

# BUSINESS TIANJIN

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BEIJING INTERNATIONAL  
BILINGUAL ACADEMY

海嘉国际学校



Developing the youth to be

## INTERNATIONAL-MINDED BILINGUAL AMBASSADORS

**Interview with Joseph Azmeh**

Executive Head of School, Tianjin Campus  
Beijing International Bilingual Academy

- 12 Top 10 Chinese Start-ups to Watch Out in 2019
- 34 The Future of E-commerce
- 36 How do you Benchmark your Real Estate Cost
- 40 A Remarkable Year of VAT Reform
- 52 HR: Trends of 2019



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May 2019



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Dear Readers,

Gaining a strong reputation as the fastest-growing IB World School, which is offering unique international and bilingual education for foreign and Chinese students, the Beijing International Bilingual Academy (BIBA) has opened three campuses since its establishment in 2006.

Tianjin Campus is the second campus of BIBA and it is a vibrant international boarding school, which prides on forming students to become internationally-minded bilingual ambassadors and champions of inter-cultural understanding, respect and integration in a dynamic global community. We have the opportunity to interview Joseph J. Azmeh, Executive Head of School, Tianjin Campus of BIBA and feature in our cover story. It was a real pleasure talking to Joseph and learning the noble spirit behind BIBA and his passion as an educator.

We laud BIBA and Tianjin Campus' excellent facilities, fantastic team of foreign and local teachers & administrative staff and this great opportunity to enrol our kids in this unique international and bilingual learning environment.

From the macro economy point of view, China has witnessed a rebound, as indicated by the recently released numbers. Retail sales, industrial production, fixed asset investments, and trade balance saw positive developments. Some economists believe that the government's efforts to stimulate the economy are showing some effects. The progress made in the trade talks with United States has contributed to the improvement.

Michael Hart, who has spent more than 20 years in China in the commercial real estate industry and over a decade of that time in Tianjin, provides us with an excellent explanation how to benchmark our Real Estate Cost. Don't miss it!

Our column Last Word is dedicated to the Great Wall Marathon that has the reputation for being one of the world's toughest marathon courses for competitors to compete on. It will take place on 18th of May, 2019. You can read the details inside of this issue.

Visit our website [www.businesstianjin.com](http://www.businesstianjin.com) and follow us on our official Wechat account (ID: **business\_tianjin**) for a complete list of articles and information.

Mary Smith

Managing Editor | Business Tianjin Magazine

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本期封面人物我们专访了海嘉国际双语学校（简称 BIBA）天津校区的校长 Joseph Azmeh 先生。海嘉国际双语学校是一所充满活力的、具有国际水准的国际双语学校，海嘉提供从幼儿园到高中十二年级的一贯制双语教育。海嘉同时拥有国际文凭组织（IBO）认证和美国西部院校联盟（WASC）国际性权威机构认证，是一所高质量、双认证的国际双语学校。与此同时，海嘉也是中蒙国际学校联合会（ACAMIS）以及国际学校体育协会（ISAC）的成员学校。自 2006 年成立以来，海嘉已成立了三个校区，作为发展最快的国际学校，海嘉为外籍学生和中国籍学生提供独特的国际和双语教育而享有盛誉。

天津校区是 BIBA 的第二个校区，它以培养学生成为具有国际心的双语使用者为荣，并在充满活力的全球社区中弘扬跨文化理解，尊重和融合。

我们赞赏 BIBA 天津校区出色的全体教职工团队，优良的教学设施，以及为孩子们提供进入这个独特的国际双语学习环境的绝佳机会。

从宏观经济的角度来看，中国经济已经出现了反弹，正如最近公布的数据所示。零售业，工业生产，固定资产投资和贸易平衡出现了积极正面的发展。一些经济学家认为，政府刺激经济的努力正在产生一些影响。

本期我们的 Last Words 栏目详细介绍了长城马拉松——这个对于马拉松选手来说世界上难度最大的马拉松，将于 5 月 18 日开跑，详情请阅读本栏目。

更多精彩内容，请访问我们的网站 [www.businesstianjin.com](http://www.businesstianjin.com) 或关注我们的微信公众号：**business\_tianjin**。

# Contents

Business Tianjin / May 2019



## ◀ Developing the youth to be International-minded Bilingual Ambassadors

**Interview with Joseph Azmeh**  
Executive Head of School, Tianjin Campus  
Beijing International Bilingual Academy

Gaining a strong reputation as the fastest-growing IB World School campus offering unique international and bilingual education for Chinese and foreign students, the Beijing International Bilingual Academy (BIBA) has opened three campuses since its establishment in 2006. Its third campus, BIBA-Guiyang Campus in Guizhou, recently opened on August 2018.

See Page 15



## ▲ INVESTMENT

### Geely is growing locally and abroad

The automotive manufacturer, Geely, established in 1986 and formally known as Zhejiang Geely Holding Group Co., Ltd is an example of a company that managed its global expansion well. Although established in the 1980s, it only started to compete with its Geely brand in 1997, when it introduced it to the market. In January 2019, the company reported that it had sold over 1.5 million units in 2018 alone. This represents an increase of 20 percent from a year earlier. The company is expected to continue growing.

See Page 30



## ◀ LAST WORDS

### Great Wall Marathon

The Great Wall Marathon has the reputation for being one of the world's toughest marathon courses for competitors to compete on. The race began in 1999 and has been held every year since, with the exception of 2003. The race takes place on the third Saturday in May (18th of May, 2019, and 16th of May, 2020) and is actually run over three distances:

1. A full marathon route of 42.2km (26.2 miles)
2. A half marathon 21.1km (13.1 miles)
3. A 8.5km Fun Run

The Fun Run was introduced in 2013 and replaced events of 10km and 5km.

See Page 65

## 06 BIZ BRIEFS

### 10 ECONOMY

Positive Data  
Numbers higher than expected

### 12 FEATURE STORY

Top 10 Chinese Startups  
To Watch Out

### 15 COVER STORY

Developing the youth to be  
International-minded Bilingual  
Ambassadors

### 22 FOCUS

ICBC implements Blockchain  
Technology

### 24 TRAVEL

Puerto Iguazú

### 26 IN DEPTH

Research advances in China  
improving health on a global scale

### 28 INSPIRATION

A Baffling Story: Creating History  
Despite Failure & Rejections

### 30 INVESTMENT

Geely is growing locally and abroad

### 32 BUSINESS NEWS

### 34 E-BIZ

The Future of E-commerce

### 36 REAL ESTATE

How do you Benchmark  
your Real Estate Cost

### 39 NUMBERS

### 40 TAX & FINANCE

A Remarkable Year of VAT Reform

### 44 NEW APPOINTMENT

### 45 LEGAL ASSISTANCE

Things to Know on the Pricing Tag

### 48 TECH

3 Geoengineering Solutions

### 50 MARKETING

Pop-up Stores

### 52 HR

Trends of 2019

### 54 CHAMBER REPORTS

### 56 LISTINGS

### 61 TRANSPORTATION

### 62 ART & LEISURE

What Makes Chinese Regional  
Cuisines Unique

### 64 BOOK REVIEW

China - Latin America Relations

### 65 LAST WORDS

Great Wall Marathon

## TIANJIN NEWS

### National Maritime Museum to open to public in Tianjin this year



China's largest maritime museum, which is located in Tianjin Binhai New Area, will start trial operation from May 1<sup>st</sup>, 2019. Built with a total investment of three billion yuan, the National Maritime Museum will cover 300,000 square metres, and boast a collection showcasing ancient boats, fossils, maps, and rare animals. Equipped with some of the most innovative technologies, the museum will also offer a historical review of China's oceanography and the culture behind it. Situated in one of the city's most popular tourist areas, the museum is expected to become a major attraction for both foreign and domestic tourists.

### Foreign affairs ministry promotes Tianjin globally



Tianjin was put on the global map on April 16<sup>th</sup>, as China's Ministry of Foreign Affairs (MFA) and the municipal government held a promotion event. Titled "China in the New Era: A Dynamic Tianjin Going Global", the event attracted about 500 guests, including government officials and foreign diplomats in China. Tianjin is the first municipality to be promoted by the MFA, which is launching a global promotion campaign for Chinese provincial regions and cities. Designed to promote the achievements of Tianjin's development in the 70 years since the founding of the People's Republic of China, the event included an introduction to Tianjin's economic and social development, exhibitions, exchanges between Chinese and foreign guests, display of featured cultural performances and local food tasting.

### Tianjin is on the list of "The Most Attractive Chinese Cities for Expats"



The annual survey, Amazing China - the Most Attractive Chinese Cities for Expats 2018, unveiled its results at the Shenzhen forum of the Conference on International Exchange of Professionals on April 14<sup>th</sup> in Shenzhen. Shanghai, China's financial hub, prevailed as expats' favourite city to work and live in for the sixth year in a row, followed by Beijing, Hefei, Hangzhou, Shenzhen, Suzhou, Qingdao, Tianjin, Xi'an and Wuhan. The survey has been conducted for nine years, starting in 2010. The Amazing China 2018 poll took place from November to December. Results were analyzed from 239 signed votes from top expert panels, 2,815 votes from foreign experts, and 94,849 votes from internet users.

### World Intelligence Congress set for May



The 3rd World Intelligence Congress will be held from May 16<sup>th</sup> to 19<sup>th</sup> in Tianjin, and will attract participants from over 30 countries and regions. The theme of this year's congress will be, "Intelligence New Era: Evolution, Strategy and Opportunity". There will be a main forum, where experts and scholars will deliver keynote speeches. More than 20 side forums will be held, covering topics such as scientific innovation, global cooperation, the future of the intelligent industry, and the application of scientific innovation. In the meantime, an intelligent technological exhibition will be held during the event. The exhibition area will cover 58,000 square metres, and will be divided into six zones, including scientific research and innovation, intelligent manufacturing, big data, smart city, smart life and intelligent application.

### Tianjin's First Giant swing is coming!



Tianjin will open a giant swing over a whopping 600-metre drop. Located at the Jiushanding Natural Scenic Resort in Ji County, it's the first extreme swing in Tianjin, which also has a 1000 metres above the ground transparent walkway. The extra-ordinary swing will be opened to the public around May 1<sup>st</sup> and the transparent walkway has already opened.

### Shared-Bikes hike prices for Tianjin and Beijing customers



Hellobike, the bike-sharing platform owned by Ant Financial-backed Hello Chuxing, raised prices from 1 yuan per half-an-hour to 1 yuan per 15 minutes for users in Tianjin and Beijing from April 15<sup>th</sup>, 2019. On March 21<sup>st</sup>, Bluegogo — a bike-sharing company owned by ride-hailing giant DidiChuxing — started charging Beijing riders 1 yuan for the first 15 minutes and 0.5 yuan for each additional 15-minute period. Previously, the company had charged just 1 yuan for an entire hour. Meanwhile, Ofo, in full retreat from international markets and rumoured to be in dire financial straits—which the company refutes—has yet to raise prices for customers.

## FINANCE

**China economy: The first quarter growth beats expectations at 6.4%**



China released a slew of official economic data that beat expectations, including the widely anticipated gross domestic product figure. Beijing said its economy expanded by 6.4 percent year-on-year in the first quarter of 2019, topping the 6.3 percent that analysts, polled by Reuters, had expected. China's economy grew by 6.4 percent year-on-year in the fourth quarter of last year, and 6.8 percent in the first quarter of 2018. Industrial production jumped 8.5 percent year-on-year in March — surging past the 5.9 percent estimated by Reuters to register the fastest growth since July 2014.

**Airbus inaugurates the first helicopter final assembly line in China**



The Airbus Qingdao H135 Final Assembly Line (FAL), the first helicopter line built by a foreign manufacturer in China, was put into service on Wednesday in Qingdao, a coastal city in east China's Shandong Province. It is the first time that Airbus has put final assembly facilities of the H135 helicopter outside Europe. The move marked a new chapter in Sino-European cooperation and Airbus' expanded partnership with China, according to Airbus. The initial annual production capacity is 18 helicopters. And its capacity could be doubled to meet the growing Chinese demand.

**China Approves the First Chinese-Foreign Pension Insurance Provider**



Regulators have approved China's first pension insurance company run by a foreign insurer, a move that analysts predict more foreign financial companies would follow as China continues to open up its financial markets. Heng An Standard Life Insurance, a Chinese-British joint venture with 50-50 ownership, has been approved to set up the country's first foreign-invested pension insurance company. Heng An Standard Life Insurance's pension insurance company will be the ninth pension insurance entity in China.

**Sony closes smartphone plant in Beijing**



Sony Corp will stop making smartphones in China, the company said in a statement. As part of Sony's efforts to restructure its mobile business, the company stopped production at its Beijing smartphone plant, Beijing Sony Ericsson Putian Mobile Communication Co, at the end of March. The plant has offered its employees plans to terminate their contracts starting from March 20th, said the company. Globally, Sony has two smartphone plants, one in Beijing and the other in Thailand. There are no plans to shift production to the Thailand plant. Sony will continue to make phones in the Thailand plant and continue to outsource manufacturing.

**Volkswagen to take on Tesla X in China from 2021**



Volkswagen plans to build a fully electric sports utility vehicle (SUV) for China from 2021, taking on the Chinese market leader, Tesla's Model X, as the German carmaker ramps up production of zero emissions vehicles. VW said its ID ROOMZZ, which it presented in Shanghai on Sunday, will have three rows of seats and an operating range of up to 450 kms. The concept car is capable of a "level 4 autonomous driving", VW said. VW Chief Executive, Herbert Diess, said the ID ROOMZZ will be the flagship electric car to be launched by Volkswagen in China.

**China starts investigation into Telecom Giant Ericsson**



Swedish telecom giant, Ericsson, said on April 16th that China's market regulator was investigating the company over licensing issues, as countries around the world prepare to roll out the next generation of mobile networks. China's State Administration of Market Regulation is investigating the firm due to complaints against its intellectual property rights licensing in China. The telecom gear maker earns about 7% of its revenue in China, according to its 2018 annual report. China's market regulator dispatched roughly 20 investigators to raid Ericsson's Beijing office on Friday. Ericsson and its US-based competitor, Qualcomm, own a large portion of patents connected to 3G and 4G mobile networks and devices and have come under fire for the high licensing royalties they charge.

## LAW & POLICY

### Easier procedures to get passport in China



Taking effect on April 1<sup>st</sup>, residents in the Chinese mainland can apply for passports and travel permits to and from Hong Kong, Macao and Taiwan at every exit and entry management department across the country. Tourist group visas for all three places can be obtained from self-help machines. For mainland residents, they don't need to go back to their hometown registration sites for travel documents. This change can help people save a combined 20 billion yuan a year. An estimated 21 million people will apply for passports and travel permits away from home this year. People can apply via a new official website, an app and through other platforms, like WeChat and Alipay. The new passport arrives within seven working days.

### Residency Restrictions to Be Scrapped in Many of China's Cities



China's state planner has required local governments to lift household registration restrictions for people who live and work in some second- and third-tier cities, in an effort to advance reform of the residency system for migrants. China is going to eliminate all restrictions for household registration, or "hukou," for all cities with an urban population of 1 million to 3 million. The NDRC also said governments of cities with an urban population of 3 million to 5 million should also ease restrictions for farmers-turned-workers, who have lived there for more than five years, as well as technicians, college and vocational school graduates and people who have obtained overseas degrees.

### New credit rating system to affect various aspects of daily life



China is set to release an updated version of its personal credit report, as part of the country's broader efforts in strengthening its social credit system. The report, which will cover almost every aspect of daily life, will become a "second ID and invisible resume" for citizens. In addition to some basic personal information that was required by the old credit report, the new version will include more details, such as spouse information and more complete professional information. Individual financial activities, such as repayment and overdue payments, will be recorded in the new report, which will also focus on information including telecommunications, water supply payment, overdue taxes, civil rulings, administrative punishment, subsistence allowance, professional qualifications and administrative incentives.

### New national standards on electric bicycles implemented



China started to implement new national standards for electric bicycles on April 15. A qualified electric bicycle must have pedal functions and its speed cannot surpass 25 kilometres per hour, according to standards issued last May. The vehicle's weight, including battery, shall not exceed 55 kilograms and the motor power and battery voltage should not exceed 400 Watts and 48 volts respectively. Additional technical requirements, including tamper-proof, fireproof and charger protection systems, are also included in the new standards, replacing the ones issued in 1999. Vehicles that do not meet requirements will be classified as electric motorcycles, which need license plates and drivers' licenses.

## GENERAL

### China's marriage rate drops for the fifth consecutive year



China's marriage rate has been declining for five consecutive years, with many either delaying marriage or failing to marry at all. The marriage rate dropped from 9.9 per 1,000 people in 2013 to a five-year low of 7.2 per 1,000 people in 2018. The figures vary in different regions. The more developed regions have lower rates of marriage. Tying the knot is no longer a "necessity" for today's young adults, with many preferring the single life. The increasing costs of living and child education constitute another factor for the downward trend in the marriage rate, said experts.

### HK the most expensive housing market in the world



Four Chinese cities are among the 10 costliest cities to buy a home in the world, according to real estate consultancy CBRE's 2019 Global Living report. Hong Kong tops the list with the average price of a home about 8.28 million yuan (\$1.22 million). The other three Chinese cities — Shanghai, Shenzhen and Beijing occupy the third, fifth and ninth spot on the list with an average house price of 5.85 million yuan, 4.56 million yuan and 4.22 million yuan, respectively. Shanghai saw a strong home price growth of 11.2 percent year-on-year, ranking the third in the fastest growth of prices, Barcelona and Dublin take the first and the second place with the home price growth of 16.9 percent and 11.6 percent.

## CHINA IN THE WORLD

Parks to use face recognition to weed out the flower-pickers



Beijing is planning to use facial recognition technology to ban people from parks, who climb trees, snap off branches or pick flowers. Offenders spotted by the cameras face being placed on a national blacklist that could restrict them from boarding aircraft, taking high-speed trains or visiting foreign countries. Park officials are hoping the technology will compel “loutish travellers” to follow the rules – for instance, not smoking in certain areas and setting up barbecues only in allowed spots.

Facial recognition comes to express delivery



Cainiao Network announced that they have added the ability to send packages through facial recognition technology to their courier services. Senders in China are required to show their ID cards when sending packages. However, the facial recognition technology will scan the face of senders in one to two seconds, and senders can have their packages or letters delivered without giving their personal information, according to Cainiao. The pilot scheme has started in more than 300 logistics stations in eight cities across China, including the cities of Hangzhou, Shenzhen, Chengdu, Fuzhou, Xiamen and Jinan.

Nearly 1 million foreigners worked in China last year



China issued 336,000 foreigner’s work permits and more than 950,000 foreigners worked in the country in 2018, which shows that China is becoming an ideal place for innovation and entrepreneurship for foreign talent. Well-known Chinese companies, including Huawei and Tencent, received more than 180,000 resumes from overseas and domestic outstanding experts at a conference focusing on promoting international exchanges of professionals. China has made remarkable achievements in attracting people from abroad in recent years through more practical talent introduction policies, further relaxing the requirements for visa and residence permits, and simplifying procedures involving social security, household registration and children’s education.

## BUSINESS TIANJIN



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# Positive Data Numbers higher than expected

By Morgan Brady



## 积极的数据 数字高于预期

3月以及今年第一季度，中国发布的数据令许多投资者和经济学家感到意外，这些数字远高于预期。这些数字是正面的，这促使许多分析师回顾他们对中国经济即将出现暴跌的预期，解释这是由于与美国的贸易战以及其他因素造成的。

据统计，中国经济今年第一季度同比增长6.4%，高于分析师预测的6.3%，与2018年第四季度的增长速度相同，它比2018年第一季度的增长率高0.4%。

零售业销售在第一季度和3月份增长。其他指标也是高于预期的，消费品零售额名义增长8.3%，第一季度实际增长6.9%。总销售额达到97亿元。城市消费品零售额8.3万亿元，农村消费品零售额1.4万亿元。农村地区的增长高于城市地区。商品和服务网上销售额2.2万亿元，同比增长15.2%。

Data released from China for last month, March, and thus, the first quarter of the year, were a surprise to many investors and economists. The numbers were much higher than expected and were a cause for optimism. The numbers were positive, and this prompted many analysts to review their expectations about an impending slump in the Chinese economy as a result of the trade war with the US, among other factors.

According to statistics, the Chinese economy grew by 6.4% in the first quarter of the year, on a year-on-year basis. This is higher than the 6.3% that analysts had predicted, and it is the same rate of growth achieved in the last quarter of 2018. It is 0.4% higher than the rate in the first quarter of 2018.

### RETAIL SALES GREW IN THE FIRST QUARTER AND IN MARCH

Other indicators were also positive and above expectations. Retail sales of

consumer goods grew by 8.3% nominally and 6.9% in real growth in the first quarter. Total sales reached 9.7 billion Yuan in value. Retail sales of consumer goods in urban areas reached 8.3 trillion yuan, and in rural areas reached 1.4 trillion Yuan. Growth in rural areas was higher than in urban areas. Online sales of goods and services were 2.2 trillion Yuan, an increase of 15.2% on a year-on-year basis. The retail sales of consumer goods grew by 0.85% in March (on a month-on-month basis).

### INDUSTRIAL PRODUCTION MAKES A SURPRISE JUMP

Industrial production grew by 8.5% on a year-on-year basis in real terms. This represents an increase of 3.2 from the previous two months. Looking at the categories, the value added of mining and quarrying went up by 4.6% on a year-on-year basis, higher by 4.3 percentage points from the same rate



in the first two months. The value added of manufacturing increased by 9 percent, which is higher by 3.4 percent. The value added of production and distribution of electricity, heating power, gas, and water went up by 7.7 percent, higher by 0.9 percentage points in the previous two months.

The biggest growth was seen in joint-stock enterprises, which saw an increase in production by 10% on a year-on-year basis. State holding enterprises saw an increase in production by 4.7 percent, and enterprises funded by foreign investors saw an increase of 4.2 percent.

Looking at different regions, the biggest increase in production was seen in the eastern region, which saw an increase of 10.3 percent, followed by the central region which saw an increase of 9.6 percent, and then the northeastern region by 8 percent, and then the western region by 7.5 percent.

### **FIXED ASSET INVESTMENTS SAW AN INCREASE**

Investments in fixed assets in the first quarter of the year amounted to 10.1 trillion Yuan. This is higher by 6.3% on a year-on-year basis. It is also better than the results in the first two months

of the year. Investments in fixed assets have been growing steadily since August, 2018.

In terms of subsections of those investments, infrastructure investments (excluding electric power, heat power, gas, and water) went up by 4.4% year-on-year. Investment in industry went up by 4.4% year-on-year, and the growth rate was 1.4 percentage points lower than that in the first two months.

The biggest increase was seen in the central region, which saw an increase in fixed asset investments, higher by 0.2 points than in the first two months. In the eastern region, investments increased by 4.3% on a year-on-year basis. In the western region, investments increased by 7.8 percent. In the northeastern region, there was an increase of 2.9 percent.

### **THE TRADE BALANCE MAKES A BIG COMEBACK**

The dollar denominated exports have risen remarkably in March by 14.3 percent, which is much higher than the expected 7.3% increase. Imports, however, declined by 7.6 percent, which is worse than the expected 1.3% decline. China's trade surplus with the world stood at \$32.64 billion, whereas its

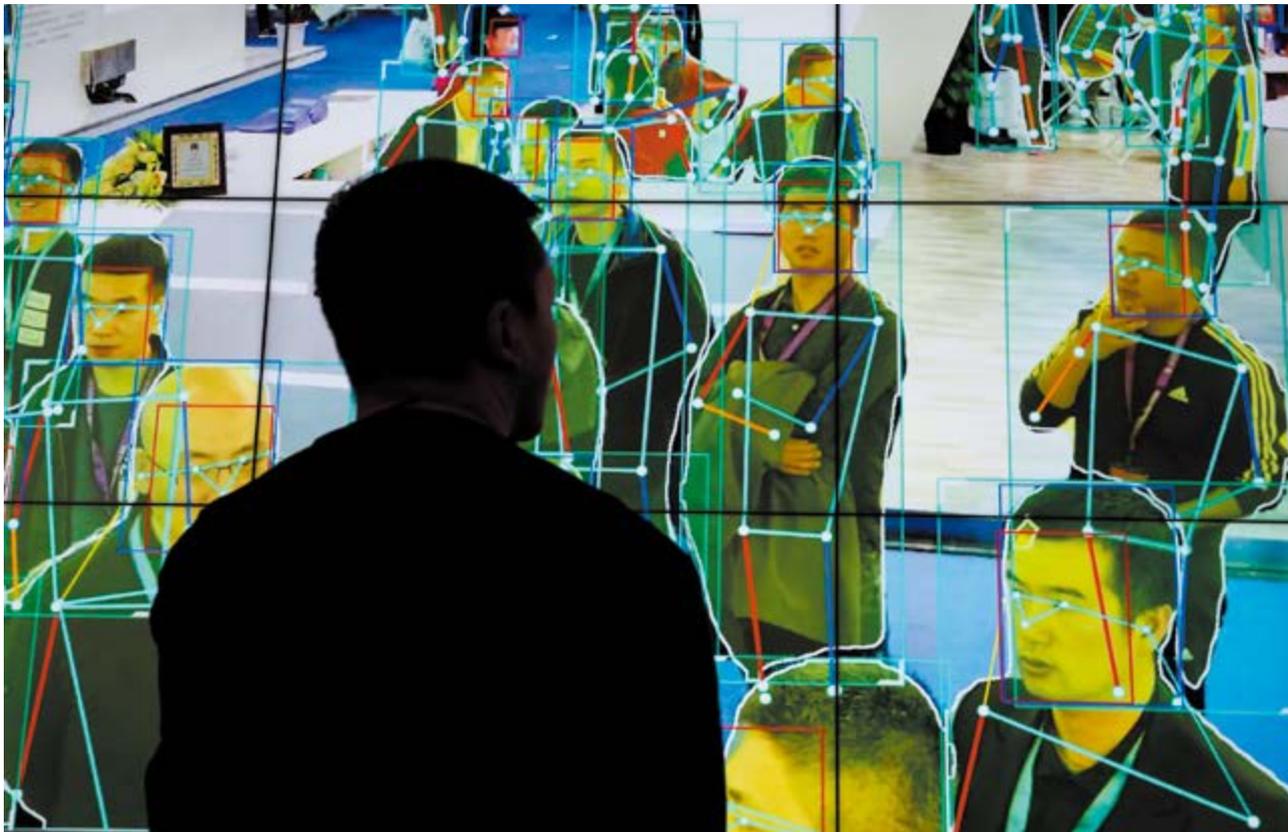
trade balance with the US was at \$20.3 Billion.

Despite the positive results, many analysts believe that this increase is caused by seasonal fluctuations in demand, and they do not believe that the global slowdown is over.

### **SUMMARY**

China's economy has witnessed a rebound, as indicated by the recently released numbers. Retail sales, industrial production, fixed asset investments, and trade balance, saw positive developments. Some economists believe that the government's efforts to stimulate the economy are showing some effects. One factor that may have contributed to the improvement was the progress made in regard to the trade talks with the United States. Both parties appear to be closer to reaching an agreement. In any event, and despite the positive numbers, the Chinese economy needs to see a series of further positive data to ensure continuous acceleration and an upward trend. **B**

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## 10 Chinese Start-ups to Watch Out in 2019

By Anastasia Chapman

As countries move from developing to developed, the younger generation is busy focusing on catching up with technologies and trends that have been skipped by their ancestors. The gradual shift of start-up power from the west to the east, especially in populous countries like China and India, marks the beginning of a new era, and this change has been there for quite some time.

In the present time, the quality and number of Chinese start-ups have drastically burgeoned over the past few decades. Although a considerable portion out of the 1,4

billion Chinese population still lives in the rural belts of the country, we are talking about a nation which is more than four times bigger than the United States, where it is easier to find examples of newer start-up ideas with the power of such demographics.

One big example is the bike-sharing company, Mobike, that took only ten months to go from nothing to 20 million orders or rides per day, as per the 2017 AI-Stanford report. There is no dearth of such Chinese unicorns. From facial recognition, e-commerce to bike sharing and more, here are the top 10 Chinese start-ups to watch out for in 2019.

### 2019 值得关注的 10 家中国创业公司

创新力量逐渐从西方向东方转移，特别是在中国和印度等人口众多的国家，这是一个新时代的开始，这种变化已经存在了相当长的一段时间。

在过去的几十年里，中国初创企业的数量和质量急剧增加和增高。尽管在将近 14 亿中国人口中有相当一部分仍居住在农村地区，但毕竟我们说的是一个比美国大四倍以上的国家，

在这样的人口统计数据里很容易找到新的创业想法的人。

其中一个很好的例子是自行车共享公司摩拜单车，根据 2017 年的 AI-Stanford 报告显示，仅 10 个月摩拜单车就从零订单发展到 20 万。中国并不缺乏独角兽。从面部识别，电子商务到自行车共享等，这里是 2019 年值得关注的十大中国初创企业。

- 来电共享充电
- 云从
- 途家
- VIP 在线青少儿英语
- 大搜车
- 抖音
- 碳云智能
- 格灵深瞳
- 人工智能
- Pico 小鸟看看

## LAIDIAN



Laidian caters to the needs of heavy mobile users in China. It is a power bank rental start-up that has raised \$20MM in 2017 Series A and is only expected to grow in 2019. The start-up provides people with power bank rental terminals to charge their mobile phones, while they are outside their office or home. Their rental terminals are present in more than 80 cities in China, all of which are evenly placed in shopping malls, railway stations and subways, with more than twenty thousand users renting its power banks every day, according to sources provided by All-Tech Asia.

## CLOUDWALK



A surging testament of artificial intelligence in China, CloudWalk is the next big player of a growing Chinese mafia of facial recognition and AI start-ups. The company has raised massive funding from Shunwei Capital, Oriza Holdings and Puhua Capital (\$75MM) and the government of Guangzhou (\$301MM) and has also partnered with the Zimbabwe government to test their technology with a different ethnicity at a broader scale.

## TUJIA

Often touted as 'China's Airbnb', the eight years old Tujia is valued at around \$1.5B currently and has been attracting investments from the likes of LightSpeed Venture Partners, GGV Capital and All-Stars Investment, as well as travel industry players like Ascott, HomeAway and Ctrip. Sadly, they are barely known outside of China, but they intend to go a few steps further than the US-based home rental company.



The online vacation rental site lists close to 300,000 properties in 250 destinations in China currently and is now working on its global expansion, of which it already has 15,000 properties overseas in 100-plus destinations. Their strategy is simple: go where the Chinese tourist goes. Airbnb and Tujia share a similar business model, but there are significant differences between the two, in regard to services. The website provides services tailored to the Chinese audience. Their employees manage the check-ins and check-outs. For all third-party properties, Tujia actually has each house inspected.

## VIPKID



This English language tutoring site is scaling at an incredible pace and is even on its way to hit 52 billion yuan (\$8 billion) by 2019, according to iResearch. According to its investor materials, VIPKid had 296,363 students and 38,724 teachers in 2017, which is a sharp rise from the 3,305 students and 404 educators it had just after two years of its launch. By 2019, it's projecting a near 10-fold rise in students to 2.4 million, and more than 280,000 teachers.

## DASOUCHE



# Feature Story

Since 2012, the used car trading platform has already exchanged over 500,000 cars. They are the next unicorn in China's start-up market having raised \$180MM in a 2017 Series D round, and with investors like e-commerce firm, Alibaba Group Holding, financial technology company, CreditEase, and insurance company, Sunshine Insurance Group Company Limited, among others participated in the latest round.

## TIKTOK



TikTok videos are all the rage among China's youth and people across the globe. TikTok or Douyin initially started out as Musical.ly, as a short-video streaming app. It has earned the name of being 'China's Snapchat' after becoming the most downloaded iPhone app in the 1st quarter of 2018. It is also being compared to the now-defunct "Vine," after it achieved tremendous success in 2018. TikTok saw its daily active users more than double between 2017 and 2018, increasing from 17.4 million to 45.6 million. As of 2018, recent reports show that the platform has over 500 million users.

## ICARBONX



This four years old Chinese data firm aims to improve health care using biotech and artificial intelligence. It has created a Digital Life Alliance, bringing together companies into a learning ecosystem around healthy living, disease, and artificial intelligence.

## DEEPLINT

A computer-vision and artificial intelligence company, DeepGlint, is the first-of-its-kind to invest heavily in human behaviour and trajectory analysis. DeepGlint's software is so powerful that it can easily pick out any individual out of the



crowd quickly and identify security to keep an eye on you. Although they have raised a comparatively small \$18MM, this makes them highly likely to be a takeover candidate for one of the big AI, eCommerce, or communication companies in China.

## ROOBO



A hardware and AI company, Roobo, develops next-generation service robots. It's BeanQ early education consumer robot won Best of Red Dot in 2017. The company continues to innovate with a line of robots, which can carry on a conversation, identify phases and even navigate through places.

## PICO INTERACTIVE

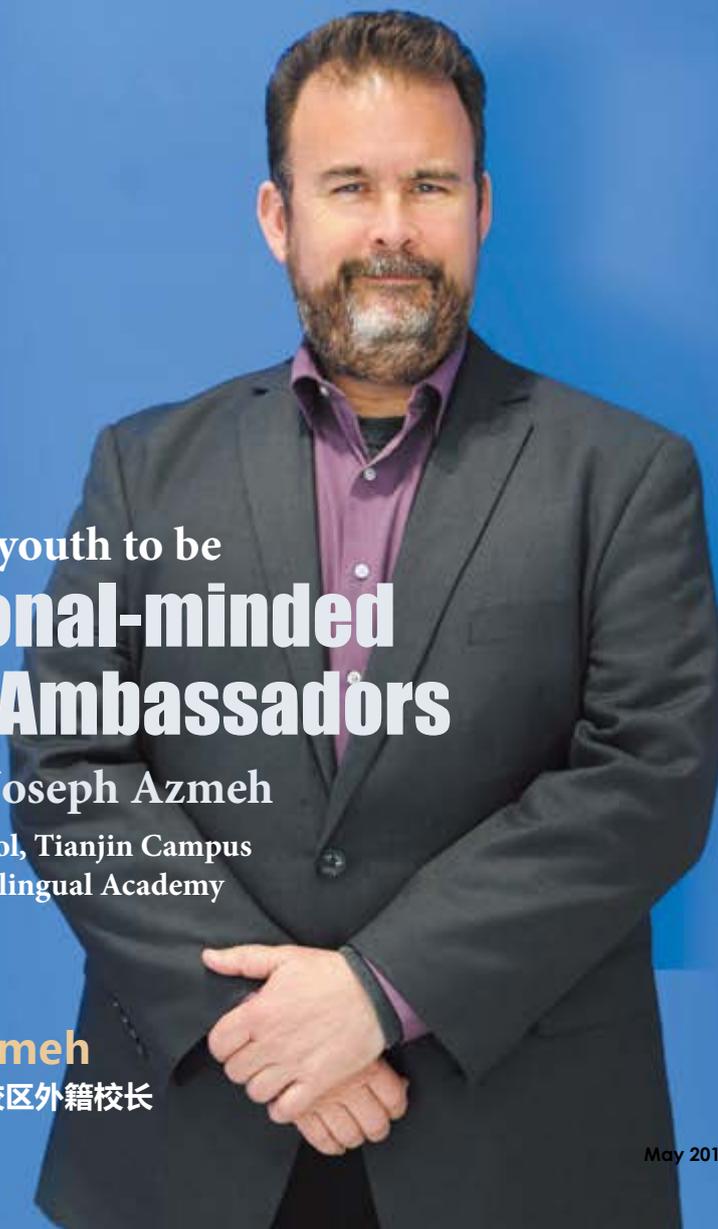


A game changer in the Chinese virtual reality domain, Pico Interactive, has come up with one of the first high quality, truly wireless VR headsets. The headset has received strong reviews at CES in 2018 and is well positioned to be a technology leader in virtual reality technology. **B**

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## BEIJING INTERNATIONAL BILINGUAL ACADEMY 海嘉国际双语学校



### Developing the youth to be **International-minded Bilingual Ambassadors**

Interview with Joseph Azmeh

Executive Head of School, Tianjin Campus  
Beijing International Bilingual Academy

培养学生成为  
具有国际心的双语使者

采访 **Joseph Azmeh**  
海嘉国际双语学校天津校区外籍校长

2006年，全球化进程如火如荼，跨越中西方文化的双语人才成为国际竞争的中流砥柱。秉承“聚一帮好人，做一桩好事”的理想，海嘉国际双语学校应运而生，开始了实践双语教育的使命。植根中华文化，海嘉意喻“海纳百川，嘉言懿行”，表达了学校创办者对未来人才的殷切期盼。

十年精粹，海嘉积累了大量的优质资源，沉淀了足够的实践经验，为了让高品质、现代化的国际教育惠及更多地区和人口，海嘉国际双语学校进驻天津中新生态城，开设海嘉国际双语学校天津校区，并于2017年9月开学，天津海嘉与北京海嘉总校理念一致、管理统一、师资共享，并努力结合中新天津生态城的具体实际，为天津市及周边区域提供优质的双语教育。本期《津卫商务》有幸采访到了海嘉国际双语学校天津校区外籍校长 Joseph Azmeh 先生，让我们一起来了解一下他对于教育有哪些独到的见解。

Q: 您在管理国际学校的过程中投入了20多年的经验。是什么持续激励着您？

A: 谢谢你提出这个问题。我认为这是一个很好的问题。与年轻人一起工作提供了许多有益的机会。无论是教孩子阅读，骑自行车，还是解决数学问题或辩论问题，都会有一些非常精彩和充实的内容，来构建孩子的智力，社交和情感成长与发展。能够在我的个人生活和作为一名专业教育工作者之间建立联系，这一直是我的骄傲和快乐的源泉。

Q: 您曾在许多不同国家担任校长。您能说说这些不同学校环境中的主要区别？

A: 出于某种原因，差异化的有关问题总是非常受欢迎，但根据我的经验，相似性总是超过差异，特别是因为它们与儿童和学习有关。所有学生（和家长）都会感谢善良和耐心的老师。所有学生都想在老师和同学那里感受到他们的爱和尊重。所有学生都希望有机会成功学习。

《津卫商务》非常欣赏海嘉国际双语学校的优良设施，优秀的外籍和本地教师以及管理团队。海嘉教育者的愿景是：做双语教育的典范——培养每一个孩子，在变幻的世界中，成为推广多元文化间互相理解、尊重及共融，具有国际心的双语使者。让孩子们在海嘉学校健康快乐地成长，并在未来成为对全球有责任感，对中国社会有贡献的人，是全体海嘉人共同的心愿。



*Gaining a strong reputation as the fastest-growing IB World School campus offering unique international and bilingual education for Chinese and foreign students, the Beijing International Bilingual Academy (BIBA) has opened three campuses since its establishment in 2006. Its third campus, BIBA-Guiyang Campus in Guizhou, recently opened in August 2018.*

*Tianjin Campus is the second campus of BIBA and it is a vibrant international boarding school, which prides on forming students to become internationally-minded bilingual ambassadors and champions of inter-cultural understanding, respect and integration in a dynamic global community. Business Tianjin is honoured to interview Joseph J. Azmeh, Executive Head of School, Tianjin Campus of BIBA.*

**You have devoted more than 20 years of your career in managing international schools. What continues to inspire you?**

What inspires me today is the very thing which inspired me to become a professional educator almost 25 years ago and that is working with young people. Working with children offers so many rewarding opportunities.

Whether it's teaching a child to read, or ride a bike, or solve a math problem or debate an issue, there's something so wonderful and so fulfilling about participating in a child's intellectual, social and emotional growth and development. I remember being in awe, as I helped my daughter learn to read her first words. There was something magical about seeing my daughter decode symbols (letters) that just a

few weeks prior meant little to her, but would, over time, allow her to access some of the world's greatest ideas, stories, histories and would also allow her to eventually record her own personal stories, ideas and history. We are all called on at some point in our lives to serve as teachers, either



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海纳百川 嘉言懿行

as parents, or siblings or co-workers or in some other capacity. The ability to serve in a teaching capacity is hard-wired in our humanity and being able to connect to that, both in my personal life and as a professional educator, has been the source of great pride and joy for me.

**You have served as principal of schools in China, Nicaragua and Paraguay and you have served in teams that evaluated (accredited) schools in many other countries. What can you say is the main difference in terms of work environment across these different school settings?**

For some reason, questions on what makes different groups different or different places different are always very popular and yet, in my experience, the similarities always outweigh the differences, especially as they relate to children and to learning.

Do all students (and parents) appreciate kind and patient teachers? Yes. Do all students want to feel love and respect at school by their teachers and classmates? Yes. Do all students want opportunities to be successful in their learning? Of course.

While human nature draws us to focus on differences, brain-based research on teaching and learning indicates that there are many factors relevant to the learning process that are common to all people.

Investing in these fundamentally shared practices benefits all students and the process of educating our youth becomes a unifying force in the world.

**Over the recent years, there's a significant rise of Chinese families preferring international schools in China for their children. What are some reasons for this trend?**

Private international schools have a level of freedom and autonomy that public schools typically do not enjoy.

This allows (some) international schools to deliver educational programs that are far more progressive and relevant to the learning needs of today's youth. In addition, since private, international schools are typically governed by boards, their ability to commit to a continuous cycle of self-review and improvement, and their capacity to respond to the needs and expectations of their stakeholders is much greater than systems with multi-layered levels of bureaucratic governance.

Around the world, one finds public school systems struggling to reform. Their content-heavy programs can't easily adjust to the different learning styles. Coursework is compartmentalized, which hinders teachers to take advantage of the natural connections across disciplines. Uncontrolled class sizes make learning environment

dysfunctional and students rarely get personalized attention and/or recognition for their achievements. Overwhelming homework prevents students from pursuing other valuable learning opportunities.

Fortunately, many of these challenges are absent in high quality international schools, where learning is student-driven. Class sizes are small. Skill development is prioritized. Family and personal time are respected. Teachers are trained to work with students with different learning styles and all members of the school community have opportunities to give input on important school decisions.

**What is your vision for the Beijing International Bilingual Academy - Tianjin campus in your first years? What will be your focus?**

As I begin my service to this new and exciting campus, I am energized and optimistic in helping honour BIBA's vision to serve as a model for developing internationally-minded bilingual ambassadors, who promote understanding, respect and peace.

From a practical standpoint, we will be focused on introducing our mission and vision to more families in the Tianjin community; launching our international university preparation programs, including IGCSE and







A-Level courses; opening our dormitories and welcoming our first group of residential students; and completing work on a number of new learning facilities, including a new science lab, IT lab, Music and Arts classrooms, and a multipurpose auditorium.

### How do you keep your school teachers in high spirits?

The first step has to be in the hiring process, as we aim to find the right fit, not just finding the most highly trained/experienced educators. BIBA-Tianjin actively seeks out the best educators, who inspire students and who are also passionate about living and working in China.

Next, teachers should be given the opportunity to contribute both at the classroom and institutional level. BIBA teachers are empowered to participate on important institutional decisions and are confident to do so, because we invest in above-standard training for them to grow as professionals. And finally, we allow them work-life balance and due recognition of the important contributions they make to the student learning process.

### Why is BIBA committed to an educational program rooted in Chinese culture and heritage?

Throughout history, China pioneered innovations in the arts, education, science, and exploration. Today, modern Chinese are leading the world in renewable energy applications (look no further than BIBA-Tianjin's home here in the Eco City), reaching never-before explored areas of outer space, and setting a pace of economic expansion and prosperity that is unmatched in human history.

BIBA's educational philosophy aims to provide students with opportunities to deeply understand and appreciate China's important role both past and present.



## What kind of qualities and competencies do BIBA faculty members possess?

We are fortunate to have a teaching faculty comprised of outstanding international educators from around the world, each with his or her own story, educational foundation, and passion for learning. These capable international educators working in partnership with BIBA's highly experienced and deeply-driven Chinese teachers create a diverse learning community for our students.

In terms of qualities and competencies, BIBA-Tianjin teachers are passionate about working with young people, experts at engaging students

in the learning process, and able to design instruction, which prioritizes the teaching of relevant and transferable skills. BIBA-Tianjin teachers see the performance of authentic tasks as the true demonstration of learning and understand that different students have different learning strengths and styles. Finally, BIBA-Tianjin teachers understand that their role extends beyond that of a classroom practitioner. Our teachers are role models, counsellors, advisors and coaches, who recognize that learning happens daily and in many settings, and that the social and emotional learning that goes on in school is as important or more than the academic learning.



## What are, in your opinion, the main factors to convince parents to enrol their children in BIBA?

Beijing International Bilingual Academy is committed to offering the highest quality bilingual education program deeply rooted in Chinese culture and heritage, while preparing students for success at top universities around the world. This vision has proven enormously successful for our Beijing campus with that school growing from less than 50 students in 2006 to more than 1,500 students today. For those of us working on behalf of the Tianjin campus, we fully expect to achieve the same level of success as our founding campus because of the commitment and passion our parents, teachers and students have for BIBA's long-term vision of developing internationally-minded bilingual ambassadors, who promote understanding, respect, and cooperation between east and west.

BIBA-Tianjin offers its community members an educational program guided by the BIBA mission and vision. On a daily basis, our students are motivated to gain a deeper understanding and greater appreciation for Chinese language and culture. At the same time, BIBA-Tianjin students are receiving the highest quality English language instruction, as they develop the critical and transferable skills they will need to be successful. As BIBA-Tianjin is committed to a whole child teaching approach, our students also are provided with learning opportunities to develop their social and emotional skills as well.

Most importantly, BIBA-Tianjin follows a successful tradition of helping students pursue their goals and ambitions at top international universities around the world. BIBA-Tianjin families can expect outstanding support in this area, not only in a student's final year, but throughout their middle school and high school years.



## How is a bilingual learning model beneficial to student learning?

Over the past two decades, compelling research has shown that bilingualism shapes the brain in very positive ways. Bilingual children have a better understanding of how language works and this becomes evident on students' reading, writing and overall communication abilities. Bilingual education has also been linked with improved attention and focus, since student's language of instruction shifts at different times during the school day. On a more practical note, being bilingual (especially in Chinese and English) obviously opens up many opportunities across a wide range of areas, including academic study, professional opportunities, and social connections.

At BIBA-Tianjin, our commitment and success at developing bilingual ambassadors is our greatest strength and greatest source of pride.

## How do you support EAL students (English as an additional language)?

As a bilingual school, BIBA-Tianjin is committed to ensuring that our students are receiving the highest quality instruction across all areas but especially as they relate to English language development. Perhaps the best way to answer the question is to share some of our institutional belief statements that underpin BIBA-Tianjin policies and practices as they relate to working with ELLs. Those beliefs include:

1. Language learners need a low stress environment where motivation and confidence-building can be nurtured and where academic risk-taking is encouraged.
2. Students learn language best in meaningful settings requiring authentic interactive communication with others at a language level just slightly above their current competency.
3. Language learners construct meaning by connecting new information

to existing knowledge, and this existing knowledge can vary from student to student.

4. Students without first language literacy may require a different time frame and set of strategies to achieve/acquire competence when compared to students with first language literacy.
5. Language teachers must consider his/her students' diverse background knowledge, learning preferences, and educational goals in order to successfully facilitate learning.
6. Curricula for ELLs must be age and grade level appropriate, and use math, science, social studies and language arts content as the vehicle for language learning.
7. To achieve the best outcomes, all teachers must create essential connections with parents and harness their enthusiasm, support and capabilities to strengthen learning. **B**

*Thanks Joseph. It was a pleasure talking to you and learning the noble spirit behind BIBA and your passion as an educator.*

*We laud BIBA and Tianjin Campus' excellent facilities, fantastic team of foreign and local teachers & administrative staff and this great opportunity to enrol our kids in your unique international and bilingual learning environment.*



## BIBA

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## Blockchain Technology Explained Simply



# ICBC implements Blockchain Technology

By Glenda Jarvis

The biggest bank in the world is ICBC (Industrial and Commercial Bank of China) that is soon coming up with authenticate digital certificates to store data system. So, it needs a patent application that is filed by the bank with SIPO (State Intellectual Property Office), in order to implement China's official patent registry and regulatory bodies. The industrial banks are ready to use blockchain technology after having patent filing to make better system and improve its effectiveness. However, the main benefit of distributed ledger is that it avoids repetition of files and multiple bank units, which helps in saving time and cost.

Blockchain technology is offering limitless benefits to its users. There are numerous ways in which this system

can be used by the governments, banks, investors, and people that are adapting its benefits. Yet, the banks are distressed by centralized credibility system, in which international transactions are facing extremely slow and too costly system. Additionally, there are inflexibility and instability acts in the banking systems. Although, in some cases, bank staff and clients get annoyed due to various restrictions, laws, jurisdiction and rules. However, there is demand of innovative financial products in the Chinese market. Also, the banks have an eye on the blockchain technology and need to talk on several issues that appear in the outdated systems.

Further, China's biggest bank is planning to implement blockchain technology, and thus, this bank of China is ICBC (the Industrial and Commercial Bank of China), willing to impose on its exchange and financial assets.

## 工商银行整合区块链技术

区块链技术为用户提供了无限的好处。政府，银行，投资者和人民可以通过多种方式使用该系统来调整其利益。然而，银行对集中信用系统感到困惑，国际交易面临极其缓慢且成本过高的问题。此外，银行系统存在不灵活性和不稳定性。虽然在某些情况下，由于各种限制，法律，管辖权和规则，银行职员和客户市场会感到恼火。但是，中国市场需要创新的金融产品。此外，银行着眼于区块链技术，需要就过时系统中出现的几个问题进行讨论。

### 区块链技术

区块链是数字时代新闻的主题。由于与比特币的联系，需求正在增加，一个单位的比特币价值从 15000 美元浮动到 19000 美元，震惊了全球。除此之外，区块链技术还是比特币或数字货币的分配方式，例如 NOAHCOIN。

## BLOCKCHAIN TECHNOLOGY

Blockchain is the topic of the news in digital era. The demand is increasing due to its link with Bitcoin, in which one-unit bitcoin is floating from \$15000 to \$19000 in value that has shocked the planet. Besides this, the blockchain technology is far more than just bitcoin or allocation of digital currencies, such as NOAHCOIN.

The above infographic will answer a few of the questions to assist in better understanding the concept of blockchain. There are other uses of blockchain technology in different industries, such as finance and e-commerce. The other system is too slow and expensive when compared to the patent, and specifically when transactions are sent between interbank and cross border.

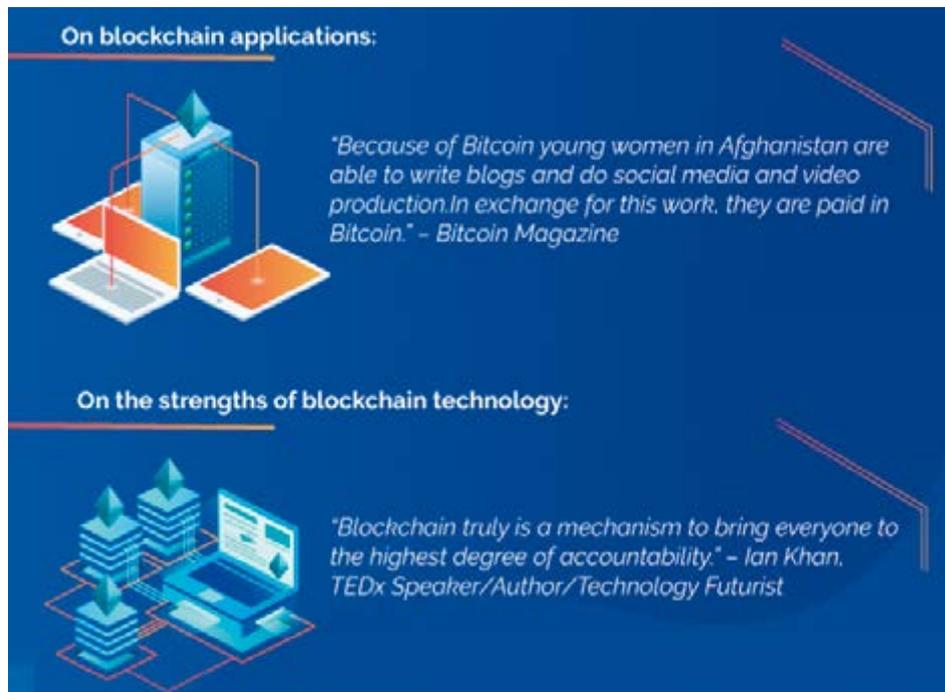
Furthermore, the present system is not fast, flexible, cheap or stable as its centralized credibility system that is easy to make through utilizing the distributed ledger technology to support banking system and reaching the volume of the market. The statement published by the China State Intellectual Property Office is that the new filing of the bank is to search for a blockchain system, which are utilizing to prove information.

### PROS OF BLOCKCHAIN

- Blockchain helps in decentralizing
- Gives full protection to users by maintaining privacy
- It offers advanced cryptographic preventive system
- It can be applied by different industries

### CONS OF BLOCKCHAIN

- It is not free from malware or other cybersecurity issues
- The blockchain does not offer a clear regulatory status
- And it may sound quite expensive



## BLOCKCHAIN MARKET GROWTH

At the start of August 2018, China issued a primer on blockchain technology and its probable usage after releasing the book that is reported by the Communist Party of China, which support government bodies to realise the purpose of DLT (distributed ledger technology), and reflect the advantages and competitions of embracing blockchain in the banking area. Further, it is said that to have a better result, contemporary tactics are good to have a grasp on DLTs. As electronic platform, which is known as e-ICBC3.0, is undergoing development stage, as stated by ICBC in a press release, they are examining various ways to implement blockchain technologies in order to have a better information ecosystem.

According to BiaNews, the world's biggest bank is searching out techniques for smart banking that assist a better service to present the financial ecosystems through protecting the shared financial data from third parties. Moreover, the ICBC chairman is looking towards cloud computing, artificial intelligence, internet of things, big data and blockchain to focus on innovation.

There is a resistance present in China for embracing cryptocurrencies, and is strongly issuing regulation on the crypto space since 2017, and it hasn't shied towards adopting the probable and accessible blockchain technology that works in various range of industries. While ago, there was a ban by China on events that supported cryptocurrencies outside Beijing, to China's economic zone in Guangzhou southern. However, the current patent requests marking effort of Chinese based commercial banks that are using blockchain technology, in order to make banking system easier, thus Bank of China is using blockchain Scalability Solution by filing as a patent. Further, there is a decrease in amount of data that bank has claimed to have patent filing, by storing normally and using new blocks data in DLN (distributed ledger Network). **E**

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# Great Wonders of Nature

## Iguazú

By Nikita Jaeger

### 伊瓜苏 伟大的自然奇观

伊瓜苏港是一个与阿根廷，巴拉圭和巴西接壤的三重边境城市，这是一个拥有独特个性的小型大都市。伊瓜苏港以其伊瓜苏瀑布而闻名，每一个细节都能满足游客的需求。图片无法捕捉到伊瓜苏的壮丽景色，你必须经历这一切。

在访问伊瓜苏瀑布之前，我认为加拿大的尼亚加拉瀑布比世界上任何其他瀑布都要难以置信。论您想探索这座城市还是游览伊瓜苏瀑布，这里有最好的导览建议。

伊瓜苏港位于阿根廷的公路尽头，望向巴西和巴拉圭。伊瓜苏是南美洲的主要旅游景点之一，每天您可以参加一日游或往返旅游服务，每人约 26 美元，不包括食物和住宿。总体而言，这是一个相当安全，有吸引力的城市，拥有良好的交通，住宿，饮食等等。

到达伊瓜苏港的最简单方法是乘飞机。但也有公共汽车和渡轮服务连接游客到这个城市。

**P**uerto Iguazú is a triple border city, bordering Argentina, Paraguay, and Brazil, a small metropolis with its unique lifestyle. Well renowned for its Iguazú Falls, Puerto Iguazú has every minute details to please its visitors. Pictures cannot capture the magnificent views of Iguazú; it has to experience.

Until visiting Iguazu Falls, I thought Niagara Falls of Canada were pretty incredible than any other falls in the world. Whether you want to explore the city, or to visit the Iguazú Falls, this comprehensive hide would assist you with uncovering all hidden spots of the city.

#### HOW TO REACH THERE

Puerto Iguazú is at the end of the road in Argentina, looking across to Brazil and Paraguay. Iguazu is one of the main tourist attractions in South America and every day you can be part of a day trip or round trip tourist service, costing you about US\$26 per

head, excluding food and accommodation. Overall, it is quite safe, attractive city with lots of good transportation connections, accommodation, excellent places to eat and more.

The easiest way to reach Puerto Iguazu is to fly. But, there are also buses and ferry services that connect visitors to the city. It has well-connected transport services, so that you won't find it difficult to get to Puerto Iguazu.

#### Flights

In the Argentinean side, it's a one and half hour's flights from Buenos Aires, with many direct flights operating in the route. Prices can vary considerably, but booking a month in advance would get your flights for \$420-\$660. From the airport, you can take minibusses or a taxi, but keep in mind that taxi fares fluctuate regularly due to inflation. Minibusses are the cheapest and recommended of transportation from the airport to your hotel.

#### Buses

Puerto Iguazu also has bus routes that connect the city from many cities in Argentina, from the central bus terminal of Puerto Iguazu. It is a 20-hour journey from Buenos Aires and costs around \$ 30 to 45. You can also try the hop on hop-off services from Chile, Brazil, Peru, and Bolivia to Puerto Iguazu. Green road, Flecha, and Mercobus are some of the famous companies offering bus services.





## Ferry

Form Paraguay; it is possible to take a short ferry ride to Puerto Iguazu for less than a dollar.

## BEST TIME TO GET THERE

Iguazu is the best destination that you can visit year-round, but if you want to see the falls, it is best to visit during December-February. While it is the best time to visit, due to rainfall can lead to the closure of some trails. March-September is also another perfect time to visit, and I would suggest visiting the city during this time, which is also coincide with the Easter period and filled with local tourists from Argentina and Brazil.

I have planned my visit in March, right after the summer rush and was unlucky to get rainfall during the visit to the Argentina side of the falls, but were able to see the difference between both sides.



Temperature does change all the time, but it is significant to know the difference between high, low seasons and dry and rainy season to save yourself from getting stuck at heavy downpour.

Months of September and October make the perfect opportunity to explore the falls, due to the moderate temperature, and it is more economical as well, considering the accommodation as there would be fewer tourists.

## HIDDEN SPOTS YOU MUST VISIT

### Triple border milestone

Triple border milestone is an emblematic tourist site, where three countries and two rivers amalgamate. It is ideal for experiencing Argentina from one side and Brazil and Paraguay on the front side, to view the similarities and differences of these 3 countries in a panoramic view.

### Orchid gardens

Located on Jangadero street are the colourful orchid gardens, always charming its viewers with the mystical beauty of nature. I was amazed at the hues and shapes adopted by different kind of plants that remains a mystery for science.

### Iguazu National Park

Sprawling on the border of 3 countries, Iguazu National Park is one of the great wonders of nature, as well

as an UNESCO world heritage site. The park is a natural beauty on its own surrounded by rainforests with various kinds of flora and fauna.

The entry fee from Argentina border costs less than \$2 and varies for locals and foreigners. Iguazu waterfalls are the major attraction of the park with devil's throat, the largest of waterfalls is a must visit one.

We chose a Macuco Safari Boat Ride over helicopter ride that took us on a long water journey through the jungle. While a helicopter ride is an overwhelming experience, my love for water seduced me to choose the thrilling boat ride.

There are lots of accommodation facilities, but we stayed at a friendly little hostel that was a few minutes' walk from the bus terminal.

Puerto Iguazu is the most convenient entry point to the falls from the Argentina side of the border and makes the ideal resting point for those going on an excursion to the falls.

## CONCLUSION

You could be in a dilemma to choose which country is good for visiting Iguazu Falls. Since the Falls straddle the borders of Brazil, Argentina, and Paraguay and are easily accessible from any of these countries, technically you can choose any of these three countries, depending on your travel and visa convenience. For people who give budget priority over other things, Argentina could have a better edge over other countries.

Even though Brazil can bring the picturesque view of many individual waterfalls, about 275 in numbers, which braze over an 80-meter steep cliff, the Argentinian side offers the most daring view of the Iguazu Falls. **B**

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## 中国在全球范围内改善健康的研究进展

在健康和医学方面，中国处于独特的地位。中国的文化植根于古老的草药疗法传统，它们也结合尖端的生物医学研究和进步。许多科学家来中国学习中医，以进一步了解疾病的原因，如何预防和控制传染病，改善治疗方法。最近，植物疗法被重新发现，并成为防治疟疾的有效武器。

中国拥有将近 14 亿人口，是世界上人口最多的国家。目前人均寿命是 75 岁，几乎是五十年前的两倍。这已经将人们的健康重点转移到非传染性疾病上，因为它现在成为人们日益关切的问题。肝脏，胆，胃和食道的癌症是研究人员关注的问题，因为这些癌症在中国比在美国等其他国家更常见。这点关切环境和饮食对健康产生的不同影响显得尤为重要。

中国的医疗团队在全球 49 个国家开展多种全球健康项目，使全球健康领域能够扩展到最需要的国家。中国卫生官员不仅被派往应对伊波拉病毒和中东呼吸综合征等疫情，还与美国疾控中心合作，帮助非洲国家建立自己的疾病控制中心。这些有效的努力和伙伴关系有助于为未来的全球健康研究和方案编制在中国之外的国家进行奠定基础。

## Research advances in China improving health on a global scale

By Kaylin Stinski

China is in a unique position when it comes to health and medicine. Their culture is rooted in ancient traditions of herbal remedies, yet they are combined with cutting-edge biomedical research and advancements. Many scientists have come to China to study Chinese medicine in order to further understand causes of illness, ways in which treatments can be improved, and how infectious diseases can be prevented and controlled. Recently, a botanical therapy was rediscovered and turns out to be an effective weapon against malaria.

With 1.4 billion residents, China is the world's most populous country. No other country has such a large population of elders. Currently their life expectancy is 75 years, which is nearly twice what it was fifty years ago. This has shifted their health focus to non-communicable diseases

as they are now a rising concerns. Cancer and stroke are two of the major focuses in research for China and the health of their aging population. Cancers of the liver, biliary tract, stomach and oesophagus are of concern for researchers, because they are more common in China than in other countries, like the United States. This is especially important to consider due to the varying influences to health, such as environment and diet.

Decades ago the Atlas of Cancer Mortality in the People's Republic of China was started, and it has been vital in assessing the geographical patterns of cancer. With partnerships involving scientists from other countries, Chinese scientists have been able to conduct large-scale population studies to greater understand what is influencing health. Some of these studies, like the Shanghai Women's and Men's



## U.S.-CHINA RESEARCH PROGRAM

HELPED FUND

108 AWARDS

THAT GENERATED

53 PUBLICATIONS

AND

1 PATENT



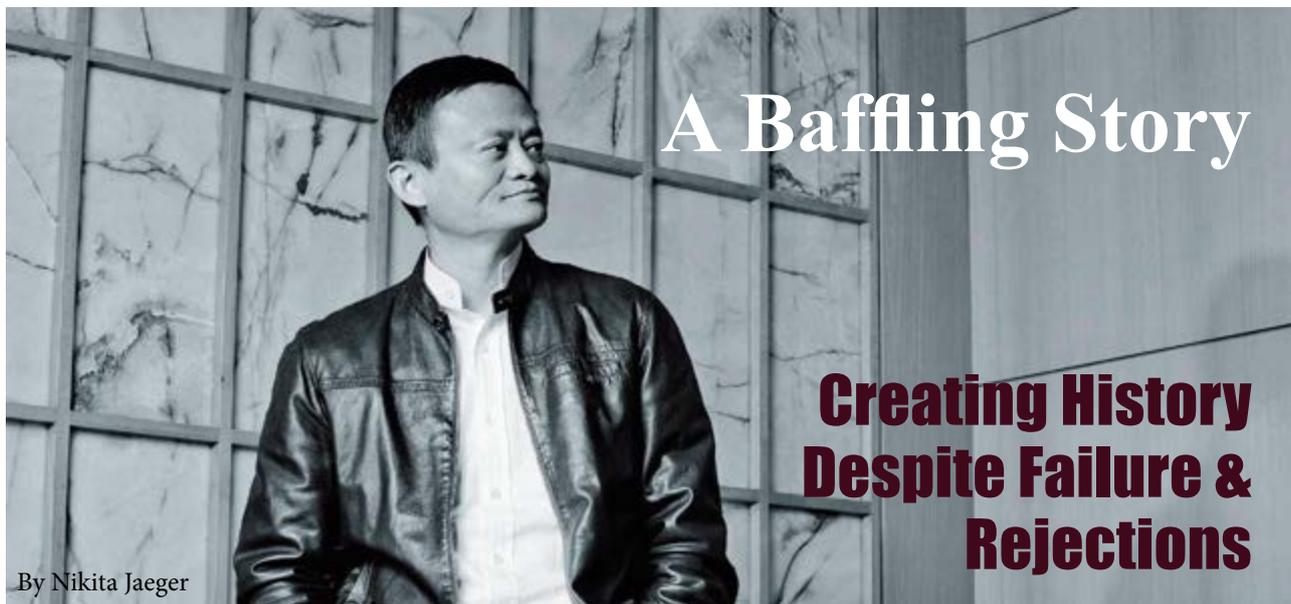
There are Chinese medical teams working in 49 countries on various global health projects, allowing the global health field to be extended to those countries in the greatest need. Health officials from China have been dispatched not only in response to outbreaks, such as Ebola and Middle East respiratory syndrome, but they have also partnered with the United States CDC to help African countries set up their own centres of disease control. These practical efforts and partnerships help build a foundation in which future global health research and programming can be developed out of China.

studies, have shed light into variables that increase risk for cancer and other chronic diseases.

Global health science has made great strides in China and is visible within three specific indications: the rise of global health institutions, the constant growth of global researchers, and the increasing number of relevant and advancing global health papers being published in international journals. Chinese academia has picked up the torch in global health research, studying how China's experience in health development can be applied to other countries in development. Additionally, they are focused on exploring global health governance and how they assist with health development in such settings. China Centre for Disease Control has also partnered with universities to start pilot programs and projects on maternal and child health in Myanmar and malaria control in Ethiopia.

Global health is still a relatively new concept in China and, as an interdisciplinary field, it takes a lot of time to cultivate partnerships. Despite China's progress, there are still challenging aspects they are facing, while advancing the global health field. Due to this interdisciplinary demand of global health, more professionals outside of the public health field need to be invited to the table to address these challenges. As China continues to reform their health sector and research goals, they will open themselves up for opportunities to work with international counterparts. They are on the cutting edge for advancements and public health products that can be distributed on a global scale impacting health globally. **E**

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## A Baffling Story

### Creating History Despite Failure & Rejections

By Nikita Jaeger

**T**he one, who has done wonders for a person, might not work for the other. Which means, you cannot copy the success story of a person and replicate that into your life. However, reading stories of people who are part of history can touch the inner soul and let you be motivated. They can be your role models to reap success in life.

#### HUMBLE BEGINNING

A person, whose estimated worth is \$29 billion, as per Forbes, is founder and 7.8% stakeholder of one of the biggest companies in the world. His story reflects the true essence of rags to riches in its real spirit. He was unsuccessful in cracking to the university entrance examination two times, failed to get through many job interviews, and the rest is history.

He was born at Hangzhou, in China on October 15<sup>th</sup>, 1964, in a low-income family. He has an elder brother and younger sister. His parents were storytellers and musicians, and their earnings were moderate to meet family expenses. He started giving free tour guide service to English visitors, during the influx of foreign tourist in Hangzhou, after the visit of US president Richard Nixon and, in exchange, he learned English lessons. He got the nickname Jack, as one of the tourists started to call him so, instead of his real name.

#### FAILURE AND REJECTIONS

His early days of life were pathetic. He failed in the primary school examinations twice and failed thrice in the middle school examination. Failure

had become part of his life, even when he applied for university entrance and was successful only during the third attempt with Hangzhou Normal University. His dream to enter Harvard University was a disastrous episode, even after 10 desperate attempts. On the job segment, when KFC started their operation in China, he was the only person rejected out of 24 candidates. In yet another incident, he tried his luck with the police department and there also he was the only person unlucky to get selected out of the 5 candidates.

Before graduating from Hangzhou Normal University, he started working as an English teacher at Hangzhou Dianzi University for a meagre monthly salary of \$12. His fate was not different when he started his

## 一个莫名其妙的故事，却创造了历史

据福布斯 (Forbes) 统计，马云作为世界上最大公司之一的创始人估计身价 290 亿美元。他的故事反映了从贫穷到富有精神的真正本质。他曾两次高考落榜，未能通过多次面试。

马云于 1964 年 9 月 10 日出生在中国的杭州一个低收入家庭。他有一个哥哥和妹妹。他的父母收入适中，以满足家庭开支。在美国总统理查德·尼克松访问后，他开始在国外游客涌入杭州期间为英国游客提供免费导游服务，并在交流中学习英语。他在那时得到了绰号杰克。

1995 年年初，马云作为翻译来到洛杉矶沟通落实一起高速公路投资未果后，他开始对生活开始有了不同的思想模式。那个时候是中国计算机的初期阶段，没有网络也没有邮件。在美国期间，他搜索“啤酒”，计算机从美国的不同地区和许多欧洲国家弹出了很多关于“啤酒”的窗口，但没一个是来自中国的。这是一个新概念的开始。

1999 年，马云说服他的朋友投资创建互联网公司，他的 17 个朋友同意了（后来被称为 18 罗汉的马云团队）凑够 50 万人民币 开始了新一轮创业，开发阿里巴巴网站，而办公室就是他的公寓。在没有任何外在投资的环境下，他们创建了第一个中国电子商务平台网站 - 阿里巴巴正式上线。

entrepreneur engagements. He could not draw anything new to his story, he failed again in two ventures, but nothing could stop him.

## INSTILLED THOUGHTS OF A BUSINESS ADVENTURE

His life started to have a different pattern of thoughts, ever since he had a visit to the USA in 1995, as part of a government project for developing highways. It was the beginning period of computers in China, but it was scarce, and there were no internet or emails. While at the USA, he searched for 'beer,' and got pop-ups from different part of the USA and many European countries, but nothing from China. It was the beginning of a new concept.

He convinced his friends to invest in the e-commerce concept, and 17 of his friends agreed to invest in the new e-commerce portal, and that was the beginning of his most famous company. It was a humble beginning from his apartment, on April 4<sup>th</sup>, 1999, and without any external investment, they opened the first Chinese e-commerce platform, Alibaba.com. And there onward, he never looked back. By 1999, Alibaba was able to rope in SoftBank and Goldman Sachs with an investment of \$20million and \$5million respectively. It was a difficult task



to develop trust among customers, because of the inadequate infrastructural facilities that time China was lagging, especially in payment and courier deliveries.

## GRAND SUCCESS

Today his company has spread its wings all across the globe, second to Walmart. Was he a computer specialist? Was he a software engineer, who can write software codes? No, it was his sheer vision, relentless thirst to become a success, culminated by the favourable socio-economic conditions, which were perfect for the beginning.

The e-commerce slot was vacant in China, but identifying the slot and reaping its potential required forward thinking. Only a visionary entrepreneur can find the nuance of business scope and channel the energy to make it a successful venture.

It would be foolish to think that **Jack Ma** had a cake walk. He also had the teething issues, which is evident, when he said, "We keep fighting. We keep changing ourselves. We don't complain." How could Jack Ma become a successful entrepreneur? We cannot say it is due to his sheer luck. But it is his winning combination and relentless application that had helped him to reap success.

He never succumbed to any of the bad things that happened in life, nor did he ever considered failure is a disadvantage and he allowed it to pass as part of the game. Every failure in life gives us an opportunity to learn something new and it enables us to correct the mistake. He traced the hidden opportunities in every failure and rejection, and that was the success of Jack Ma. **E**



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## Geely Growing locally and abroad

By Moneer Barazi

**T**he automotive manufacturer, Geely, established in 1986 and formally known as Zhejiang Geely Holding Group Co., Ltd is an example of a company that managed its global expansion well. Although established in the 1980s, it only started to compete with its Geely brand in 1997, when it introduced it to the market. In January 2019, the company reported that it had sold over 1.5 million units in 2018 alone. This represents an increase of 20 percent from

a year earlier. The company is expected to continue growing.

The SUVs that the company produces were particularly popular, as they constituted 57 percent of the sales. As a result, the company assumed a leading position in this market segment. The company's best-selling connected and intelligent SUV, the Bo Yue, reached sales of 255,695 units in 2018 with average monthly sales of over 20,000 units. The Emgrand GS model reached sales of 157,638 units in 2018, and the

value focused Vision SUV and Vision X3 SUV reached sales of 113,309 and 116,944 units respectively in the same year.

Geely group has a premium brand called LYNK & CO, and it was launched before 2018. Sales reached over 10,000 units for 6 straight months, selling over 120,414 units over the course of 2018. The group also launched many electric models to keep up with the market. The models include Emgrand EV450, Bo Rui GE, Emgrand GSe and

## 吉利正在本国和海外发展

汽车制造商吉利 (Geely) 成立于 1986 年，正式名称为浙江吉利控股集团有限公司。2019 年 1 月，该公司报告称，仅 2018 年就销售了 150 多万台汽车。这比一年前增加了 20%。该公司预计将继续增长。

该集团还扩大了其网络。吉利汽车增加了 200 家经销商，其中 45% 是在 2018 年根据合资协议运营的。经销商的表现令人印象深刻，因为他们平均每年销售 1450 辆汽车。这比 2017 年的销售额高出 10%。

浙江吉利控股集团有限公司正成为中国汽车制造商的明星。鉴于其提供的众多功能和优势，包括燃油效率，经济实惠和良好的技术，其在中国和世界各地的销量都在增长。

从战略上讲，这家汽车制造商正在与著名的全球制造商结成联盟，如制造梅赛德斯奔驰汽车的戴姆勒。两家公司已成立合资公司，旨在推出智能微型车品牌。

LYNK & CO 01 PHEV, and the sales of those models reached 68,549 units in 2018. Between 2010 and 2018, Geely's sales have doubled, and the sales target for the group is 1.51 million units in 2019. Currently, the brand is ranked the eighteenth in the world.

## WIDER NETWORK

The group also expanded its network. Geely auto added 200 dealerships, 45% of which were operating under a joint venture agreement in 2018. The dealerships' performance was impressive, as they were selling 1450 cars per year each on average. This is higher by 10 percent than the sales in 2017. LYNK & CO's network currently has 212 dealerships and there are plans to add 114 more in 2019.

The group is highly interested in developing highly advanced models and remaining at the top of the industry. To achieve this, it has established five global R&D centres and five design centres, with the task of developing new energy and connectivity technologies. The plans include the development of electric, hybrid, alternative fuels, and fuel cell technologies.

## STRATEGIC COOPERATION WITH DAIMLER

The two companies, Zhejiang Geely Holding Group Co., Ltd and Daimler, have agreed on establishing a joint venture, with the purpose of launching Smart microcar brand into the markets. According to the agreement, the factory, which will be owned 50-50 by both companies, will be built in China. The production of the factory is supposed to be sold all around the world. More details are yet to be released by the end of this year regarding this strategic cooperation.

This is not the first cooperation between the two companies, however. The two had also joined forces to launch ride-hailing and car-sharing services in China and compete with the leading company in the market, Didi Chuxing.



## GEELY GROUP LAUNCHES ITS FIRST FULL-ELECTRIC VEHICLE

Recently, Geely Group has launched its new brand Geometry. The automobile is all electric and it is presented as a luxury brand. The price is around 31,000 euros for the first model, Geometry A. This model will be offered in a standard range and a long range version, which will respectively have battery packs with a capacity of 51.9 kWh and 61.9 kWh. They will be supplied with CATL ternary lithium batteries. According to the company, there are two versions of the car, the first has a standard range of 410 km (255 miles) and the second has a long range of 500 km (311 miles).

The group plans to launch 10 pure electric models within the Geometry brand in multiple segments, including sedans, SUVs, crossovers, and MPVs by 2025.

## SUMMARY

Zhejiang Geely Holding Group Co is becoming a star among Chinese automobile manufacturers. Its sales volume is growing in China and all around the

world, given the many features and advantages it offers, including fuel efficiency, affordability, and good technology. Spare parts for the car are also not hard to find.

Strategically speaking, the car manufacturer is forming alliances with renowned global manufacturers, such as Daimler, which manufactures Mercedes Benz cars. The two companies have formed a joint venture with the intention of launching the Smart microcar brand. The two groups together are supposed to be even stronger, and this cooperation is expected to benefit both of them greatly.

Geely group is likely to grow in its market power locally and abroad in the coming years if the trajectory continues, which is likely the case. As it grows, it is likely to take on stronger rivals in the market. **B**

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## Ruhnn, a Chinese start-up that makes influencers, raises \$125M in U.S. IPO

Ruhnn, a company that enables influencers to sell through e-commerce and is plotting to change the face of China's fashion industry, has raised \$125 million after it listed on the Nasdaq on Wednesday (3<sup>rd</sup> of April).

The company sold 10 million American Depository Shares at \$12.5 a pop, the midpoint of its expected range. In an earlier filing with the U.S. Securities and Exchange Commission, the Alibaba-backed firm targeted to raise \$200 million from its initial public offering.

Ruhnn, which was founded in 2016 by Feng Min, a former online shop owner, is one of the early movers to capitalize on China's up-and-coming internet stars. The Alibaba-backed company supplies a suite of services for KOLs to connect with fans on one hand and brands and retailers on the



Ruhnn's management team / Photo: Ruhnn via Weibo

other. That means, influencers receive training to grow their fame and create digital content to market products. In 2018, Ruhnn's batch of 113 contracted KOLs generated 2 billion yuan (\$300

million) in total sales and collected nearly 150 million fans across various social channels.

Source: [techcrunch.com](http://techcrunch.com)

## How a tumbling Chinese company became the largest display maker

Two decades ago, Beijing Electron was on the brink of collapse, a giant brought to its knees by superior foreign technology. Decades later, fuelled by billions in state funds, a re-christened BOE Technology Group Co. does business with Apple Inc. and has its sights on becoming the biggest supplier of next-generation screens.

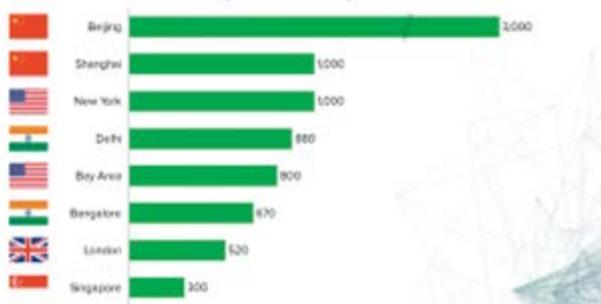
Today, BOE is a symbol of China's remarkable technological ambitions. The company's \$7 billion factory on the outskirts of Chengdu, big enough to cover 16 football fields, makes expensive organic light-emitting diode (OLED) displays that Apple and Huawei Technologies Co. are keen to put in their flagship devices. By the end

of this year, BOE will become the world's second largest seller of phone OLED displays - only behind Samsung Electronics Co. - with a monthly capacity of roughly 64,000 panels, said Zhang Yu, a senior vice president, who oversees marketing.

Source: Bloomberg/Economic Times

## Why Is China The World's Leader In EdTech?

Number of EdTech companies headquartered in our 20 cities



Number of EdTech companies per city by Navitas Ventures

China is unequivocally the world's leader in EdTech. In 2018, Chinese start-ups received over 50% of all the capital invested by venture capitalists in EdTechs worldwide.

Chinese EdTech companies received more money than the total amount invested in EdTech firms from all other countries combined, according to a study released by HolonIQ earlier this year.

When it comes to EdTech in China, it is not only the quantity of capital and of companies that impresses, but also the breakneck speed of their growth. China saw the establishment of 97 new "unicorn" companies in 2018. That means that every 3.8 days, on average, a Chinese start-up reached a valuation of at least US\$1 billion. As of July 2018, among the world's 10 largest EdTech unicorns, seven were born in China, according to a list prepared by HolonIQ (see image). As of February 2019, CBInsights lists six EdTech unicorns, five of which were born in China.

Source: Forbes

## Chinese tech investors are turning towards MENA. Here's why



The Middle Eastern e-commerce market will be worth \$49 billion by 2021.

Image: REUTERS/Jason Lee

According to predictions, the Middle Eastern e-commerce market will be worth \$49 billion by 2021. In North Africa, Huawei just made an announcement to set up a cloud data centre in Egypt. Chinese e-commerce

company, JollyChic, has managed to become one of the largest e-commerce sites in the region, focusing on cross-border trade only. While it is unlikely that other Chinese companies will be able to establish their own

operations, this still shows the huge potential for imported products from China, as well as partnership opportunities for cross-border innovation and technology.

Considering the growth in the numbers of Chinese tourists visiting the MENA region, it is unsurprising that tourism and associated industries are also ripe for Chinese-MENA collaboration. Even within Africa, it is the North African countries that have the most number of Chinese tourists, such as Morocco and Egypt. In addition to the growth of traditional industries, such as retail and hospitality, increased traveller numbers open the potential for fintech and online bookings. Alipay and WeChat Pay have made great strides in shopping hubs across the region for Chinese tourists.

Source: *weforum.org*

## Bilibili offering raises \$824 million as China techs tap market after IPOs

Chinese video platform Bilibili's convertible bond sale and follow-on share offering raised \$824 million, four people with direct knowledge of the matter said on Wednesday.

The company had initially been seeking to sell only a \$300 million convertible bond and 17.1 million shares, of which 6.53 million came from an existing shareholder, Qiming Venture Partners.

The offering's size was increased because of "overwhelming demand" from investors, said a banker on the deal.

Source: *Reuters*

## Best companies to work for in China in 2019, according to LinkedIn

More than half of China's top employers have internet and technology services at the core of their business, according to a new study from LinkedIn. Technology companies made up 15 of China's top 25 companies to work for in 2019, the professional services site found, highlighting the country's quickly evolving IT scene.

The "top companies" list is based on feedback from LinkedIn's more than 40 million users in China. The study looks at four main pillars: interest in the company; engagement with employees; job demand; and employee retention.

The best company to work for in China is Alibaba Group. Today, the company is one of the world's 10 most valuable and, last year, became the second Asia company to pass the \$500 billion valuation mark.

Source: *CNBC*



Shanghai Financial District seen from high building, China.

Jackal Pan | Moment | Getty Images

# The Future of E-commerce

By Rose Salas

Every entrepreneur's dream is to reach their business goals in the shortest possible period. Each milestone is like a plaque and motivation for their uncountable efforts and hard work. Digital era is going on a fast phase. You can start now and quickly build an empire, or you can be an established company, but slowly fall if you don't adapt to the norm or upgrade. In the world of E-commerce, stock knowledge about the ongoing trends is not enough for survival. So, if you don't want to be left behind, you must continue to invest time in honing your skills, while you double time in growing your store and making it a talk of the town.

What is the future of E-commerce? Three significant trends predict its future:

## Mobile Social Logistics

If you want a sustainable online business, it is crucial to be aware of the factors that will bring you to the top. For example, you must consider keeping an eye on the shopping behaviour of consumers. Understanding every area of what drives them to purchase will be an excellent gauge to keep your business on track. Know your audience very well and see how you can target and convert them to be a customer. In doing so, you will have the chance to expand your network and see new possibilities for your store's growth.

### UNDERSTANDING THE TRENDS

#### 1. Mobile

Consumers use their mobile every day in every way possible. What used to be a list of errands that we have to do one by one before, can now be done



Mobile Usage

in simple clicks using a mobile. The mobile-first approach became a triumph in online shopping. The integration of communication apps, like WeChat, finance, entertainment and E-commerce sectors enhanced this trend even more; and analysts projected that when 2021. comes, 85% of all online shopping would happen via mobile. Digital or mobile payment is soaring high each year. Consumers

have the confidence and trust with available payment schemes due to protection and security measures, like two-factor authentication and verification.

#### 2. Social

The E-commerce explosion changed the way people use social media. What can be better than being engaged (not just informed) in such a trend! With

## 电子商务的未来

每个企业家的梦想都是在最短的时间内实现他们的业务目标。每个里程碑就像一块牌匾，是他们努力的动力。数字时代正处于快速发展阶段，在数字时代你可以迅速建立一个商业帝国，或者成为一个成熟的公司。在电子商务领域，仅仅了解关于持续趋势的知识不足以维持使企业持续发展。所以，如果你不想被抛在最后，你必须继续投入时间来磨练你的技能，同时你要花两倍的时间来发展你的电子商务。

电子商务的未来是什么？三个重要趋势预测其未来：

移动  
社交  
物流

如果您想要创建一个可持续的在线业务，那么了解成功的因素至关重要。例如，您必须考虑关注消费者的购物行为。了解驱动他们购买产品的动机将是保持业务正常运转的绝佳指标。了解您的受众，并了解如何将其转换为客户。这样做您将有扩展您的网络，并为您的电子商务增长找到新的可能性。

more people becoming mobile-techies and addicted to social networking, social media became a significant tool for marketing. The digital economy had massive growth that even global consumers became acquainted with our shopping festivals.

For small businesses to grow sustainable, they should be *socially active* to connect to their audiences in the RIGHT way, so as not to become pushy in their marketing strategies. The digital marketing ecosystem, as described by the company named *JB Media Group*, is a system of interconnecting and interacting parts, which have been formed by three distinct areas of content creation, namely SEO, social media and target marketing. All of these, falling in the umbrella of digital technology, will continue to develop and produce growth for E-commerce entrepreneurs.



Digital Marketing Ecosystem / CTO: JB Media Group

### 3. Logistics

JD.com consists of 80,000 delivery employees across the country. Can you imagine how many checked-out orders are happening every minute? This part of the business is what needs to have a focus on. Delivery expectations are not gratifying at all times. Nevertheless, there are many factors to tackle. E-commerce companies try their best to collaborate and partner with the most efficient courier and delivery teams. But of course, infrastructure issues and major traffics cannot make everything flow smoothly



JD.com delivery service

in this offline service, no matter how swift we are in the online service. The future of E-commerce lies in how expeditious they could have the logistics, which will meet the demand like a whistle-stop.

### KEY FACTORS TO SUCCEED IN E-COMMERCE

The digital technology is transforming the economy and opening the door of opportunities to many start-up businesses, while providing stability to giant firms. Still, most companies are not prepared or lack knowledge in this area. To catch up, one must consider collaborating with the digital platform companies to overhaul their marketing strategies, if they are pushing for

top goals. Traditional marketing strategies are not discouraged; however, time is of the essence and working smart brings a competitive advantage in this big pool of competition.

An emphasis on quality will get you in the game. Consumers are willing to spend more, in exchange for superb quality even on high-end or niche brands. Cross-boarder purchases are accessible and as speedy as domestic

purchases, too. So if you want to dominate in international brands, check how companies, like YanXuan, improved their sales by 118% since 2016.

How are you going to succeed with your business in the E-commerce world? First, realize that you are in the heyday of online marketing success. Convenience is at a high point, and consumers are enjoying what technology brings forth. China is the global leader in the retail market and the future of E-commerce is here! **E**

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Analysing marketing strategy



## How do you Benchmark your Real Estate Cost?

### 如何评估您的房地产成本？

#### 个人住房费用

理解这个概念的最简单方法是让他变得个性化。我们将承担多少租金或抵押贷款？它因地点而异，但在大多数情况下，建议人们将住房费用保持在税后工资的30%或更低。高于这个比率意味着你需要保证的生活基本所需，储蓄或其他费用会非常困难。同样，当你想贷款购买公寓时，银行家们也会考虑一个类似的公式，试图确定你是否有能力根据你的工资扣除任何其他主要开支后来支付你的房贷。

#### 业务占用成本

同样，企业有一组他们需要观察的基本成本类别或指标。如果是服务业公司，最大的成本通常是工资，然后是房产成本，后者通常被称为占用成本。作为业务经理，确保占用成本保持在其指定的成本指标内非常重要，尤其是在其他成本上升时。作为一名员工，重要的是要了解公司如何管理房产成本，因为这可能会影响您的薪水。

So, what is your real estate metric and what does that even mean? It is important for each of us to understand that real estate costs play a role in our personal and our business lives. This is true, regardless of whether we are a renter, a home owner, an employee or a business manager.

#### INDIVIDUAL HOUSING COSTS

The easiest way to begin to understand the concept is by making it personal. How much of our salary would you commit to rent, or a mortgage payment? It varies by location, but in most cases, people are advised to keep their housing cost at 30 percent or less of their after-tax salary. Anything above this means you won't have money for food, savings or other expenses. Likewise, when you want to borrow money to buy an apartment, bankers

will be looking at a similar formula, which tries to determine if you have the ability to make your monthly payments based on your salary and any other major expenses you have.

#### BUSINESS OCCUPANCY COSTS

Likewise, businesses have a set of basic cost categories or metrics they need to be watching. If they are a service sector company, the largest costs are generally salaries and then real estate costs, the latter often referred to as occupancy costs. If a company is in manufacturing, additional costs are on the list, including equipment and materials, but occupancy costs are still important. As a business manager, it is important to make sure occupancy costs stay within their assigned cost metric, especially as other costs rise. As an employee, it is important



Retail Occupancy Cost Ranges (% of sales paid in rent)		
Retail	India	USA
Bookstores	7-11%	3-4%
Clothing & accessories	10-16%	7%
Electronics Stores	2-4%	2-3%
Fast food	5-8%	3-4%
Furniture	5-8%	5-6%
Health & Personal Goods	4-8%	3-4%
Restaurants	11-18%	5-6%

Source: India Retail and Real Estate Performance Study at [asipac.com](http://asipac.com), [yourbusiness.azcentral.com](http://yourbusiness.azcentral.com)

to understand that how a company manages their real estate costs, may impact your salary.

Over the past five years surveys done by the American Chamber of Commerce in China (AmCham) of member companies have found that a few of their top concerns include rising salary costs and rising social taxes. Additionally, a number of companies, including a Korean cell phone maker, have moved operations to Vietnam, reportedly due to cheaper labour costs. In this case, rising labour costs was a major metric driving this company to another location. However, if you were an employee at a firm looking for a raise, it is important to understand what other pressures your company has, and if they are facing rising costs for materials and rents, they are going to be less able to pay higher salaries. Even more importantly, if they get the occupancy cost wrong, that might be the end of the business.

So keep in mind, if you are feeling squeezed by your costs increasing and you are looking to your boss to give you a raise to help solve your

problems, she may be balancing the same equation about how to balance rising rental costs or material costs with salary costs.

### OFFICE COSTS AND UPGRADING OPTIONS

Since many service sector firms spend nearly half of their revenues on staff salaries and related costs, they are often only able to allocate 10 to 15% of revenue for rents (this also varies widely by specific company type and office layout). However, in the past few years, with the Tianjin market seeing high levels of new office supply and high vacancy levels, rents have fallen or stagnated. This has created the opportunity for companies to upgrade

their space. Why stay in an old poorly maintained building for example, when a nicer or better maintained one is available for around the same rent as your current space? In this case, office premises can be improved without impacting occupancy costs and business managers should take advantage of this opportunity. At present, high vacancy rates mean that in almost all locations across the city, new or well-maintained office space can be obtained at the same rents one pays for Grade B and Grade C office locations.

### RETAIL RENTS

For companies looking to rent retail space, trying to figure out the correct metric can be more complicated. Retail



rents can be charged as a single flat monthly fee, or as a percentage of sales, or they might be a base rate plus a percentage of sales. So, how much of their sales should a retailer be paying in rent or, in this case, as a rough estimate of occupancy cost? It varies by retail type, by location and by country. The chart below is an example, I've used India, a developing country as a proxy for China, since Chinese numbers are often not as readily available.

So why do the numbers in the USA versus India vary and, in some cases, widely? The India numbers are in my experience closer to the expense ratios in China, which, in some cases I've seen, rise even as high as 25-30% of sales for some key locations and retail types. There are a couple reasons for the variances. First, labour costs in developed markets are more expensive, so in full-service restaurants especially, higher labour costs mean retailers need to keep their rent levels lower. Additionally, in developed markets, market practice results in most sales

actually being recorded, whereas in developing markets more goods tend to be sold "off the books", meaning the tenant is selling more than they are telling the landlord or the tax authority. Landlords realize this and so charge a rent that looks substantially higher in terms of percentage of 'reported sales.' With retailers struggling in some cases, it is important to be precise about what rents are reasonable and which other costs can be maintained or where other efficiencies can be found.

## SUMMARY

So, whether you are an individual or a business manager, it is important to keep a watch on how much you spend on occupancy costs. If you are a young employee, it is important to have a rent that allows you to save and plan for other rising costs. If you run a service sector firm, Tianjin currently offers plenty of opportunities to upgrade at little or no additional cost, thanks to high vacancy rates across the city. If you run a retail business,

it is important to find the specific benchmarks for your industry sector and make sure you are staying within those ranges in order to be able to maintain good salary levels and profit margins and not overpay for an "ideal" location. And, if you are working with partners from different countries, it is worth reviewing if your base metrics vary widely, and if so, what sort of adjustments should you make or consider in your target market, because getting your occupancy cost wrong could endanger your entire business plan. **B**

Author: Michael Hart has spent more than 20 years in China in the commercial real estate industry and over a decade of that time in Tianjin.

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## 1.7 Million

Around 1.7 Million Chinese received the direct settlement of trans-provincial medical expenses last January, 2019, using a streamlined medical insurance e-platform, which allowed enrolled patients to reimburse medical and in-patient expenses without any limits on where they were treated.



## 200 Million

For the past 40 years, Beijing people were already able to plant around 200 million trees, as a response to the government's campaign to fight pollution and promote ecological progress.



## ¥180 Billion

China is aiming to cut cost of internet services by 20%, amounting to ¥180 Billion (or USD 26.8 Million), while further investing on 4G network services to increase internet speed. This move directly benefits individual consumers and businesses, who are the big users of internet.



## ¥46 Billion

Anticipating its most-awaited Spring 2021 opening, the Universal Studios Beijing theme park has invested a total of ¥46 Billion (or USD 6.8 Million) for its first phase of seven themed zone construction, which will be completed by October, 2020.



## 523 Million

In 2018, the government was able to cover 523 million Chinese with its social endowment insurance program for rural and urban residents. This covers groups who are self-employed, rural migrant workers and farmers, who are providing pensions for their retirement.



## 601,000

China Association of Automobile Manufacturers reported that 601,000 New Energy Vehicles (NEV) were sold in the first three quarters of 2018. NEVs include electric and hybrid models and the Chinese NEV market has been attracting joint venture arrangements with Nissan, Toyota, VW, BMW and Volvo.



## 11 Million

The central government aims to create 11 Million urban jobs this year. On top of this, the government is pushing for new forms of employment and a working environment preventing gender and identity discrimination.



## ¥422 Billion

Xinjiang-based non-life insurer, China United Property, hit a ¥422 Billion (or USD 63 Billion) premium income growth in 2018, driven mainly by car insurance sales with a coverage of over 60 million corporations and individuals, as well as 1.9 million farmers.



## 18,641 Hectares

Considered to be the largest mangrove in China, Guangdong province has reported to have 18,641 hectares of mangrove forest. The reforestation of mangroves supports China's goal of providing sustainable environment to its people.



## A Remarkable Year of VAT Reform in China



Kelvin Lee, PwC Tianjin

### 深化增值税改革具有重要意义的一年

2019年3月21日，财政部、税务总局、海关总署联合发布《关于深化增值税改革有关政策的公告》，标志着2019年深化增值税改革系列举措进入落地实施环节。

#### 明确增值税税率怎么降

从2019年4月1日起，增值税一般纳税人发生增值税应税销售行为或者进口货物，原适用16%税率的，税率调整为13%；原适用10%税率的，税率调整为9%。此外，纳税人购进农产品，原适用10%扣除率的，扣除率调整为9%。纳税人购进用于生产或者委托加工13%税率货物的农产品，按照10%的扣除率计算进项税额。

适用16%税率且出口退税率为16%的出口货物劳务，出口退税率调整为13%；原适用

10%税率且出口退税率为10%的出口货物、跨境应税行为，出口退税率调整为9%。同时，适用13%税率的境外旅客购物离境退税物品，退税率为11%；适用9%税率的境外旅客购物离境退税物品，退税率为8%。

#### 扩大进项税抵扣范围

将国内旅客运输服务纳入抵扣范围，同时将纳税人取得不动产支付的进项税由目前分两年抵扣（第一年抵扣60%，第二年抵扣40%），改为一次性全额抵扣。此外，自2019年4月1日至2021年12月31日，允许生产、生活性服务业纳税人按照当期可抵扣进项税额加计10%，抵减应纳税额。

#### 试行增值税期末留抵税额退税制度

自2019年4月1日起，试行增值税期末留抵税额退税制度。符合相关条件的纳税人，可向主管税务机关申请退还增量留抵税额，增量留抵税额为与2019年3月底相比新增加的期末留抵税额。

In order to achieve substantial reduction of Value-added Tax (“VAT”), the Ministry of Finance, State Taxation Administration and General Administration of Customs jointly issued the <Public Notice on Relevant Policies for Deepening VAT Reform> (“PN 39”) on 21<sup>st</sup> of March, 2019. Relevant authorities were urged to implement the policies stated in the <Government Working Report> announced by Premier Li Keqiang, and PN 39 points out the direction and path for further implementation of the new policies to deepen the VAT Reform effective from 1<sup>st</sup> of April, 2019.

A series of VAT circulars were released subsequently (including <Public Notice of Certain Matters Regarding Deepening the VAT Reform> (“PN 14”) and <Public Notice Regarding Adjusting the VAT Filing Matters> (“PN 15”), etc.) to further clarify the implementation details on specific operational issues in relation to the VAT invoice issuance, one-off input VAT credit of purchased property, input VAT super-credit policy and adjustment on VAT filing returns.

#### 1. Reduction of VAT rates and export VAT refund rates

VAT rate of 16% is reduced to 13% and the VAT rate of 10% is lowered to 9%. The export VAT refund rate of 16% and 10% are reduced to 13% and 9% accordingly. A three-month transitional period has been set for the adoption of the export VAT refund rate.

#### Interpretation:

The original VAT rate of 16% that applies to general goods, processing, repair and replacement services and rental of moveable assets, has been adjusted to 13%. The original VAT rate of 10% that applies to agricultural products, transportation services, postal services, construction services, lease of real property, sale of real

property and the use right of land has been adjusted to 9%.

With the reduction of VAT rate on the taxable transactions, the corresponding export refund rate is reduced simultaneously. Meanwhile, during the transitional period, the original export VAT refund rate could still be adopted to maintain the competitiveness of the corresponding goods and services for export business.

## 2. Adjustment on VAT deduction rate for agricultural products and VAT refund rate for exportation

With respect to agricultural products purchased by a taxpayer, the VAT deduction rate of 10% is lowered to 9%; with respect to those agricultural products purchased by a taxpayer for the production or processing of goods, which is subject to VAT rate of 13%, the input VAT shall be calculated based on the deduction rate of 10%.

### Interpretation:

When a general VAT payer purchases agricultural products, the input VAT could be calculated by multiplying the purchase price indicated in the invoice of agricultural products by the VAT deduction rate. With the reduction of VAT rate of agricultural products to 9%, the deduction rate has been adjusted to 9%, as well. At the same time, in order to ensure those processing enterprises for agricultural products to enjoy the preferable deduction rate, when the VAT rate of agricultural products was lowered from 13% to 11% in 2017, the deduction rate was determined at 13%; when the VAT rate of agricultural products was lowered from 11% to 10% in 2018, the deduction rate was determined at 12%. Since April, 2019, the VAT rate of agricultural products is further lowered from 10% to 9%, and the corresponding deduction rate will be determined at 10%, which reflects the principle to benefit all industries from the tax reform.

## 3. One-off input VAT credit for purchased real property

The input VAT for real property purchased after April, 2019, could be one-off credited. For those property



purchased before April, 2019, the remaining 40% of total input VAT amount could be credited one-off in the April, 2019, filing period.

### Interpretation:

After the completion of “B2V” reform on 1st of May, 2016, the input VAT for purchased real property and construction in process could be credited in two years on a 60% / 40% basis, that is, the first 60% could be credited in the month when relevant VAT invoice is obtained, and the remaining 40% could be credited in the 13th month. PN 39 allows an one-off input VAT credit of purchased real property, which could improve the cash flow efficiency and reduce financial burden of taxpayers. Meanwhile, for those property purchased before April, 2019, the remaining 40% of total input VAT amount could be credited at once in the April, 2019, filing period.

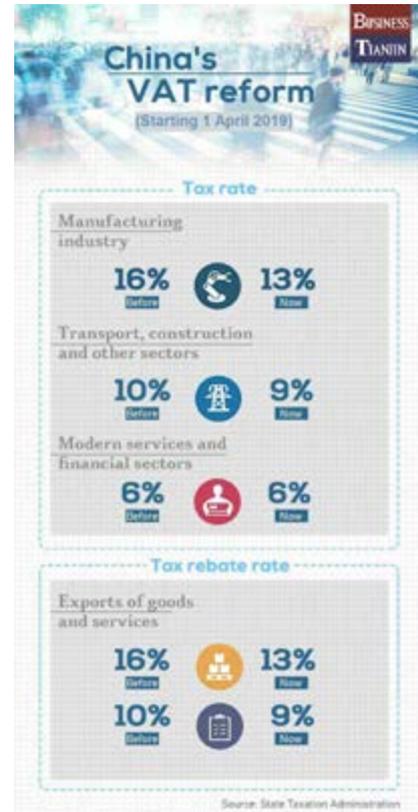
## 4. Input VAT credit for purchasing domestic passenger transportation services

Input VAT incurred for domestic passenger transportation services could be credited.

### Interpretation:

In line with the principle of VAT, the input VAT of expenditure related to production and operation of enterprises shall be credited. Previously, the VAT incurred on passenger transportation was not allowed for credit. The reason could be the difficulties for the tax authorities to control and distinguish whether such transportation was for personal consumption or business operation. Nowadays with the development of real-name system and digitization in passenger transport industry, it is the proper timing to include such input VAT for credit.

It is worth nothing that in addition to the special VAT invoices, there are other certificates listed that are allowed for input VAT credit, including the general VAT E-invoice, airline E-ticket



with passenger information, railway ticket with passenger information, roads, waterways, and other tickets with passenger information.

It implies that those certificates without passenger information cannot be used for input VAT credit. One more point to be noted is that the input VAT of services purchased for employee welfare and personal consumption is not allowed for credit. In this regards, taxpayers shall separate the transportation invoices / tickets obtained for employee welfare and personal consumption.

## 5. Additional 10% super-credit

From 1st of April, 2019, to 31st of December, 2021, qualified taxpayers of certain service industries could enjoy an additional 10% VAT super-credit to offset against its VAT payable.

### Interpretation:

To ensure taxpayers from all industries could benefit from the tax cut, PN 39 introduces the input VAT super-credit

policy, and confirms the applicable period, scope, calculation methodology and inapplicable situations. Taxpayers shall pay attention to the following:

1) The eligibility for enjoying super-credit policy

From 1st of April, 2019, to 31st of December, 2021, general tax payers engaged in industries of postal services, telecommunication services, modern services and consumer services are allowed to claim an additional 10% super-credit against their VAT payable. Taxpayers need to have more than 50% of their revenues generated from the above four categories in the prior year in order to enjoy the super-credit scheme.

2) The scope of applicable situations

The input VAT corresponding to goods/services for export is not eligible for super-credit. If taxpayers are engaged in both export of goods and

services and domestic taxable activities and the input VAT could not be clearly distinguished, the qualified input VAT for super-credit shall be calculated based on the proportion of sales income.

Taxpayers shall establish separate reconciliation book to check and calculate the changes in the accruals, deductions, reduction and balances, etc. of the additional super-credit and revisit the eligibility for super-credit policy on yearly basis.

## 6. Excess input VAT refund

The incremental excess input VAT could be refunded to qualified taxpayers on a pilot basis since 1st of April, 2019.

### Interpretation:

The implementation of the excess input VAT refund could help reduce financial burden of taxpayers and enhance their cash flow efficiency. For

the accumulative input VAT balance, PN 70, which was issued in 2018, provides that qualified enterprises in the 18 listed industries and power grid enterprises are eligible to enjoy accumulative input VAT balance refund, while PN 39 has specified the conditions and calculation methods for the incremental excess input VAT refund. Taxpayers shall pay attention to the following:

1) Criteria for excess input VAT refund policy

The increment of ending balance of input VAT balance is greater than zero for six consecutive months (two consecutive quarters) and the sixth month's incremental ending balance must exceed RMB 0.5 million. The incremental excess input VAT refers to the incremental amount compared with the ending balance as of March, 2019.

2) The tax credit rating of taxpayer should be Grade A or Grade B.



3) No illegal matters occurred within the 36 months prior to the application for excess input VAT refund.

4) Neither of the preferential policies of VAT refund upon collection and tax refund (rebate) after collection are enjoyed from 1st of April, 2019.

5) Calculation of incremental input VAT refund

The incremental excess input VAT balance could be partially refunded, following the calculation method:

Input VAT refund = Incremental ending balance of excess input VAT \* Input composition ratio \* 60%

The input composition ratio refers to the proportion of the VAT indicated in the credited special VAT invoices from April, 2019, to the previous taxation period prior to applying for the input VAT refund, the customs import special VAT payment certificate, the remitted VAT payment receipt and all the credited input VAT for the same period.

6) The taxpayer shall made application to the competent tax authority for refund of the incremental excess input VAT balance within the VAT filing period.

7) After taxpayer obtains refund of input VAT, the input VAT balance for the current period shall be reduced accordingly.

8) If the above criteria for refund are met again after the first application, the second application could be further submitted to the competent tax authority. If the enterprise has met the corresponding requirements for refund application, it can apply for a refund of incremental input VAT credit in every six months.

### 7. Relevant provisions on VAT invoice, VAT system and VAT filing return

Where a VAT invoice is issued based on the original 16% or 10% VAT rates



prior to the reform and is required to issue a “red-letter” VAT invoice due to sales discount, sales rebate or sales return, the “red-letter” VAT invoice shall be issued based on the original VAT rates. Where a VAT invoice is falsely issued and is required to be re-issued with the same amount, taxpayer shall issue the correct invoice with the original VAT rate after the “red-letter” VAT invoice issuance.

For those sales, whose VAT liability has already been triggered before this, VAT reform and the VAT invoices will be issued afterwards, the original VAT rate shall apply.

The VAT invoice issuance system will display the adjusted VAT rates after VAT reform. If the original VAT rates are required, taxpayers could manually select the original VAT rates to issue VAT invoices.

Taxpayers shall issue VAT invoices in accordance with the updated <Tax Classification and Code for Goods and Services>.

Meanwhile, SAT has updated the VAT tax filing return format in accordance with the updated policy. Taxpayers shall pay attention to the revised terms and conditions, and follow the latest instructions to report the new VAT filing return.

### The takeaway

The VAT reform policies will benefit a vast variety of industries. The policies are quite complicated with a short preparation period for tax payers though.

Taxpayers are recommended to pay great attention to this VAT reform. On one hand, taxpayers should make self-assessment to fully enjoy the benefits of relevant policies. On the other hand, taxpayers need to focus on routine management of invoices, certificates for credit and any other supporting documents. Management is suggested to be well prepared for the new opportunities, as well as new challenges, including keeping close eye on the policies, upgrade the VAT invoice issuance system and the financial systems, review and revisit of the existing contracts, etc.



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## Nathan Griffin

*Chef De Cuisine  
China World Summit Wing, Beijing*

China World Summit Wing, Beijing, a flagship Shangri-La Hotel, is delighted to announce the appointment of Chef Nathan Griffin as chef de cuisine of Grill 79, the hotel's upscale international restaurant.

Originally from England, Chef Griffin started his culinary career in 2000 and worked at many culinary institutions around the UK. Greatly influenced by renowned chefs he met at various renowned restaurants, he has been able to hone his culinary expertise under their guidance.

Chef Griffin joined Shangri-La in 2010, working as head chef of Sydney restaurant, Altitude. During his stint in the kitchen, he took the restaurant from one to three "hats" in the Good Food Guide, Australia's premier restaurant guide. In 2015, he transferred to Shangri-La at the Fort, Manila, where he led the opening of two outlets, including Raging Bull Chophouse and Bar.

"I love using local and seasonal products to create my dishes, and I'm excited to introduce my style of cuisine to diners in Beijing," Chef Griffin said. Perched high above Beijing on Level 79, Grill 79 boasts an extensive collection of cellared wines and has unparalleled city's view, all complementing Chef Griffin's food.

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# Things to Know on the Pricing Tag

To the retail operators, administrative penalty imposed on price cheating is one of the most common administrative penalties they would face in their daily operation. **Price Cheating**, as provided in the *Pricing Law of the People's Republic of China* (the "PRC"<sup>1</sup>) and *Regulations on Prevention of Price Cheating*, refers to the act of a business operator cheating or misleading consumers or other business operators to trade with him in a false or misleading pricing form, or with a false or misleading method.



As provided by relevant laws and regulations<sup>2</sup>, activities of business operators, which would be recognized as Price Cheatings include, but not limit to the following:

In daily life, it is noticed that risks for companies to be recognized as "Price Cheating" are mainly related to promotion activities. For example,

a company that plans to initiate a promotion activity might be investigated for a "Price Cheating" case due to the misunderstanding of the definition "**Original Price**".

According to the PRC laws and regulations, there are two scenarios to determine the "**Original Price**":

trading place shall be used to label the original price, and the business operator shall keep the receipt to proof the existence of such transaction and transaction price.

## Scenario II

If the product was sold, but was not within 7 days in the trading place before the reduction of price (e.g. two months before the reduction of price), and the business operator intends to use "original price" for promotion purpose, the last transaction price shall be used to label the original price.

## Scenario I

If any product was sold within 7 days in the trading place before the reduction of price, the lowest transaction price of the sold product in the

<sup>1</sup> For the purpose hereof, excluding Hong Kong Special Administrative Region, Macau Special Administrative Region and Taiwan Area.

<sup>2</sup> Mainly stipulated in the *Regulations on Prevention of Price Cheating* issued by the *National Development and Reform Commission*, effective from January 01, 2002.

## 关于价格标签需要知道的事情

对零售经营者而言，关于价格作弊的行政处罚是他们日常经营中最常见的行政处罚之一。《中华人民共和国价格法》和《禁止价格欺诈行为的规定》规定的价格作弊是指经营者使用虚假或误导性的定价表，虚假或误导性的方法来欺骗或误导消费者或其他经营者与其进行交易的行为。

根据相关法律法规的规定，以下经营者的活动将被视为价格作弊，但不仅限于列出的项目—详见英文部分。

在日常生活中，人们注意到公司被认定为“价格欺诈”的风险主要与促销活动有关。例如，由于对“原价”定义的误解，原本计划举办促销活动的公司可能会因“价格欺诈”案件而被调查。

强烈建议零售运营商定期审查和更新与定价相关的合规政策，并监测所述合规性政策的执行情况，这将是支持零售运营商节省成本的业务持续发展的有效措施。

I. Deceptive pricing Indication	II. Price deceptive methods
1. Using false information for the product or the service on the price tag or price list to cheat consumers or other operators to trade with said operator;	1. Present false original prices, price reduction causes or discounts, lie about price cut or upcoming price increase to lure others to make the purchase;
2. Different price tags or price lists for one single product or service at the same trading place, under which the lower one would be used to attract consumers while the higher one will be the one to be paid;	2. Fail to perform or to fully perform the price promised;
3. Using deceptive or misleading language, wording or pictures for the pricing in order to lure others to trade with the operator;	3. Lie that the purchase or selling price is higher or lower than that of other operators to lure consumers to trade with him;
4. The marked prices, such as lowest market price, ex-factory price, wholesale price, promotion price or only price have no supporting basis or are not comparable with others;	4. Sell adulterated or fake commodities, or sell with missing quantity, or use fake goods as genuine or sub-standard commodities as standard, rendering quantity or quality inconsistent with prices; or
5. The discount of a discounted product or service marked for promotion sales is inconsistent with the reality;	5. Lie that the commodities and services with price adjusted by market are priced by government or are determined according to government guidance prices
6. No mark for promoted goods or promoted prices;	
7. Gift goods or services are provided without the actual name or quantity, or such gift good is fake or inferior in terms of quality; or	
8. Conditions for the purchasing or selling of goods or the providing of services are not presented or are presented in an obscure way	

The retail operator shall pay close attention to the definition of “trading place”, which shall refer to the same place where the current product is selling. For example, if a brand has one store on Nanjing Road East, Shanghai, the other stores, neither the offline store next door to it, nor the online store in TMall or the brand’s own APP, shall be regarded as the same “trading place”.

Therefore, if a product has never been sold in the same trading place, business operators shall not use “original price”, “original selling price”, “transaction price” or other similar concepts to mislead consumers to believe there have been transaction records for the product in the same trading place. Otherwise, the business operator shall be regarded as a “Price Cheating” by presenting false original price. Based on the practice and unofficial opinion of the in-charge authority, the retail operators could consider using “Label Price” instead of “Original Price”.

For any activities recognized as a Price Cheating, the business operator shall

be imposed with administrative penalties in accordance with the *PRC Pricing Law*, among which based on the existence of the illegal gains, such operator might face different administrative fines as following:

- Where the business operator has illegal gains, such illegal gains shall be confiscated, and such operator may also be fined with the amount no more than five (5) times of the illegal gains;
- If there are no illegal gains, such operator shall be given a warning and may also be fined. *Provisions on Administrative Sanctions Against Price-related Illegal Activities* issued by the *State Council* further details the amount of the administrative penalty under such circumstance as more than RMB 50, 000 and less than RMB 500, 000.

The definition of **illegal gains** is provided by the *Measures for the Recognition of Illegal Gain for the Administrative Penalty Imposed by Administrative Authorities for Industry and Commerce* issued by *State Administration for*

*Industry and Commerce*<sup>3</sup> effective from January 1, 2009, with a general principal as the illegal gains shall be the total income derived by a party concerned from manufacture and/or sale of goods or from provision of services minus the reasonable expenses for direct operations by the party concerned, as well as special calculation methods for some specific circumstances. For instance, illegal gain obtained by sales of goods shall be the revenue of illegal sale of goods deducted the purchase price of said goods.

However, in practice, the standard for the identification of “illegal gain” and “no illegal gain” adopted by the Chinese government is not clear; therefore, the competent authority might have different opinions case by case.

Take Shanghai as an example, after checking publicly announced administrative penalty decisions regarding pricing issues made in Shanghai since January 1, 2018 to now, it is noticed that competent authorities tend to deny the existence of illegal gains and impose the administrative penalty pursuant to the clauses for “no illegal gain” directly.

Except above, based on our previous experiences in similar Price Cheating cases, it is noticed that the local in-charge authority might also have some internal rules, which would directly deny the application of the concept of “illegal gains” in Price Cheating cases. Although legally speaking, the laws and regulations, especially those with administrative penalty clauses, shall be publicly available and approved in writing as law or administrative regulation, internal rule is widely used in daily operation by the administrative authorities in China.

Based on the above, considering the amount range of the administrative

<sup>3</sup> Due to the reform of the *State Council* in 2018, the *State Administration for Industry and Commerce* has been replaced by the *State Administration for Market Regulation*, with all its functions to be performed by the latter.

fine might be different subject to the existence of illegal gains under the Price Cheating cases, for companies that were investigated by the competent authorities, the recommendation would be:

- (1) Duly keeping the sales data and copy of receipt, this would be helpful to argue the existence of Price Cheating activities.
- (2) The concerned company shall first participate positively for the initiated investigation and keep good communication with the competent authority in order to gather as much information as possible to avoid the actual recognition of Price Cheating.
- (3) If the Price Cheating is recognized and a penalty would be imposed, with the positive participation and the gathered information, especially internal rules and guidelines, the company shall:
  - Decide to take the proper action in order to avoid the imposing

of the heaviest administrative penalty and to achieve the implementation of the lenient or mitigated penalty. For example, the company could take the initiative to correct its activity, refund the payment or provide compensations to the customer, as to eliminate or mitigate the harmful consequence of the investigated activity;

- Take the initiative to estimate the amount of potential administrative penalty and choose whether it is applicable to lower its loss with the application of the “illegal gains” concept and try to convince the in-charge authority accordingly.
- Not to miss any right and/or procedural remedy you may have before the administrative decision is made, which includes and not limited to the right to state your cases and to defend yourself, the right to request the in-charge

authority to re-examine the facts, grounds and evidence put forward by you, and in certain circumstances, the right to request a hearing.

- After a decision on administrative penalty has been made in accordance with law, apply for administrative reconsideration or bring an administrative lawsuit, if the business operator refuses to accept the decision on administrative penalty.

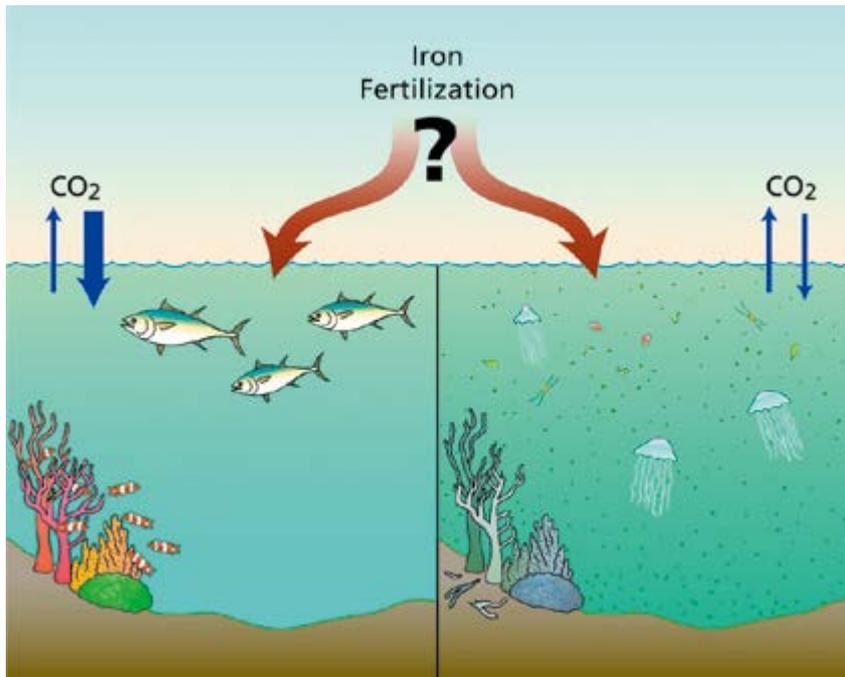
It is highly recommended for the retail operators to regularly review and update the pricing related compliance policies and monitor the implementation of said compliance policies, which would be cost-saving methods to be taken to support the development of your business. **B**

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# 3 Geoengineering Solutions to save the planet from Climate Change

By Stella Law



iron in their surroundings, which has prompted some scientists to seriously consider artificially increasing the iron content of our oceans. If successful, this technique, commonly referred to as “iron fertilization,” could theoretically lead to rapid growth in phytoplankton population.

While iron fertilization seems like a pretty effective way to absorb massive amounts of CO<sub>2</sub> from the atmosphere, it comes with its fair share of risks. That’s because as of today, we have no fool proof way to accurately assess the possible consequences that the marine ecosystem will have to deal with, if humans suddenly start pumping iron into ocean water.

There’s a legal hurdle, too. Because of the potential risks that come along with it, large-scale iron fertilization is currently prohibited by international laws.

**D**espite tell-tale signs of catastrophic consequences, the political class worldwide has failed so far to piece together an effective strategy to competently tackle the issue of greenhouse emissions.

What now, then? Do we just sit back twiddling our thumbs as human-induced climate change wreak havoc on the planet’s biodiversity -- possibly even wiping out civilization as we know it?

Well, not exactly. Some scientists and engineers have a plan. It’s called geoengineering and it is based on an alternate approach that aims to directly or indirectly intervene in the Earth’s natural systems, rather than trying to curb greenhouse emissions.

As of today, many different groups of scientists have coined several different types of geoengineering techniques – all of them focused on either removing

carbon dioxide from the atmosphere or reducing the amount of solar energy hitting the Earth.

Here’s a rundown of three of the most promising ones among them:

## 1. OCEAN IRON FERTILIZATION: OUTSOURCING TO SINGLE-CELLED ORGANISMS

The Earth’s oceans are teeming with tiny organisms that help maintain environmental balance on a planetary scale by capturing CO<sub>2</sub> from the atmosphere. Their lives literally depend on it, as they require the captured CO<sub>2</sub> to conduct photos

Phytoplankton, a single-celled alga, is one such organism found across all the oceans. Even at death, these organisms take away massive amounts of CO<sub>2</sub> with them, as they sink all the way down to the ocean floor.

The growth of these tiny algae is by and large dependent on the amount of

## 2. AFFORESTATION: THE LEAST CONTROVERSIAL SOLUTION OF ALL (PROBABLY)

It’s unarguably the least dramatic geoengineering solution to climate change and quite possibly the only one that nobody should actually have any serious qualm against. Trees help protect the environment -- that’s something probably even the most adamant climate change deniers would acknowledge.

Afforestation can be a pretty effective geoengineering technique to fight climate change, when undertaken on a large scale. Trees make use of solar energy to absorb CO<sub>2</sub> from the atmosphere and water from the ground. They breathe out the oxygen and use the leftover carbon to grow their roots and trunk.

The only bone of contention -- and a serious one at that -- would be that, to have any quick and noticeable impact

## 3 个地球工程解决方案 从气候变化中拯救地球

一些科学家和工程师们有一个计划，叫做地球工程，它旨在直接或间接干预地球的自然系统，而不是试图抑制温室气体排放。截至今日，不同的科学家们创造了几种不同的地球工程技术——所有这些技术都集中在从大气中去除二氧化碳或减少太阳能撞击地球的数量。

以下是其中三个最有前途的概述：

1. 海洋铁肥施肥：交给单一细菌生物

地球的海洋中充满了微小的生物，通过捕获大气中的二氧化碳，帮助维持全球范围内的环境平衡。他们的生活完全依赖于它，因为它们需要二氧化碳进行光合作用。

2. 植树造林：这个可能是最没有争议的解决方案

3. 平流层气溶胶注入：暂停夏季

与前两种方法不同的是，平流层气溶胶注入完全是单独在大气中留下温室气体，而没有做出任何改变其丰度的努力。相反，它的目的是反射大量通常撞击地球的阳光。

on the climate on a planetary scale, we have to plant trees on such a massive scale that it could have some unwarranted and unforeseen side-effects, too.

For example, any large-scale afforestation/reforestation project worldwide could end up causing emission of a complex potpourri of chemicals, including some that actually contribute to warming the planet. Moreover, dark tree leaves could also potentially add to global temperature by absorbing more sunlight.

Because of these reservations, many in the scientific community recommend more studies on the possible impact of planet-wide afforestation before embarking on any such project.

### 3. STRATOSPHERIC AEROSOL INJECTION: PAUSING SUMMERS

Unlike the previous two methods, stratospheric aerosol injection leaves greenhouse gases in the atmosphere totally alone, without making any effort whatsoever to alter their abundance. Instead, it aims to reflect away



a large proportion of the sunlight that usually hits the Earth.

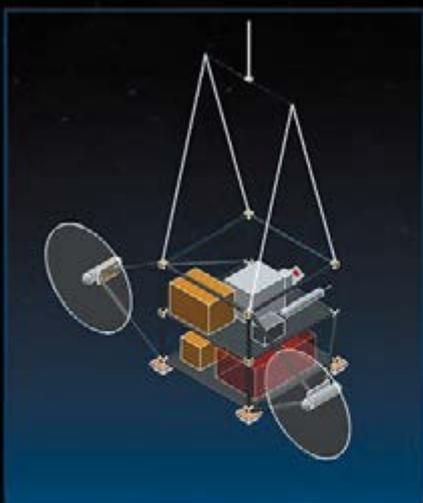
The technique is partly inspired by the events following the 1815 Mount Tambora volcanic eruption in Indonesia. The event ejected a very large volume of aerosols into the atmosphere, thereby weakening the effect of sunlight on the Earth. (Aerosols are extremely fine particles floating/suspending in the air.)

In fact, such was the impact of the aerosols that the year following the eruption was later called “The year without summer.”

Now, some experts in the scientific community want to mimic that effect of Mount Tambora as a counter-measure to balance out greenhouse gas effects. Work is already in progress on that front, as Harvard University takes the lead to conduct the first-ever aerosol inject experiment outside the laboratory environment.

Dubbed Stratospheric Controlled Perturbation Experiment (SCoPEX) is basically based on the findings of the researchers after they eject a relatively low volume of aerosol into the upper atmosphere using a balloon and then assess the follow-up impact over a period.

If all goes as planned, the team behind the SCoPEX experiment hopes to replicate the method on a much larger scale. **B**



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# Pop-up Stores in Retail Business

By John Feng

## 零售业的快闪店

快闪店已存在多年，开店位置的临时性，营业的短暂性是它们的特点。它们的发生地可能是音乐节，餐馆或品牌的促销活动，但我们意识到快闪店渐渐出现在最随机的地方的趋势。如果说之前快闪店主要是数字公司用来测试零售方案的方法，那么现在这个行业已经有各种各样的公司加入，从亚马逊到耐克到阿里巴巴。说到这里，这些零售商在这种方法中看到了什么样的价值，我们可以从它们这里学到什么呢？

### 以客户为中心的战略

尽管数字业务仍在蓬勃发展，但零售业仍值得特别关注。如果您觉得在购买之前想要看到自己的衣服，或者需要在商店检查蔬菜的新鲜度，那么您就是普通顾客之一。调查报告发现，时尚行业里72%的顾客仍然喜欢在实体店购买衣服，不仅因为他们可以试用货物，还可以检查配件和面料。

### 灵活性

从地理上讲，快闪店允许公司达到通常无法达到的地区，要么因为缺乏交通，要么基础设施差，要么是试图扩展到新的国家。

### 品牌意识

如果你想让别人谈论你的品牌需要做什么？快闪店可以在销售淡季带动购物中心客流



It is very likely that you are tired of pop-ups, right? At least the virtual ones. Who likes to be always involuntarily “reminded” that you can win iPhones or iPads for free, or that a new software company just launched an outstanding app that will “improve” your life tremendously? The answer is no one.

Even though the concept was taken to an upsetting extreme, it does not mean it is wrong or that it does not work. What I would like to show you today is how the same concept can be applied to the retail business.

Pop-up stores have been around for many years. Their natural “habitat” might be music festivals or promotional events for restaurants or brands, but we are seeing a trend of stores appearing in the most random places. And, if before it was mainly

the digitally-born companies testing a retail approach, now we have all kinds of companies doing it, from Amazon to Nike or Alibaba.

So, having said this, what kind of value do these retailers see in this approach and what can we learn with them?

### CUSTOMER-CENTRIC STRATEGY

Notwithstanding digital businesses keep flourishing, the retail business still deserves special attention. If you feel that you like to see your clothes before buying, or that you need to check your fresh vegetables at the store, you are among the average customer.

More specifically in the fashion industry, a report by Cotton Incorporated Lifestyle Monitor Survey found out that 72% of customers still prefer to buy their clothes in a physical store, not only because they can try out the



goods, but also check the fittings and the fabrics.

Besides this, it is an amazing opportunity for managers to interact directly with the customers to feel their expectations and get their feedback. It is a more controlled environment that most likely will give them the chance to engage with customers in a more relaxed and insightful way.

## **FLEXIBILITY**

Geographically speaking, a pop-up store allows companies to reach areas where normally they could not get, either because of a lack of foot traffic, poor infrastructures, or even when trying to expand to a new country. With this in mind, it is not difficult to imagine the benefits for a fashion brand to run a campaign in the acclaimed Yalong Bay for some months during the touristic peak. This will also allow them to target their customers in a more efficient manner, as they can choose the assortment based on the kinds of customers in each location.

In terms of costs, the advantages are even more clear. Brands do not need to sign long lease contracts or invest incredible amounts of money buying a physical location.

But, the most interesting characteristic of this flexibility is what it creates

in the customers. Today, the concept of FOMO (Fear of Missing Out) has invaded our daily lives, mostly because of the number of ads we are bombarded with in every single direction we look at. Well, according to the CEO of PopUp Republic, “customers are attracted to exclusivity. They’re attracted to a ‘here today, gone tomorrow’ type of concept”, and what fits better into this than pop-up stores? Maybe nothing else...

## **BRAND AWARENESS**

If you want your brand to start being talked about, what can you do? Whatever platform/place you choose,

you will need to create an impact on your potential customers, right? And what’s a better way than a shiny “box” in the middle of a famous “plaza” in a big city?

If you do it well, not only the people that never heard of you will start to like you, but your loyal customers might “evolve” to become fans or ambassadors. But instead of well, if you do it magnificently, social media will also play a major role, with the shares and likes and comments frenzy.

## **WRAPPING UP**

In my modest opinion, retail will never disappear. Even if I think the percentage of offline purchases will be much lower than online, I also think there will always be a need to touch and feel certain products before buying. Pop-up stores are an evolution of retail. Not a replacement, but an add-on, which might give the extra boost to the brand value that so many managers long for.

So, for the year to come, expect to see more pop-ups, both online and offline! **B**

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## 2019 年雇主招聘趋势

根据 Grand View Research, Inc 2018 年的一份报告, 全球人力资源管理部门将在 2025 年达到 300 亿美元, 由于人力资源专业人员希望自己和组织团体能够保持竞争力, 因此明智的做法是考虑影响职场未来的最大趋势, 这已经成为短期和长期计划的一部分。

### 提高技能

实上, 员工流动费用昂贵, 因为组织团体需要支付直接解雇成本, 招募和培训新员工也需要额外费用。公司现在不仅注意到了投资提高员工适应数字创新的技能的重要性, 而且要提高员工的士气, 满意度和接受持续战略计划。

员工学习与发展 (L & D) 正在采取多种形式。这些可以基于网络的微观学习课程, 指导内部导师教授初级员工学员, 与教育机构和公共部门合作, 或者与课程初创企业合作, 使用虚拟学习或游戏化学习与发展系统。

### 雇主品牌建设

组织团体的信誉和受欢迎程度对于雇主在招聘环境竞争中占有很重要的角色。80% 找工作的人认为他们在找工作的时候雇主的信誉是非常重要的考虑因素。

# Trends for 2019

By Mary Lewis



The Global Human Resource Management Sector will reach \$30 Billion by 2025, according to a 2018 report by Grand View Research, Inc. Largely contributing to the scale are technological innovations in the field of data analytics, machine learning, Internet of Things (IoT), as well as Artificial Intelligence, all geared to meet the dynamic workforce needs of the modern organization.

The entry of millennial employees, geographically scattered worksites and the shift to a flatter organizational structure opens challenges, such as talent management, critical employee performance monitoring and providing 24/7 secure HR administration. As HR plays such a crucial role, any mistakes made have the potential to impact greatly not only on employee retention, but also the reputation of the business.



As HR professionals are set to equip themselves and their organizations to remain competitive, it is wise to consider how the biggest trends impacting the future of the workplace can already form part in the short-term and long-term plans.

### UPSKILLING

It is a fact that employee turnover is expensive, as organizations pay direct exit costs and incur additional costs to recruit and train new hires. Companies now see the rationale of investing to upskill their workforce to better adapt to digital innovation, but also to boost employee morale, satisfaction and allow strategic succession planning.

Employee Learning and Development (L&D) take multiple forms. These can be micro learning web-based sessions, assigning internal mentors to handle junior employee apprentices, partnering with educational institutions and public sector or with start-ups on courses, using virtual learning or gamified L&D system.

### EMPLOYER BRANDING

The organization's reputation and popularity as an employer plays an important role in staying ahead of the recruitment competition, while developing trust as a preferred place of work among potential new hires.

In fact, 84% of job seekers say reputation of a company as an employer is important when deciding where to apply for a new job. More startling is the statistic which show that 50% of candidates say they wouldn't work for a company with a bad reputation – even for a pay increase (Talent Now, 2018).



The challenge for companies is to actively and socially promote their values and build a strong and positive brand presence to attract the most talented candidates. Building conversation around your company entails creating a more appealing work culture, strategic use of internal and external marketing channels to tell your story, and having a seamless recruitment process to spark a great first impression.

### WORKPLACE EXPERIENCE

Flexible work arrangements are fast becoming a game changer, as the move towards more specialized skillsets are sought, while considering the potential of outsourcing talent and allowing for diversity and inclusion in the workplace.

This demands new practices in designing and managing how work gets done, measured and rewarded. As such, HR



must shift their mindset and processes towards more agile and distributed work environment. In this aspect where customer experience (CX) i.e. needs to be present at several touch-points will most likely be aligned to the workplace experience (WX) to address pain points and maximize everyone’s value creation.

Here, HR is set to embrace technologies, such as virtual reality conferencing for recruitment, use of team collaboration apps, as well as integrate AI on staff management and performance monitoring. More importantly, HR should create an enabling environment to support diversity, by creating policies and practices that do not favour or discriminate a certain set of employees.

### HIGH TECH BUT IN-TOUCH

For change management to be successful, it should not be viewed as mere automating processes, but rather to cultivate the mindset to re-imagine how the business and technology can better improve the human experience (both workers and consumers).

One area where a high-tech, but in-touch approach should be adapted is in designing the modern workplace to improve wellbeing. Many, in fact, are turning to active design guidelines as work spaces can have a tremendous impact on the health of their employees, especially as sitting time only gets to exacerbate the sedentary lifestyle.

Active design solutions are those which incorporate organic changes in policies, programs and even in the infrastructure to encourage employees to move more throughout the workday. Examples of these would be promoting ‘walking meetings’, providing more active furniture, such as sit-stand workstation or investing on convertible exercise spaces.

### COMMUNITY FOCUS

The companies’ role and stance on sustainability, transparency, equality and ethical business and labour practices put the HR in front and centre. Employees, especially the younger ones, expect the company to be able to fulfil its social responsibility, aside from just satisfying its ideal customers.

With this expectation, HR has the impetus to consider the broader set of stakeholders – vendors in the supply chain, the underserved communities within the company’s territory, the global labour laws, as well as the environment.

With the modern workplace impacted with many disruptions– it is time for human resources to bring more “human” into the picture. **B**

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## Understanding and Managing VAT Reform

In April, AmCham China, Tianjin's Executive Breakfast Briefing featured Managing Partner at LehmanBrown International, Russell Brown, giving AmCham members the low-down on Chinese VAT reform in 2019.

Following the announcements made in the annual Work Report delivered at the Two Sessions plenary meeting at the beginning of March, the Ministry of Finance, State Taxation Administration and General Administration of Customs have issued a joint announcement revealing deepened VAT policy reform to mitigate costs for businesses amidst a slowing economy and a protracted trade disagreement with the United States. The new policies, which took effect on April 1<sup>st</sup>, 2019, aim to enhance economic activity in targeted sectors by



lowering VAT rates from 16% to 13% and from 10% to 9%, depending upon the sector's initial VAT rate. Taxpayers in service industries are further granted an additional input VAT reduction of 10 percent through 2021. These tax cuts are coupled with commitments to reforming the VAT administrative

system writ large to help boost long-term economic growth.

Special thanks to Russell Brown for providing his insights on China's tax and accounting systems and to the Shangri-La Hotel, Tianjin, for hosting this month's briefing.

## AmCham China, Tianjin hosts the Third Historical Walking Tour

On March 23<sup>rd</sup>, members of the AmCham China, Tianjin and German Chamber of Commerce Tianjin community enjoyed a walking tour of the city led by **Michael Hart, former Chairman of AmCham China, Tianjin**. The tour's route wound through the former French and British concessions and highlighted the richness of Tianjin's history. Of particular note were the facts regarding Tianjin's original purpose and development as a fort along the Haihe river. Using old

photographs for reference, Michael pointed out buildings that were likely used as warehouses by banks as trade expanded. He also shared knowledge about where the original walls around Tianjin used to stand and where the location of old city is today.

Additionally, attendees were given a first-hand look at buildings that formerly housed American soldiers and shown exactly where to look to find the signs of Tianjin's history on every

edifice and piece of architecture. The tours route through the former British and French concessions, the Wudadao area and ends at Smoki & Co. for a delicious meal.

AmCham China, Tianjin would like to thank Michael Hart for sharing his expertise during the walking tour. For more information on upcoming events, please check out our official website ([www.amchamchina.org](http://www.amchamchina.org)).



## Upcoming Events

**The Cities We Live In: The Puzzle of Making Good Natural, Built, and Social Environments**

Date: 7<sup>th</sup> May

Venue: The St. Regis Tianjin

**2019 AmCham China Tianjin Government Appreciation Reception-- American Business in China, White Paper Delivery Meeting and AmCham China Centennial Celebration**

Date: 23<sup>rd</sup> May

Venue: Four Seasons Hotel, Tianjin

Room 4216, 41F, Tianjin World Financial Center, 2 Dagubei Road, Heping District  
**Tel: +86 22 5830 7962**  
[tianjin@bj.china.ahk.de](mailto:tianjin@bj.china.ahk.de)



**HR Training:  
 Labour Risks and Disputes  
 During the Economic Downturn  
 15 March 2019**

During the full-day training, hot topics such as “Current Employment Circumstances of the Enterprises”, “Labour Dispatching Risk Prevention”, “Dealing with Undisciplined Employees” etc. were discussed among the speaker and the attendants with professional HR-background.



**Day of Logistics 2019  
 Visit of (TJFTZ) Dongjiang  
 Free Trade Port Zone  
 11 April 2019**

In cooperation with BVL Beijing Chapter, we have visited (TJFTZ) Dongjiang Free Trade Port Zone, and learn about the development of the Zone and got a closer look at Tianjin Port Pacific International Container Terminal and Dongjiang Cross-border E-commerce Industrial Park.



**Upcoming Events**

**German Night in Tianjin 2019,**

Date: May 10th  
 Time: 18:00 - 24:00  
 Venue: Paulaner Tianjin

**LEAN Training**

Date: May 14th  
 Time: 08:30 - 16:30  
 Venue: TBC

**Roundtable Mittelstand**

Date: May 23rd  
 Time: 16:00 - 19:00  
 Venue: TBC

**Kammerstammtisch Tianjin**

Date: May 29th  
 Time: 19:00 - 22:00  
 Venue: Paulaner Tianjin

**Exclusive Update on the  
 3rd World Intelligence Congress  
 3 April 2019**

As the 3rd World Intelligence Congress will be held in May from the 16th to 19th this year, the Tianjin Chapter of the European Chamber of Commerce in China (EUCCC) hosted an exclusive forum highlighting the new features/ settings and cooperation opportunities with the officials from the World Intelligence Congress Organizing Committee on the 3rd of April, 2019 in Beijing. Over 40 participants attended this event, including representatives from member-companies, government officials, media and universities.



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](mailto:tianjin@european-chamber.com.cn)**  
**Website: [www.european-chamber.com.cn](http://www.european-chamber.com.cn)**



**The New Policy Updates with the  
 Tianjin Customs  
 11 April 2019**

With the new policy updates and measures recently being introduced and implemented by the Tianjin Customs, the Tianjin Chapter of the European Union Chamber of Commerce in China (EUCCC) invited the officials from the Tianjin Customs for an exclusive workshop, comprehensively elaborating on the measures for enterprise credit management, the measure to promote Customs clearance for enterprises, and dangerous goods disposal and management respectively.

**European Chamber Tianjin Chapter  
 Spring Family Day**

**25 May 2019**

This year we'll see you in TEDA International School in Tianjin Binhai New Area. The family day outdoor bazaar will include live shows, international-style food & beverage, exquisite handicraft works, sports-experiencing programs and interesting small games. Most games are FOR FREE! Also, a special Campus Treasure Hunt will be organized in the afternoon of the family day with Top Prize of Round Trip Turkish Airline Tickets to Europe! Come and join us for the Family Day! Enjoy with your family and friends at TEDA International School.

**Family Day Ticket Price:**

RMB20 per adult, RMB30 per adult (1 adult + 1 kid), RMB50 per family (2 adults + 2 kids)

**Upcoming Events**

**Date: May 17th**

Soft Skill Training: The Pyramid Theory - Logic of Thinking, Expression and Action

**Date: May 22nd**

2019/2020 European Chamber Tianjin Chapter Board Election & Networking Cocktail

**Date: May 25th**

European Chamber Tianjin Chapter 2019 “WAGO CUP” Badminton Tournament and Spring Family Day

**\* Sponsorship Opportunity Available! Please Contact Chamber Staff Lorraine Zhang @ 022-58307608**

DINING

TIANJIN

Chinese



Tian Tai Xuan

A: 1<sup>st</sup> and 2<sup>nd</sup> 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](http://dintaifung.com.cn)  
鼎泰丰  
河西区宾水道与紫金山路口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  
河西区宾水道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](mailto:info@qingwangfu.com)  
W: [qingwangfu.com](http://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



Dongsir Hotpot

A: No.5 Yong'an Road, Hexi District (opposite of People's Park)  
T: +86 22 2331 9777  
懂事儿涮肉  
河西区永安道5号(人民公园西南门斜对面)

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

Bowbow Sushi Japanese Restaurant

A: Xiannong Area, Intersection of Hebei Road and Luoyang Road, Wu Da Dao, Heping District, Tianjin  
T: +86 22 58352860  
宝寿司  
和平区河北路与洛阳道交汇西北角先农大院内

SôU

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



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

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 cuisines 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 superb list of international wines.

A: 1F, The St. Regis Tianjin. No. 158, Zhang Zizhong Dao, Heping District  
T: +86 22 5830 9962  
O: 11:30 - 14:30; 17:00 - 22:00.  
蔚蓝海餐厅  
和平区张自忠路158号天津瑞吉金融街酒店一层



ZEST

A: 1 F, The Ritz-Carlton, Tianjin, No. 167 Dagubei Road, Heping District, Tianjin  
T: +86 22 5809 5109  
香溢 - 全日餐厅  
和平区大沽北路167号天津丽思卡尔顿酒店一层

Cielo Italian Restaurant

A: 9/F, Four Seasons Hotel Tianjin, 138 Chifeng Road, Heping District, Tianjin  
T: +86 22 2716 6263  
意荟·意大利餐厅  
和平区赤峰道138号天津四季酒店9层

La Sala Lobby Lounge

A: 2/F, Four Seasons Hotel Tianjin, 138 Chifeng Road, Heping District, Tianjin  
T: +86 22 2716 6261  
四季·大堂酒廊  
和平区赤峰道138号天津四季酒店2层

Brasserie Flo Tianjin

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

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



blue frog (Riverside 66)

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

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](mailto:info@browns-tj.com)  
勃朗斯英式酒吧餐厅  
和平区重庆道83号民园广场西楼一层108-111号

## DINING

## Blufish Restaurant

**A:** 1<sup>st</sup> Floor, Lotte Plaza, No.9  
Leyuan road, Hexi District  
**T:** +86 22 5890 8018

**O:** Sunday - Tuesday 10:00-21:30  
Friday - Saturday 10:00 - 22:00  
布鱼Blufish法式餐厅  
越秀路与乐园道交口银河国际购物中心乐天百货首层F&B-1-2

## Trolley Bar &amp; Grille

**A:** Aocheng Plaza, Tianjin 22/23-119, Nankai District, Tianjin  
**T:** +86 15222091582

乔尼西餐厅  
南开区奥城商业广场天玺22, 23号楼底商119

## 1863 Bistro &amp; 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

## Le Loft

**A:** Cross of Nanjin Lu and Jinzhou Dao, Heping district  
**T:** +86 22 2723 9363,  
+86 18702200612

院  
和平区南京路与锦州道交口

## 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

## Le Rosso Pizza &amp; 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  
和平区吴家窑二号楼  
迎春里24号楼底商(靠近西康路)



## LE CROBAG - Tianjin Store

**A:** Room 109, Building 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



## 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



## La Semana

**A:** No.25 Yingchunli, Wu jia yao er hao Road, Heping District, Tianjin  
**T:** +86 22 2335 6748  
+86 138 2048 8636

拉斯曼娜西班牙餐厅(和平店)  
天津市和平区吴家窑二号楼迎春里25门底商



## Pomodoro (International Plaza)

**A:** 1<sup>st</sup> floor, International plaza, Nanjing road, Heping District, Tianjin (close to 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)

## 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

## WE Brewery

**A:** 4 Yi He Li, Xi An Road Heping District, Tianjin  
**T:** +86 18630888114  
**W:** [webrewery.com](http://webrewery.com)

WE Brewery酒吧  
和平区西安道怡和里4号

## O'Hara's

**A:** Astor Wing, The Astor Hotel, Tianjin. No. 33, Tai'er Zhuang Lu Heping District  
**T:** +86 22 2331 1688 ext. 8919

海维林酒吧  
利顺德翼, 和平区台儿庄路33号天津利顺德大饭店一层

## China Bleu

**A:** 50F, Tangla Hotel Tianjin, No. 219 Nanjing Lu, Heping District  
**T:** +86 22 2321 5888

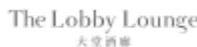
中国蓝酒吧  
南京路219号天津唐拉雅秀酒店50层



## 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:** 1<sup>st</sup> Floor, The Ritz-Carlton, Tianjin, No. 167, Dagubei Road, Heping District, Tianjin  
**T:** +86 22 5857 8888 ext. 5091

**W:** [ritzcarlton.com/tianjin](http://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

## Fitness



## I Fitness GYM CLUB / Indoor Badminton Court

**A:** No.3 Jingming Road, Jinnan District, Tianjin  
**T:** +86 22 2628 9999  
爱动力健身俱乐部/羽毛球馆  
天津市津南区景茗道3号体育中心

## I Fitness Meijiang

**A:** Area C, Jindian Times Square, Meijiang Area, Hexi District  
**T:** +86 22 8836 7567  
爱动力健身工作室  
天津市河西区梅江津典时代广场C区

## I Fitness Fuli Jinmenhu

(open in June)  
**A:** West area of Jiangwan Plaza, Fuli Jinmenhu, Xiqing District  
**T:** +86 22 2628 9999  
+86 22 8836 7567

爱动力健身游泳俱乐部  
天津市梅江富力津门湖江湾广场西区底商



## Moai GYM

**A:** 7<sup>th</sup> Floor, @ City, M Plaza, the cross of Binjiang Road and Shanxi Road, Heping District, Tianjin  
**T:** +86 22 2712 1314

摩艾健身  
和平区滨江道与山西路交口Mplaza7层

## 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

**W:** [www.kidsrkids.com](http://www.kidsrkids.com)

[www.kidsrkidschina.com](http://www.kidsrkidschina.com)

**E:** [contact-tianjin@kidsrkidschina.cn](mailto: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号雲锦世家园内

## International Schools



Working Learning Acting TOGETHER

## International School of Tianjin

**A:** No.22 Weishan South Road, Shuanggang, Jinnan District  
**T:** +86 22 2859 2002/5/6

**W:** [www.istanjin.org](http://www.istanjin.org)

天津经济技术开发区国际学校  
天津分校  
津南区(双港)微山南路22号



## Wellington College International Tianjin

**A:** No. 1, Yide Dao, Hongqiao District  
**T:** +86 22 8758 7199 ext. 8001  
**M:** +86 187 2248 7836

**E:** [admissions.tianjin@wellingtoncollege.cn](mailto:admissions.tianjin@wellingtoncollege.cn)

**W:** [www.wellingtoncollege.cn/tianjin](http://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  
天津国际学校  
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

**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



**ST REGIS**  
TIANJIN

**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

天津君隆威斯汀酒店

**The Westin Tianjin**  
**A:** 101 Nanjing Road, Heping District  
**T:** +86 22 2389 0088  
**W:** [westin.com/tianjin](http://westin.com/tianjin)  
天津君隆威斯汀酒店  
和平区南京路 101 号



**HYATT REGENCY**  
TIANJIN EAST

**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](http://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

**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](http://www.banyantree.com)  
天津海河悦榕庄  
河北区海河东路 34 号



**Holiday Inn**  
TIANJIN RIVERSIDE

**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

**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

**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



**Shangri-La hotel**

TIANJIN

**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

天津泛太平洋大酒店

**PAN PACIFIC TIANJIN HOTEL**  
**A:** No. 1 Zhang Zi Zhong Road, Hong Qiao District  
**T:** +86 22 5863 8888  
**E:** [infor.pptsn@panpacific.com](mailto: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

天津海河英迪格酒店

**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](http://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**  
TIANJIN

天津中心商务酒店

**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



**WandaVista**  
Tianjin

天津万达文华酒店

**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**  
Marriott

TIANJIN HONGQIAO

天津陆家嘴万怡酒店

**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](mailto: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

**Shan Yi Li Boutique Hotel**  
**A:** No.55 Chongqing Road, Heping District.  
**T:** +86 22 87135555  
**E:** [info@qingwangfu.com](mailto:info@qingwangfu.com)  
山益里精品酒店  
中国天津市和平区重庆道 55 号



**THE WESTIN**  
CHANGBAISHAN RESORT

长白山万达威斯汀度假酒店

长白山万达喜来登度假酒店

长白山万达喜来登度假酒店

**The Westin Changbaishan Resort Sheraton Changbaishan Resort**  
**A:** No.333 & No.369 Baiyun Road, Changbaishan International Resort, Fusong County, Jilin Province  
**T:** +86 439 6986999,  
+86 439 6986888  
长白山万达威斯汀度假酒店  
长白山万达喜来登度假酒店  
中国吉林省抚松县长白山国际度假区白云路333/369号

SERVICES

HEALTH

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

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 3 58 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 1 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

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 Center, 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  
**Wechat ID:** AsianTigersMobility  
 天津市和平区南京路 189 号, 津汇广场 2 座 2705 室



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:** 7<sup>th</sup> 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交口 Mplaza7 层

**DINING**

**TEDA & TANGGU**

**Brazilian**

**Salsa Churrasco**

**A:** 11F, Holiday Inn Binhai Tianjin  
No. 86, 1st Avenue, TEDA  
**T:** +86 22 6628 3388 ext. 2740  
巴西烧烤餐厅  
开发区第一大街 86 号天津滨海假日酒店 11 层

**Chinese**

**Fortune Restaurant**

**A:** 2F, Crowne Plaza Tianjin Binhai  
No. 55, Zhongxin Da Dao  
Airport Industrial Park  
**T:** +86 22 5867 8888 ext. 2355  
富淳中餐厅  
空港物流加工区中心大道55号  
天津滨海圣光皇冠假日酒店2层

**Crab Club**

**A:** 2F, Renaissance Tianjin TEDA  
Convention Centre Hotel  
No. 29, 2<sup>nd</sup> Avenue, TEDA  
**T:** +86 22 6621 8888 ext. 6750  
蟹将军  
开发区第二大街 29 号 天津万丽泰达酒店及会议中心 2 层

**Yue Chinese Restaurant**

**A:** 2F, Sheraton Tianjin  
Binhai Hotel  
No. 50, 2<sup>nd</sup> Avenue, TEDA  
**T:** +86 22 6528 8888  
ext. 6220/6222  
采悦轩中餐厅  
开发区第二大街 50 号  
天津滨海喜来登酒店 2 层

**Japanese**

**Sake n Sushi Bar**

**A:** 11F, Holiday Inn Binhai Tianjin  
No. 86, 1<sup>st</sup> Avenue, TEDA  
**T:** +86 22 6628 3388 ext. 2730  
寿司吧  
开发区第一大街 86 号天津滨海假日酒店 11 层

**Italian**

**Bene Italian Kitchen**

**A:** 2F, Sheraton Tianjin Binhai Hotel  
No. 50, 2<sup>nd</sup> Avenue, TEDA  
**T:** +86 22 6528 8888 ext. 6230/6232  
班妮意大利餐厅  
开发区第二大街 50 号  
天津滨海喜来登酒店 2 层



**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



**Western**

**Brasserie Restaurant**

**A:** Renaissance Tianjin TEDA  
Hotel & Convention Centre  
No. 29, 2<sup>nd</sup> 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

**Feast All Day Dining Restaurant**

**A:** 1F, Sheraton Tianjin Binhai Hotel  
No. 50, 2<sup>nd</sup> Avenue, TEDA  
**T:** +86 22 6528 8888 ext. 6210  
盛宴全日西餐厅  
开发区第二大街 50 号  
天津滨海喜来登酒店 1 层



**LE CROBAG - Teda Store**

Le Crobag 德国面包房 (泰达店)  
**T:** +86 22 5990 1619



**BARS**



**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)

**Education**



**TEDA International School**

**A:** No. 72, 3<sup>rd</sup> Avenue, TEDA  
**T:** +86 22 6622 6158  
泰达国际学校  
开发区第三大街 72 号  
W: Tedais.org



**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

**SERVICES**

**Hotels**



**Renaissance Tianjin TEDA**

**Convention Centre Hotel**  
**A:** No. 29, 2<sup>nd</sup> 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, 2<sup>nd</sup> 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



**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:** tianjin.ecocity@hilton.com  
**W:** tianjin.ecocity.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, 1<sup>st</sup> Avenue, TEDA  
**T:** +86 22 6628 3388  
天津滨海假日酒店  
开发区第一大街 86 号



**Crowne Plaza Tianjin Binhai**

**A:** No.55 Zhongxin Avenue Airport  
Economic Area, Tianjin  
**T:** +86 22 5867 8888  
天津滨海圣光皇冠假日酒店  
天津市空港经济区中心大道 55 号

**Apartments**



**TEDA, Tianjin - Marriott**

**Executive Apartments**  
**A:** No. 29 2<sup>nd</sup> Avenue TEDA, Tianjin  
**T:** +86 22 6621 8888  
天津泰达万豪行政公寓  
天津经济技术开发区第二大街 29 号



**Fraser Place Binhai, Tianjin**

**A:** Block 6/7, Quincy Park,  
No.21 Bei Hai East Road,  
TEDA, Tianjin, China  
**T:** +86 22 5988 1999  
**E:** reservations.binhai-tianjin@  
frasershospitality.com  
天津招泰美伦辉盛坊国际公寓  
天津市开发区北海东路 21 号昆西园  
6/7 号楼

**HEALTH**



**Ascott TEDA MSD Tianjin**

**A:** No.7 Xincheng West Road,  
Tianjin Economic-Technological  
Development Area, Tianjin  
**T:** +86 22 5999 7666  
天津雅诗阁泰达 MSD 服务公寓  
天津市经济技术开发区新城西路 7 号

**Office Space**



**TEDA MSD**

**A:** 6F, TEDA MSD-C1, No.79,  
First Avenue, TEDA, Tianjin, China.  
**T:** 400 668 1066  
泰达 MSD  
天津经济技术开发区第一大街 79 号  
泰达 MSD-C1 座 6 层

**Spas**

**Touch Spa**

**A:** 2F, Renaissance Tianjin TEDA  
Hotel & Convention Centre  
No. 29, 2<sup>nd</sup> Avenue, TEDA  
**T:** +86 22 6570 9504  
开发区第二大街 29 号天津万丽泰达酒店及会议中心

**Yue Spa**

**A:** 15F, Holiday Inn Binhai Tianjin  
No. 86, 1<sup>st</sup> Avenue, TEDA  
**T:** +86 22 6628 3388  
开发区第一大街 86 号  
天津滨海假日酒店 15 层

**Hospitals**



**Raffles Medical Tianjin TEDA Clinic**

**A:** 102-C2 MSD, No.79 1<sup>st</sup> Avenue,  
TEDA Binhai Area, Tianjin 300457  
**T:** +86 22 65377616  
天津经济技术开发区第一大街 79  
号泰达 MSD-C 区 C2 座 102 室,  
300457

**Library**

**Tianjin Binhai Library**

**A:** No. 347 Xusheng Road,  
Binhai Central Business District  
**O:** Monday: 14:00-18:00  
Tue-Sun: 10:00-18:00  
天津滨海新区文化中心图书馆  
滨海新区中心商务区旭升路 347 号



**TIANJIN-BEIJING AIRPORT Shuttle Bus ¥83 one way**

**Tianjin - Beijing Airport Terminals 2/3**

04:00-18:00, runs every hour. Tian Huan Distance Bus Passenger Station  
The junction of Hongqi Lu and Anshan Xi Dao. Tel: +86 2305 0530

**Beijing Airport Terminals 2/3 - Tianjin**

07:00, 08:00, 09:00, 10:00 then every 30 minutes until 23:00.  
Exit on the 1st floor at Gate 15 / Terminal 2 and Gate 1 / Terminal 3.  
Tel: +86 10 6455 8718

**TEDA-BEIJING AIRPORT Shuttle Bus ¥90 one way**

**TEDA - Beijing Airport Terminals 2/3**

06:45, 08:45, 14:45, 17:15. 1st Avenue, TEDA.  
Tel: +86 22 6620 5188

**Beijing Airport Terminals 2/3 - TEDA**

10:30, 13:00, 18:30, 20:30. Exit on the 1st floor at Gate 15 / Terminal 2 and Gate 1 / Terminal 3. Tel: +86 10 6455 8718

**BULLET (C) TRAIN**

**TJ ~ BJS (¥55 - ¥93)**

Train	Tianjin	Beijing
C2002	06:18	06:53
C2108	22:52	23:27

**BJS ~ TJ (¥55 - ¥93)**

Train	Beijing	Tianjin
C2001	06:01	06:36
C2107	23:05	23:40

**TG ~ BJS (¥66 - ¥93)**

Train	Tanggu	Beijing
C2584	09:04	09:58
C2594	20:26	21:21

**BJS ~ TG (¥75 - ¥239)**

Train	Beijing	Tanggu
C2281	07:23	08:20
C2593	20:26	21:31

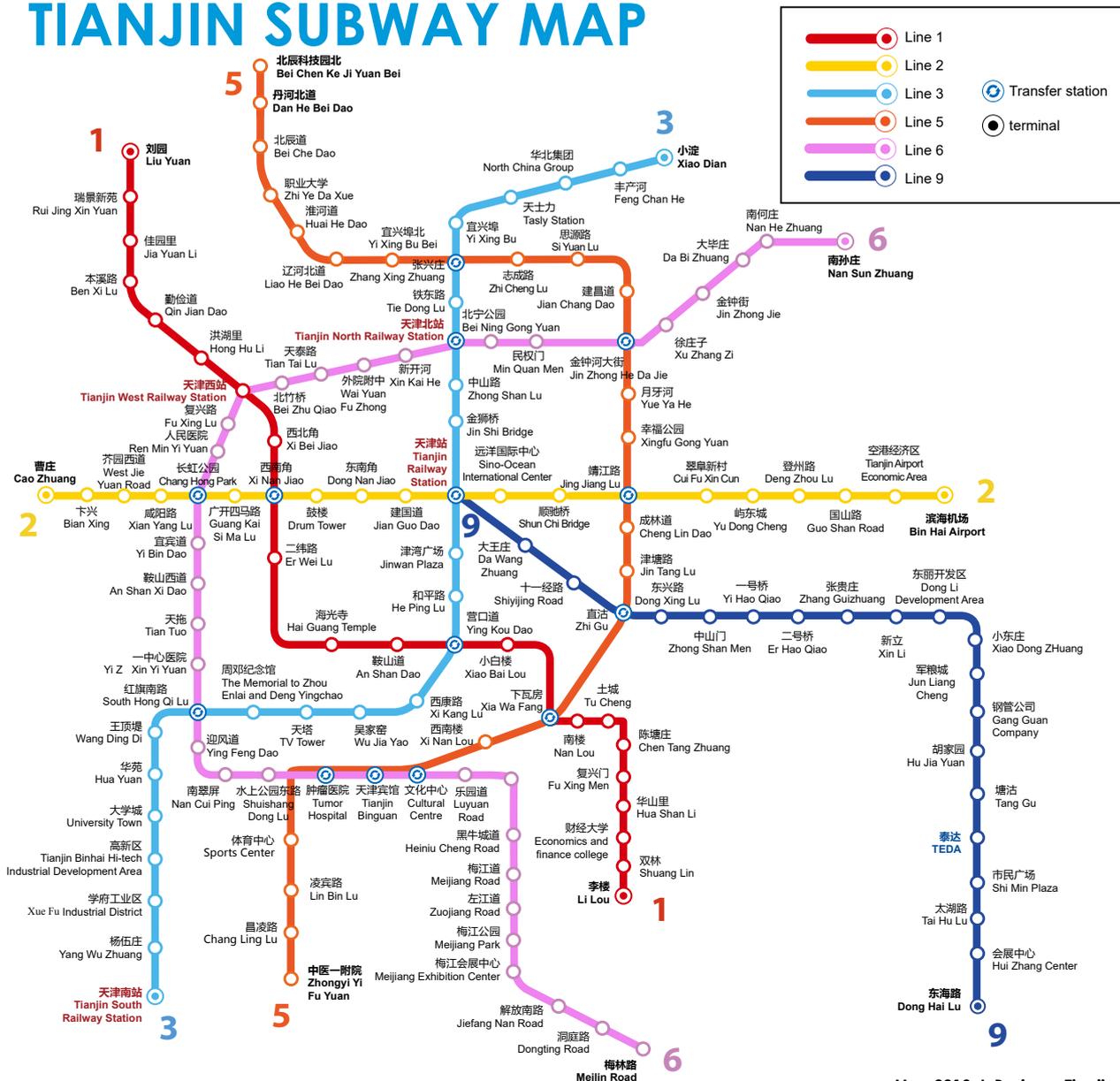
**Wuqing ~ BJS (¥39 - ¥66)**

Train	Wuqing	Beijing
C2202	06:54	07:19
C2246	21:27	21:52

**BJS ~ Wuqing (¥39 - ¥66)**

Train	Beijing	Wuqing
C2203	07:31	07:55
C2245	20:56	21:20

**TIANJIN SUBWAY MAP**



## What Makes Chinese Regional Cuisines Unique

By Rose Salas

Three things rank any Chinese meal - the colour, aroma and taste. These three factors will prove the uniqueness of Chinese culture when it comes to food. No doubt, the world loves every bits and pieces of the different varieties, and food lovers never forget this in their bucket list. Tourists can't contain their admiration and fascination once they get to taste local eats from all the food streets in the country. A famous traveller and food blogger, Mark Wiens, had over 2 million views when he published his video tour on YouTube for the world to see how amazing Chinese cuisine is!

Chinese cuisine is classified into eight regional cuisines based on geographic location. These eight provinces are Anhui, Fujian, Guangdong, Hunan, Jiangsu, Shandong, Sichuan and Zhejiang. However, the divergence of techniques in cooking is found in these four influential styles: **Cantonese cuisine, Shandong cuisine, Huaiyang cuisine, and Szechuan cuisine.** Let's see why each one is far from ordinary!

### CANTONESE CUISINE

Commonly referred to as *Guangdong* or *Yue* cuisine. Cantonese cooks believe that the flavours in any dish must be well-balanced and not greasy. The right amount of spices is important, so it will not overpower the richness and original taste of the main ingredients. Not only do they focus on the lean meat, but also everything edible, such as chicken feet, frog legs, duck's tongue, snails and snakes. To complement the meat flavour, they use sauces and condiments like vinegar, rice wine, soy sauce, as well



Stir-fried Beef Hefen



as char siu, hoisin, shrimp paste, and black beans. Dried ingredients are preferred rather than fresh herbs. Their cooking style includes steaming, stir-frying, braising and deep frying. The traditional Cantonese favourites are fried rice, congee, steamed food like eggs, ground pork, spare ribs, stir-fried noodles, stewed beef brisket and sweet and sour fish/pork. The flavoursome and incredibly rich taste is also attributed to the influence of Oriental and Western cooking.

### HUAIYANG CUISINE

Tagged as one of the Four Great traditions in Chinese cuisine, this becomes the most distinguished and highly regarded style of Jiangsu cuisine. The use of Zhenjiang vinegar in its dishes gives the delightful flavours every notable choice, like



Crab Soup Dumplings

## 是什么让中国地方美食风味独特

中国传统餐饮文化历史悠久，菜肴在烹饪中有许多流派。中国饮食文化的菜系，是指在一定区域内，由于气候、地理、历史、物产及饮食风俗的不同，经过漫长历史演变而形成的一整套自成体系的烹饪技艺和风味，并被全国各地所承认的地方菜肴。根据地理位置分为八种区域美食，分别是安徽，福建，广东，湖南，江苏，山东，四川和浙江。而根据烹饪的差异分为四种最有影响风格的菜系：粤菜，鲁菜，淮扬菜和川菜。中国菜讲究“色香味”俱全，我们看看为什么每一类菜系都能牢牢抓住美食爱好者的胃，为什么那么与众不同，让吃货们流连忘返！

### 粤菜

通常简称广东菜或粤菜。广东厨师认为，任何菜肴的口味必须均衡，不油腻。适量的香料很重要，确保它们不会压倒主要成分的丰富度和原味。

### 淮扬菜

淮扬菜是中国传统四大菜系之一，发源于扬州、淮安。菜系充满淮、扬特点。原料多以水产为主，淮扬菜系大多以江湖河鲜为主料，以顶尖烹艺为支撑，以本味本色为上乘，以妙契众口为追求，雅俗共赏而不失其大雅，尤其是“和、精、清、新”的独特理念。

the crab soup dumplings, dazhu gansi, jade shaomai, braised pork meatballs, potstickers, and noodles with shrimp and pork dumplings. Dishes are rarely spicy, but have a slightly sweet taste. Their main ingredient is pork or fresh-water fish with a soft texture when once cooked. Another great feature you would notice is the cutting technique of each meat. They pay so much attention to the temperature used in cooking, so the ingredients do not lose its freshness. Huaiyang menus are seen in big banquets not only in China, but around the world in hotels and fine dining restaurants.

### SHANDONG CUISINE

Also called as **Lu** cuisine, this style of cooking is derived from the northern part which is the Shandong province. With so many cooking techniques associated in every dish preparation, such as liu (quick frying with flour),



Dezhou Stewed Chicken

pa (stewing), zhu (boiling) and kao (roasting), the taste is guaranteed fresh and mouth-watering. The light and milky broths of favourite seafood, like scallops, prawns, sea cucumbers and clams give a distinct flavour without that tang. Maize is a staple crop that adds texture to food to make it starchy and thick. The delicate flavours of sweet cabbages, mushrooms, eggplants, and other staple vegetables give the scrumptious taste of every dish with real freshness and pleasant aroma. **Jiūqūdàcháng** (pig's large intestine) and **Bàochǎoyāohuā** (stir-fried pig's kidney) are widely-known dishes in Shandong cuisine. A typical, yet a top favourite of President Mao, is the dish called *Dezhou Stewed Chicken* - stewed and marinated with honey, spices, condiments, and fennel - tickle your taste buds, as you savour the goodness up to bones!

### SICHUAN CUISINE

Known in the southwest and also termed as **Szechwan** or **Szechuan**, this cuisine style is very famous for its spicy and powerful taste. Because the main spices include peppers, chili, and garlic, expect the taste from mild to piping hot goodness! Most dishes are cooked in chili oils, with preserved food, like pickles and dried chili. Sichuan pepper is the signature spice present in every meal. Although there are more than 20 cooking techniques, the most utilized of them all are stir frying, braising and steaming. Expect numbing sensation, as you taste food like hot and sour noodles and soups, kung pao beef tendons or chicken, spicy fish slices, mapo tofu, hotpots, and a lot more! **Shuǐzhǔ Ròu** or water-cooked meat of boiled meat slices is a perfect meal for a cold day.



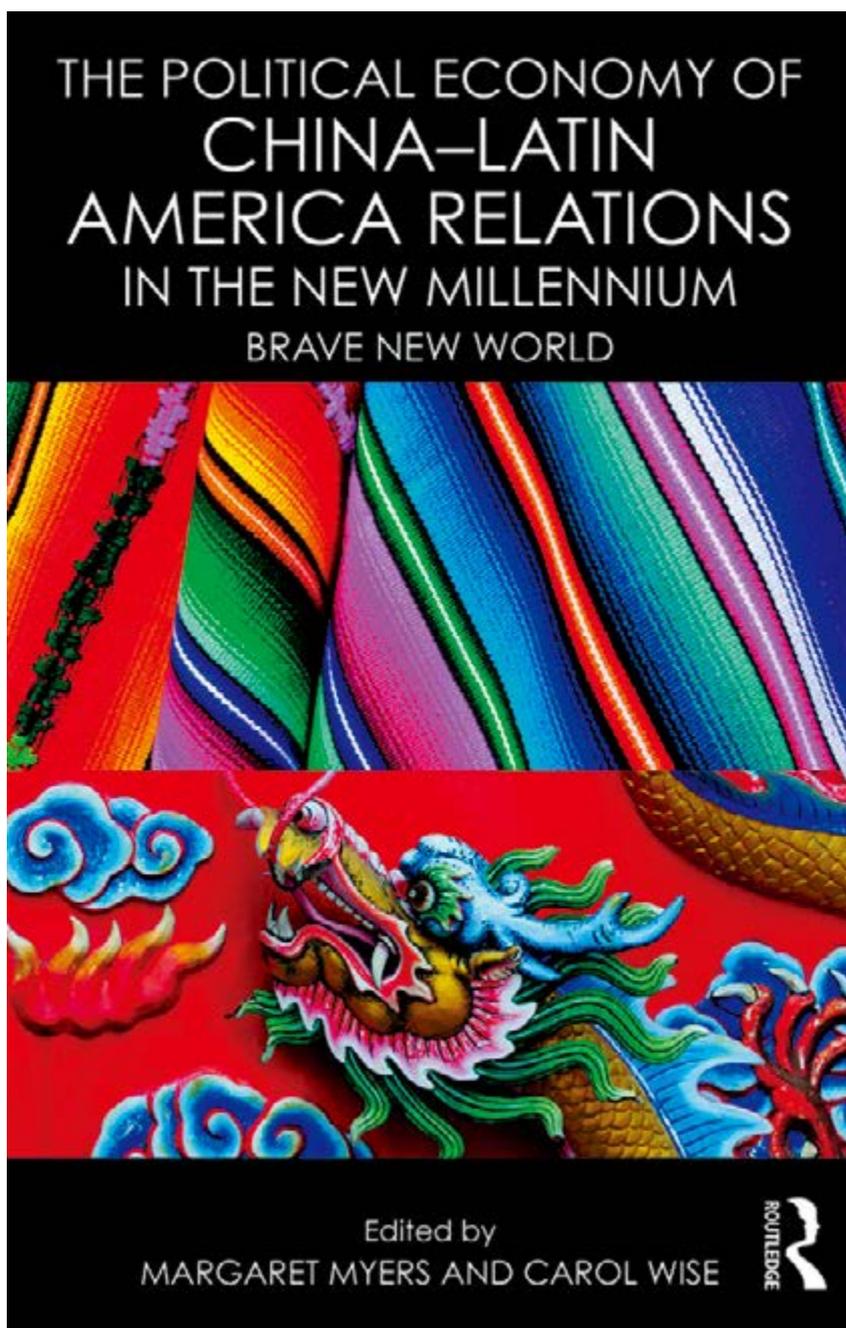
Stir-Fried Tofu in Spicy Sauce

There you have it! These Four Major Cuisines or Four Cooking Styles in China are indeed a significant contribution to the food world. What is your must-try among these cuisines? **E**

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# The Political Economy of **China - Latin America Relations** in the New Millennium **Brave New World**

By Carol Wise and Margaret Myers, 2016



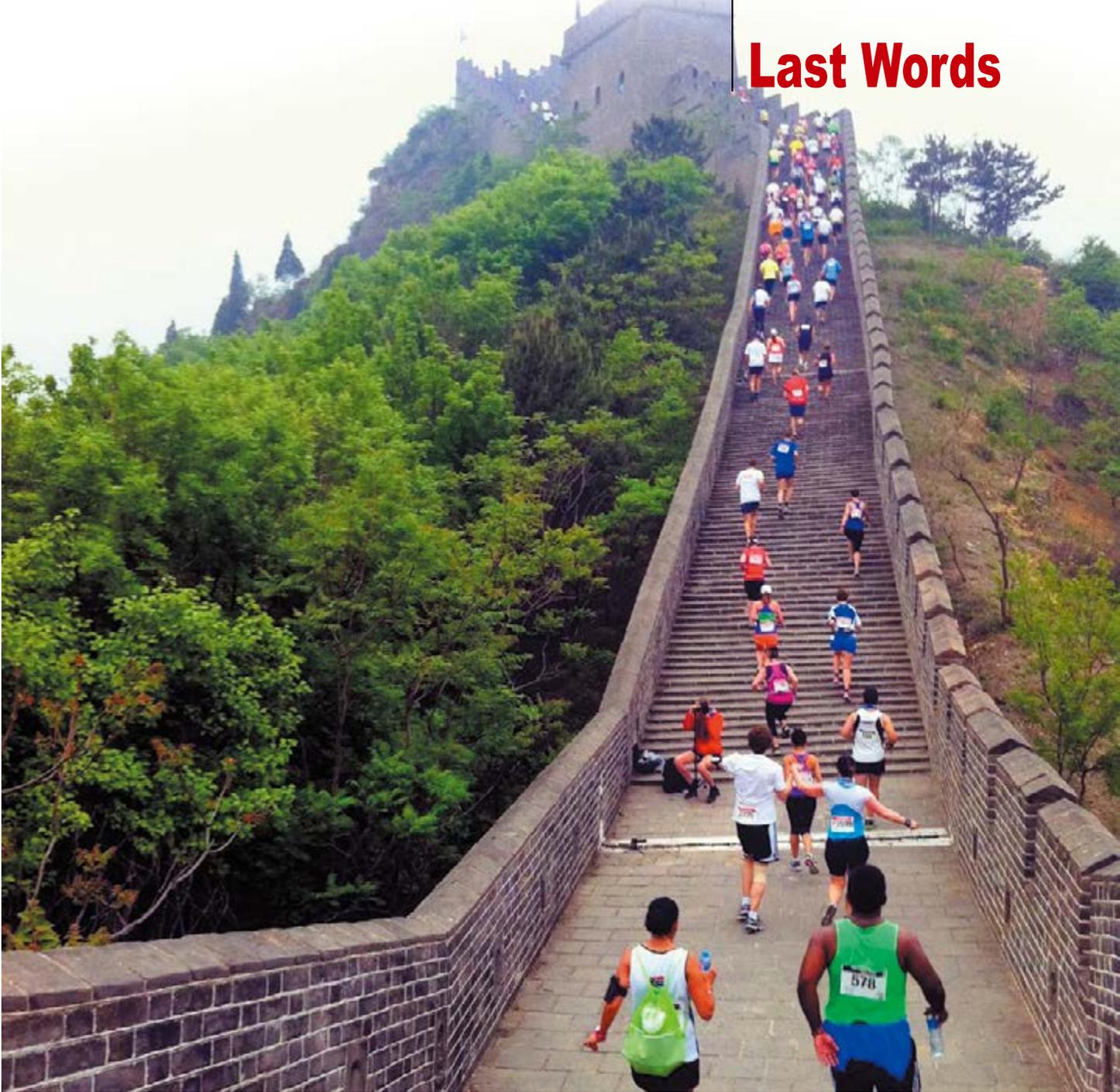
A profound look into Chinese-Latin American political-economic relations, *The Political Economy of China-Latin America Relations in the New Millennium: Brave New World* by Carol Wise and Margaret Myers, along with many other experts, debunks misunderstanding and clarifies on truths about the real influence and reach the modern-day China has on Latin-America.

A very fluid and thoughtful read, many have called brilliant, Wise and Myers shed light on the changes and advancement made in both the public and private sectors, giving specific attention to both National-level to sub-national to regional and how policies between the two Continents have developed as the 2<sup>nd</sup> decade of modern 21<sup>st</sup> century politics nears its closing.

Wise and Myers clarified on the many unclear actions taken by China and southern American nations, in cases like the \$50-Billion-plus Nicaraguan canal that has since its announcement been left in a state of limbo with no advancement or update in sight. A great deal of insight is also given into intra-national issues, like the effects that generous lending to Venezuela has a strong correlation with the irresponsible populist spending.

*The Political Economy of China-Latin America Relations in the New Millennium: Brave New World* by Carol Wise and Margaret Myers is a landmark volume and a comprehensive update on what standing point China is in with Latin-America, as well as where the two may go in the future. Fit for scholars, investors, and students, do not miss this book as it is a true eye-opener. **E**

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# Great Wall Marathon

By Jordan Snyder

**T**he Great Wall Marathon has the reputation for being one of the world's toughest marathon courses for competitors to compete on. The race began in 1999 and has been held every year since, with the exception of 2003. The race takes place on the third Saturday in May (18<sup>th</sup> of May, 2019, and 16<sup>th</sup> of May, 2020) and is actually run over three distances:

1. A full marathon route of 42.2km (26.2 miles)
2. A half marathon 21.1km (13.1 miles)
3. A 8.5km Fun Run

The Fun Run was introduced in 2013 and replaced events of 10km and 5km.

## REGISTERING FOR THE RACE

Registration for the 2019 event has now closed, as no entries will be accepted after the 18<sup>th</sup> of April, 2019. A cut-off date for the 2020 event is likely to be on the 16<sup>th</sup> of April, 2020. There are several packages available for whichever event you may like to sign up to. You can find the relevant details at <https://great-wall-marathon.com/race-info>



## 长城马拉松

长城马拉松赛是世界上最艰难的马拉松赛程之一。比赛始于1999年，自2003年以来每年都举行。下两次的比赛将于5月的第三个星期六（2019年5月18日和2020年5月16日）举行：

### 注册比赛

2019年比赛的注册现已结束，因为2019年4月18日之后将不会接受参赛者。2020年活动的截止日期可能是在2020年4月16日。您可以在<https://great-wall-marathon.com/race-info>上找到相关详细信息

### 开始和截止时间

在报名表上，您必须说明您的标准或成绩，这将决定您的开始时间。跑步者以十分钟的间隔分组开始，所有跑步者都将一个计算机芯片嵌入其运行编号中，这样可以准确计算每个跑步者的表现。

### 训练

有几种方法可以完成山地训练。最简单的是在丘陵地带定期跑步。您需要的山丘高度在50到100米之间。在山地训练的第一周，只能以缓慢的速度进行短跑，当感觉到适应之后，你可以增加训练的强度。

## START AND CUT-OFF TIMES

Elite runners are all entered into the first group of runners to set out. On the entry form you have to state your running standard or grade and this determines your start time. Runners leave the start in groups at ten minute intervals. All runners have a computer chip embedded into their running number and this gives accurate timings of each runner's performance.

There is, however, a cut-off time of 8 hours and runners with a finishing time in excess of 8 hours will receive FNT, finished no time on the result sheet. Runners that are still on the

route at this time will be picked up by vehicles and brought back to the finishing area.

## WHAT SECTION OF THE GREAT WALL IS THE RACE RUN ON?

The race is held at Huangya Pass or Huangyaguan, the Tellow Cliff Pass in Ji County, 126km (78 miles) north of Tianjin city.

## DESCRIPTION OF THE RACE ROUTE

The race begins at the Yin and Yang Square in the fortress at Huangyaguan. The race route takes runners along the Jinwei Highway for one kilometre, before turning onto the Changcheng Highway. You now have a 4km climb up to the entrance to the Great Wall. After another kilometre, you reach the first steps of the wall and then run along the wall itself for 3km. At the 7km point of the route there is a steep downhill section, known as the 'goat track'; this section is 700m long. You will then round the walls of the fortress and arrive back at the start/finish area. For the fun runners, this is the end of their race.

The marathon and half marathon runners continue on, heading south alongside the river, until they reach the 13km point at Duanzhuang village. At that point the two routes split, with the marathon course continuing southwards to Xiaying. At the 20km point there is a six km loop through the village of Qingshanling. This takes runners on to Chedaoyu village and a steep climb before entering Duanzhuang village for the second time and merging with the half marathon route once again. Runners now follow the Jinwei highway back to the start/finish area, where the half marathon ends.

Marathon runners have now reached the 34km point and have a second attempt along the Great Wall. This is a cut-off point for marathon runners in excess of 6 hours running time.





Any runner outside of that time will not be permitted to continue from this point.

For the runners that have made it this far and continue on to the 'goat track', receive a wrist band as proof they have completed the wall section two times, before returning back along the wall and into Yin and Yang Square.

## DIFFERING SURFACES TO BE CONSIDERED

The majority of the route is on asphalt roads with good surfaces, although the wall section consists of steps of varying height and width. Some sections of the wall have ramps, which can become slippery. In some of the villages along the route, the surface is made of gravel and dirt, so extra care is needed on these sections.

## WHO CAN TAKE PART IN THIS EVENT?

The Great Wall Marathon is open to all levels of runners, new or experienced. Training is essential, but anyone can conquer this event. For this type of marathon distance training is vital, as is specific interval training for the

types of terrain you will encounter. In addition to having the mental strength to get through such a demanding event.

## COMPARISONS WITH A CITY MARATHON

City marathons are traditionally run over a fast, flat route, where sponsors want to attract world class athletes with the hope of records being broken, to further highlight the importance of that event on the world calendar. The Great Wall Marathon is very different, because it is a race of adventure over a hilly route with lots of steps. Runners competing in the full marathon have 5,164 steps to negotiate along the sections of the Great Wall. In addition to the steps, there are sections of cobblestones, unpaved terrain, as well as steep ascents and descents.

## FOLLOW A SUITABLE TRAINING REGIME

For anyone, who would like to be participant in this race, it is imperative that they take part in a suitable training program designed specifically for this event. You will need to find the level of training that best suits you,

whether that is every day or three times a week. You will also have to choose between long steady runs or shorter intensive sessions of training. Whatever method you decide on, another important aspect that you cannot avoid is hill training.

## TRAINING FOR THE HILLS AND STEPS

There are several ways you can complete hill training. The simplest is to run regularly in hilly terrain. You will need hills that offer elevations of between 50 and 100 meters in height to be comparable with those encountered along the route. If this is new to you, then ease yourself into it. During the first week of hill training

tackle only short runs at a slow pace, and when those feel comfortable, then you can increase the intensity of your training. A good way to build up your stamina is to participate in other shorter races that use hilly terrain.

To train for all those steps, the best methods are to practice on a flight of stairs. If you work in an office, use the stairs and not the elevator. Begin by walking the stairs and gradually increase the intensity as your muscles get acquainted with this type of exercise. Another option is to use a step machine at a gym. This will help to strengthen your thighs, calves and buttocks. It also reduces the risk of injury to your Achilles tendon.

If you have trained adequately, you should have no problem in completing the next event you sign up for. **B**

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Lunch / 午餐时间: 11:30 - 14:30

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





## DRAGON BOAT FESTIVAL

Rice dumpling is one of the festival customs for Dragon Boat Festival. Renaissance Tianjin Lakeview Hotel presents you Rice Dumpling Gift Box for your holiday reunion.

### *Tuan Ju Rice Dumpling Gift Box*

RMB 188/box, 10 pieces

### *Huan Ju Rice Dumpling Gift Box*

RMB 288/box, 8 pieces and 1 bottle of red wine

\* Pick up date: 20 May to 7 June 2019, 10:00 to 20:00 daily.

