage of CTVs. For instance,

those who watch YouTube videos see adds on Netflix shows. Hence, the potential for this goldmine is unfathomable.

WHAT IS CONNECTED TV AND THE DIFFERENCE FROM OTHER TVS

Connected TV refers to any TV that can connect to the internet. By doing so, one can access content that is far beyond the scope of traditional TV. The main difference between this TV version and the conventional kind is that one can connect to the internet hence reach many people, while the conventional box is the same old device, with old programs.

If you have watched programs from providers, such as Netflix, Hulu, and Amazon prime, then you know what CTV is. Devices in this CTV world include gaming consoles (X-box & PlayStations), smart TVs, and gadgets,

such as Roku and Tivo. The examples demystify the CTV enigma, because you probably have a few of these items.

Yes, I felt the same jolt of ‘ah! How could I not know this?’ when I finally came to the realization of what CTV is.

HOW CTV WORKS WITH ADVERTISING

- Create your creative content on any ad platform or agency.
- Upload the content.
- Select your audience. Most ad agencies use data provided by data analysis companies, such as Oracle to ensure precision.
- Extend your campaign across different devices, including CTVs.

The system works by using data-driven methods to deliver ads against TV content subscriptions or views. It is more tactical hence providing better results.

REASONS WHY CTV IS THE FUTURE OF ADVERTISING

Imagine a world where you get all the benefits of traditional TV advertising, but with more control over who gets to see them and how often the ads are served up. Seems like utopia, right? Fear not the world of adverts, because connected TV does this and more. Here is the more;

1. Budget

As the number of CTV enabled homes increases, the cost per individual impressions reduces. Afterall, TVs on average have two to three viewers.

2. Easier Targeting

Marketers can use third party profile information, such as geolocation, device language, and online behavior to get their precise audience and segment ads according to that data.

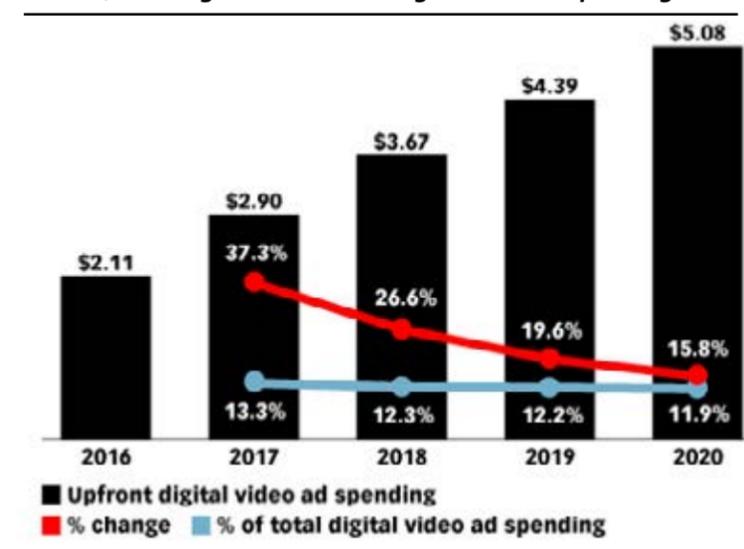
3. Improved Ad Quality

Most of the CTV programs are in HD. This video quality transferred into advertising ensures high-quality pictures, hence boosting ad viewing, customer loyalty, and brand recognition.

4. Increased Number of Video Ad Formats

Ads can now increase the number of ways to put up videos. They can come in animated form or even interactive videos.

US Upfront Digital Video Ad Spending, 2016-2020 billions, % change and % of total digital video ad spending



Note: digital video ad spending committed in advance, including spending resulting from the TV Upfronts, the IAB Digital Content NewFronts and other events/meetings throughout the year

5. Real-Time Metrics

By tracking the number of clicks, views, and the conversation around their ads, marketers can monitor the effectiveness of their campaigns.

The Alarm Bells of CTV Advertising and Best Practices

Unlike traditional TV, CTV ads have to be in the highest resolution to be able to capture attention and create a lasting memory.

The drawback here is that there is no universal metric to accurately measure audience sizes and their composition. Nevertheless, as the CTV advertising world grows, more controls will come about, and a standardized metric shall come to play. Worry not your creative mind.

CONCLUSION

With smarter homes comes smarter advertising. With a better audience focus and reach, the CTV era will take advertising by storm and catapult it to levels that have never been seen before. **B**

Visit us online:
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当智能家居遇到更加智能的市场

“互联电视（CTV）是广告的未来”，通过这个庞大的广告新世界，广告公司发现随着 CTV 的使用增加，其广告消费发生了巨大变化。

什么是 CTV？
CTV 指代任何可以连接到互联网的电视，远远超过传统电视的范围。CTV 世界的设备包括游戏机、智能电视和其他小工具。

如何在 CTV 上进行广告？
CTV 系统通过数据驱动的方法，根据电视内容订阅或视图传递广告。这种策略取得了更好的效果。

为什么 CTV 是广告的未来？
广告的成本预算会降低，营销人员更易利用网络信息对受众进行定位，广告质量会有所改善，格式会更加丰富，可以通过实施指标观察广告有效性。

CTV 广告的实践性
CTV 广告必须保持最高分辨率以达到良好效果。随着 CTV 广告的发展，会有更多的控制、标准化的度量来准确衡量受众规模及其构成。

智能住宅带来了更智能的广告。CTV 时代将掀起广告风暴。

STRATEGIES TO IMPROVE YOUR EMPLOYER BRAND AWARENESS

By Mary Lewis

With a growing number of companies vying to attract, engage and retain qualified candidates in a competitive global job market, it could be quite an overwhelming task to differentiate yourself as an employer.

In fact, 95% of job seekers say that an employer's reputation is one of the factors they consider before even applying¹. In another study, 55% of job seekers abandon applications after reading negative reviews online, while only 45% employers ever monitor or ever respond to those reviews². Meanwhile, passive candidates that could meet your job criteria make up 70% of the global workforce³.

This just proves the broader considerations that hiring managers must bear in order to demonstrate their worth to their prospective employees.

¹ Glassdoor, 2017

² CareerBuilder, 2018

³ LinkedIn, 2018



So how do you improve your brand reputation in order to stand out from your competitors? Here are some of the tried-and-tested strategies your Human Resource Department and Marketing can consider adopting:

1. Check out how your company fare in terms of its online presence. If an applicant wants to have a quick look of your company, what kind of impression will they get from the information available in the news, image search, video search, social media mentions, job boards, Glassdoor reviews, client testimonials?

Having an outsider's perspective is an important starting point before planning any damage control or adjustments or updates made on your account settings. There are a couple of free and paid tools which can assist you in going through this.

2. Survey a couple of key external stakeholders and existing employees to find out what they think about your company and what best describes the experience of working with you. Positive feedback can be gathered and repurposed as content for your website or social media accounts. Should there be any negative reviews, it would be best to find a way to address these in a timely and succinct manner.
3. Decide on your employer brand persona. People like to connect with other people, so your company must exhibit a unified personality, which the external public, including your potential employees, can relate with. You company brand persona should then be consistently adhered to by your hiring managers, who will represent your brand, as well as your content managers, who will articulate your brand.

Below is a brand personality scale which you can use as a starting point for discussions with and among your HR Team and Senior Management. Once you decide on a brand personality, this will affect how people feel about your product, which emotions they would experience when contacting your company and how they would remember you.

4. Create a streamlined and transparent recruiting process. Some candidates end up abandoning their application when they feel frustrated about the lengthy assessments, long lead times and lack of communication.

To know what it is like from the applicant's point of view, you can infer this from these questions:

- How did they find you?
- How did they learn about the company?
- Where and when did they apply?
- How were they kept informed about their application?
- What resources helped in knowing more about your company?

Some of the key areas, where improvements could be made, is in terms of accessibility (e.g. allowing candidates to upload their resume instead of having to type their skills and experiences online). Another tactic is to use a recruitment software to help keep the HR team be on-track.



5. Use LinkedIn to showcase your employer brand. Be sure to answer the following questions on your company page:

- What will make me proud to work here?
- What values or beliefs drive the business?
- Who are the co-workers who I will be collaborating with and what's their story?
- What are some of the engagement activities that you offer?
- How do your clients/customers/local community appreciate the business?

Make sure to use photos of CEOs and employees engaged in activities, awarding events, and community outreach to give applicants a sneak peek into their potential work life.

6. Involve your entire team to make the most out of your recruiting efforts. Encourage the participation of employees through referral bonuses. You can also create a campaign whereby employees can share company updates and job openings on their personal accounts, primarily on LinkedIn. But be sure to provide them with the content using branded messages just to be consistent with your employer brand persona. In turn, a reward scheme can be created to recognize individual efforts for supporting the company's recruitment process.



7. While all the above steps are simultaneously happening, try to keep an eye on all your social media channels to respond to any comments (both negative and positive) in a timely manner.

To be able to do this correctly, HR managers should determine who in their team has the bandwidth to monitor new reviews, curate template responses, which you can tweak and respond to reviews. Even the best companies get a critical review occasionally, but it should be looked at as an opportunity to clarify from the company's standpoint and affirm the company's commitment to addressing feedback. **B**



提高雇主品牌意识的策略

在竞争日益激烈的全球就业市场上吸引和留住合格的求职者，是保证公司雇主脱颖而出的手段之一。为了提高雇主的品牌声誉，人力资源和市场营销部门可以采取如下的策略：

- 1) 观察公司在网上的口碑如何，包括新闻、图像和视频搜索、求职网站评论等。
- 2) 调查若干关键的外部利益相关者以及现有公司员工，了解其对公司的看法和对工作的描述。利用这些信息打造网站及社交媒体账户的内容。
- 3) 确定雇主的品牌形象。招聘经理必须始终如一代表公司的品牌形象和个性。
- 4) 创建精简透明的招聘流程，改进招聘领域的可访问性。
- 5) 使用 LinkedIn 来展示雇主品牌，在主页完善公司员工的工作生活情况。
- 6) 让公司整个团队最大限度为招聘进行努力。
- 7) 在进行以上方面时，保持关注所有的社交媒体渠道，及时回应任何评论。

Visit us online:
btianjin.cn/191110

¥44.5 Billion

Zhejiang province reported an output of 44.5 billion yuan (\$6.32 billion), a year-on-year increase of 21 percent due to the number of tourists, favourable weather conditions and the enterprises which have set up in the city.



¥202.4 Billion

China's urban pet (dog and cat) consumer market is expected to surpass the threshold of 200 billion yuan in 2019, with the overall consumption scale reaching 202.4 billion yuan, an increase of 18.5 percent over 2018.



100 Million tonnes

Northwest China's Xinjiang Uygur Autonomous Region saw its overall railway freight volume for the year exceed 100 million tonnes last week, due to improvements in the overall railway transport capacity.



167.1 centimetres

Findings from the National Health and Family Planning Commission reported that the average height of Chinese adult men grew 0.4cm to 167.1cm, while that of women grew an average 0.7cm to 155.8cm in the decade, due to the better nutrition.



¥42.12 Billion

In 2018, the revenue of China's mobile gaming industry from overseas markets totalled 42.12 billion yuan (5.94 billion U.S. dollars), up 30.8 percent year-on-year, according to iResearch, a market research company. Most popular Chinese mobile gaming categories in Q1 this year include MMORPG, action and puzzle games.



73%

The 2019 Summer Medical Beauty Report released by Gengmei cosmetic surgery app noted that people born between 1990 and 1995 contributed 73 percent of spending on cosmetic surgery and those born after 2000 contributed 5 percent. The increase in consumers in this demographic is influenced by celebrities who admitted to plastic surgery procedures and the rising trends in cosmetic enhancements.

9,200 metric tons

Shanghai shown improvement in adhering to compulsory garbage sorting and recycling. In fact, up to 9,200 metric tons of kitchen garbage have been handled separately per day, an increase of 130 percent from the end of last year, official data has shown.



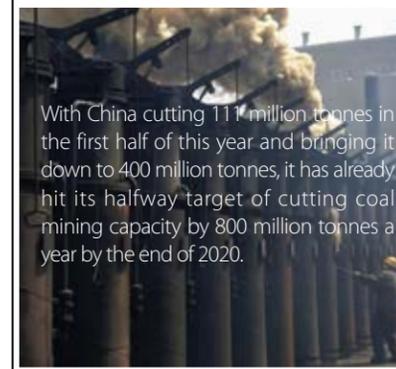
68%

The future of China's animated film industry is growing. China Youth Daily's survey revealed that 68 percent of the respondents suggested that Chinese animated films improve their industrial chains and enrich derivative products. About 66.2 percent suggested enhancing cultivation of talent for the industry, while 62 percent suggested creating works aimed at audiences of different age groups.



800 Million tons

With China cutting 111 million tonnes in the first half of this year and bringing it down to 400 million tonnes, it has already hit its halfway target of cutting coal mining capacity by 800 million tonnes a year by the end of 2020.



TIANJIN'S SECOND ANNUAL "HEALTHY LIFE" FAIR & BACK TO SCHOOL BBQ
13.10.2019. Wellington College International Tianjin

With a motto of welcoming the new school year with family and friends through fun games and activities, AmCham China, Tianjin, hosted its Second Annual "Healthy Life" Back to School BBQ event on Sunday, October 13th. Despite the unwanted drizzling and cold windy weather, people enthusiastically attended the event and thoroughly enjoyed it; especially the kids.

The event offered activities for both adults and the kids. Arranged at Wellington College International Tianjin, the day's games included Fun Relay Race, American Flag Football Tournament, Tug-of-War, as well as numerous other activities for the entire family to enjoy, such as basketball, baseball, live music performances by Wellington College International Tianjin and the Hard Rock Cafe, Tianjin. Thanks to all the teams who participated in the day's games: Wellington College International Tianjin, Air Canada, Tianjin United Family Hospital, Hard Rock Cafe, Tianjin, Vivian Speaking, Kaiser, Pan Pacific Tianjin Hotel, Fitesa Airlaid, **Business Tianjin, Tianjin Plus**, Exxon Mobil, Northern Lights and three cheers for our winners:

- **1st Place** – Wellington College International Tianjin
- **2nd Place** – Exxon Mobil
- **3rd Place** – Pan Pacific Tianjin Hotel
- **Fun Relay Race** – Wellington College International Tianjin
- **Flag Football Tournament** – Wellington College International Tianjin
- **Tug-of-War** – Exxon Mobil

Last, but not the least, the event became a grand success thanks to the immense support from the generous sponsors. AmCham China, Tianjin, would like to express its heartfelt gratitude to our golden sponsors



– Air Canada, United Family Healthcare and Wellington College International for providing the venue, food and beverages, Entertainment and Activities Sponsors – Great Stone Gridiron for games plans and referees and Hard Rock Café for live music performances; Smoki & Co, Pizza Bianca, Fish and Potato and We Brewery for sponsoring delicious food and refreshments; as well as the other sponsors for children games and lucky draw prizes.



UPCOMING EVENTS

HR Training: The management of employment and dismissal of senior managers in enterprises from the perspective of labour law
劳动法视角下的企业高级管理人员日常劳动用工与解雇管理

Date: November 1st, 2019.
Time: 1:30 PM-4:30 PM
Venue: The Astor Hotel, Tianjin

AmCham China, Tianjin Manufacturing and Sustainability Forum Event – Human Resource Sustainability and Social Responsibility & The Tianjin Environmental CSR Challenge/Conference (TECC) 2019

Date: November 14th, 2019.
Time: 11:30AM-6:00PM
Venue: Boeing Tianjin Composites Co., Ltd.

Tianjin Monthly Executive Breakfast Briefing

Date: November 19th, 2019.
Time: 7:15-9:00AM
Venue: The St. Regis Tianjin

AmCham China, Tianjin's Annual General Meeting and 2019 Winter Holiday Party

Date: November 27th, 2019.
Venue: Shangri-La Hotel, Tianjin



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

EUROPEAN CHAMBER: 2019 EUROPEAN BUSINESS GALA DINNER - SAY "CHEESE"
中国欧盟商会天津分会 2019 “芝士说” 商务社交晚宴
25.10.2019.

European Chamber business gala dinner is the annual signature event that is not only a wonderful opportunity for network development, but a fun night to socialise with friends and clients from distinguished fields, as well.

This year, European Chamber Tianjin Chapter held the gala dinner at InterContinental Hotel Tianjin on the 25th of October, 2019. The event attracted nearly 200 guests, who are executives from the member companies, business partners and government officials. With the theme of cheese for this year's event, guests experienced different types of cheese, while winning bountiful prizes from games and quizzes, such as roundtrip flight tickets to Europe, a 4-day trip to Thailand, scuba diving training lessons, etc. It was truly a night to remember.



EUROPEAN CHAMBER 2019/2020 POSITION PAPER LAUNCH

中国欧盟商会 - 欧盟企业在中国建议书 2019/2020 天津发布会 (中英文) 26.09.2019.

On 26th of September, 2019, European Chamber Tianjin Chapter held 2019/2020 Position Paper launch event in Tianjin, which attracted over 30 executives from member companies and media. At the event, Mr Adam Dunnett, Secretary General of the European Union Chamber of Commerce in China (EUCCC) mentioned "In this Position Paper, the European Chamber has proposed a series of bold recommendations to the Chinese Government to create the kind of business environment in China in which all companies can thrive."



UPCOMING EVENTS

Management of Daily Employment and Dismissal of Senior Managers in Enterprises from the Perspective of Labour Law (Chinese Session)

劳动法视角下的企业高级管理人员日常劳动用工与解雇管理 (中文授课)

Date: November 1st, 2019.

Supply Chain Management Training - Supply Chain Data Analysis via Excel (Chinese Session)

供应链管理培训系列之“基于 EXCEL 的供应链数据分析和技能” (中文授课)

Date: November 8th, 2019.

European Chamber Tianjin Business Environment Conference for Foreign Investment

中国欧盟商会天津促进利用外资优化营商环境大会

Date: November 15th, 2019.

Soft Skill Training: Draw Your Thinking

思维导图职场应用 - 大展宏图

Date: November 22nd, 2019.



Room 4216, 41F, Tianjin World Financial Centre, 2 Dagubei Road, Heping District
 Tel: +86 22 5830 7962
 tianjin@bj.china.ahk.de

7TH GERMAN CHAMBER SOCCER CUP TIANJIN 2019 20.10.2019

On October 20th, the 7th German Chamber Soccer Cup took place at the sports field of Wellington College International Tianjin (Wellington). More than 500 spectators, players and volunteers participated in the event.

The opening ceremony of the event started with a welcome speech from Mr. Christoph Kaiser, head of the Advisory Council Tianjin and Ms. Zhang Xiaolei, Regional Manager of the German Chamber of Commerce (GCC) in Tianjin.

Here are some facts: 10 teams competing for the German Chamber trophy; additional trophies for best player, keeper and scorer; kids program; "Torwandschiessen" (target shooting) with prizes of over 50,000RMB in value; food and drinks including Chinese and western food, cold and warm beverages and much more.

The tournament began timely at 10am. The teams came in well prepared and motivation was high.

After an exciting first round, semi-finals and play-offs followed. The final game featured Wellington against Volkswagen ATJ. With the score of 0-0 draw, the game went into penalty kicks, 3-2, Wellington won their first championship of the German Chamber Soccer Cup Tianjin. During the awarding ceremony, Mr. Christoph Kaiser, head of the German Chamber Advisory Council Tianjin and Managing Director of Turck (Tianjin) Technology, and Mr. Jörg Fenstermann, General Manager Technical of Volkswagen Automatic Transmission Tianjin Co., Ltd. (VWATJ), congratulated the winning team and handed over the trophy. Additionally, three players were awarded for their performances with personal awards for the best player, best scorer and best keeper of the tournament.

With cool autumn temperatures but warm sunshine and blue sky, Chinese and German spectators from the different teams supported their colleagues by cheering them up on the soccer field.

The 7th German Chamber Soccer Cup Tianjin was more than just a soccer challenge. It also offered the perfect opportunity for an intercultural exchange between



UPCOMING EVENTS

Employment and Dismissal of Senior Management Personnel from the Perspective of Labor Law
 Date: November 1st, 2019
 Time: 13:00-16:30
 Venue: The Astor Hotel Tianjin

Become an Expert in Expressing Yourself
 Date: November 8th, 2019
 Time: 08:45-16:30
 Venue: TBC

Chinese and German spectators outside the office in a pleasant and relaxed atmosphere accompanied by beautiful autumn weather. Families gathered and new friendships have been made. The Tianjin Office of the German Chamber thanks all teams, supporters and volunteers who made this unforgettable day happen.



MIFC AND HOME CREDIT STRATEGIC COOPERATION SIGNING CEREMONY



On October 17th, 2019, the "MIFC Appreciation Meeting and Strategic Cooperation Signing Ceremony with Home Credit Consumer Finance Co., Ltd." was successfully held at the 79th floor of MIFC. Mr. C. M. Kwok, Deputy General Manager of the MIFC Leasing Department of Modern Group and Ms. Maria Liu, Director attended the meeting. The atmosphere on the spot was very warm.

First of all, Mr. C. M. Kwok, Deputy General Manager of the MIFC Leasing Department of Modern Group extended a warm welcome to all the agents and guests and expressed thankfulness for the long-term support from all of them. Ms. Maria Liu delivered a speech about the latest favourable policies of MIFC.

Then the signing ceremony officially began. As one of the first four consumer financial companies approved by the China Banking Regulatory Commission, Home Credit Consumer Finance Co., Ltd. provides consumer financial services to Chinese customers. At present, Home Credit has become the largest area tenant of MIFC. In the future, Modern Group and Home Credit Consumer Finance Co., Ltd. will continue

to work together to contribute to the economic model of Tianjin. At the end of the meeting, Modern Group presented certificates of honour to all the major real estate agencies and took group photos.

The Modern International Finance Centre is located at the intersection of Nanjing Road and Binjiang Road, the central core of Tianjin city. It is a giant core business area integrating finance, banking, accounting, law firms, logistics and commercial and trade groups. The office building of the MIFC has attracted a large number of world TOP 500 enterprises since the launching of the project, creating a regional aggregation effect and forming a strong and solid capital industry chain among settled enterprises. This had led to a boosting of economic development and the industrial structure optimization of the Heping District and Tianjin city.



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

Din Tai Fung
A: No. 18, the junction of Zi Jin Shan Lu and Binshui Dao, Hexi District
T: +86 22 2813 8138
W: dintaifung.com.cn
鼎泰丰
河西区滨水道与紫金山路交口18号

New Dynasty
A: 2F, Renaissance Tianjin Lakeview Hotel No.16 Binshui Road, Hexi District, Tianjin
T: +86 22 5822 3388
天宾楼
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

Japanese

Kawa Sushi Lounge
A: 7/F, Four Seasons Hotel Tianjin, 138 Chifeng Road, Heping District, Tianjin
T: +86 22 2716 6262
川·寿司酒廊
和平区赤峰道138号天津四季酒店7层

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

Seasonal Tastes
A: 1F, 101 Nanjing Road, Heping District
T: +86 22 2389 0168
知味全日餐厅
和平区南京路101号一层

Seitaro
A: 2 F, Sheraton Hotel Tianjin Zi Jin Shan Lu, Hexi District
T: +86 22 2731 0909
清太郎日本料理
河西区紫金山路喜来登大酒店

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
A: Room 109, Buliding A2 , Binshui West road, Nankai District
T: +86 22 2374 1921
Le Crobag德国面包房(奥城店)
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
河岸国际餐厅
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 supurb 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



blue frog (Riverside 66)
A: Unit 3009, Riverside 66, No.166 Xing'an Road, Heping District
T: +86 22 23459028
德餐啤酒坊
和平区解放北路津湾广场5号楼1-2层

blue frog (Joy City)
A: 1F-J02, Joy City, No.2 Nanmen Wai Dajie Street, Nankai District
T: +86 22 27358751
蓝蛙(大悦城店)
南门外大街大悦城如果街1F-J02

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

Maxim's De Paris
A: No.2 Changde Dao, Heping District
T: +86 22 2332 9966
马克西姆法餐厅
和平区常德道2号



Hard Rock Cafe, Tianjin
A: No.56 Tianta Road, Nankai District
T: +86 22 2351 7625
天津硬石餐厅
南开区天塔道56号, 水上公园正门斜对过



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



Le Rosso Pizza & Steak
A: 24 Ying Chun Li, Wu Jia Yao Er Hao Road (near Xi Kang Lu) He Ping District
T: 15602172289, 17526573687
Le Rosso 意大利餐厅
和平区吴家窑二号路迎春里24号楼底商(靠近西康路)

THE CORNER-CHANCE
A: No.101-102 Harbin Rd, 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

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

THE CORNER-CHANCE
A: No.101-102 Harbin Rd, 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

THE CORNER-CHANCE
A: No.101-102 Harbin Rd, 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

THE CORNER-CHANCE
A: No.101-102 Harbin Rd, 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

THE CORNER-CHANCE
A: No.101-102 Harbin Rd, 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

THE CORNER-CHANCE
A: No.101-102 Harbin Rd, 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

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豪华精选酒店一层

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

Le Rosso Pizza & Steak
A: 24 Ying Chun Li, Wu Jia Yao Er Hao Road (near Xi Kang Lu) He Ping District
T: 15602172289, 17526573687
Le Rosso 意大利餐厅
和平区吴家窑二号路迎春里24号楼底商(靠近西康路)



THE CORNER-CHANCE
A: No.101-102 Harbin Rd, 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

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



Pomodoro (International Plaza)
A: 1st floor, International plaza, Nanjing road, Heping District, Tianjin (infront of Catholic Church)
T: +86 22 2346 0756
小蕃茄意大利餐厅(国际商场店)
天津和平区南京路国际商场B座底商(近西开教堂)



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

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



Biking Tianjin Adventurer Club

Biking Tianjin Adventurer Club (BTAC). Weekend social road biking group who enjoy exploring Tianjin and surrounds. Send us a note and join us for a ride in Tianjin!

E: thestinos@msn.com

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: New Taiyuan Rd, No.189, Jiefang North RD, Heping District, Tianjin.
T: +86 22 23319485
UPI
天津市和平区解放北路189号, 靠近新太原道一侧(近丽思卡尔顿酒店)

KIDS 'R' KIDS Learning Academy, Tianjin No.1
O: 8:00-17:00
A: Yunjin Shijia Community, No.65, Ziyang Rd, Zhongbei Zhen, Xiqing Dist, Tianjin
T: +86 22 5871-6901
+86 22 5871-6900
Wechat: KidsRKidsTianjin
W: www.kidsrkids.com
www.kidsrkidschina.com
E: contact-tianjin@kidsrkidschina.cn
凯斯幼儿园, 天津雲锦幼儿园
西青区中北镇紫阳道65号雲锦世家中

International Schools



International School of Tianjin
A: No.22 Weishan South Road, Shuanggang, Jinnan District
T: +86 22 2859 2002/5/6
W: www.istianjin.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
天津思锐外籍人员子女学校
河西区泗水道4号增1

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
河西区宾水道 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

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
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



Tianjin Goldin Metropolitan Polo Club

A: No.16, Hai Tai Hua Ke Jiu Lu, Bin Hai Gao Xin Qu, Tianjin
T: + 86 22 8372 8888
W: www.metropolitanpoloclub.com
天津环亚国际马球会
滨海高新区海泰华科九路16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
T: +86 22 5888 6666
天津康莱德酒店
南开区天塔道 46 号



Wanda Vista Tianjin

A: 486 Bahao Road, Da Zhi Gu, Hedong District, Tianjin 300170
T: +86 22 2462 6888
F: +86 22 2462 7000
天津万达文华酒店
中国天津市河东区大直沽八号路 486 号



Courtyard by Marriott Tianjin Hongqiao

A: No. 166 Beima Road, Hongqiao District, Tianjin
T: +86 22 5898 5555
天津陆家嘴万怡酒店
天津市红桥区北马路 166 号

Radisson Tianjin

A: 66 Xinkai Road, Hedong District, Tianjin 300011, China
T: +86 22 2457 8888
E: hotel@radisson-tj.com
天津天诚丽筠酒店
中国天津市河东区新开路 66 号 邮编 300011

Serviced Apartments



The Ritz-Carlton Executive Residences, Tianjin

A: No.167 Dagubei Road, Heping District
T: +86 22 5857 8888
天津丽思卡尔顿行政公寓
天津市和平区大沽北路167号



The Lakeview, Tianjin-Marriott Executive Apartments

A: No. 16, Binshui Dao, Hexi District
T: +86 22 5822 3322
天津万豪行政公寓
河西区宾水道 16 号



Fraser Place Tianjin

A: No. 34 Xing Cheng Towers Ao Ti Street, West Weijin South Road, Nankai District
T: +86 22 5892 0888
E: sales.tianjin@frasershospitality.com
天津招商辉盛坊国际公寓
南开区卫津南路西侧奥体道星城 34 号楼



Somerset International Building Tianjin

A: No. 75, Nanjing Lu Heping District
天津盛捷国际大厦服务公寓
和平区南京路 75 号
T: +86 22 2330 6666

Somerset Olympic Tower Tianjin

A: No. 126, Chengdu Dao Heping District
天津盛捷奥林匹克大厦服务公寓
和平区成都道 126 号
T: +86 22 2335 5888

Astor Apartment

A: No. 32, Tai'er Zhuang Lu Heping District
T: +86 22 2303 2888
利顺德公寓
和平区台儿庄路 32 号



Ariva Tianjin Binhai Serviced Apartment

A: No. 35 Zi Jin Shan Road, Hexi District
T: +86 22 5856 8000
F: +86 22 5856 8008
W: www.stayariva.com
滨海·艾丽华服务公寓
天津市河西区紫金山路 35 号

Conrad Residences Tianjin

A: No. 46, Tianta Road, Nankai District, Tianjin
T: +86 22 5888 6666
天津康莱德酒店公寓
南开区天塔道46号

Ariva Tianjin Zhongbei Serviced Apartment

A: No. 80 Xingguang Road, Zhongbei Town, Xiqing District
T: 022-5863 1188
F: 022-5863 1166
E: Reservation.ATZB@stayariva.com.cn
天津中北·艾丽华服务公寓
天津市中北镇星光路 80 号

IT



NNIT (Tianjin) Technology

A: 20 F, Building A, JinWan Mansion, No.358 Nanjing Road, 300100 Tianjin
T: +86 22 58856666
W: www.nnit.cn
天津恩恩科技有限公司
南开区南京路 358 号, 今晚大厦 A 座 20 层

Real Estate



HOUSING CHINA

大连豪之英物业管理有限公司天津分公司
A: 11F, Golden Valley Center Building No.1, Jinwan Square Binjiang Road, Heping District, Tianjin
天津市和平区滨江道 1 号津湾广场金谷大厦 11 号楼 11 层
T: +86 22 2315 9629

A: 4402-2, Building 4, No.19, Xinhuan West Road, Tianjin ETDZ, Tianjin, China
天津开发区信环西路 19 号泰达服务外包园 4 号楼 4402-2
T: +86 22 6537 5013
W: www.housing-cn.com/



Jones Lang LaSalle

A: Unit 3509, The Exchange Mall Tower 1, No.189 Nanjing Road, Heping District.
T: +86 22 8319 2233
W: joneslanglasalle.com.cn
仲量联行天津分公司
天津市和平区南京路 189 号津汇广场 1 座 3509 室

SERVICES

Serviced Office

The Executive Centre

A: 41F, Tianjin World Financial Center, 2 Dagubei Road, Heping District
T: +86 22 2318 5111
W: executivecentre.com
天津德事商务中心
和平区大沽北路 2 号天津环球金融中心津塔写字楼 41 层

Regus Tianjin Centre

A: 8 F, Tianjin Centre, No.219 Nanjing Road, Heping District
T: +86 22 2317 0333
雷格斯天津中心
和平区南京路 219 号天津中心 8 层

Regus Golden Valley Centre

A: 11F, Floor, Block One, Golden Valley Centre, Heping District
T: +86 22 5890 5188
W: www.regus.cn
雷格斯金谷大厦中心
和平区金谷大厦一号楼 11 层

Chamber of Commerce

European Chamber

A: 4108, Tianjin World Financial Center, 2 Dagubei Lu, Heping District
T: +86 22 5830 7608
E: tianjin@european-chamber.com.cn
W: european-chamber.com.cn
中国欧盟商会天津分会
和平区大沽北路 2 号天津环球金融中心 4108 室

American Chamber

A: Room 2918, 29F, The Exchange Tower 2, 189 Nanjing Lu Heping District
T: +86 22 2318 5075
F: +86 22 2318 5074
W: amchamchina.org
中国美国商会天津分会
和平区南京路 189 号津汇广场 2 座 2918 室

German Chamber

A: Room 4216, 41F, Tianjin World Financial Centre, 2 Dagubei Road, Heping District, Tianjin
T: +86 22 5830 7962
E: tianjin@bj.china.ahk.de
中国德国商会天津办事处
和平区大沽北路 2 号 天津环球金融中心 41 层 4126 室

Moving & Relocation



Asian Tigers China - Tianjin

A: Room 2705, The Exchange Tower 2, No. 189 Nanjing Road, Heping District, Tianjin, 300051, China
T: +86 22 2433 3378
E: general.tsn@asiantigers-china.com
W: www.asiantigers-mobility.com
天津市和平区南京路 189 号, 津汇广场 2 座 2705 室



HEALTH

Hospitals



Raffles Medical Tianjin Clinic

A: 1F Apartment Building, Sheraton Tianjin Hotel, Zi Jin Shan Road, He Xi District, Tianjin 300074
T: +86 22 23520143
河西区紫金山路喜来登饭店公寓楼一层, 300074



Tianjin United Family Hospital

A: No.22, Tianxiao Yuan Tanjiang Dao, Hexi District
T: +86 22 5856 8500 (Reception)
24 Hour Emergency:
T: +86 22 5856 8555
W: ufh.com.cn
天津和睦家医院
河西区潭江道天潇园 22 号



Women's and Children's Specialized Health

A: No.21, ShuiShangGongYuan East Road, Nankai District
T: +86 22 5898 2012
400 10000 16
W: amcare.com.cn
美中宜和医疗集团天津美中宜和妇儿医院
南开区水上公园东路 21 号

Arrail Dental Tianjin International Building Clinic

A: Rm 302, Tianjin International Building, No. 75 Nanjing Rd, Heping District
T: +86 22 2331 6219/10/67
24Hr Emergency Line:
150 0221 9613
W: arrail-dental.com
瑞尔齿科
和平区南京路 75 号
天津国际大厦 302 室

Tailor Made



Nasca Linien Tailor Made

A: No. 113 Chong Qing Road (WuDaDao Area)
T: +86 22 23300113
18522758791
纳斯卡·理念私享空间
天津市和平区重庆道 113 号 (五大道风景区)

A: 7th Floor, @ City, M Plaza, the cross of Binjiang Road and Shanxi Road, Heping District, Tianjin
T: +86 22 2712 1314
和平区滨江道与山西路口 Mplaza7 层

DINING

TEDA & TANGGU

Chinese



Cai Feng Lou Chinese Restaurant
A: 1F, InterContinental Tianjin Yujiapu Hotel & Residences No.3360, Xinhua Road, Binhai New Area
T: +86 22 5986 8888 ext. 6508
 彩丰楼中餐厅
 滨海新区新华路3360号天津于家堡洲际酒店及行政公寓1层

Western

Brasserie Restaurant
A: Renaissance Tianjin TEDA Hotel & Convention Centre No. 29, 2nd Avenue, TEDA
T: +86 22 6621 8888 ext. 3711
 万丽西餐厅
 开发区第二大街 29 号天津万丽泰达酒店及会议中心



Bella Vita Italian Restaurant
A: Florentia Village Outlet Mall, North Qianjin Road, Wuqing District, Tianjin
T: +86 22 5969 8238
 美好生活意大利餐厅
 武清区前进道北侧佛罗伦萨小镇 Food-5



Commune Dine
A: 1F, InterContinental Tianjin Yujiapu Hotel & Residences No.3360, Xinhua Road, Binhai New Area
T: +86 22 5986 8888 ext. 6506
 食社自助餐厅
 滨海新区新华路 3360 号天津于家堡洲际酒店及行政公寓 1 层



LE CROBAG - Teda Store
 Le Crobag 德国面包房 (泰达店)
T: +86 22 5990 1619



BARS



Commune Bar
A: 1F, InterContinental Tianjin Yujiapu Hotel & Residences No.3360, Xinhua Road, Binhai New Area
T: +86 22 5986 8888 ext. 6509
 潮酒社
 滨海新区新华路 3360 号天津于家堡洲际酒店及行政公寓 1 层



Happy Soho Live Music & Dance BAR
 (Opposite of Central Hotel)
A: No. 16, Fortune Plaza, Third Avenue, TEDA
T: +86 22 2532 2078
 欢乐苏荷酒吧
 开发区第三大街财富星座 16 号 (中心酒店对面)



Sky Lounge
A: 12F, InterContinental Tianjin Yujiapu Hotel & Residences No.3360, Xinhua Road, Binhai New Area
T: +86 22 5986 8888 ext. 6505
 堡子里酒廊
 滨海新区新华路 3360 号天津于家堡洲际酒店及行政公寓 12 层

Education



Beijing International Bilingual School-Tianjin
A: No.226, Mingsheng Rd., Sino-Singapore Tianjin Eco-City, Tianjin
T: +86 22 6713 9298
 185 2609 1709
 海嘉国际双语学校天津校区
 天津市滨海新区中新生态城明盛路 226 号



TEDA GLOBAL ACADEMY
A: No. 72, 3rd Avenue, TEDA
T: +86 22 6622 6158
 天津经济技术开发区国际学校国际部
 开发区第三大街 72 号
 W: tedaglobal.org

SERVICES

Hotels

HILTON TIANJIN ECO-CITY
A: No. 82 Dong Man Zhong Lu,Sino-Singapore Eco-City, Tianjin,P.R. China 300467
T: +86 22 5999 8888
F: +86 22 5999 8889
E: tianjinecocity.info@hilton.com
W: tianjinecocity.hilton.com
 天津生态城世茂希尔顿酒店
 天津市中新生态城动漫中路 82 号

Holiday Inn Binhai Tianjin
A: No. 86, 1st Avenue, TEDA
T: +86 22 6628 3388
 天津滨海假日酒店
 开发区第一大街 86 号



InterContinental Tianjin Yujiapu Hotel & Residences
A: No.3360, Xinhua Road, Binhai New Area
T: +86 22 5986 8888
 天津于家堡洲际酒店及行政公寓
 滨海新区新华路 3360 号



Renaissance Tianjin TEDA Convention Centre Hotel
A: No. 29, 2nd Avenue, TEDA
T: +86 22 6621 8888
 天津万丽泰达酒店及会议中心
 开发区第二大街 29 号

Sheraton Tianjin Binhai Hotel
A: No. 50, 2nd Avenue, TEDA
T: +86 22 6528 8888
F: +86 22 6528 8899
W: sheraton.com/tianjinbinhai
 天津滨海喜来登酒店
 开发区第二大街 50 号

Apartments



Ascott TEDA MSD Tianjin
A: No.7 Xincheng West Road, Tianjin Economic-Technological DevelopmentArea, Tianjin
T: +86 22 5999 7666
 天津雅诗阁泰达 MSD 服务公寓
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Binhai Science and Technology Museum
A: No. 347, Xusheng Road, Binhai New Area
O: Tue - Sun, 10:00-17:00
 16:30 Stop entering, close on Mondays
T: +86 22 25623399
 滨海科技馆
 滨海新区旭升路 347 号

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TJ ~ BJS (¥55 - ¥93)			BJS ~ TJ (¥55 - ¥93)		
Train	Tianjin	Beijing	Train	Beijing	Tianjin
C2606	05:40	06:20	C2551	06:02	06:32
C2090	22:39	23:09	C2669	22:46	23:18

TG ~ BJS (¥66 - ¥93)			BJS ~ TG (¥75 - ¥239)		
Train	Tanggu	Beijing	Train	Beijing	Tanggu
C2554	07:31	08:23	C2553	06:07	06:58
C2594	21:36	22:28	C2597	21:39	22:30

Wuqing ~ BJS (¥39 - ¥66)			BJS ~ Wuqing (¥39 - ¥66)		
Train	Wuqing	Beijing	Train	Beijing	Wuqing
C2606	05:58	06:20	C2201	06:22	06:43
C2230	21:51	22:13	C2595	21:27	21:48

TIANJIN SUBWAY MAP



THE HEALTH PRESERVATION THEORY

By Rose Salas

For the past years, people's way of living is cultivating, so health preservation has become a catchphrase, even TV shows dedicated a slot for it. Yes, to live longer in this world is everyone's hope and dream. Giving attention to our health is one of the best ways to live longer than everybody else. In Health preservation, traditional Chinese medication is one way to prevent diseases, enhance physical fitness, postpone ageing, and prolong our life. This can be achieved by spiritual toning, therapeutic and medicated diets, healthy exercises, and other different approaches, such as:

Health Preservation Theory is a vital factor in ancient medicine. Throughout the years, it has been part of the Chinese culture, because it recommends proper health preservation using the following:

- Massage
- Healthy Diet
- Sports
- Scheduled Work
- Rest
- Psychological Cultivation

The following concepts are ways on how you can apply the Health Preservation in these modern days:

LIVE DAILY

In today's world, people are used to working hard to get all the things they want that they forget to take care of their health. Adult and children alike are hooked with mobile phones, computers, and the internet that they don't have time to spend with their family or friends. They are starting to have an unhealthy lifestyle, unlike before the internet came in.

People in the old days used to work once the sun comes out, then stop working once it sets at night to have enough energy for the next day's work. Children used to play outside with all the laughter they need to boost their immune system. Modern people may find it uninteresting, but it is healthier than just sitting all day long playing with their phones or computers.

BALANCED DIET

Of course, eating healthy is one of the best ways to live longer. Keeping a healthy lifestyle will make you defy sickness and will keep your body fit and active. In our generation, we are lucky enough to have a lot of food choices, but it is tricky how we can have the healthiest food possible. Eating healthy food does not mean eating more meat; we should also have a healthy balanced diet. But how are we going to know if we are eating a healthy balanced meal?

Here is some of the food you should take, if you want to have a healthy balanced meal.

Vegetables

It should include dark, leafy green vegetables, such as broccoli, celery, lettuce, cabbage, spinach, kale, and bok choy. You can also add carrots, turnips, eggplants, radishes, green peppers, and other Asian vegetables, such as bamboo, lotus roots, celtuce, and Chinese yam.

Fruits

You can eat almost every kind of fruit in the Asian diet, such as apples, bananas, grapes, oranges, mangoes, pears, watermelon, pineapple, and strawberries.

Grains

It is one of the staple foods in every Asian country, and rice is the most common of them all. There is a wide variety of rice, such as white rice, long-grain rice, jasmine rice, even red, black, and purple rice. Each kind has its nutritional value, so it is recommended to eat several types. BUT, do not consume too much, as if anything has overeaten, it is not healthy. You can also try wheat grains. It is usually in the form of noodles, bread, and steamed buns.

Meat

It plays a supporting role in the Asian diet plan. Still, it doesn't mean that there are only a few kinds to choose from. However, Asian people prefer lean meats, such as duck, fish, chicken, and pork. Asian people eat beef infrequently, though.

So, make sure to have your healthy balanced meal every day to be in an excellent physical form and live longer.

EQUALLY STABLE MOVEMENT AND STILLNESS

We all know that right after dinner, people come over to parks and boulevards to engage in several forms of physical activities, such as jogging, walking, and even Tai Chi. It is vital to balance your motion and stillness to help you out with your daily activities. It is helpful to preserve our health through sports or exercise. We should also alternate tension with relaxation to cheer our heart and compose our mind.

UNION OF FIGURE AND SPIRIT

A lot of people think that if we nurture our body, it will keep us fit and healthy. Yes, it will, but nourishing our mind is the most fundamental in preserving our health. Keeping yourself calm in every situation can make you live longer. If you can maintain your spirit, you will be immune from any form of diseases. Make it a habit to keep your mind in a healthy state, and everything else will follow.

Do not force yourself to work hard and stay up late. Give time to rest, run a little, and eat a healthy balanced meal. Preserving your health is more important than all the money and things in this world. Your family needs you more than anything else, so make sure to have a healthy lifestyle and have fun with them.

Good health is great wealth! If you want to live a glorios, longer life, it's time to shift your perception on how to preserve your health the right way. Which of the principles above do you like the best? **B**



中国的传统医疗保健 养生思想

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保持作息。当今的人们沉迷于手机、网络和互联网等，这是一种非常不健康的生活方式。应适当借鉴古人日出而作，日落而息的生活习惯。

均衡饮食。健康饮食是长寿的最佳实现方式之一。确保每天拥有健康的均衡膳食，包括蔬菜、水果、谷物和肉类的合理搭配，以保证良好的身体状态。

动静结合。平衡自身的运动和休息，对保持日常生活的活力状态非常关键。当通过锻炼来保持自身健康时，我们也应交替进行休息放松。

注重精神生活。滋养我们的心灵也是保持健康的重要方面，在任何情况都保持平和能够帮助你长寿。不要强迫自己透支健康，保持一个健康的生活方式，成为家人的有力依靠。

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NEVER GIVE UP

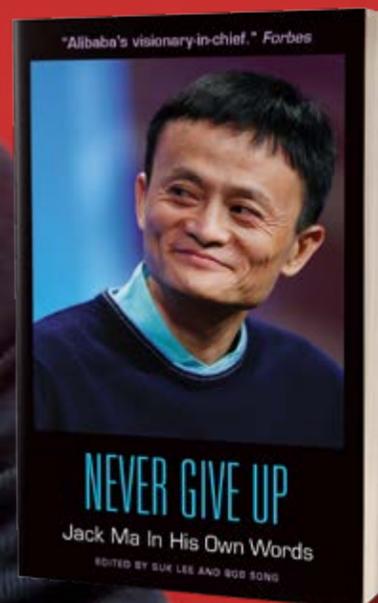
JACK MA IN HIS OWN WORDS

By Jack Ma, Suk Lee (Editor), Bob Song (Editor), 2016

This is a book about a man that has risen from nothing to everything. Jack Ma the owner and creator of Alibaba, an e-commerce giant that broke all records and went public for 25 billion dollars in 2014, didn't come from a wealthy family. This man didn't have much during his childhood and he has famously been rejected through his life many times. But, as the book title says, he never gave up and today he is one of the most influential people in the tech world and he enjoys a huge amount of influence in China. Today, he is one of the most talked about people in the entrepreneur world, while being the first ever Chinese entrepreneur to be featured on the front cover of Forbes magazine. This is one of the most inspiring people in this sphere of business since he started with 20 thousand dollars that were given to him by his family and friends. He turned that relatively small budget into this giant company, with only his business mind.

Ma has remained kind of unknown to the American public despite his amazing story and rise from poverty. This book is a collection of candid quotes said and written by Ma himself, one of the world's most prominent tech figures in the last 20 years. The book covers some 200 quotes on anything from innovation, healthy competition, life, teamwork, everyday values... Many of the quotes you are going to find in this book have been taken directly from his interviews, and for the people out there that don't speak Chinese, this can be a great way to educate themselves and get more insight into the thoughts of one of the world's greatest minds.

Overall, this is a great read for anyone who is looking to broaden their horizons with some Chinese wisdom. We know that Chinese wisdom can definitely help the development of anything on any level. From development on a personal level to the creation and building of a company, Chinese wisdom from a great mind like Jack Ma can give you the edge when it comes to comparing yourself to the competition in the sphere of economy and business. **B**



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TRIBUTE TO TIANJIN (PART II)

By Leoni Botha

Winter was fast approaching, something that filled me with dread and excitement at the same time. Coming from South Africa, we do not know what real cold is and I have read that Tianjin experiences icy winters and snow, so much that parks are transformed into skating grounds. The river slowly freezes until it is a solid sheet of ice and you can see people skating and fishing. Though it was bitterly cold in the evenings, I forced myself to go for walks to escape the enclosing loneliness of my apartment. I took delight in the crispness of the air, the icy prickles on my skin and the throngs of people around me. I not only survived my first winter in Tianjin, but was awarded this year, shortly after I returned from my holiday, when I woke up to a white winter land of snow – the very first for me.

I remember coming back from school and there was a full moon visible between two of the apartment buildings in my compound. I wanted to hang myself onto it and let it carry me home.... I comforted myself that it was the same moon that was going to light up the night sky in South Africa a few hours later.

The first time I went back home is quite a story, which I may tell later. I did not want to get on the plane to come back. But I did. I used the time back home to heal myself in many ways. I soaked

up the clear sky, the sun, my family and friends, the languages and people and quirky ways of my country. This time, back in Tianjin, I made a concerted effort to find people in the same situation I was in. I joined the Tianjin Expat Facebook group and quickly found fellow South Africans – as it turned out they lived only blocks from me and also spent their Christmas and New Year totally alone. We became good friends and through them I met other South Africans. Even though we do not see one another all the time, it is comforting to know they are here. Since then, I have met and became friends with people from all over the world. I also joined a WeChat group that gives information about good restaurants, events that are taking place and other important information for expats.

Coming back after holidays became easier every time. The smiles on the guards' faces at my compound when I return in the middle of the night, lugging my suitcases behind me, make me feel welcome. At least now I know my way and where I'm going. I also know what I am doing here. For the first months, it was my work that carried me through. I just love my job, my students and colleagues. I love the school where I teach. I know that I am here with a purpose. I have a job to do. I can make a difference. That makes the sacrifices and difficulties I had to overcome all worthwhile.

I saw a young foreign woman in the supermarket one day. She seemed so lost and I approached her. She was from America, teaching at a nearby school. She did not know how the subway worked, what to do, where to go. I took her under my wing, remembering all too well how lost I was a few months before. She called me all the time and I could tell she

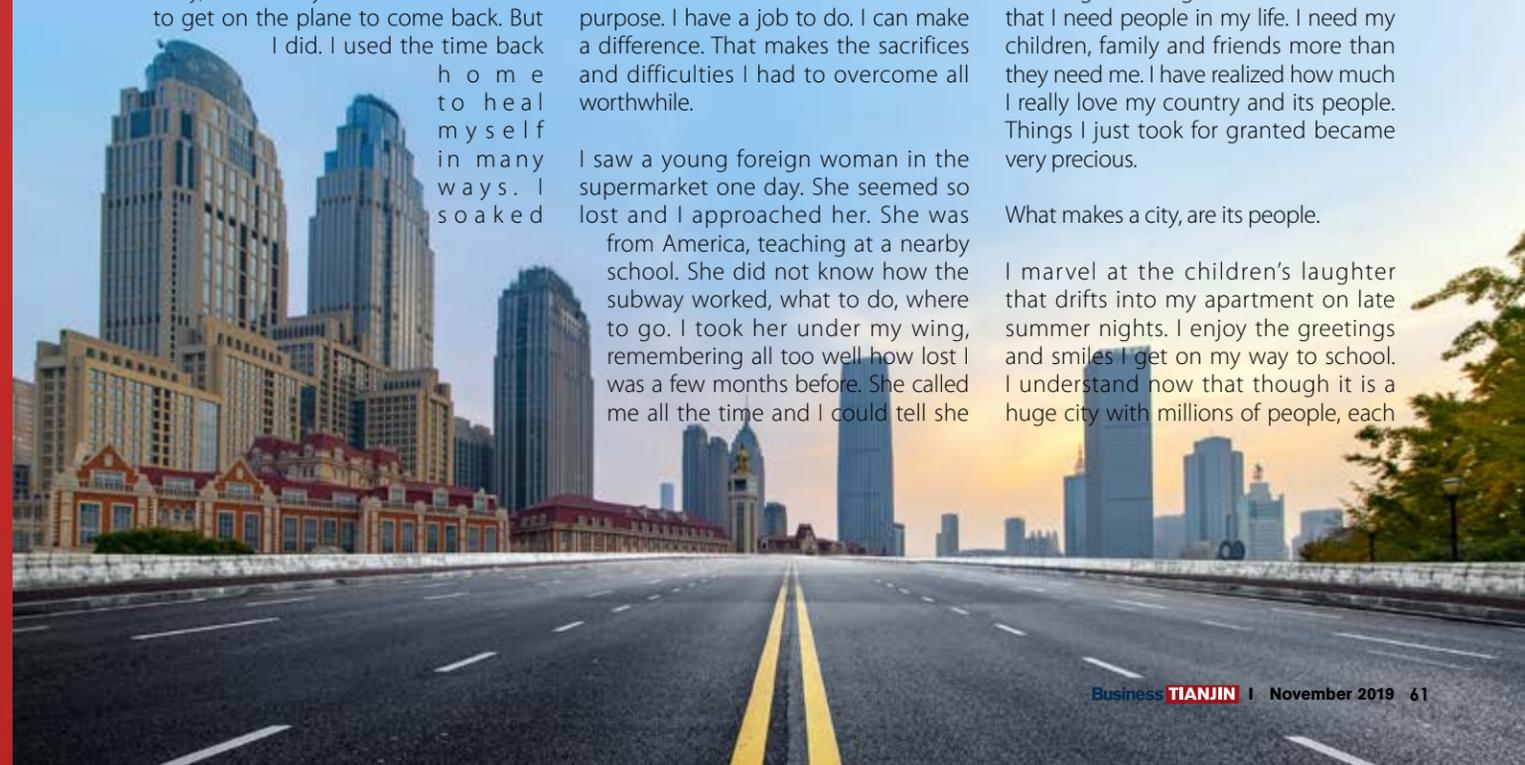
was struggling to cope with living here. Sadly, she couldn't see it through and left after only a few months.

After a year living in the Big City, I decided to move closer to school. Looking for a new apartment, with my colleagues' help, was a lot of fun and I got to know another part of the city. I was so lucky to find a brand new apartment in a new development, right on the river bank. Moving in was exciting and I even ventured out to Ikea by myself. Since then, I have grown so much in so many ways. Learning the language is still a huge challenge, but I get by with hand signs and the few words I know. The shop owners of the shops I frequently visit have become friends and now I am offered tea when I go in - I regard this as a huge compliment.

The two years I have lived in this beautiful city, and being in China, have taught me so much. Not only about a different part of the world and a history almost as old as the world itself, I have learnt that children are the same everywhere – they have the same fun and games, tricks and also the same needs. I have learnt so much about myself. I have learnt that I am not always as strong as I thought I was. I have learnt that I need people in my life. I need my children, family and friends more than they need me. I have realized how much I really love my country and its people. Things I just took for granted became very precious.

What makes a city, are its people.

I marvel at the children's laughter that drifts into my apartment on late summer nights. I enjoy the greetings and smiles I get on my way to school. I understand now that though it is a huge city with millions of people, each



area is a community on its own. Where you live, work and walk becomes home and people become friends, even if you cannot speak their language. Friendliness and smiles reach beyond any language barrier. This summer I decided I am going to become one of the millions of people using the brilliant concept of rent-a-bike, by cycling to school. App downloaded and bicycle unlocked, I pedalled, very unsure of myself on a bicycle at my age, past the school guards. The huge grins on their faces and waves at me told me that they not only enjoyed this spectacle, but that they regarded me as a part of the community now. People can make all the difference. I have found the people of Tianjin to be welcoming, helpful and friendly.

Although Tianjin is a huge city, it does not feel that big. It has a relaxed atmosphere, the subway and bus systems are easy to use and it does not take forever to go from one point to the other. The speed bullet, now connecting Tianjin with most of the major cities, is convenient and affordable. It is also much cheaper to live here than in some of the other big cities. Many people who work in Beijing choose to live in Tianjin for these reasons.

I have come to love this city with its magnificent buildings, interesting architecture and, of course, the ever-gliding river. During the last week of my recent holiday in South Africa, I was already beginning to work out lessons in my head and looking forward to see my students again. I was ready to come back. Back in Tianjin, I was speaking to my fellow South African, who is also a teacher in Tianjin. I asked her when she was coming home. It was then, using that single word 'home', that I realized Tianjin has become my home. Perhaps my second home, but home nevertheless.

I want to dedicate this, my heart and feelings and experiences, to the city and its people. For welcoming me here and making me feel at home, for accepting a foreigner in their community.

As I sit here in my apartment, writing this, I look out over the river. Framed in the window is the slowly circling Tianjin Eye. The river is a kaleidoscope of colours reflected on the smooth surface. In the distance I can see the now familiar buildings of downtown, every one of them displaying a riot of coloured lights rippling over and across them.

I am glad Tianjin has chosen me. I will cherish my time here and the people of Tianjin forever. **B**

向天津致敬 (下)

冬天快到了,同时让我感到恐惧和兴奋。来自南非,我们不知道冬天的真的很冷,我在天津经历了冰冷的冬天和积雪,以至于公园变成了滑冰场。这条河缓缓地冻结,直到它是一块坚实的冰块,你可以看到人们滑冰和钓鱼。虽然晚上天气很冷,但我强迫自己去散步,以逃避我公寓周围的寂寞。我喜欢空气的清澈,皮肤感觉到的冰冷和身边的人群。我不仅在天津的第一个冬天生存下来,而且今年在我度假回来后当我在一个早晨醒来时看到了白雪皑皑的冬天 - 这对我来说是第一次。

我记得,从学校回来,在我的院子里的两栋公寓楼之间看到一个满月。我想把自己挂在上面,让它带我回家.....我安慰自己说,几个小时之后,它是同一个月亮照亮南非的夜空。

这一次回到天津,我竭力找到了和我一样的人。我加入了天津外国人 Facebook 小组,并迅速找到了南非同胞 - 因为事实证明他们就住在我的街区,并且他们圣诞节和新年完全独自度过。我们成了好朋友,通过他们我遇到了其他南非人。虽然我们不会一直看到对方,但知道他们在这里是令人欣慰的。从那时起,我遇到了来自世界各地的人并成为了朋友。我还加入了一个微信小组,该小组提供有关好吃的餐馆,重要的活动或外籍人士相关的信息。

每次假期后回来生活都会变得容易。当我半夜回来时,我的院子里的守卫脸上带着微笑,把我的手提箱拖到身后,让我感到宾至如归。至少现在我知道我的方式和我要去的地方。我也知道我在做什么。我喜欢我教的学校。我知道我有一个目的。我有工作要做。我可以有所作为,这使我的牺牲和困难都值得。

有一天,我在超市看到一位年轻的外国女人。她好像迷路了,她来自美国,在附近的一所学校教书。她不知道地铁是如何运转的,该做什么,去哪里。我把她带了出去。她一直打电话给我,我可以说她正在努力应对住在这里。可悲的是,她没成功,仅仅几个月后就离开了。

在大城市生活了一年之后,我决定搬到学校附近。在同事的帮助下寻找新公寓非常有趣,我开始了解这座城市的另一部分。我很幸运能够在河岸边的新开发项目中找到一个全新的公寓。搬进去很令人兴奋,我甚至独自冒险去了宜家。从那以后,我在很多方面都发展得迅速。学习语言仍然是一个巨大的挑战,但我用手势和我所知道的几句话完全可以应对日常生活。我经常光顾的商店的店主已经和我成为了朋友,现在我去的时候可以一起喝茶 - 我

认为这是一种巨大的荣誉。我在这个美丽的城市居住了两年,在中国生活,教会了我很多。中国不仅是世界的不同部分,而且历史几乎与世界本身一样古老。我了解到孩子们到处都是一样的 - 他们有同样的乐趣,游戏,技巧和相同的需求。我学到了很多。我了解到我并不像我想象的那样强壮。我了解到我需要生活。我需要我的孩子,家人和朋友,而不是他们需要我。我已经意识到我真的爱我的国家和人民。我原来认为理所当然的事情现在变得非常宝贵。

什么造就了一个城市,是它的人民。我惊叹于夏末的夜晚飘进我公寓的孩子们的笑声。我喜欢上学路上的问候和微笑。我现在明白,虽然它是一个拥有数百万人口的大城市,但每个区域都是一个独立的社区。你住的地方,工作的地方人们成为朋友,即使你不会说他们的语言。友善和微笑超越任何语言障碍。今年夏天,我决定骑自行车上班,成为数百万使用租赁自行车的人之一。应用程序下载,自行车解锁,然后骑车,经过学校门卫,看到他们脸上的巨大笑容和我挥手,我想他们不仅喜欢这个奇观,而且他们现在把我视为社区的一部分。我发现天津人民热情,乐于助人,友好。

虽然天津是一个巨大的城市,但居住其中感觉并不大。它拥有轻松的氛围,地铁和公共汽车易于使用,高铁现在连接天津与大多数主要城市,方便又负担得起。住在这里比在其他一些大城市便宜得多。由于这些原因,许多在北京工作的人选择住在天津。

我喜欢这座城市,拥有宏伟有趣的建筑,当然还有流淌的河流。在我最近在南非度假的最后一周,我已经开始在脑海里练习课程,并期待再次见到我的学生。我准备好回来了。回到天津,我一个南非同胞他也是天津的老师。我问她什么时候回家。就在那时,用“家”这个单词,我意识到天津已成为我的家。也许是我的第二个家。

我想把这篇文章,我的心献给这个城市和这里的人民。因为他们欢迎我,让我有宾至如归的感觉。

当我坐在我的公寓里写这篇文章的时候,我看着河边。窗外是慢慢旋转的天津之眼。在远处,我可以看到现在熟悉的市中心建筑,每一个都展示着缤纷的彩色灯光。

我很高兴天津选择了我。我将永远珍惜和天津人民的时光。

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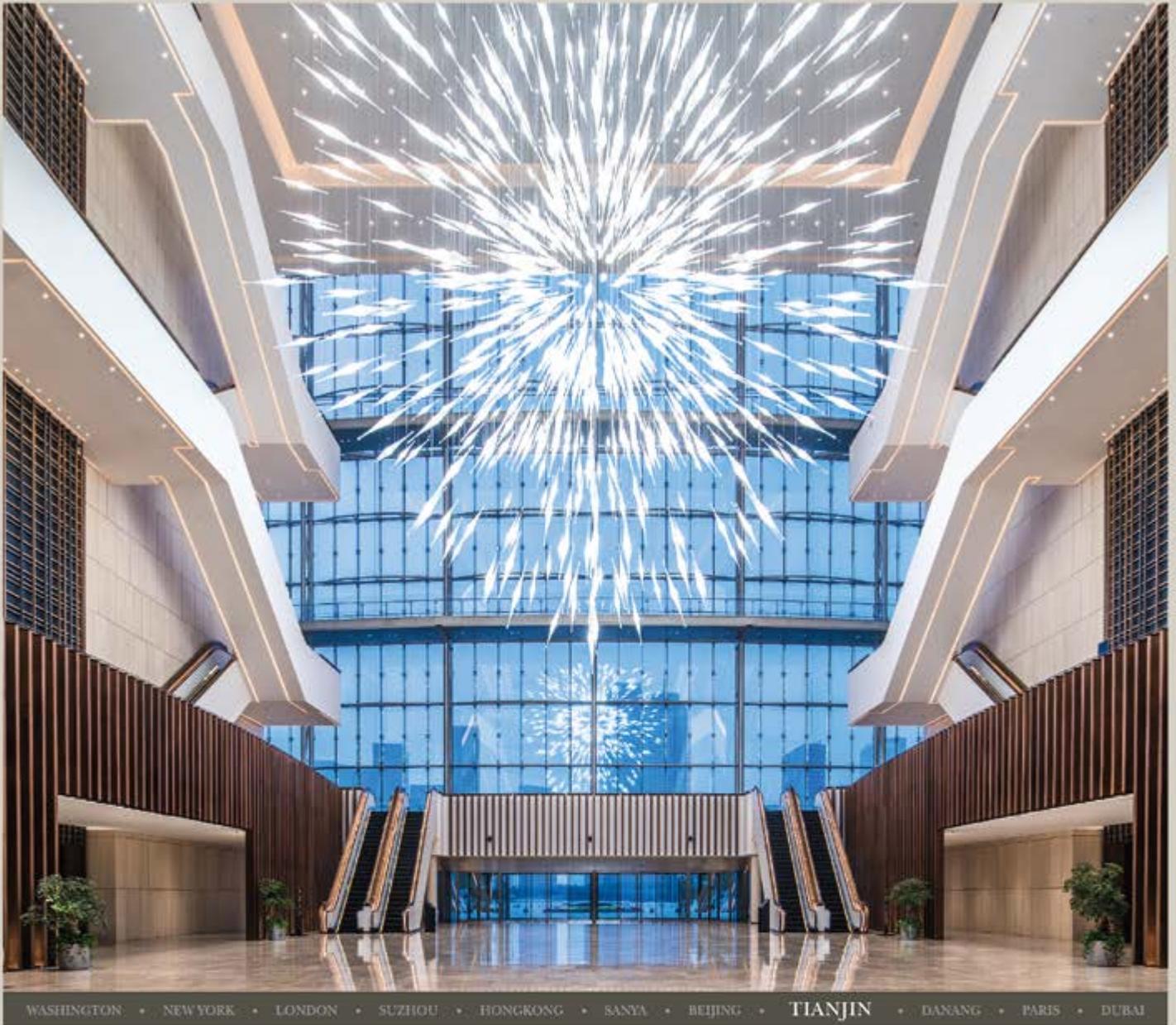
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Dinner / 晚餐时间: 17:30 - 23:00 (22:00 L.O.)





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