

ECONOMY • FINANCE • MARKETING

Business

05/2021
津卫商务

TIANJIN

Interview with
Michael Xu
City General Manager
Fraser Place Tianjin

专访辉盛国际天津城市总经理许斌先生

**INTUITIVE
AND CARING
SERVICE**

直观与贴心的服务
为客人创造美好的回忆



ISSN 2076-3735





*Individually focused,
globally connected.*



**Now introducing:
Tianjin SEED
Kindergarten!**

Learn more about our partnership with a new, bilingual school in Tianjin by scanning the QR code below.



www.seedtj.com



No. 4-1 SiShui Dao, Hexi District 300222 | (22) 8371 0900 ext. 311 | admissions@tiseagles.com



YOUR HASSLE FREE MOMENT IN THE STYLISH URBAN OASIS OF CITY CENTER

Located on the 9th floor of Four Seasons Hotel Tianjin, Aria on 9 Sky Garden shows off the scenic ambiance of outdoor environment as a distinct terrace lounge while also can be an ideal space for corporate event, outdoor gathering and social catering. This year its new dining concept features four kinds of savory and sweet French Crêpes including Prosciutto, Caramelized Banana and more. Also provides Australian steak, homemade burger, salad and snacks. To be pairing with selected wines, cocktails, whiskies, craft beer and Tianjin rose wine. For exclusive event, the package is from CNY 30,000 for 20 persons and above.



* Opens from 29 April until 31 October 2021 and subject to weather
Scan the QR code to find its operating time and special offers
Find out more by contacting at: +86 (022) 2716 6187 / 6688



Business TIANJIN

BEST GIFT TO YOURSELF AND YOUR FRIENDS

SUBSCRIBE TO BUSINESS TIANJIN MAGAZINE

SUBSCRIBE

Take a photo of your business card and send to us by WeChat scanning this QR Code

ADD our WeChat or send email to:
subscribe@businesstianjin.com



Inspired by the image of Egyptian Gods, there are six cute cartoon idol come to truth. "Egyptian God", officially authorized by British Museum, has broken the boundaries of time and space, came to The St. Regis Tianjin.

Falling asleep with ancient egypt dolls, playing flying chess, taking bath with cute towel or reading British Museum picture books in the tent, kids can build recognition of world-class museum and stimulate inspiration to the world and art in this artistic atmosphere.

Besides the beautiful Haihe River view and impressed cute facilities, the Cute Egyptian family package also include gifts bag, daily buffet breakfast for two adults and one kid under 1.2m, late check out until 16:00, 24 hours butler service.

For more information and reservation, please contact:
022- 5830 9999.

The St. Regis Tianjin
No. 158 Zhangzizhong Road, Heping District, Tianjin, China



Contents

Business **TIANJIN**
MAY

Letter from the Editor



◀ **COVER STORY**

**Intuitive and Caring Service
Creating beautiful memories for customers**
*Interview with Michael Xu,
City General Manager of
Fraser Place Tianjin*

We recently had the privilege of speaking to Michael Xu, City General Manager of Fraser Place Tianjin to learn more about these stylish serviced apartments.

See Page 12

08 **BIZ BRIEFS**

12 **COVER STORY**
Intuitive and Caring Service

14 **FOCUS**
Haier's industrial internet transforming firms

20 **E-BIZ**
How profitable are 3D asset stores

22 **VISION**

26 **FEATURE STORY**
Key development blueprint offers glimpse into China's sci-tech future

28 **TREND**
Digital technologies key to modernization of farm ecosystem

30 **IN DEPTH**
China's tourism sector reports accelerated recovery

32 **INSPIRATIONAL**
Francois Pinault

35 **REAL ESTATE**
What makes a city great?

38 **TRAVEL**
Meroë, Sudan

42 **BUSINESS NEWS**

46 **TECH**
Hyperloop

48 **INVESTMENT**
Public equity funds all the rage among youth

50 **DIGITAL MARKETING**
All you need to know about Google December 2020 Core Update

52 **MARKETING**
Conversational Marketing

54 **HR**
How to induce accountability in Employees

56 **CHAMBER REPORT**

59 **PAST EVENT**

60 **LISTING**

66 **NUMBERS**

E-BIZ ▶ How profitable are 3D asset stores?

You, being a developer, can put up your unique assets on 3D asset stores like Unity's asset store, 3dassetstore, Sketchfab, etc., for sale.

See Page 20



TECH ▶ HyperLoop

Hyperloop is one of the most exciting forms of ground transport. Although it isn't out yet, numerous people have predicted that it will replace many of the current forms of ground transport. It is currently in development by many companies and will soon arrive in developed nations.

See Page 46



Business
TIANJIN



Recent Past Editions



ADVERTISING AGENCY
InterMediaChina
advertising@businesstianjin.com

PUBLISHING DATE
May 2021

Business Tianjin is FREE
For Members ONLY

ISSN 2076-3735

Dear Readers,

This month, we had the privilege of speaking to Michael Xu, City General Manager of Fraser Place Tianjin to learn more about these stylish serviced apartments. Its prime location close to the city's entertainment district and attractive Water Park make Fraser Place Tianjin perfectly positioned for many exciting activities, from exploring local culture and indulging in a variety of global cuisines, through to winding down on the golf course.

Fraser Place Tianjin offers a caring approach to providing outstanding service, and it has been designed to offer complete facilities for both business and leisure travellers, whether for short- or long-term stays.

We also offer an in-depth analysis of the reasons why China's tourism sector has accelerated its recovery after the unprecedented and challenging COVID-19 pandemic of 2020. While many countries are still struggling to kick-start the battered tourism industry, China has sent out some positive signals on rebuilding the tourism market.

A plan for the development of China in the next five to fifteen years has gained massive attention as it offers a glimpse into the country's path in innovation and future sci-tech scenes. China will focus on the central role of innovation in its modernization drive and make greater efforts to achieve breakthroughs in key core technologies, and you can read the details in our feature story.

In our real estate column, our contributor, Michael Hart, describes what makes a city great. He believes that the keys to maintaining successful cities are that they should have places that are interesting, be full of people, provide accommodation for various types of residents, be economically successful, and have low crime rates.

We also recommend the article about conversational marketing, the easiest way to direct clients into the sales and marketing funnel through real-time conversation. It helps to create an authentic experience and build healthy relationships with customers. Converting leads into potential customers means happier customers, and eventually, a successful company.

Also, don't miss the interesting tech report about hyperloop. It is one of the most exciting forms of ground transport, and although it isn't out yet, numerous people have predicted that it will replace many of the current transport modes.

Visit our website www.businesstianjin.com and follow us on our official WeChat account (ID: [business_tianjin](https://www.wechat.com/p/business_tianjin)) for a complete list of articles and information.

Best Wishes,

Mary Smith

Mary Smith

Managing Editor | Business Tianjin Magazine
ManagingEditor@BusinessTianjin.com



www.BusinessTianjin.com

Tianjin News

TIANJIN GDP RISES 15.9% IN Q1



Tianjin's GDP totalled 340.4 billion yuan in the first quarter of 2021, up 15.9% year on year, as announced by the Tianjin Municipal Statistics Bureau. The value-added output of major industrial enterprises in Tianjin increased by 30.3% during the same period, with an average growth rate of 4.6% over two years. High-end industries led the development, and the production of high-tech products increased. Statistics show that in the first quarter, the value added to the city's high-tech industries and strategic emerging industries increased by 38.4% and 42%, respectively, with a two-year average growth rate of 9% and 9.6%, respectively.

TIANJIN STARTS COVID-19 VACCINE INOCULATION FOR EXPATS



Tianjin started to provide COVID-19 vaccines for foreigners in the city on April 1, 2021. Foreign nationals of the age of 18 and above, who work, study or live in Tianjin, are eligible to make appointments through their employers or designated institutions following the principle of voluntary participation, giving informed consent and assuming personal responsibility for risk. Foreign nationals who have joined China's social medical insurance

scheme may take the vaccine free of charge by presenting due insurance document on the vaccination site. Those who have not should pay for themselves.

CANSINO NEW VACCINE PLANT OPENS IN TIANJIN TO BOOST ANNUAL CAPACITY



CanSino Biologics is expected to increase the annual production capacity of its recombinant adenovirus vector COVID-19 vaccine - the only single-dose vaccine approved in China - to 200 to 300 million doses after its third plant comes into full operation in Tianjin. The 15,000-square-meter production base is in line with the international standards of Good Manufacture Practice of Medical Products (GMP), and there is an automatic line for pre-filling syringes and vials. The production line adopts the adenovirus vector technology platform with independent intellectual property rights, which has been applied in the production of China's only approved Ebola vaccine developed by CanSinoBIO in 2017.

THE 5TH WORLD INTELLIGENCE CONFERENCE COMING TO TIANJIN SOON!



Over the past five years, Tianjin has seen the benefits of its policies and measures to support the municipality's intelligent manufacturers and promote

industrial transformation and upgrading. As for the development of the artificial intelligence industry in Tianjin, the World Intelligence Congress (WIC) has become an impressive event held in the city. It has greatly benefited Tianjin's industrial development by giving the municipality an edge in mobilizing global resources. Over the course of its four sessions, it has attracted 60,000 participants from 56 countries and regions.

FINANCE

CHINA'S Q1 GDP TO HIT RECORD GROWTH, THE FASTEST IN THREE DECADES



China's economic rebound likely quickened sharply in the first quarter from a coronavirus-induced slump earlier last year, propelled by stronger demand at home and abroad and continued government support for smaller firms. Data released recently is expected to show the gross domestic product (GDP) jumping a record 19% in the first quarter from a year earlier, after a 6.5% expansion in the last quarter of 2020, a Reuters poll showed.

SCANDAL-HIT LUCKIN COFFEE FINDS INVESTMENT



Luckin Coffee Inc., the disgraced Chinese coffee chain once seen as a rival to Starbucks Corp., replaced its

auditor and said it secured \$250 million in funds from two private equity firms. The developments mark the latest twists in a tumultuous saga for Luckin, which is trying to regain its footing after a spectacular fall from grace. The once fast-growing company last year acknowledged that it intentionally fabricated more than \$300 million in sales, an admission that would lead to the firing of its chairman and chief executive officer, hundreds of millions in fines from Chinese and U.S. regulators, and the delisting of its stock by Nasdaq. Luckin filed for Chapter 15 bankruptcy in New York in February.

BEIJING OVERTAKES NEW YORK CITY AS CITY WITH MOST BILLIONAIRES



A quarter of the 2,755 members of the 2021 Forbes World's Billionaires list live in just 10 cities, including more than 10% who reside in just four Chinese metropolises. For the first time in seven years, the Big Apple lost its No. 1 ranking as Beijing recorded a net gain of 33 new billionaires. The Chinese capital is now home to 100 billionaires, narrowly beating New York City's 99. All 10 cities recorded net gains of billionaire residents, reflecting the global growth in billionaires over the last year.

HSBC RELOCATES TOP LEADERSHIP FROM LONDON TO HONG KONG

HSBC will move four of its most senior executives to Hong Kong later this year, as the London-based bank focuses more attention on fast-growing markets in Asia. CEO Noel Quinn said in an internal memo recently that Barry



O'Byrne, head of global commercial banking, Greg Guyett, co-head of global banking and markets, and Nuno Matos, head of wealth and personal banking will relocate to Hong Kong in the second half of the year. They will be joined by Nicolas Moreau, the head of global asset management. Those businesses account for virtually all of HSBC's revenues.

ALIBABA HIT WITH RECORD 18.23 BILLION YUAN ANTITRUST FINE



Chinese regulators hit Alibaba with a 18.23 billion yuan (\$2.8 billion) fine in its anti-monopoly investigation of the tech giant, saying it abused its market dominance. Regulators opened a probe into the company's monopolistic practices in December. The investigation's main focus was a practice that forces merchants to choose one of two platforms, rather than being able to work with both. The government said that "choose one" policy and others allowed Alibaba to bolster its position in the market and gain unfair competitive advantages.

ENGLISH-LANGUAGE TAKEOUT PLATFORM FINED 1.17M YUAN FOR MONOPOLY BEHAVIOURS



Sherpa's, an English-language food delivery service provider based in Shanghai, has been fined 1.17 million yuan for violating China's anti-monopoly law, the city's market watchdog has said. Sherpa's actions secured a large number of eatery and catering business resources in the market, seriously hindering competition and infringing on the rights and interests of consumers and other businesses.

CHINA'S FOREIGN TRADE GETS OFF TO A ROBUST START, EXPORTS SURGING 29.2% IN Q1



China's foreign trade volume surged by a significant 29.2 percent year-on-year to reach 8.47 trillion yuan in the first quarter of 2021, getting off to a robust start fuelled by rising global demand for a wide variety of Chinese commodities ranging from daily necessities, medical gear, machinery to work-from-home electronic devices. Analysts expect China's foreign trade to continue the upward streak in the second quarter, but it could pare down in growth rates, as geopolitical uncertainties and an overall price elevation in raw materials and bulk commodities are set to drive up the cost.

JD.COM LINKS UP WITH VISA TO PROMOTE GLOBAL SALES



JD Global Sales and Visa have signed an agreement to jointly launch an

online merchant subsidies program, targeting consumers across Hong Kong, Macau, Taiwan and overseas markets. By using Visa's token technology, JD.com's overseas users will be able to connect their Visa cards with their JD.com accounts and make mobile payments with one click, the Chinese e-commerce giant said. JD Global Sales will also promote "one-click" card binding to JD customers, and focus on enterprise-level customers of JD.com and small and medium-sized businesses (SMEs) in China.

HUAWEI TO INVEST \$1 BILLION ON CAR TECH IT SAYS SURPASSES TESLA



Huawei Technologies Co. will invest \$1 billion on researching self-driving and electric-car technologies, accelerating plans to compete with Tesla Inc. and Xiaomi Corp. in the world's biggest vehicle arena. Huawei's autonomous-driving technology has already surpassed Tesla's in some spheres, for instance by allowing cars to cruise for more than 1,000 kilometres without human intervention. Huawei aims to join tech giants from Apple Inc. to Xiaomi in targeting the vehicle industry, betting future cars will grow increasingly green, autonomous and connected.

Law & Policy

CHINA TO RECOGNIZE WESTERN SHOTS FOR ITS VACCINE PASSPORTS

Beijing has started to accept vaccination records from people seeking to enter China who have been inoculated in the United States with COVID-19 shots made by U.S. drug makers. Travellers who have had



the Pfizer Inc -BioNTech shot or the Moderna Inc and Johnson & Johnson vaccines can submit proof as part of the documentation needed for entry into China, the Chinese embassy in Washington said in an April 16 statement.

HONG KONG LIFTS QUARANTINE FOR MAINLAND ARRIVALS FROM MID-MAY



Hong Kong Chief Executive, Carrie Lam Cheng, announced some key easing of the current strict travel restrictions in the Special Administrative Region. In the most important news from a travel retail perspective, Lam said that non-Hong Kong visitors from Mainland China will be allowed to enter Hong Kong from mid-May without having to undergo quarantine confinement, provided they were tested in advance for COVID-19. Additionally, the 'Return2HK' scheme, which exempts Hongkongers arriving from Guangdong province and Macau from quarantine if they have a negative COVID-19 result, will be extended in late April to cover those arriving from elsewhere in the Mainland, Lam said.

BAN ON "UGLY BUILDINGS" AND SKYSCRAPERS TALLER THAN 500 M

China's top economic planner announced it would restrict the construction of skyscrapers over 500 metres and prohibit the construction



of "ugly buildings" in a document aiming to improve urbanization management. Among the world's 10 highest buildings, six that are more than 500 metres tall are in China. One typical example is located at an unfinished theme park in Hebei, which is half China's Temple of Heaven and half US Capitol. Another is the well-known "Flying Kiss" in Chongqing, which features two huge statues leaning toward each other. The "Kiss" has also drawn attention from abroad.

THREE-YEAR PILOT PROGRAM TO ATTRACT TOP FOREIGN TALENT



Shenzhen has launched a three-year pilot program to attract high-level foreign talent, including top scientists and entrepreneurs, to help turn it into a global technology and innovation powerhouse. For instance, people who win the top three prizes in the finals of the China (Shenzhen) Innovation and Entrepreneurship International Competition qualify for certification. Other high-end talents mentioned by the standards include Nobel Prize nominees, start-up founders who own intellectual property rights, academicians from international sciences and engineering academies, as well as chief scientists or key members of any major international science or engineering project.

CHINA TO PHASE OUT TAX, FEE REDUCTION POLICY



China will gradually phase out tax and fee reduction policies that were launched last year to buffer against the COVID-19 epidemic, Assistant Finance Minister Ou Wenhan said. The country is set to extend some policies such as value-added tax (VAT) relief for small-scale taxpayers to maintain necessary support for the economy's recovery, Ou told a press conference, adding that interim contingency policies concerning viral prevention and containment and aiming to ensure supplies would be discontinued as they are due to expire.

GENERAL

CHINESE COVID-19 VACCINES ARE SAFE FOR PEOPLE WITH ALLERGIES



The China CDC says COVID-19 vaccines are safe for those with a history of allergies, including allergies to medications like antibiotics, as health authorities try to encourage more people to get the jab. "Some people are allergic to pollen, some have rhinitis—it's what we call an allergic constitution and not related to what's present in vaccines. They are not listed as contraindications to the COVID-19 vaccines," said An Zhijie, an official in charge of immunisation with the Chinese Centre for Disease Control and Prevention.

CHINA IN THE WORLD

HONG KONG: STILL THE MOST EXPENSIVE CITY FOR EXPAT ACCOMMODATION



Hong Kong retains its position as having the most expensive accommodation for overseas workers, despite a drop of over 5% in rental costs from last year. Hong Kong has been named the most expensive location in the world for expat accommodation for a fourth year in a row, but still saw rental costs drop considerably due to the effects of COVID-19. The average monthly rental price for an unfurnished, mid-market, three-bedroom apartment in areas commonly inhabited by international executives in Hong Kong was USD 10 769, a drop of 5.95% compared to 2020.

OVERSEAS STUDENTS DECREASED IN NUMBER



Shanghai has seen a decrease in the number of overseas students from 60,000 to 38,800, including those enrolled in universities studying degrees and non-degrees such as short-term language learning programs, mainly due to the COVID-19 pandemic, said Huang Meixu, director of the Shanghai Institute of Higher Education for Foreign Students. The decrease is "reasonable," Huang said, noting that some overseas students would probably seek "a short-term

program for language in China, but might give up on their plans due to the COVID-19 pandemic."

BEIJING COLOUR-CODES BUILDINGS TO BOOST VACCINATION LEVELS



Beijing is putting up colour-coded signs on buildings in its financial district to indicate what percentage of workers inside have received COVID-19 vaccines. The financial district is leading the campaign to 'green code' its buildings, putting up green circular signs that indicate more than 80% of those working in the building have been vaccinated. Yellow notices are for those with 40% to 80% immunization rates, while red logos indicate fewer than 40% of people are protected.

BAIDU TO LAUNCH PAID DRIVERLESS RIDE-HAILING SERVICES IN BEIJING



Baidu has announced that its fully driverless autonomous taxi service will be hitting the streets of Beijing from May 2, making it the first available paid robotaxi service in China. Its Apollo Go service will initially be available at Shougang Park -- one of the venues for the 2022 Beijing Winter Olympics -- where passengers can travel between sport halls, work areas, coffee shops, hotels, and be available to shuttle athletes and staff during the Olympics.



INTUITIVE AND CARING SERVICE

CREATING BEAUTIFUL MEMORIES FOR CUSTOMERS

Hailed by guests as “a home away from home”, Fraser Place Tianjin offers a caring approach to providing outstanding service. Featuring 192 serviced residences, it has been designed to offer complete facilities for both business and leisure travellers, whether for short- or long-term stays.

Its prime location close to the city’s entertainment district and attractive Water Park make Fraser Place Tianjin perfectly positioned for many exciting activities, from exploring local culture and indulging in a variety of global cuisines, through to winding down on the golf course.

Interview with
Michael Xu
 City General Manager of
 Fraser Place Tianjin



THE FOCUS IS ALWAYS ON THE CUSTOMER, AND THEY MUST CONTINUE TO BE AT THE CENTRE

We recently had the privilege of speaking to Michael Xu, City General Manager of Fraser Place Tianjin to learn more about these stylish serviced apartments.

■ How has Fraser Place Tianjin overcome the challenges of the pandemic period?

Last year was a difficult year. With COVID-19 spreading across the world, and the impact on all walks of life, we also lost some long-stay business. But I'm grateful that in the meantime, our operation teams are working tirelessly to ensure that our guests and fellow staff are safe and comfortable. Many of our colleagues have selflessly stepped forward to ensure that the whole team is still working in high spirits and continuing to provide the best service to our guests, which we have always been known for. Some staff are willing to make personal sacrifices, leaving families behind for a certain period just so that daily operations can continue smoothly.

Once it was clear that the pandemic situation was going to be a global crisis, we immediately started our Fraser Cares initiative to ensure that our guests and staff are well taken care of. We had to pivot our approach and enhance our service offerings to

guests, and this presented an opportunity for us to be more creative. We launched the 'Stay-Inspired' with Fraser' initiative, where we continued to engage with our guests through interactive cooking sessions, and videos on exercise lessons. At Fraser, we have a Customer First culture. In all we do, the focus is always on the customer, and they must continue to be at the centre.

■ What activities are you planning for the 5th Anniversary of Fraser Place Tianjin?

We decided to celebrate our 5th anniversary at this time when the COVID-19 crisis is easing by expressing our gratitude. Online and offline lucky draws will be offered to the public to show appreciation for their support. Free room vouchers to stay in Fraser's Properties around the country will be the prizes. We will also offer promotion rates on the WeChat shopping mall.

■ What recent accomplishments are you most proud of?

In March, in conjunction with the Earth Hour event, our company held an event called 'Opening My 60+ Life', focusing on repurposing recyclable and reusable items, which aroused a strong response. We use recycled mineral water bottles to make

直观与贴心的服务 为客人创造美好的回忆 专访辉盛国际天津城市总经理许斌先生

Fraser Place Tianjin 是如何克服疫情的？

去年是艰难的一年。随着新冠疫情在世界范围内的传播以及对各行各业的影响，令我们失去了一些长住客源。但是，我很高兴在此期间，通过我们运营团队的不懈努力，确保了我们的客人和同事的安全和舒适。我们的许多同事无私地做出了奉献，并保持高昂的工作热情，为我们的客人提供引以为豪的优质服务。有些员工勇于做出个人牺牲，将家人和安全置于身后，才能使工作进行顺利。

一旦从国内外形势判断到新冠疫情将带来全球危机，我们便启动了 Fraser Cares 计划，以确保我们的客人和员工得到妥善照顾。我们必须进行自我调整，并不断增强宾客的服务体验，这为我们自身提供了一个更具创造力的机会。我们启动了 "StayInspired" 倡议，并通过互动烹饪课程和运动课程视频继续与客人互动。在辉盛国际，我们拥有客户至上的文化，在我们所做的所有事情中，核心始终是客户，必须继续成为我们的枢纽。

在 Fraser Place Tianjin 五周年庆典上，您有什么活动计划？

我们决定在国内疫情大为缓解这一刻庆祝我们的 5 周年，以向这个时代致敬。线上同线下的幸运抽奖将向公众推出，以感谢他们的支持。辉盛国际中国区姊妹公寓酒店也纷纷提供了住房券作为奖品。我们还将在微信商城上提供店庆特惠促销价格。

您最近引以为豪的成就是什么？

在三月份，公寓为配合地球一小时活动，举办了 "开启我的 60+ 生活" 的循环再利用物品置换活动，引起了在住客人们的积极相应。我们利用从客房回收的矿泉水瓶制造了精美的工艺品 -- 扬帆起航的轮船，预示了公寓一帆风顺，蒸蒸日上。同时两家公寓共收到置换





exquisite handicrafts, one of which was a sailing ship which indicated that our apartment business is going smoothly and prospering day by day. At the event, the two apartment businesses received more than 200 clothing items, and more than 100 books, magazines and toys. We donated these items to charity organizations. In this way, we successfully combined environmental protection and community welfare activities so that more people could experience Fraser care.

■ What are the company's notable actions and plans for the coming months of this year?

This year, we have reason to be hopeful. As a large number of vaccines are being quickly rolled out and travel restrictions are gradually easing, the worst period is over, and we can look forward to a gradual return to normality.

For the remaining months of this year, we have adjusted our business strategy. With the relaxation of the immigration quarantine policy, we hope to gradually increase the proportion of overseas long-term residents, as well as the proportion of internal business

companies and family travel customers, and develop the domestic medium- and long-term accommodation market, while developing business with foreign customers.

After the great changes in the past year, the public's consumer attitudes and behaviours have changed, resulting in the emergence of many new consumer groups. In addition to the traditional business, leisure and family categories, new types of people, such as girlfriends, gamers, short-excursion travellers and vacationers, are all sources of guests that cannot be ignored in segmenting the market in the future. Therefore, we also hope to explore the possibility of more short-stay guests in these segments.

■ What are the main targets of Fraser Place Tianjin in the next 2 or 3 years?

In the next 2 or 3 years, we will constantly think of more ways to grow. We hope to enhance awareness of the brand by improving services and launching various distinctive activities. Secondly, we hope to develop more brand Service Apartment of Frasers Hospitality as the market share of the existing two Fraser

Place apartment complexes is at the forefront among serviced apartments in Tianjin. We will also successively launch a variety of technological tools and management systems, such as intelligent robots and themed guestrooms. The first Fraser Residence in Tianjin will be opened in 2nd half of 2022 which located in the centre of airport economic zone, as an international living community with international school, restaurants, shopping mall, leisure and entertainment facilities to provide the ideal living experience for high-end businesspeople.

In the future, we will continue to provide guests with a comfortable and convenient accommodation experience with high-quality products and services, adhering to the core values of the Fraser Group, and creating beautiful memories for customers through intuitive and caring service, becoming a provider of quality accommodation, the best choice for customers, employees and business partners.

Known worldwide for its warm hospitality, comprehensive service and chic design, there is no better place to enjoy Tianjin at its most cosmopolitan than at Fraser Place Tianjin. ☑

衣物两百余件, 书本杂志及玩具等百余件, 我们将这些物品捐给了慈善机构, 成功将环保与公益活动有机结合起来, 令更多人感受到辉盛情怀及关爱。

今年未来几个月的重大行动和计划是什么?

今年, 我们满怀期待, 随着大批量新冠疫苗的迅速推广, 国内旅行限制逐渐放宽, 最糟糕的时期已经过去, 我们期望着各行各业逐步恢复常态。在接下来的几个月中, 我们也调整了业务策略。随着入境检疫政策的逐渐放宽及调整, 我们希望在逐步恢复原来境外长住客户的同时, 提高境内商务公司及家庭旅行客源的比例, 在发展外国客户的同时开拓国内中长期住宿市场。

经过过去一年的巨大变化, 公众的消费态度和行为发生了变化, 导致出现了许多新的消费群体。除了传统的商务, 休闲和家庭类别, 诸如闺蜜, 游戏族、周边短途旅行和留守度假者之类的新型客群也丰富了疫情期间的客源, 将来在细分市场时将不容忽视。因此, 我们在此细分市场中寻找更多合适的短期住宿者。

未来2、3年, Fraser Place Tianjin 的主要目标是什么?

我们希望通过不断提升服务并开展各种有特色的活动来提升品牌的知名度, 其次希望目前天津两家辉盛坊国际公寓在本地公寓市场占有率跻身前列的情况下, 引进更多辉盛国际旗下的连锁品牌服务公寓。我们将陆续上线多种科技工具及管理系统, 例如智能机器人、主题客房等。预计在2022年下半年, 天津首家辉盛庭国际公寓也将落子空港经济区中心地带, 周边是集国际学校、餐饮、休闲娱乐等商业配套为一体的国际生活社区, 为高端商务人群提供理想的居住体验。未来, 我们将继续以优质的产品和服务为广大宾客带来舒适、便捷的住宿体验, 秉承辉盛集团的核心价值观, 用直观贴心的服务为顾客打造美好回忆, 成为优质住宿提供者, 成为顾客、员工及合作者的最佳选择。

Visit us online:
btianjin.cn/20210501



Haier

HAIER'S INDUSTRIAL INTERNET TRANSFORMING FIRMS

Chinese home appliance giant, Haier Group, is making broader efforts to leverage the industrial internet to help companies across the world drive digital transformation.

Zhou Yunjie, president of the Haier Group and a deputy to the 13th National People's Congress, has been making suggestions on the industrial internet for five consecutive years in hopes that the country's manufacturing industry will be "smarter, bigger and stronger" through the industrial internet.

The industrial internet, along with cloud computing, big data, the internet of things, blockchain, artificial intelligence, virtual reality and augmented reality, has been defined by the country as being one of the "key industries" for digital economy in the newly released 14th Five-Year Plan (2021-25).

The plan called for accelerated efforts to leverage the industrial internet to drive data-enabled and coordinated transformation of entire industry chains, and said that the country will build a number of international-level industrial internet platforms in key industries and regions during the period.

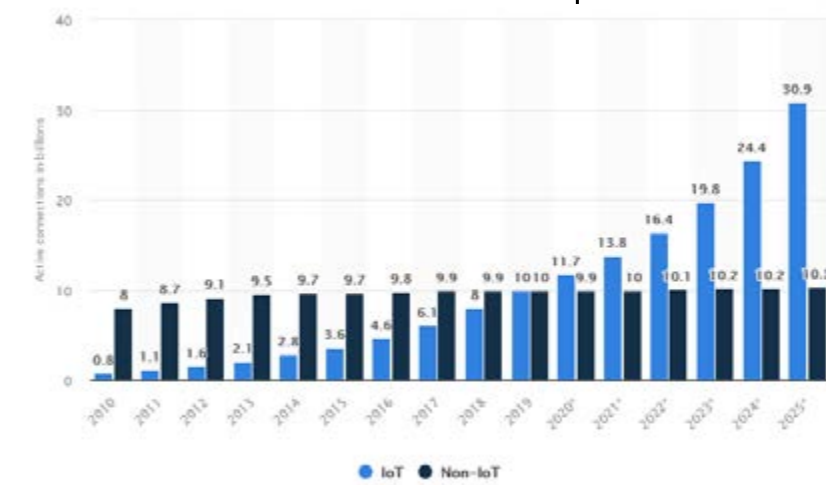
Undoubtedly, the manufacturing industry is one of those which have been the most influenced by digital transformation. Industry 4.0, Smart Manufacturing, Industrial Internet and other concepts are all relying on the digital transformation of enterprises. The Haier Group has always been at the forefront of the industry, dealing with the challenges brought by disruptive changes in the development of the industry by establishing a complete set of smart manufacturing systems.

More than 700,000 companies have been connected to Haier's industrial platform COSMOPlat, the first of its kind in the world. COSMOPlat also topped the list of leading domestic cross-industry and cross-domain industrial internet platforms supported by the Ministry of Industry and Information Technology for two consecutive years.

While home appliance industry revenue in the United States continued to decline last year due to challenges brought by the COVID-19 pandemic, Haier hit record highs in revenue and profit. To date, Haier's COSMOPlat has been applied in trials in GEA, Fisher & Paykel in New Zealand and Japan's Sanyo.

For the manufacturing industry, the greatest change brought by digital transformation is the change of business models, and for Haier, such change is realized by the creation of a smart manufacturing system. Haier has taken "interconnected factories" as the core of smart manufacturing. It hopes to join hands with users to establish a network-based production model that is different from the traditional order-based model, so that users who lack basic technological knowledge, and designers and suppliers who do not know the needs of users can collaborate on the shared design platform provided by Haier, thus truly realizing personalized order production for customers.

Zhou added that he believes that China, as both a global manufacturer and an internet powerhouse, must develop its own user-driven industrial internet system featuring interaction and integration with consumers.



Internet of Things (IoT) and non-IoT active device connections worldwide from 2010 to 2025 (in billions)

China is the only country in the world that ticks all 41 industrial categories under the United Nations' industrial classification standard, with abundant application scenarios. Those advantages grant China unique benefits in developing industrial internet systems, Zhou said.

He said he expects that China will sharpen its global competitive edge in diversified competition over the next three to five years, and contribute a "Chinese model" that features mutual benefits for the world's industrial transformation.

During this year's two sessions, Zhou suggested that the country should first establish a national-level open source alliance using the industrial internet platform to encourage developers to participate in developing open source codes and systems.

In his suggestions, Zhou called for joint efforts to promote the building of basic common standards in platforms, networks and security, and realize data interconnection and intercommunication between platforms and industrial apps.

The Ministry of Industry and Information Technology has stated that China has already nurtured over 70 industrial internet platforms that have regional influence, with related applications covering over 30 key industries across the country. More than 350,000 industrial enterprises are connected to cloud platforms.

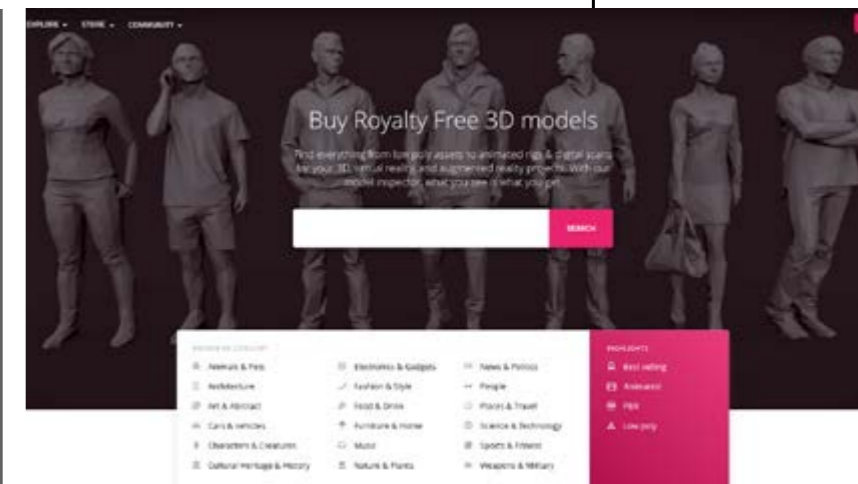
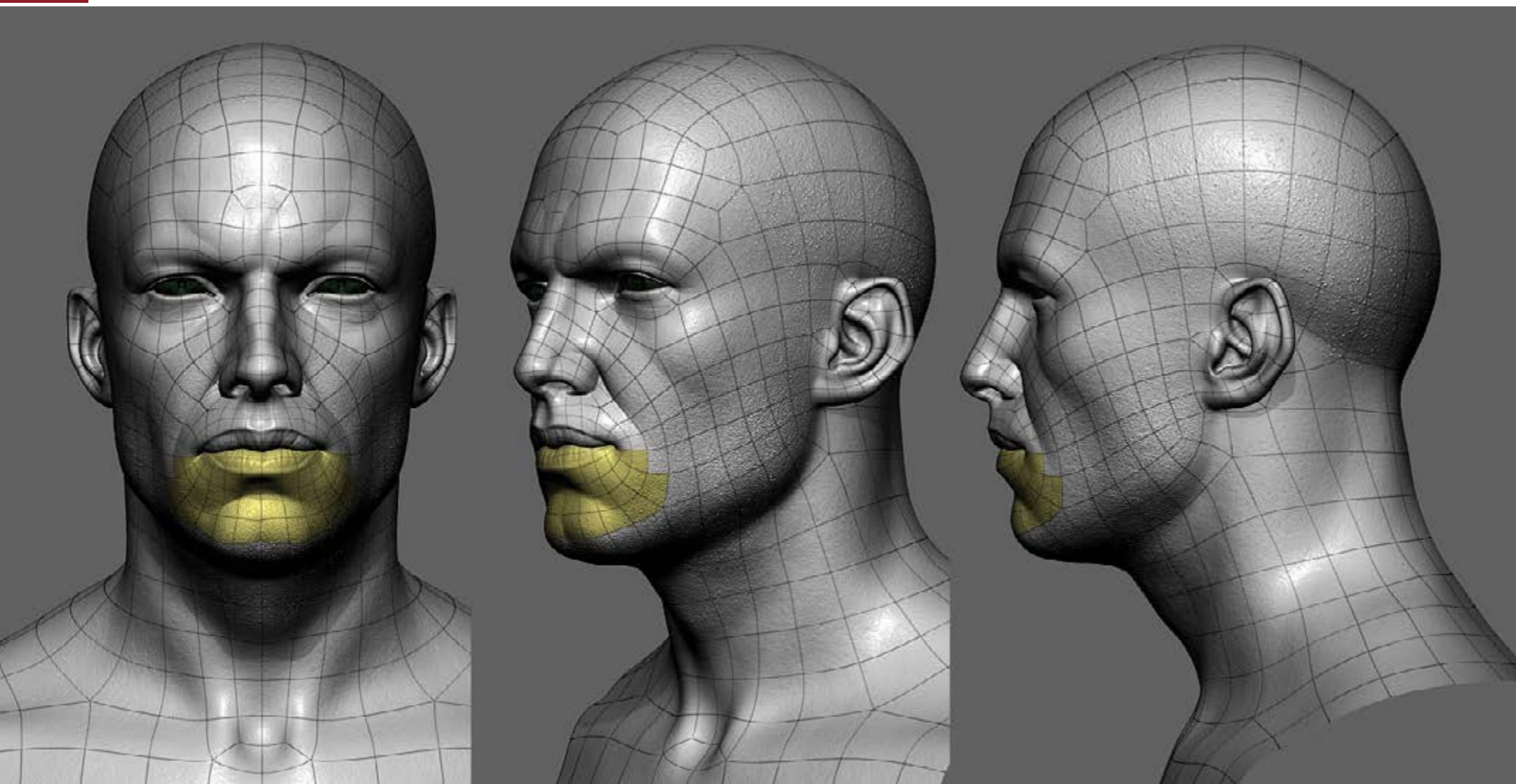
According to the association, by 2025, there will be 13.8 billion industrial internet of things connections worldwide, with China accounting for some 4.1 billion of them, or one-third of the global market.

However, Zhou pointed out that new challenges have emerged, including the uneven development levels of Chinese companies and the conflict between differentiated needs and limited supply capacity of current industrial internet systems.

海尔共建共享工业互联网平台 转型升级工业 4.0

中国家电巨头海尔集团正在作出更大的努力，以利用工业互联网来帮助世界各地的公司推动数字化转型。全国人大代表、海尔集团总裁周云杰表示，在“双循环”新发展格局驱动下，工业互联网将迎来重大机遇。今年两会，周云杰提交了4大议案，其中就包括“建设中国特色工业互联网体系”，引发了外界的关注与讨论。国家“十四五”规划提出，以数字化转型整体驱动生产方式、生活方式和治理方式变革，实施“上云用数赋智”行动，推动数据赋能全产业链协同转型。在这其中，工业互联网扮演的是基础设施的角色，将驱动整个工业经济朝着数字化、网络化、智能化方向深入发展。工业 4.0，智能制造，工业互联网和其他概念都依赖于企业的数字化转型。海尔集团是中国家电产业的领先企业之一，自 2009 年以来一直保持全球大型家电市场占有率第一的地位。2012 年，海尔开始施行网络化战略，利用互联网经济特征，通过在生产制造方面向数字化、网络化、智能化转型，力图实现企业整体的转型升级。其中，最主要举措就是建设海尔智能制造平台（Cloud of Smart Manufacture Operation Plat）。海尔 COSMO 平台作为海尔自主研发的、自主创新的、在全球引领的工业互联网平台，未来发展愿景为建立以用户为中心的社群经济下的工业新生态。

Visit us online:
btianjin.cn/20210502



Some stores also take a certain amount of your sales as a fee for letting you use their platform.

HOW TO INCREASE YOUR REACH AND PROFITS

As mentioned, in today's world, time is money. Developers purchase pre-built asset packs for their applications on these stores so that their labour is mainly focused on the game and not on its details. They desire a complete set of assets that complement one another and are reusable. Make sure that any asset that can have dependencies is sold as a complete package. It saves the developer time and effort to look for assets that go with one another, also leaving you the room for a higher asking price for the complete package.

It would be best if you varied the asset plugins by implementing multiple versions. Use one property, although that would be rare but exclusive. It could draw more reviews, position you at the top of search results, and boost overall sales for other resources registered under your title.

Aside from having the asset package as eye candy, aim to add a bit of individuality to some of them. Other assets that appear for a related search word would be identical, and the distinction will pay off. It will help if you search for such differentiators to use on your assets.

It means that the time you spend on every task is time you don't spend on other activities. So, the question is, where am I spending my time most profitably? Every decision, financially, should be preceded by this question in life. Stock asset websites/companies run on a volume-based business model. The more items they catalog in their individual shops, the greater the probability of a sale, as it seems to be plentiful, which is a psychological selling tactic. If you can produce good quality models that are unique and in-demand demographics at that time, you could make a good profit on the time you invest. But, before quitting your day job for selling assets online, demarcate your living expenses and production abilities. **B**

Visit us online:
btianjin.cn/20210503

3D 模型商店的盈利能力如何？

“3D 建模”通俗来讲就是，使用三维制作软件，通过虚拟三维空间构建出具有三维数据的模型。运用 3D 模型技术来完成真人 CG 的基础人物模型和动作还有场景。整个作品从模型制作、灯光制作、材质渲染、细节润色、渲染合成等最终制作完成。作为开发人员，您可以将自己的独特道具放置在 3D 模型商店中，比如说您自己建模的椅子，桌子，皮肤等等。这样，游戏开发工作室就不用自己为这些小道具而浪费时间，可以直接运用您的道具。那么，售卖这种 3D 道具可以盈利吗？发展前景又如何？请阅读本文以了解更多信息。

HOW PROFITABLE ARE THESE STORES?

The assets that are sold on stores such as Unity's asset store can make a significant sum of money if they are unique and well-built. There are a few aspects that determine your profits on these sites. The most important one is availability; for a simple tree or grass asset, you might not even sell a single set. On the other hand, a full-scale helicopter or a particular scene that is not readily available or is very distinctly styled can attract a lot of game developing companies.

Your margin of profit follows the law of demand and supply. The more the need for a particular item, the higher the asking price. More so, if your model is one of a kind. If the supply is big, i.e., the store is already full of it, you cannot expect similar returns for the time invested in designing the asset.

HOW PROFITABLE ARE 3D ASSET STORES?

Do you make 3D models and animations, and assets for 3D games and applications? Millions of game-developing studios do not want to waste their time making thousands of tiny assets in their games. Their primary focus is on pushing out as many games as they can in a year. The developers have very tight deadlines to meet, and with massive games being developed by smaller teams, their immediate goal is to deploy the game's logic and its broader essence of gameplay.

You, being a developer, can put up your unique assets on 3D asset stores like Unity's asset store, 3dassetstore,

Sketchfab, etc., for sale. These assets, depending on the store's availability, quality, and complexity, can sell for quite a lot of money. As an artist, the library of your media should be full of rich content. If you're a developer, you need to build a portfolio with quality, well-documented, easy-to-use tools, scripts, editor extensions, shaders, or add-ons. It won't be as easy as creating a model and just sitting there thinking it's going to make you wealthy. It's challenging work, needing tons of extra hours compared to a day job, with many support hours for developers creating extensions, scripts tools.



MORE THAN 20 STEPS ANNOUNCED TO OPEN HAINAN FURTHER

China has announced special measures aimed at further relaxing market access in China's southern Hainan Free Trade Port, involving sectors such as pharmaceuticals, finance, gaming and new energy vehicles.

The country outlined 22 steps to help facilitate the free flow of key production factors, cultivate industries with comparative advantages, and build a high quality free trade port with high standards, according to a document jointly released by the National Development and Reform Commission and the Ministry of Commerce.

According to the document, China will support Hainan in the sale of prescription drugs over the internet, as well as the development of the online games sector, and it will explore

delegating the approval of online games to Hainan. It will also support the island in building charging stations for new energy vehicles and pressing ahead with autonomous driving technologies.

New measures also include boosting the innovative development of homegrown high-end medical equipment, broadening market access in the pharmaceutical field, encouraging financial institutions such as securities and funds companies to set up in Hainan, improving the market access environment for Hainan's commercial aerospace industry and promoting its high-quality development, as well as boosting the development of the cultural and education fields.

Source: China Daily



CHINA BEGINS CONSTRUCTION OF ITS FIFTH ROCKET LAUNCH SITE

Ningbo, a port city in eastern China, has launched an ambitious plan to build the country's fifth rocket launch site under a longer-term goal to ramp up space infrastructure to meet the demands of an expected boom in commercial missions.

An engineering company in eastern Zhejiang province won a tender on April 1 to construct the launch pad in Ningbo, as well as a section of the command centre and an assembly and testing facility, according to a document posted on the website of the Ningbo Free Trade Zone.

As part of the Zhejiang government's infrastructure plans for 2021–2025, Ningbo will invest 20 billion yuan in a rocket launch centre in the county of Xiangshan, or "Elephant Hill". The centre will be capable of launching 100 missions a year. According to media,

Xiangshan has a favourable latitude for rocket launches, comparable to Cape Canaveral, home of the Kennedy Space Centre in Florida.

In the next five to 10 years, China envisions massive constellations of commercial satellites that can offer services ranging from high-speed internet for aircraft to tracking coal shipments. To meet the demand for launches, China will have to build bigger rockets that can carry more satellites, or build more launch sites, or both. China currently has four launch sites, three inland and one on the southern island of Hainan.

China launched 39 missions in 2020, including an unmanned probe to Mars, and is expected to see more than 40 launches this year, according to state media.

Source: The Business Time





CHINA-ASEAN EXPO TO BE HELD ONLINE, OFFLINE IN SEPTEMBER



The 18th China-ASEAN Expo will take place both online and offline in Nanning, capital of South China's Guangxi Zhuang autonomous region, in September, the organizer said.

This year marks the 30th anniversary of dialogue relations between China and the Association of Southeast Asian Nations. This year's expo will help expand the platform functions of the expo. It will also further serve the construction of the

Belt and Road Initiative and the Regional Comprehensive Economic Partnership.

The expo will have an exhibition area of 124,000 square metres and hold exchange activities in economy and trade, science and technology, and the digital economy and health, said Wang Lei, secretary-general of the China-ASEAN Expo Secretariat.

In 2020, trade between China and the

ASEAN reached \$684.6 billion, bucking the trend to post a year-on-year increase of nearly 6.7 percent. The ASEAN remained China's largest trading partner, demonstrating the massive potential and strong resilience of China-ASEAN economic and trade cooperation, said Wei Yan, an official with the Ministry of Commerce.

Yang Zhuo, another commerce ministry official, advised focusing on the development opportunities of the RCEP and expanding and deepening cooperation in fields including health, new business models, and technological innovation.

Total two-way investment between China and ASEAN reached \$22.31 billion in 2020, according to Yang.

Source: China Daily



QUANTS GETTING READY TO POUNCE AS CHINA'S COMMODITY MARKETS BOOM

Trend-following hedge funds in Europe and the United States are waiting in the wings as China opened up its futures markets in everything from coal and soya beans to silver.

These quantitative traders are looking to ride the momentum of hard and soft commodities in the world's second-largest economy after policymakers eased access for foreigners in November.

So-called commodity trading advisers (CTAs) who are actively considering the move include AlphaSimplex Group in the US, Transtrend in the Netherlands and Aspect Capital in the United Kingdom.

While individual contracts still have to be approved for trading, speculative investors see new opportunities to generate big returns in assets hitched to the Asian nation's business cycle.

Chinese-managed futures strategies overall have returned 71 per cent over the past five years, said Shenzhen PaiPaiWang Investment & Management. That is a world away from the well-documented struggles that have lashed CTAs in developed markets.

Since November, the government has given the green light to overseas funds qualified for two existing programmes, known as QFII and RQFII, to trade mainland futures, including bonds and commodities. Previously, global hedge funds typically had to use swaps or set up local units. Man Group, Winton Group

and GAM Systematic are among trend followers already active in the country.

"We are exploring to become QFII licensed to actively participate in these markets and contribute to liquidity, risk transfer and price discovery," said Andre Honig, executive director at US\$4 billion CTA Transtrend.

China has been gradually opening up its capital markets in a bid to project its economic strength and lure fresh capital. Officials have also introduced a growing list of yuan futures to boost the country's pricing power over commodities like crude oil and palm olein.

Caution remains the guiding principle for regulators, however. For instance, foreign investors can only trade stock-index futures for hedging rather than speculative purposes, a requirement that has not yet been officially lifted.

But with trillions of dollar's worth of futures contracts changing hands every month, systematic investors in the US and Europe see plenty of opportunities. "They're hugely liquid," said Chris Longworth, senior scientist at GAM Systematic. "They've had strong trends. It's everything we look for in an asset."

China was home to five of the most-traded contracts globally in 2020, as shown in a recent report from Man Group: steel rebar, soya bean meal, silver, methanol and purified terephthalic acid, an ingredient needed for polyester. The country also

offers a handful of commodity futures found pretty much nowhere else, such as eggs, glass and even red dates.

All that means that after years of underperformance, CTAs are looking to the Asian nation to revitalise their strategies.

The Man report provides encouragement on that front, estimating that a momentum portfolio in Chinese commodities would have beaten a similarly designed strategy in global markets in 13 of the last 15 years.

Chinese futures tied to the business cycle from steel rebar to coking coal have staged an especially strong rally in recent months as demand bounced back, with the former up 22 per cent just this year. The domestic futures also have a tendency to be relatively insulated from the ebbs and flows of developed-market price swings. Chinese and US corn contracts, for instance, only have a 0.24 correlation, less than that between global copper and soya beans, or WTI crude and silver, said Man which has been trading Chinese futures since 2014.

That is partly because mainland derivatives have not been easily accessible to foreign investors to-date and the fact that commodities in the country are subject to different economic and environmental factors.

Source: The Business Times



Key development blueprint offers glimpse into

CHINA'S SCI-TECH FUTURE

A plan for the development of China in the next five to fifteen years has gained massive attention as it offers a glimpse into the country's innovation path and future sci-tech scenes.

China will uphold the central role of innovation in its modernization drive and make greater efforts to achieve breakthroughs in key and core technologies, according to the draft outline of the 14th Five-Year Plan (2021–2025) for national economic and social development and the long-range objectives through the year 2035.

The draft outline, which is under review by lawmakers and political advisors across the country at the annual "two sessions," shed light on a future where people lead a more digitalized life, and scientists blaze new trails in frontier areas such as next-generation artificial intelligence (AI) and gene

technology.

The draft outline listed several sci-tech frontier areas that China will boost, including new-generation AI, quantum information, integrated circuits (IC), brain science, genetic research and clinical medicine.

"Like water and electricity, AI will enter almost every aspect of life in the next five to ten years," said Liu Qingfeng, a deputy to the 13th National People's Congress (NPC) and board chairman of iFlytek, a leading Chinese AI firm.

Liu depicted AI teachers, AI assistants, AI doctors and a rise in "smarter" elderly care services empowered by AI technologies.

CHINA HAS ESTABLISHED 13 APPLIED MATHEMATICS CENTRES AND PLANS TO BUILD SEVERAL RESEARCH CENTRES AND PLATFORMS FOR BASIC DISCIPLINES.



Yao Dezhong, another NPC deputy and a professor at the University of Electronic Science and Technology, said he was greatly encouraged to find that brain science, which he is engaged in, is among the frontier areas included in the blueprint.

"It will facilitate the diagnosis and treatment of brain diseases, inspire the research of brain-like intelligence technology and promote the development of a new-generation AI industry," Yao said.

The draft outline also emphasized deep-space, deep-sea projects and polar exploration.

China's Mars probe Tianwen-1 is expected to land on the red planet in May or June this year, and the country is expected to complete the construction of its space station by around 2022. China will also conduct other interstellar explorations during the next five years.

China will take self-reliance in science and technology as a strategic underpinning for national development, according to the draft outline.

However, there are still weak links in China's drive to build an innovative country, although it has made a series of sci-tech achievements.

China's self-developed chips have already been widely used in the Beidou Navigation Satellite System and supercomputers, but there is still a gap compared with the world's most advanced technologies in the area.

According to the five-year plan, China will strengthen its original sci-tech innovation and pool resources to develop key technologies in fields including biosafety, medical equipment, core components and basic materials, among others.

China will invest more in basic research over the next five years, with such funding expected to reach over 8 percent of all research and development (R&D) expenditure, according to the draft outline. It will also formulate a 10-year action plan for basic research.

Enterprises also embrace the importance of basic research. Tech giant Tencent has launched the Xplorer Prize to engage more in basic science and cutting-edge technology research.

Pony Ma, chairman of Tencent, said he hopes to see more enterprises and social capital investing in basic research.

"We will also strengthen the integration of the innovation and industrial chains, and promote the commercialization of achievements in core technologies and basic research," said Ma, a deputy to the NPC.

The draft outline said China would strengthen international sci-tech cooperation that is more open, inclusive and beneficial to all.

As China has increasingly integrated itself into the international innovation landscape, the country's sci-tech development will be an even more important engine for global innovation.

China's 500-metre Aperture Spherical Radio Telescope (FAST) is scheduled to be available for scientists worldwide from April 1. In the first year of the telescope's opening to the global scientific community, about 10 percent of the observation time will be reserved for foreign scientists.

China has actively cooperated with the world in lunar exploration, Mars probe and satellite projects.

Although China is pursuing a path of technological self-sufficiency, it does not mean the country will shut itself out of the global sci-tech scenes. **B**

“十四五”中国新一代人工智能产业发展前瞻

新一代人工智能是基于新一代信息技术的发展和人类智能活动规律的研究，用于模拟、延伸和扩展人类智能，其呈现出深度学习、跨界融合、人机协同、群智开放和自主智能的新特点。根据《“十四五”规划纲要和2035年远景目标纲要》，“十四五”期间，我国新一代人工智能产业将着重构建开源算法平台，并在学习推理与决策、图像图形等重点领域进行创新。根据《新一代人工智能发展规划》，到2025年，我国人工智能基础理论实现重大突破，部分技术与应用达到世界领先水平，人工智能成为带动我国产业升级和经济转型的主要动力，智能社会建设取得积极进展，人工智能核心产业规模将超过4000亿元，带动相关产业规模超过5万亿元；到2030年，我国人工智能理论、技术与应用总体达到世界领先水平。

Visit us online:
btianjin.cn/20210504



DIGITAL TECHNOLOGIES

KEY TO MODERNIZATION OF FARM ECOSYSTEM

Farmers play a vitally important role in the global community. Their hard work and dedication produce the food and other essential crops that we all depend on. Agriculture is the most basic priority of a successful society.

China has successfully developed its agricultural sector over the past decades, but such development has also contributed to a shortage of good farmland as well as putting a strain on water supplies. Beyond our borders, the whole world faces an urgent need to collaborate on climate change and environmental protection.

In 2020, the COVID-19 pandemic also disrupted farming, reminding us of the fragility of food supply chains and their critical importance to people everywhere. Holistically, it's clear that a strategic approach to farming is key to human well-being and stability.

China's leaders are meeting these challenges head on, and today, food security is the government's primary agricultural focus. Advancing agricultural modernization, especially agricultural technology modernization, and strengthening the integration of agriculture and technology were incorporated in the 14th Five-Year Plan (2021–25).

The recently released No 1 document of 2021 highlighted the need for rural revitalization and the importance of modernizing agriculture. The central government again pledged that it will ensure adequate grain output and

improve food safety and the quality of agricultural products, which will be the top goals for this year.

While Chinese consumers are increasingly paying attention to food quality and safety, improving the quality and nutrition of crops becomes equally important with confidence in consumption of agricultural products, which means teaching farmers how to maintain yields without overusing fertilizer and pesticides.

This is why building a modern agricultural ecosystem is important, and this is where digital and technological

platforms can make a huge difference. One example is that we can now provide information on local weather patterns, and weed and insect threats, to enable farmers to confidently increase yields and reduce pesticide use.

With modern agriculture platforms and smart farming technology, including drone and satellite imagery and pattern modelling, now available, we are able to provide farmers across the country with the support they need, using their mobile phones as intelligent environmental tools and resources.

These transformations are already taking place and will help Chinese farmers quickly leapfrog into modern, highly efficient agricultural techniques, while also reducing the use of fertilizers and pesticides, and saving water.

China's plans to support market players in establishing regional centres that provide comprehensive agricultural services covering the whole supply chain are also exciting for the entire industry and all market participants.

With modernized agriculture, the income gap between rural and urban residents can be further narrowed, and poverty alleviation outcomes will be further consolidated. Creation of more jobs is also expected in rural regions as the entire industry value chain develops further.

All these factors will help ensure that by 2025, China will see substantial progress in the modernization of agriculture, and by 2035, following a timeline outlined in the No 1 document, achieve the goal of making "decisive" progress in this regard.

Making agricultural production more sustainable and environmentally friendly while digitally connecting farmers to consumers represents not only the trend for Chinese agriculture, but also the future of global agricultural development.

It is important to carry out and expand farmer training and capacity-building projects all over the world, using scientific and technological research and development to help farmers quickly respond to the problems

Visit us online:
btianjin.cn/20210505



agricultural production, including how to combat climate change, abnormal weather, and other challenges.

By tracing and analysing data from across China, it would be possible to ensure that farmers who have been trained, and are equipped with modern agriculture technologies and tools, produce better quality agricultural products with a higher land utilization rate, improved fertilizer utilization rate, and reduced carbon emissions.

Agriculture also plays an important role in tackling global climate change issues. Facing the ambitious goal of achieving carbon neutrality, the agricultural sector and leading companies shoulder great responsibilities and will also embrace great opportunities.

Enabling farmers worldwide to be more productive, more environmentally sustainable, more independent, and more risk-resilient in the face of extreme weather and disease is the key to feeding and protecting the whole planet. **B**

数字科技赋能农业，未来农业大趋势

农民在全球社会中发挥着至关重要的作用。他们的辛勤工作和奉献精神造就了我们赖以生存的粮食和其他重要农作物。农业是成功社会的最基本优先事项。在过去的几十年中，中国已经成功地发展了农业，但这种发展也导致了良好耕地的短缺，并给水供应造成了压力。超越国界，全世界都迫切需要在气候变化和环境保护方面进行合作。2020年，新冠疫情也破坏了农业，使我们认识到了食品供应链的脆弱性及其对各地人民的至关重要性。从整体上看，战略性耕种方法对人类的福祉和稳定至关重要。如今，粮食安全已成为政府的主要农业重点。党的十九届五中全会审议通过的《中共中央关于制定国民经济和社会发展第十四个五年规划和二〇三五年远景目标的建议》，对新发展阶段优先发展农业农村、全面推进乡村振兴作出总体部署，为做好当前和今后一个时期“三农”工作指明了方向。中央政府再次保证将确保足够的谷物产量，改善食品安全和农产品质量，这将是今年的首要目标。尽管中国消费者越来越关注食品质量和安全，但对农产品的消费充满信心，提高作物的质量和营养也同样重要，这意味着教会农民如何在不过度使用化肥和杀虫剂的情况下保持产量。





CHINA'S TOURISM SECTOR REPORTS ACCELERATED RECOVERY

The country's tourism sector has reported a strong recovery so far this year and is expected to continue its current momentum as China further lifts travel restrictions amid a stable COVID-19 situation.

The tourism sector logged encouraging statistics during the Spring Festival holiday in mid-February. Domestic tourism revenue recorded year-on-year growth starting from the third day of the weeklong holiday, while the number of tourists traveling to and from major tourist destinations like Guangdong, Shanghai and Beijing exceeded or almost reached the levels seen during the 2019 Spring Festival.

The demand for leisure city travel, vacations in the suburbs, family trips and study tours showed a strong upward trend.

The country's civil aviation industry handled approximately 23.95 million passenger trips in February, a jump of 187.1 percent year-on-year, the latest data from the Civil Aviation Administration of China showed. Air travel picked up steam soon after the holiday, during which many Chinese

people opted to stay put in response to the government's call to avoid unnecessary gatherings.

Passenger traffic on domestic routes has returned to the level seen during the same period in 2019.

Increasing hotel bookings also pointed to people's willingness to travel. Sanya, Wuxi and Lhasa are among tourists' favoured domestic destinations.

Hotel bookings for the Tomb-sweeping Day holiday in early April had increased to 4.5 times the number of bookings seen on the same date a year earlier.

Beijing has relaxed COVID-19 restrictions as the Chinese capital has seen no new locally transmitted cases for over a month. Those traveling from domestic low-risk areas and arriving in Beijing are not required to provide negative nucleic acid test results, and taxi and online car-hailing services between Beijing and other cities will resume. Temperature checks will also be unnecessary at community and village entrances, while indoor and outdoor cultural

and entertainment venues such as parks, scenic spots, libraries, museums and theatres will be allowed to hold up to 75 percent of their visitor capacities.

Data showed soaring air and train ticket bookings in and out of Beijing immediately after the announcement from the municipal government.

Industry insiders said people are using the coming holidays to make up for the trips they missed earlier.

The costs of travel, accommodation and entrance tickets to cultural and entertainment venues have declined significantly since the outbreak of COVID-19, and some local governments may continue offering travel vouchers to attract tourists, allowing people to take highly cost-effective vacations this year, said Ma Yiliang, an analyst with the China Tourism Academy. According to a report from the academy, an estimated total of 4.1 billion domestic tourist trips will be made in China this year, up 42 percent from 2020.

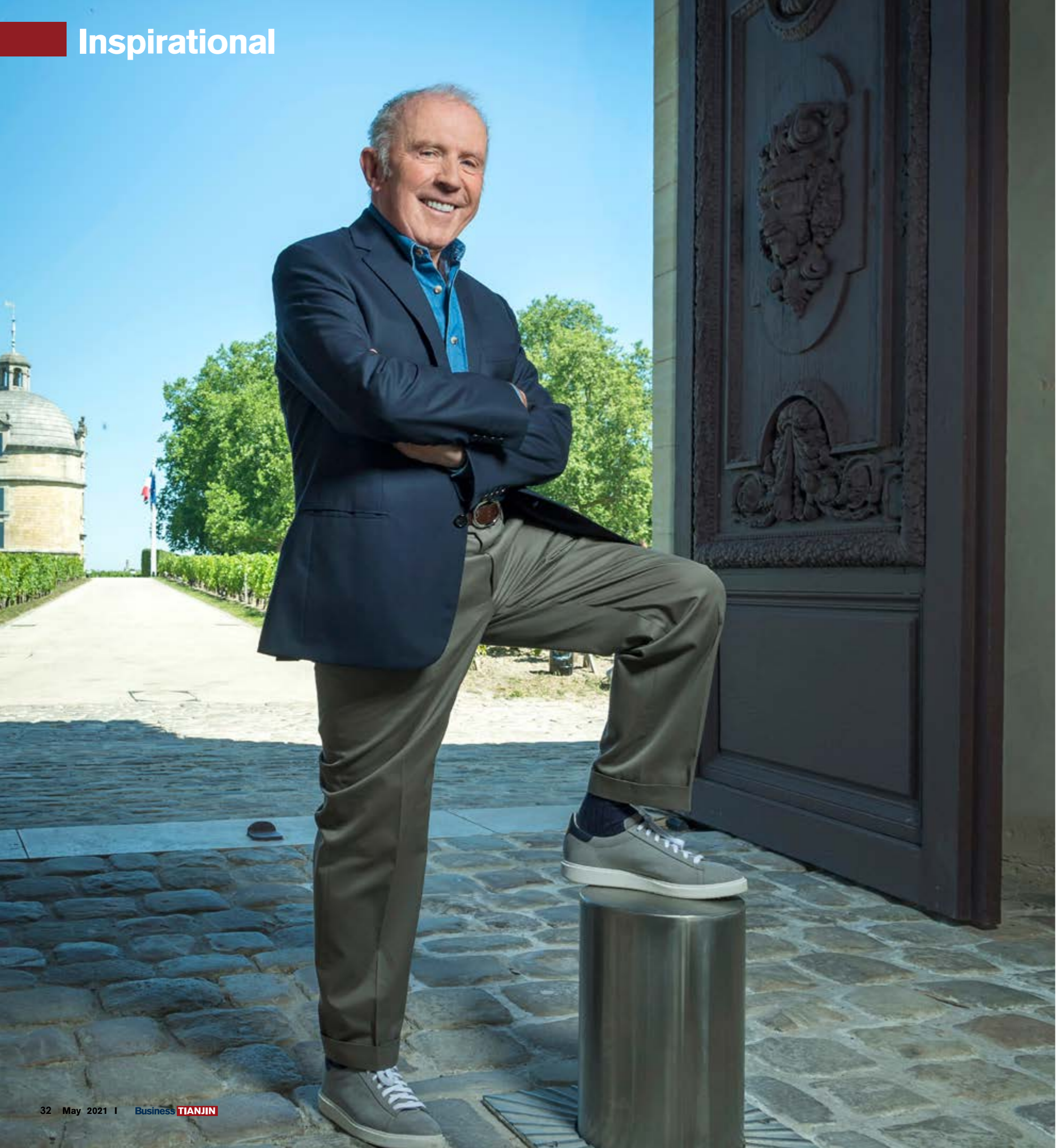
Domestic tourism revenue is expected to surge 48 percent to reach 3.3 trillion yuan. **B**

中国旅游市场复苏加速

2020年，突发的新冠疫情波及全球，疫情使消费者外出意愿下滑，旅游业作为受影响最大的板块之一，其各大细分板块下滑速度和幅度超预期。旅客出游量是整个行业景气度的参考指标，自疫情爆发起来，出游量骤降，一季度国内旅游人数同比下降83.4%，但随着中国实施严峻的社会防控措施，疫情逐渐好转。文旅部为支持旅游业复苏，循序渐进推出复工复产复业相关文件，指导旅游业有序复苏。以季度出游数据变化来看，旅游人数下滑幅度每季度收窄，境内旅游即将迎来全面复苏。与此同时，随着疫苗接种进度持续推进，若接种进度顺利，各国开启健康证明互认将为仍受重创的国际旅游带来复苏的希望。

Visit us online:
btianjin.cn/20210506





A LUXURY GOODS TRADER

Successful entrepreneurs' lives are always inspiring, and their stories help people keep a positive attitude. The following story is about a self-made billionaire businessman who took several years to build his empire and eventually make it into the world's top luxury brand.

He is a big name in the fashion retail and luxury industry, and created his legacy in the fashion capital of the world, Paris, which is his hometown. The brands he produces are still a dream for more than half of the world's fashion lovers. This successful entrepreneur's life has been a series of competitions and battles to secure a place on his own.

CHILDHOOD AND EARLY DAYS

Nothing was exceptional about his childhood days. He was born and brought up in Les Champs-Geraux, a small village in Brittany, France. His family had a timber business, and he grew up observing the family business. He got his first lessons in entrepreneurship from his father. He left high school at the age of 16 because he was subjected to constant bullying from classmates for his rural accent.

HIS FIRST JOB

After dropping out of high school, he joined his father's business. After 11 years in the lumber business, he took bank loans to start his first business, a wood trading company in Rennes, Société Pinault. Slowly, he began to expand the business into different franchises.

In the following years, he took over several

companies that were going bankrupt and made them successful. In the next four years, he bought Printemps, a French department store chain, and La Redoute, a mail-order company, which was the beginning of growing his company into a luxury commodity brand.

BIRTH OF PPR

In 2005, he merged Printemps and La Redoute to create a new company, and named it Pinault-Printemps-Redoute, publicly known as PPR. His success resulted from the strategic moves and executions in buying companies and shares through a series of partnerships and stakeholders, keeping his focus on luxury brands and items.

THE PATH TO GUCCI

His real success came after acquiring a 42% stake in Gucci. He merged PPR with the Gucci group, its subsidiary since 1999, bringing Gucci's luxury portfolio under his direct supervision. By this time, PPR had grown into the third-largest luxury goods company globally and become one of the biggest names in the luxury fashion retailer space.

With each passing year, his business's annual revenue grew, and the growth established his

position in the billionaire club.

KERING, THE NAME OF HIGH-END LUXURY

In 2003, the company changed its name from PPR to Kering, and he appointed his son as the chief executive officer. Kering has become the third-largest luxury fashion company in the world, running the biggest names in fashion—Gucci, Saint Laurent, Alexander McQueen, watch brand Girard Perregaux, and Italian fashion brands Bottega Veneta and Balenciaga.

He also had shares in the world-famous Puma brand, but sold those shares in an attempt to transform Kering into a solely luxury group. He became the second richest man in France and was listed in the Forbes top 50 wealthiest global entrepreneurs.

THE POWERFUL FAMILY

His family is one of the richest and most influential in the world. He was married twice, and has three children from these relationships. His second wife, Louise Gautier, who is an antique trader, infused in him the passion for contemporary art.

His acquisition are many. He is the owner of a 190-acre winery, Chateau Latour, and a theatre in Paris. He is also the proud owner of Ponant, an expedition company. Being a sports enthusiast, he acquired the ownership of the Bretagne soccer team, Stade Rennais F.C. Furthermore, the auction house, Christie's International, is under his sole control.

Apart from the Chateau Latour winery, he has also invested in several other vineyards, as well as the Le Point news magazine.

The family makes several donations to different causes, and one of the most significant contributions was \$109 million to rebuild the fire-ravaged Notre Dame Cathedral.

CONTEMPORARY ART LOVER

After handing over the responsibilities of his empire to his son, he shifted his focus to art. He has one of the world's largest art collections, with around 3,000 pieces worth \$1.2 billion. He collected art globally, and some of the greatest works are those of artists, Picasso, Mondrian, Jeff Koons, Takashi Murakami, Damien Hirst, and Urs Fisher. He tried to open a museum in Paris, but had to cancel the plan for several reasons. However, he succeeded in creating his first two art galleries in Italy.



Presently, he has two display centres for his art collections, and they are the Palazzo Grassi in Venice, and the Punta della Dogana in Italy, run by the Pinault Foundation. His dream of opening a museum in his home country is still a work in progress, but the museum is expected to open in 2021. The project has faced some delays because of the global pandemic. Renowned Japanese architect Tadao Ando is the designer of the new art museum, which is under construction in Paris and expected to cost about \$170 million. The same architect was responsible for the renovation of Pinault's other two art galleries.

KERING AND OTHERS

Other than Kering, Pinault owns Artemis S.A., Converse Shoes, Chateau Latour, as well as the American companies, Samsonite luggage and Vail Ski Resort, Colorado. Besides these, he has made investments in lots of other businesses with a primary focus on luxury.

SELF-MADE BILLIONAIRE

Francois Pinault's name may not be familiar to most people, but the Gucci brand is indeed the last word in luxury fashion and is known everywhere. From top celebrities to average fashion lovers, Gucci is still a dream brand for many. Pinault's journey from timber trader to owning one of the top luxury brand companies in the world is extraordinary. According to Forbes, his current net worth is \$45.1 billion, and he holds 27th position on the global billionaires list.

CONCLUSION

Presently Kering is under the management of his son Francois Henri. Francois Pinault leads a peaceful life, focussing full attention on his love for contemporary art and managing art galleries. Francois Pinault's success is due not to chance or coincidence, but to wise and timely investment and expansion plans, utilizing financial possibilities and intelligent planning. **B**

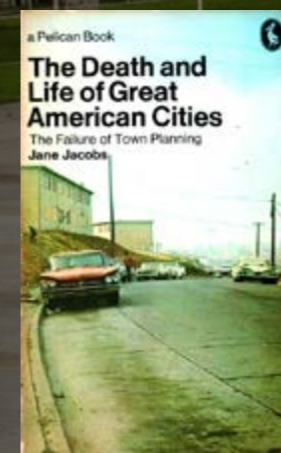


奢侈品巨头的励志故事

成功的企业家的生活总是鼓舞人心的。他们的故事可以帮助人们保持积极的态度。以下故事是关于一个白手起家的亿万富翁商人。他花了几年时间建立了自己的帝国，并最终使其成为世界顶级奢侈品牌。他是时尚零售和奢侈品行业的知名人士，并在他的家乡世界时尚之都巴黎创造了自己的遗产。他生产的品牌仍然是全球一半以上时尚爱好者的梦想。这个成功的企业家的生活经历了一系列的竞争和斗争，以确保自己的一席之地。他就是 PPR 集团总裁兼首席执行官弗朗克斯·皮诺特。

Visit us online:
btianjin.cn/20210507

WHAT MAKES A CITY GREAT?



In her 1961 book, "Death and Life of Great American Cities", author and urban activist Jane Jacobs summarized what she believed were the keys to maintaining successful cities. Successful cities in this case means places that are interesting, full of people, provide places for various types of people to live, are economically successful and have low crime rates.

One key thing she lobbied for was diversity of the city, and that had some specific meaning for her. She highlighted that a diverse city should have:

- Mixed uses
- Buildings with a mix of ages
- Short city blocks
- High density



By Michael Hart

Michael Hart is the Managing Director of Griffin Business Management www.griffinbiz.com a real estate related investment and consulting firm with offices in Tianjin.

MIXED USES

One of the themes that runs through her book is that successful cities have streets and neighbourhoods that are busy. One way to achieve “busy” is to have uses that are layered on top of each other. An easy way to achieve this is to have retail uses on the ground floor and residential or office uses on higher floors of the same buildings. The other way is to stagger uses. Instead of having five office buildings together and then five residential towers, mix them up a bit. Some American and European cities made the mistake of creating large downtown areas with only office uses, and at night these areas are ghost towns where no one wants to go. Today, with shopping going online, huge shopping malls, essentially a single use, feel empty as foot traffic falls and shops begin to close, hurting the surrounding neighbourhood. The key to keeping a city vibrant, even as some property will

need to change and adjust its use, is not to have too much of only one type of property in any one area.

BUILDINGS WITH A MIX OF AGES

Photographers are great at capturing images of old buildings and new buildings in the same image to show interesting contrasts. The contrast is interesting in actual form too, and Ms Jacobs insisted that the best cities took pains to protect and preserve some older buildings. Old temples in modern Chinese cities are a welcome respite from busy modern city centres. Old churches play the same role in European cities, and well-preserved residential buildings are recognized as a treasure around the world. If a city is allowed to slowly develop and evolve over time, old building can be saved and neighbourhoods take on unique characteristics based on what

sort of buildings have been saved. Train stations, libraries, and university buildings a century old still stand in the centre of many vibrant cities and are cherished landmarks. Tianjin has a wealth of European buildings that provide such a contrast here.

SHORT CITY BLOCKS

If you’ve done much walking in Beijing, especially along Chang An Avenue, you understand why long city blocks are no good. The buildings that fill those blocks are huge. The city doesn’t feel like it is made on a human scale, and there is little variety as you walk. If you want to make a turn, it takes a long time to get up to the next potential crossroad. Short blocks, by contrast, allow you to quickly move across a city with a variety of potential routes. You can discover new things every few minutes and get a variety of views as each new intersection opens up. Much

working, they brought people out on the sidewalks and into the city, and this made the cities safer. This is because people feel safe in places with other people around. A deserted street feels dangerous, a busy street feels safer and is interesting. The layering of uses means that many different users come through the same area at different times of the day, keeping it busy.

She would describe just how busy and vibrant a city could be. Early mornings see people out jogging or walking their dogs; a little later children going to school fill the streets, and shortly thereafter, sidewalks are full of adults on their way to work. It doesn’t end there though, because soon, retired folks are venturing out to meet someone for mid-morning coffee or a meal, and then office workers come out to lunch. Early afternoon sees the workers disappear, but others are out for coffee or a business meeting in a café. Then students head for

home, and soon, people are on their way home from work, flooding the streets again.

In a vibrant city, this isn’t the end. Some folks go out to dinner, others head out to a movie or show, or will soon leave a bar on their way home. Add to this constant cycle of people the small business people running shops along the street, who are there all day, manning the businesses, and you’ve got a busy street that is interesting, and by constant use, creates a feeling of safety and illustrates the benefits of multiple uses and density.

THE END RESULT

In the 1960s, Ms. Jacobs distilled her lessons of what makes a great city. The vibrant cities of today prove a half century later that she was right. Urban planners and city officials would do well to follow her advice when making plans for their own cities. **B**

是什么造就了一个好城市？

在《美国大城市的死与生》一书中，作家兼活动家珍·雅各对美国有机的城市活力提出了独到的赞赏。以纽约、芝加哥等美国大城市为例，深入考察了都市结构的基本元素以及它们在城市生活中发挥功能的方式，挑战了传统的城市规划理论，使我们对城市的复杂性和城市应有的发展取向加深了理解，也为评估城市的活力提供了一个基本框架。本书对于我国目前的城市规划和城市建设极具借鉴意义。

简·雅各布斯提出了四点来保持城市的多样化：
一是城市主要用途混合的必要性；
二是小尺度的街道是必须的；
三是老的建筑是必要的；
四是一定的密度是需要的。

Visit us online:
btianjin.cn/20210507

MEROË

SUDAN

AN ALLURING ARCHAEOLOGICAL SITE WITH EYE-CATCHING PYRAMIDS

Exploring the beautiful attractions of Meroë in Sudan will be a mind-blowing experience, especially for history buffs. Pyramids are the main attraction of this tourist spot. Compared to the pyramids in Egypt, these are relatively unknown and less crowded, but visiting them can give you an insight into the exciting history of Sudan.

Meroë lies between the Nile and Atbara Rivers, almost 250 km from Khartoum, and this city is home to nearly 200 pyramids. Constructed in the unique Nubian style using large blocks of sandstone, the pyramids in this tourist destination are quite different from the Egyptian ones. The sides of these pyramids are steeply sloped and have smaller bases. But they were also built for burial purposes.

VISA POLICIES

A visa is necessary for visiting Sudan and exploring popular tourist places, such as Meroë. Travellers other than those from visa-exempt countries can get a visa from a Sudanese diplomatic mission. Citizens of some countries, such as Egypt, Syria, and Qatar, do not require a visa for entering Sudan, and citizens from some other countries, such as the United Arab Emirates, Malaysia, Kenya, and Turkey can acquire a visa on arrival.

HOW TO REACH THERE

By Air

There is no direct flight from the UK or the USA to Sudan. The best way to reach there is via Cairo or

Istanbul. Khartoum Airport is the main international airport in Sudan to reach Meroë. Shendi is the nearest airport to Meroë, which is approximately 45 km away, but this airport has no regular or commercial flights. People can opt for charter flights to this airport, but they are expensive.

By Rail

From Khartoum, tourists can travel to Meroë by Sudan Railways as far as Shendi. The distance from Khartoum to Shendi is 172 km, and the trip can be covered in 4:30 hours. Shendi to Meroë is 50.9 km, and a taxi can take you there in 50 minutes.

By road

The distance from Khartoum to Meroë is 232.1 km, and the best way

to reach Meroë from Khartoum is by road. Public transport is a difficult option to reach this tourist spot, but if you prefer buses, you can take buses either from Khartoum-Atbara or from Shendi-Atbara. These buses will pass near the pyramids.

GETTING AROUND IN MEROË

Meroë has a lot of bus and taxi services, which make moving around Meroë relatively easy. Bus travel is economical. Taxi services are also inexpensive, so you will find driving around Meroë is a less cumbersome experience, even if you cannot speak Arabic. Most of the taxis are using the Tirhal App, which is similar to Uber. The app allows the traveller to get a



the construction of the funerary chapels, with inscriptions of Meroitic and Egyptian languages.

Royal City

The adobe, sandstone and mud structures of the Royal City are in a precarious state, and conscious efforts are underway to protect them. Most of the structures in the enclosures are preserved in their original shape to give a real impression of the ancient civilization. The city is within the Enclosure Wall, and within the wall, you can find the remnants of a Roman Bath. Its unique construction, done without bonding materials, is really something worth exploring.

Musawwarat es-Sufra

This is an extended temple complex, a place of worship for Meroitic people, located 40 kilometres south of Meroë. The dilapidated temple complex, built with beautifully carved sandstone and dating back to the 3rd century BC, was declared a UNESCO heritage site in 2011. The complex includes the Lion



quote for the ride, and when the cab arrives, you can pay the fare and start the journey. The app can ease the trip, with no more negotiation on the rate.

BEST SEASON TO VISIT

Winter, i.e., December to February, is the best season to visit Meroë, and during this period, the temperature will be within comfort level. The weather will be 25–30 degrees Celsius during the day, and at night it will drop to 5–12 degrees Celsius. Summer can be scorching, so we advise tourists to plan their trip during the winter season.

In this season, the risk of malaria infection will also be relatively lower.

TOURIST ATTRACTIONS IN MEROË, SUDAN

The Meroë pyramids

The pyramids of Meroë draw significant numbers of tourists due to the unique construction techniques using sandstones and granite, similar to the Egyptian pyramids. The construction of the pyramids

dates back to the Kushite Kingdom, somewhere between BC 300 and AD 300 (the ancient Nubia Kingdom) and are part of the larger group of Nubian pyramids.

You will not find a complete pyramid in Meroë, as most of them have become dilapidated due to erosion, or have been deliberately demolished by an Italian treasure hunter, Ferlini, who blew the tops off them. However, some of the structures have been reconstructed for tourism purposes.

Cemeteries

In Meroë, the cemeteries fall into three categories, the West Cemetery, the South Cemetery and the North Cemetery. There are nearly 500 burials in the West Cemetery a few of which are believed to be the graves of princes and nobles. The South Cemetery includes more than 200 graves. The construction and burial details of the North Cemetery suggest that it could be the burial ground for rulers of Meroë. It consists of 44 pyramids, and they belong to the kings, queens and crown princes. Dressed sandstones was used for



Temple of Apedemak, the Great Enclosure and the Great Reservoir. Of all the ruins, the giant elephant statues are the main attraction.

Lion Temple

Egyptian hieroglyphs in the sandstone show that the Lion Temple was dedicated to Apedemak, the lion-headed warrior god worshipped by Meroitic people. Tourists will have the opportunity to view a 3D model of the Lion Temple and the deity. It is well worth seeing the golden lifestyle of an extinct civilization.

The Sun Temple

The Sun Temple is another dilapidated structure located 1 km south-east of Meroë. Its architectural works, reliefs, and depictions of other historical events engraved on the temple structure are a visual treat for tourists. The temple was an important worship centre during the Meroitic era.

The Kerma archaeological site

Although Meroë is the most popular tourist spot in Sudan, you can find many other must-visit places near this spot. The Kerma archaeological site is one of these. A large temple, the Western Deffufa, is the main attraction of the site.

People who visit this place should be sure not to miss the Kerma Museum. They can see many relics from the ancient era in this museum, including some striking granite statues.

Visit us online:
btianjin.cn/20210508

Jebel Barkal

This is another must-visit tourist spot near Meroë that lies 400 km north of Khartoum. Once used as a landmark, this sandstone mountain is genuinely fascinating. Egyptians believed that this holy mountain was the living place of the god Amun. Travellers can also see ruins of palaces, temples, and tombs on this site.

THINGS TO DO IN MEROË

Besides exploring the Nubian pyramids and ancient ruins, travellers can enjoy many exciting activities in Meroë:

Explore the archaeological sites

The most exciting activity that you can do in Sudan is exploring the archaeological sites. There are many such sites throughout the country, including Meroë and Kerma. Exploring them will be a mind-blowing activity for visitors, provided they have a knowledgeable guide to explain all the historical relics.

CONCLUSION

Meroë is a famous tourist spot in Sudan, with a semi-desert landscape. This ancient city was once the headquarters of the ancient Napata Kingdom. Visiting this place gives you the chance to explore some of the most fascinating desert scenery in the world. This destination also offers some eye-catching monuments from the ancient era. Travellers can even see more pyramids in Meroë than in Egypt. **B**

苏丹梅罗金字塔 整片的遗迹建筑群， 考古学家的梦想

当谈到金字塔时，人们想到的都是埃及。尽管如此，世界各地都发现了金字塔。事实上，埃及并不是金字塔最多的国家，这一荣誉属于埃及的邻国苏丹。许多人不知道苏丹的金字塔实际上是埃及的两倍。努比亚金字塔苏丹梅罗伊梅罗伊古城有 200 多座金字塔，多数可追溯到公元前 720 年——公元前 300 年。这里的金字塔是由古文明库希提人建造的，他们也将皇室埋葬在金字塔下面，它们比著名的埃及金字塔小，但它们以自己的方式令人印象深刻，绝对值得一游。



MAJOR TECH FAIR TO BE HELD IN SHANGHAI

The 8th China (Shanghai) International Technology Fair will be held from April 15 to 17 at the Shanghai World Expo Exhibition & Convention Centre, government officials announced.

The fair, which aims to showcase the latest innovations and technologies of companies from home and abroad, is co-organized by the Ministry of Commerce, Ministry of Science and Technology, State Intellectual Property Office and Shanghai Municipal Government.

This year's fair will cover a total exhibition area of 35,000 m², the same as the previous edition, and feature over 1,000 enterprises, the most in its history.

According to Zhou Lan, deputy director of the executive office of the fair and the deputy director of the Shanghai Municipal Commission of Commerce, the focus of this year's fair will be on advanced technological achievements and connecting innovative resources from home and abroad.

This year's fair will feature a new online exhibition area as well as online conferences and other business activities.



Foreign exhibitors from Japan, the Netherlands, Finland and Hungary will showcase their latest technology online.

The Osaka prefecture government has been invited to set up a theme hall at this year's fair to showcase advanced technology and

products in the fields of hydrogen storage and production, detection techniques and sealing materials. The hall is aimed at promoting cooperation and communication in green energy between enterprises from both countries.

Source: China Daily

CHINA FINES ALIBABA GROUP 18.2B YUAN IN MONOPOLY PROBE

China imposed a fine of 18.2 billion yuan on the Alibaba Group after an anti-monopoly probe, part of a regulatory crackdown that has raised concerns about the future of Jack Ma's tech empire.

The penalty is equivalent to 4 percent of Alibaba's domestic sales in 2019, China's State Administration for Market Regulation said in a statement.

Alibaba will also be required to implement "comprehensive rectifications," including strengthening internal controls, upholding fair competition, protecting businesses on its platform and consumers' rights, the regulator said.

The company will be required to submit reports on self-regulation to the authority for three consecutive years.

Alibaba has been under mounting pressure from Chinese authorities since its founder, Mr Ma,



spoke out against China's regulatory approach to the finance sector in October.

Those comments set in motion an unprecedented regulatory offensive, including scuttling plans for Mr Ma's Ant Group's US\$35 billion initial public offering.

The company said it "sincerely"

accepted the penalty and will comply. "We will intensify our operation according to the law, further strengthen the construction of the compliance system based on innovation and development, and better fulfil social responsibility," Alibaba said.

Source: The Business Times

Source: China Daily

CHINA'S CONSUMER AND FACTORY PRICES RISE IN MARCH

Factory prices in China climbed further in March, growing at the fastest pace in more than two years, official data showed, backed by a rise in commodity prices and the country's economic recovery from COVID-19.

The producer price index (PPI), which measures the cost of goods at the factory gate, exceeded expectations to grow 4.4 percent from a year ago, said the National Bureau of Statistics.

The figure was "due to factors such as rising international commodity prices" including those of crude oil and iron ore and boosted by an "increase in domestic industrial production and investment demand", said NBS senior statistician Dong Lijuan.

Analysts had expected the rise in PPI, given the low base of comparison last year, when lockdowns and strict movement controls to stamp out COVID-19—which first emerged in a central Chinese city—dragged



economic activity.

But the economy has since bounced back after China brought the virus outbreak largely under control, with leaders setting a 2021 growth target of above six percent and a mass vaccination campaign underway.

The International Monetary Fund this week raised its growth forecast for China to 8.4 percent as well, after the world's second largest economy became the

only major one to expand last year.

Official data showed China's consumer price index (CPI) rose 0.4 percent year-on-year in March, with prices of some food items, such as fresh fruit, growing, but that of pork dropping.

China's CPI, a key gauge of retail inflation, had in recent years been driven up by pork prices after an African swine fever outbreak ravaged stocks.

Source: The Business Times

CHINESE TECH COMPANY DEVELOPS ROBO-DOGS

It's whip-fast, obeys commands and doesn't leave unpleasant surprises on the floor. Meet the AlphaDog, a robotic response to two of China's burgeoning loves: pets and technology.

The high-tech hound uses sensors and Artificial Intelligence (AI) technology to 'hear' and 'see' its environment, and can even be taken for walks.

"It's really very similar to a real dog," says Ma Jie, chief technology officer at Weilan, the company behind the product.

The Nanjing-based creators say their robot dog, which moves at a speed of almost 15 km/h and spins on the spot like an excited puppy, is the fastest on the market.

With four metal legs it is more stable than a real dog, Mr Ma explains, as one of his team swiftly kicks it to prove the point.

Its creators are using 5G technology, super-fast internet speeds with immediate reaction times, to make the

robot operate autonomously.

Mr Ma studied reinforcement learning, the study of how to reinforce actions through reward or punishment, at the University of Oxford, and says he has used that knowledge to inform how the AI dog mimics canine habits.

Dog ownership was banned under the leadership of communist China's founder Mao Zedong, but has since boomed dramatically. And in the first month of sales, more than 1,800 AlphaDogs have trotted off the shelves, despite the hefty price tag of 16,000 yuan.

Developers hope future uses of their four-legged friend could benefit the visually impaired.

Future software updates will include the dog "barking", and beyond that, even add human voices to allow conversations between pet and owner.

There is also a larger "enterprise" dog model, designed for industrial inspections of machinery or pipes.

The next generation of the AlphaDog in pet form could also introduce "personalities" to the dog's toolkit to make them even more canine-like, as well as extend its somewhat brief battery life.

As China seeks to upskill its workforce, Beijing has been making huge investments in robotics and AI. Robots are already used to deliver parcels, serve in restaurants, offer information at stations and even take throat swabs for COVID-19 tests.



Source: China Daily

SMART HOME APPLIANCES GOING TO HEAD OF CLASS



China's home appliance market is expected to return to pre-pandemic levels this year as high-end and smart products grow in popularity, according to a report from the China Centre for Information Industry Development, a Beijing-based think tank.

The report showed that the retail sales in China's household appliance market reached 833.3 billion yuan in 2020, marking a year-on-year decline of 6.5 percent.

But such figures still showcased strong resilience amid the COVID-19 pandemic, the report said. Affected by the contagion, the first quarter of 2020 saw large-scale contraction with a year-on-year decrease of 35.8 percent in sales of home appliances, but then performance gradually improved. In the fourth quarter, online and offline markets fully recovered, and retail sales reached the highest annual level at 294.1 billion yuan.

It is also worth noting that last year, e-commerce channels accounted for more than 50 percent of retail sales of home appliances for the first time in China. In 2020,

online retail sales of home appliances stood at 419.9 billion yuan, marking a year-on-year increase of 14.48 percent and an increase of 3 percentage points over the previous year. By comparison, retail sales of home appliances via offline channels were 413.4 billion yuan - a year-on-year decrease of 21.13 percent.

Rupert Hoogewerf, chairman and chief researcher of Hurun Report, said earlier that 5G, internet of things and big data have huge development prospects for the home appliance industry.

The effect of online channels on the home appliance industry is growing. E-commerce platforms Tmall and JD have become major selling platforms, and the industry is no

longer dominated by offline retailing channels such as Gome and Suning, Hoogewerf said.

The report from the China Centre for Information Industry Development also showed that the pandemic has reshaped consumer lifestyles, thus promoting changes in the types of home appliances available.

In 2020, the main 4K/8K smart TVs, which feature large screens, ultra-high definition and artificial intelligence, are becoming increasingly popular, as are healthy high-end air conditioners, premium refrigerators with large capacity and disinfection capabilities, and high-end washing machines. Such a shift in preferences has led to changes in the product structure of China's home appliance market and raised average prices.

Experts said the growing desire for smarter and high-end products is expected to continue in 2021, and it is bringing significant opportunities for Chinese and foreign home appliance makers alike.

Source: China Daily



L'OREAL BANKS ON 'BEAUTY TRIANGLE' TO DRIVE GROWTH



Personalization and beauty technologies are key to L'Oreal Group's sustained growth in China, a country that outperformed other major markets last year despite COVID-19, a top company official said.

The decision to upgrade Shanghai to its North Asia headquarters during a recent organizational reshuffle allows for faster decision-making and closer intra-region collaboration, said Fabrice Megarbane, L'Oreal's North Asia president and China CEO.

The world's top skincare company registered 27 percent year-on-year growth in China, when the entire group achieved a growth of just 4 percent last year. Megarbane attributed such robustness to a strategy dubbed "huge", which anchored in new consumption patterns from cloud-based services to social network-driven commerce.

This year, the company is planning to introduce new dermatology brands to China and is set to launch a global flagship store of the L'Oreal Paris brand

in Shanghai with beauty technology instalments that customers can try out through online-to-offline interaction.

An artificial intelligence-backed smart makeup system, Perso, will join hands with the high-end YSL Beauty brand to be introduced to the Chinese market by the end of this year. The system made its Asia debut last year during the China International Import Expo in Shanghai.

The new offerings ride the trend of the so-called Generation Z shoppers in China, who increasingly value social media word-of-mouth as well as immersive offline experiences for cosmetics consumption. According to consultancy iResearch in March, 48.3 percent of those aged under the age of 30 said they would resort to online influencers on microblog service Weibo or beauty review site Xiaohongshu before making a purchase.

L'Oreal said social commerce is showing notably strong momentum, with WeChat-based stores doubling

sales last year, without disclosing detailed figures. Messaging app WeChat has even grown to become the major source of income for brands like Vichy.

Global consultancy Bain & Co said in its latest China Internet Report that L'Oreal was a digital leader in China, which is adept at personalized marketing. The company's strategy of marketing to micro-segments of customers helped it achieve a click-through rate 50 percent to 100 percent above industry average, according to the Bain report.



Source: China Daily



黑科技：Hyperloop 超级高铁

超级高铁 (Hyperloop) 是由埃隆·马斯克提出的新型大众运输系统。它设计用于通过管道以高达 1100km/h 的速度运载自动分离舱 (Pod) 中的乘客或货物，其中空气压力降低至接近真空以最小化空气阻力。分离舱 (Pod) 是电动的，利用磁悬浮消除滚动摩擦。这些措施意味着分离舱 (Pod) 应该能够达到比飞机更快的速度，并将城市之间的旅行时间从几个小时缩短到几分钟。在过去的 5 年中，超级高铁 (Hyperloop) 已经获得了全球的关注和投资。获得许多风险投资公司支持，如 Virgin-Hyperloop One, HTT 和 Transpod，该技术已经开发并形成了商业化。世界各国政府已经注意到了，印度，中国，法国，荷兰，阿联酋和美国等许多国家正在进行可行性研究和超循环技术测试轨道的开发。越来越多的大学和研究机构也开始对研究技术及其可能对社会产生的经济影响表现出兴趣。

HYPERLOOP

TECHNOLOGICAL MASTERPIECE

Hyperloop is one of the most exciting forms of ground transport. Although it isn't out yet, numerous people have predicted that it will replace many of the current forms of ground transport. It is currently in development by many companies and will soon arrive in developed nations.

A Hyperloop could enable passengers to commute at a speed of 700 miles per hour. The passengers would be seated inside a floating pod which would be racing inside a giant low-pressure tube. Many people describe Hyperloop as a much safer mode of transport compared to others. It is a substantial technological masterpiece, and if Hyperloop development succeeds in all aspects required

for its establishment, we could see a massive revolution in the transport industry.

Many people wonder how Hyperloop is different from conventional high-speed trains. Hyperloop and traditional rail vary from each other in various ways. Firstly, an air-free environment is required for the pods carrying the passengers at speeds of 700 miles per hour, so the technology involves the construction of giant low-pressure tubes that create a vacuum

environment. Secondly, the Hyperloop pods are designed to float on air skis instead of rails and wheels, which makes this much more advanced than the conventional railways that we are used to.

Additionally, the efficiency of this form of transport is an attractive factor. One would be able to commute over much longer distances in exponentially less time, for example, New York to Washington DC in just 25 minutes!

HISTORY OF THE HYPERLOOP Using vacuum tubes and a low-pressure medium has been an aspect of the transport industry for a while now. In fact, there have been numerous trains in the railway industry that have tried to introduce this technology.

Way back in 1864, in Victorian London, the Crystal Palace pneumatic railway was the

first such development that used air pressure to push a wagon uphill, with a vacuum being used to get it back down. There were also numerous systems in the late nineteenth century that used pneumatic tubes to send mail and packages, and many of these have been in use ever since. So we can understand how influential this idea has been for a long time in the transport industry.

The 'vactrain' concept, developed by Robert Goddard in the twentieth century, is one of the many predecessors of the Hyperloop concept. Since then, we have become accustomed to a number of vacuum-based technological ideas. However, in 2013, Elon Musk published his paper, Hyperloop Alpha, which reignited a lot of interest in the idea. The CEO of SpaceX and Tesla described each detail about the model, including the cost.

THE POTENTIAL BENEFITS TO SOCIETY

As we have already discussed, there are numerous potential advantages of having a Hyperloop transport system:

- **Commuter time:** According to research figures, a journey from London to Birmingham would take 9 minutes using the Hyperloop, whereas the national rail takes 83 minutes. The reduction in commuting time is massive, so this comparison speaks volumes. And the possibility of shorter travel time across the country will increase tourism as well.

- **Access to education:** For anyone worried about finding a university near their home, this problem would be eliminated if Hyperloop became an available form of transport. Since it would reduce commuting time by huge margins, students would no longer have to worry about travelling.

- **A solution to the housing crisis:** Living costs in major cities like London, San Francisco, New York are incredibly high, which deters the less wealthy from trying to pursue a career in these cities. However, with Hyperloop, people would be able to look for housing outside cities and still commute to work on time.

- **Goods and packages:** The major shipping companies could also rest easy with the implementation of the Hyperloop. Since it can transport goods as well, it would reduce delivery time and even avoid any possible damage to the goods.

Elon Musk has mentioned several times that "Hyperloop would inconvenience landowners no more than having a telephone pole on their property." Hyperloop is genuinely one of the biggest revolutions in transportation technology to date. Moreover, it has created thousands of jobs and will further do so as it is being set up in major cities. A massive shift in human ingenuity has been made possible due to the concept of Hyperloop. **B**





PUBLIC EQUITY FUNDS ALL THE RAGE AMONG YOUTH

Publicly-offered funds that invest in a portfolio that are mainly made up by stocks and do not provide guarantee of return are referred to as public equity funds. A report by the Asset Management Association of China said the total value of the country's public equity funds in 2020 increased 34.7% year-on-year to 19.89 trillion yuan, with profits totalling 1.98 trillion yuan.

Another report said those born in the 1990s accounted for over half of newcomers to the fund market. It also said their investments focus on areas including baijiu, a type of Chinese liquor, and new energy.

What is interesting is that these fund-related conversations have even become an effective means of social networking. Discussions on funds and star managers are also hot topics on mainstream social media platforms.

One of the best known star fund managers, Zhang Kun, became the first ever to manage funds surpassing 100 billion yuan.

David Huang, a Beijing-based mutual fund sales manager, said that starting from the first half of 2020, more and more people are asking about fund investments. According to Huang, the recent

公募基金为年轻人的积极创业提供了资金

投资于主要由股票组成且不提供回报担保的投资组合的公开发行基金称为公开募股基金。中国资产管理协会的一份报告称，中国公开募股基金的总价值2020年实现利润19.89万亿元，同比增长34.7%，利润总额1.98万亿元。另一份报告说，1990年代出生的人占基金市场新移民的一半以上。该公司还表示，他们的投资集中在白酒，一种中国酒和新能源等领域。业内分析人士说，年轻一代对投资的热情在一定程度上得益于快速发展的国内股市，该市场变得更加成熟并进一步与国际水平接轨。

fandom of some high-profile fund managers may exacerbate the bandwagon effect in behaviours, including buying and redemption, which can amplify market volatility and make management more difficult for star managers.

The young generation's enthusiasm for investments is partly fuelled by a rapidly-growing domestic stock market that is becoming more mature and further aligning with the international level, industry analysts say.

In 2020, China's benchmark Shanghai Composite Index rose 13.8% to close at 3,473.07 points on December 31, while the Nasdaq-style ChiNext gained 64.9% to edge higher to close at 2,966.26 points.

The Shanghai composite index also has stayed above 3,500 points for the most part since the beginning of 2021 and had surged to a mark above 3,600 points in early January.

Kang said that with the institutionalization of the A-share market in recent years, it is becoming more and more difficult for retail investors to make money in stocks. Meanwhile, the public equity fund market has been better at making money for investors. As a result, more people, including those who had invested directly in the stock market, have switched to public equity funds as an important way of building up their nest egg.

Dong Dengxin, director of the Wuhan University of Science and Technology's Finance and Securities Institute, said that families in China are also becoming increasingly wealthy and have the need to find good investment products to preserve and increase the value of their family wealth, which opens the door for more opportunities for development in the public equity fund market.

Li Daxiao, chief economist with Yingda Securities, shared similar views. Li said that compared to the past when investors directly jumped into the stock market, today more and more young people tend to buy into public equity funds.

Visit us online:
btianjin.cn/20210510

The history of more mature stock markets has signalled that the trend of Chinese youth betting on fund investments and chasing after star money managers may have just begun, Li said.

At present, due to a lack of professionals and insufficient efforts in research and development of public equity fund products, many small-sized fund companies have chosen to follow in the footsteps of big companies who have a relatively more professional team of managers and more proven investment products. Individual investors, especially those with limited experience, are likely to pay a lot of attention to fund managers who have manifested good performances in the recent past.

The fandom of star fund managers may also have some negative influence on the industry. First, newcomers to fund investment may be hasty in buying funds because they are managed by star managers, or because other people are doing so, without careful consideration of their decisions. More importantly, buyers and sellers jumping on the bandwagon may accelerate stock price volatility, which increases market risk.

E-Fund's small and medium-sized caps under the guidance of star manager Zhang Kun recently fell afoul of previous fans and put restrictions on fund purchase. Experts said the move was to control the size of funds Zhang manages to guarantee good performance and to avoid massive fund redemptions, especially when some of the recent investors are likely to redeem funds when seeing a decrease in net value. **B**





ALL YOU NEED TO KNOW ABOUT

Google DECEMBER 2020 CORE UPDATE

Google keeps on updating its algorithm to make it easier for users to find the information they are looking for. 2020 was a great year for Google as the number of visitors drastically increased. This created the need for new algorithms.

The most eagerly awaited broad core algorithm update was released by Google on 3rd December. There were a total of three core updates in 2020, and the last one was released in December 2020.

The other two updates were released in January 2020 and May 2020 by Google. The May 2020 Core Update was a broad core update, and it took some weeks to get it completely rolled out. This core update brought approximately 30–50% ranking fluctuations.

WHAT IS THE DECEMBER 2020 CORE UPDATE?

Every time, Google releases a new update, it re-evaluates the SERP rating of websites. This provides assurance that ranking is built with Expertise, Authority and Trustworthiness (E-A-T). Most of the core algorithm updates announced by Google are made to reassess web page content quality.

Duplicate content and unsupported backlinks will no longer work. Techniques such as backing up content

with low-quality backlinks and keyword stuffing are long gone. In future, these practices will lead to penalising of the website and demotion in ranking.

Thin content is usually considered to be content that is short and of poor quality. Also, content that does not cover a topic briefly enough can bring a decrease in SERP ranking. Brief and authoritative content on a specific topic is likely to rank in the top results of Google. The value of high-quality content and in-depth knowledge has become more critical

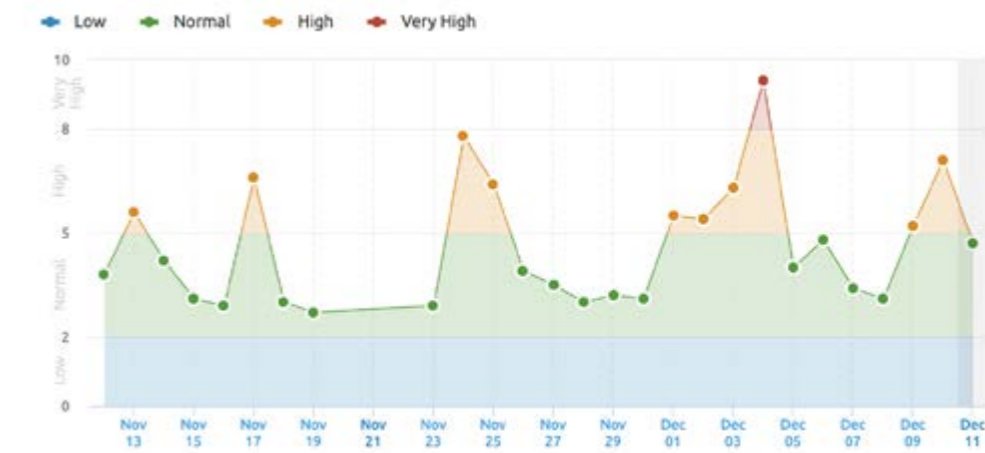
with the new update.

Backlinks still play an essential part in determining the rank of content, but recent changes in the algorithm have resulted in differences in the ranking. Content that was sustained by backlinks has low ranking since the May 2020 update, and also after the December 2020 update.

The Google algorithm update can easily determine the quality of links supporting the content. If the links are of poor quality or do not match the text, it will degrade the ranking. On the other hand, content with proper backlinks can enhance user experience and gain good ranking in search engines.

SOME MAJOR HIGHLIGHTS OF THE GOOGLE DECEMBER 2020 CORE UPDATE

- Content must adhere to the standards of (E.A.T.) Expertise, Authority and Trustworthiness
- Focuses is on enhancing the quality of the content.
- The update results in a decrease in traffic, dropping of keywords, overall ranking of content and loss of rich codes.
- The continuous changes in ranking positions can also play a role in search queries globally.
- The update brings improvements in the contextual outcomes for the queries searched on Google.



HOW TO DEAL WITH THE EFFECTS OF THE GOOGLE DEC 2020 CORE UPDATE?

After the algorithm update, many websites saw a decrease in their rankings. However, it is not always algorithm updates that are responsible for the loss of organic traffic. Here are several considerations for dealing with the issue.

- Are your web pages displaying properly?
- Does your website have any broken landing pages?
- Is it a particular page or the entire website that has lost traffic?
- Has your website undergone major changes?
- Was your previous traffic also affected, or were only new visitors lost?

Visit us online:
btianjin.cn/20210511

HOW TO RECOVER FROM THE DECEMBER 2020 GOOGLE CORE UPDATE?

Mentioned above are some of the more common reasons for a decrease in website ranking. However, if your website traffic isn't affected for these reasons, then there is a chance that a Google core update has hit your website.

The only way to recover from core update effects is to focus on building the best content.

WRAPPING UP

The Google algorithm updates focus on providing relevant results to user search queries. Many websites might be affected by these regular updates, but fixing them is easy. The recovery process includes the restructuring of the content and making content relevant for targeting the search of audiences. **E**

Google 2020年12月核心更新正式推出，你的网站受影响了吗？

谷歌于去年12月3日宣布推出新的核心更新，即2020年12月的核心更新。这是2020年的第三次核心更新，第一个是2020年1月核心更新，第二个是2020年5月核心更新。

如何你的网站排名在此次算法的调整中下降了，应该如何做？谷歌的说法是：你不需要采取具体的行动来对排名恢复，事实上，负面的排名影响可能并不意味着你的页面有什么问题。谷歌也对应的提供了一个问题清单，如果你的网站受到核心更新的冲击，可以考虑通过这个问题清单检查下网站的内容问题。





CONVERSATIONAL MARKETING

Conversational marketing is the easiest way to direct clients into the sales and marketing funnel through real-time conversation. It helps you to create an authentic experience and build healthy relationships with the customers.

Instead of forcing visitors to read your business inquiry form and wait longer for a response, conversational marketing uses intelligent chatbots and targeted messages to engage people when they are on the website.

In this way, you can convert most of the leads into potential customers, which means happier customers and eventually a happy company.

HOW IS CONVERSATIONAL MARKETING IMPLEMENTED?

Implementing conversational marketing does not mean that you should blow up everything and start your business from scratch. It is the fastest way to direct and move buyers and potential customers into your sales and marketing funnel.

It is similar to creating a new lead generation channel that supports your existing marketing efforts. We have made this a simple framework, called the international framework, which has three steps,

1. Engage
2. Understand
3. Recommend

This is how you can develop conversations and build relationships in the current world. This is not a new sales or marketing funnel, but it is a potential way to direct people through your funnel.

CONVERSATIONAL MARKETING METHODOLOGY

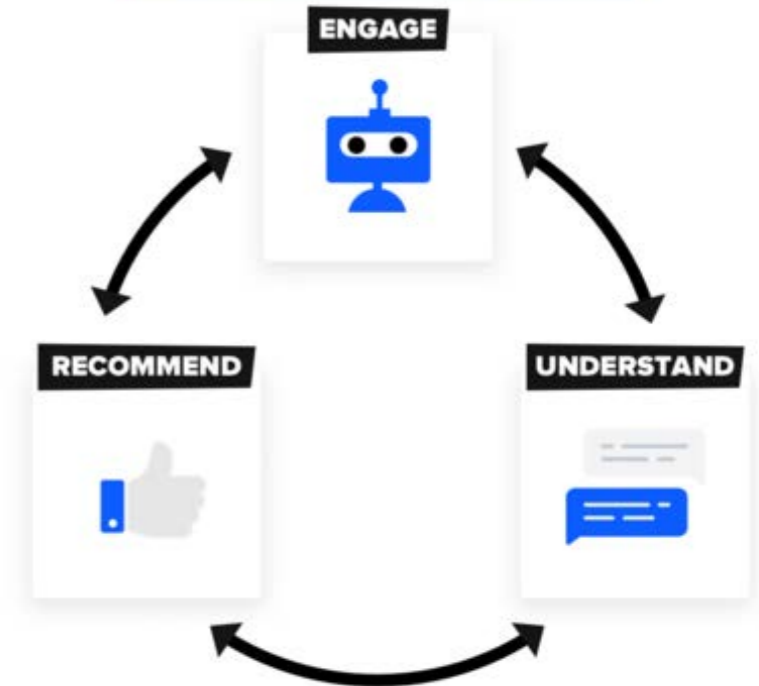
Similar to any idea, everything is easy to understand if it is broken down into stages. Here is how conversational methodology works.

- **Capture:** The initial task of your chatbot is to capture all the conversations, whether through AI or by interacting with real humans. This means that any details that are sent through messages must

be directly stored in the CRM or the service provider data storage. But the question is, which is the correct location to place this chat pop up so that you can capture traffic? If your business gets a reasonable amount of visitors, it is recommended that you target the high intent pages only, or places where your viewers are more serious about buying. For example, the pricing or service page will be the ideal place to get answers for all your questions. You can also command your chat widget to appear only for certain visitors or on a particular page.

- **Qualify:** You have the maximum chance of converting leads into potential buyers if you respond to their queries within a few minutes of their inquiry. The problem is, none of us is that speedy. You can stand out in this competitive world by setting up a chatbot powered by AI. This will be there for you when you cannot respond, and it will qualify leads for you. You can convert all your traditional qualification questions into scripts for your bot. Leads that look potentially positive can be directed to the sales representative. Or you can provide a calendar widget to book a time to talk with the client sometime later. These leads are the third step of the conversational marketing methodology.
- **Connect:** This step is the real work. Now that the bot has given you potential leads, you should turn everything into business. It is now that you should put your leads in contact with a real human. The chatbot will notify a member of your team to take over the chat. If your sales representative is alert, then great! If everyone is busy at that time, or the right person is out of the office currently, then the bot will ask the lead whether they want to book a meeting later, and suggest various dates and time, after which the lead will be taken back to real conversation again.

CONVERSATIONAL FRAMEWORK



HOW TO ADOPT CONVERSATIONAL MARKETING INTO YOUR BUSINESS?

1. These seven steps can help your business build a conversational marketing strategy.
2. Carefully map your buyers' journey
3. Create user stories
4. Have a role-play type of conversation
5. Spot triggers for the next question
6. Try to grasp more branches of the conversation
7. Publish and promote those branches
8. Analyse and iterate potential details from the conversation

Most businesses spend time on encouraging potential customers to reach out through email, call, or visit your office etc. Today, everything is fast, and people expect the answer to be fast and convenient. A delayed response might lead you to lose this opportunity. Remember, this is not a marketing business, it is a relationship business. Through conversational marketing, you

can quickly connect with your leads and form an instant bond between your company and the potential leads.

You can bring conversations back into sales and get better leads, and thereby shorten your sales cycles. Get your business into conversational marketing today. **B**

对话营销

对话营销是通过实时对话将客户引导到销售和营销渠道的最简单方法。它可以帮助您创建真实的体验并与客户建立健康的关系。对话式营销不会强迫访问者阅读您的业务，而是使用智能聊天机器人和针对性消息使人们在网站上时吸引他们。通过这种方式，您可以将大多数潜在客户转化为潜在客户。阅读本文以了解对话式营销如何实施。

Visit us online:
btianjin.cn/20210512



HOW TO INDUCE ACCOUNTABILITY IN EMPLOYEES?

There are many goals that HR personnel set out for executives and managers in the workplace. Accountability is generally one of them, and it makes most managers wince. It means that all employees are responsible for their actions, and managers have the right to rank them on this basis. Not only that, but it also links to an increase in commitment to work and morale, which, in turn, increases performance. Thus, it is critical for managers to foster accountability in their employees.

Accountability methods include the formal and informal ways a leader assesses, affirms, and talks about colleagues' contributions. A leader encourages employees to improve their performance, and an increase in morale is also a part of it. Strategies include annual feedback meetings, bonus decisions, appraisals, etc., as well as routine check-ins with the boss.

For instance, if you manage a hotel, you want your staff to be punctual and function efficiently. Additionally, they should be able to work their shifts without any disturbance to customers.

公司如何推行问责制

人力资源人员为工作场所的主管和经理设定了许多目标。问责制通常是其中之一，它使大多数经理退缩。这意味着所有员工应对自己的行为负责，经理有权在此基础上对他们进行排名。不仅如此，它还与对工作和士气的承诺增加有关，而这反过来又提高了绩效。因此，对于管理人员而言，培养员工责任心至关重要。问责方法包括领导者评估，确认和谈论同事的贡献的正式和非正式方法。领导者鼓励员工提高绩效，提高士气也是其中的一部分。策略包括年度反馈会议，奖金决定，评估等。

WHY CAN INDUCING ACCOUNTABILITY BE TRICKY?

Managing people with different work ethics, preferences, and expectations can be extremely difficult. People are also flawed in many cases, sometimes to a large extent. Hence, it is necessary to be very understanding and compassionate while managing employees. On the other hand, it is essential to be strict and demanding. For work to be done, employees need to work hard, increase efficiency, and commit to their tasks at all points. Thus, managers and executives should foster accountability in employees from the beginning.

A lack of accountability could be detrimental to the functioning of the firm. The absence of priorities for the daily set of tasks is quite common in many companies. It results in the employees having no set goal in their functions, which in turn affects morale. Moreover, this might even cause poor execution, and the profits of the company could be in jeopardy. Thus, there is a need to focus on these points so that things fall into place. One day is not enough to induce accountability; it takes months. However, once it's achieved, everything in the company makes progress.



TIPS TO INDUCE ACCOUNTABILITY IN YOUR EMPLOYEES

As a leader, it's your job to understand the pros and cons of each employee. It would be best if you consider these when leading your employees towards success. The following methods are essential to induce accountability in employees:

- Set expectations early on:** Employees should always know what is expected of them at all points. Before every task, there needs to be clarity regarding that task. Moreover, if you set expectations early on, you don't need to pull your employees aside later on to remind them. This is especially true for small businesses.
- Provide performance feedback often:** Feedback motivates employees to work on their mistakes and increase performance. Thus, as a manager, you should have performance feedback sessions often.
- Make consequences and rewards clear:** For each task, make sure your team knows the rewards for excelling in it. Similarly, if someone lags in their work, make sure that they know the

consequences beforehand. It truly helps in creating a positive work atmosphere and increasing trust between managers and employees.

- Ensure good communication:** A company cannot run without effective communication among the personnel. Similarly, employees cannot improve performance without actually consulting with their bosses. A two-way street is essential. Thus, communication is extremely critical when it comes to accountability among workers.
- Focus on fairness:** When it comes to being a good manager, you need always to find a way to be fair. Fairness exposes biases within the system, and you can work positively on these at any stage.

Visit us online:
btianjin.cn/20210513



2021 CHINA BUSINESS CLIMATE SURVEY REPORT, TIANJIN LAUNCH MONTHLY EXECUTIVE BREAKFAST BRIEFING

Date: March 31st, 2021



AmCham China, Tianjin is pleased to welcome **William H. Klein**, U.S. Embassy Chargé d'Affaires and Minister Counsellor for Political Affairs, and Gregory Harris, Counsellor of Commercial Section. Mr. Klein shared opening remarks in appreciation of Tianjin's international business community and addressed questions from guests.

Following opening remarks, AmCham China President, **Alan Beebe**, presented highlights from the 2021 BCS report. According to Mr. Beebe, survey data shows that 2020 was a challenging year for most foreign businesses operating in

China, battered by US-China tensions and the global pandemic. Despite significant challenges, though, the outlook among foreign businesses in China remains relatively positive, largely due to the Chinese government's early and stringent response to the pandemic, an improving investment environment, and anticipation of a more predictable policy environment.

AmCham China, Tianjin Chairman, **Michael Hart**, elaborated on Tianjin-specific survey results, citing the pandemic's significant impact on operation revenue in correspondence with BCS overall results. Tianjin results also show that businesses operating in the region are generally optimistic with the outlook of US-China relations, with 52 percent of responses choosing relations "will improve." Distinguishing from BCS overall results, "rising labour costs" received most Tianjin responses as the top business challenge in China.

The event concluded with a panel discussion

on the implication of the 2021 BCS results, featuring event speakers and AmCham China Vice-chairman, **Colm Rafferty**, and moderator, Sitao Xu, Chief Economist and partner at Deloitte China.

AmCham China, Tianjin would like to thank the U.S. Embassy Beijing for their cooperation, and the Four Seasons Hotel Tianjin for venue support.

About the 2021 Business Climate Survey Report:

This is the 23rd consecutive year that AmCham China has surveyed its members on China's business climate, with the results providing invaluable insight into the longer-term trajectory of China's corporate environment. The BCS results contain input from around half of the Chamber's member companies and elaborate on the impact of COVID-19, the progress of regulatory developments, such as intellectual property (IP) protection and cybersecurity, while continuing to assess the impact of US-China trade tensions.



UPCOMING EVENTS

Tianjin Government Appreciation Day: 2021 American Business in China White Paper Delivery Meeting and Dialogue with Tianjin Government

Date: May 25th, 2021

Venue: The Ritz-Carlton, Tianjin

APPLYING THE CIVIL CODE TO WOMEN PROFESSIONALS' LIFE SCENARIOS (Tianjin) Women Professionals Committee Luncheon

On Friday, April 16th, AmCham China, Tianjin was pleased to have **Jackie Zhang, a partner at Gaopeng & Partners**, present her reading of the Civil Code of the People's Republic of China and its key implications for women professionals at the WPC Tianjin Luncheon at the Shangri-La Hotel, Tianjin.

The Civil Code, which came into effect at the beginning of 2021, presents significant implications for people's daily lives. Equipped with decades of experience as a legal practitioner, **Jackie Zhang** clarified misinterpretation and confusion regarding several important aspects,

including inheritance, debt co-signing, and the cooling-off period before divorce. Jackie supplemented her presentation with engaging real-world cases and hypothetical scenarios, further facilitating the audience's understanding of their crucial attention areas in the Civil Code.

The WPC Tianjin Committee will strive to continue helping women navigate their professional and daily lives, while fostering a close-knit community of exchange and mutual support. Please stay tuned for upcoming WPC event updates on our WeChat (中国美国商会天津 AmChamChina-Tianjin).



European Chamber
中国欧盟商会

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

EUROPEAN CHAMBER TIANJIN CHAPTER 2021 ANNUAL GENERAL MEETING 中国欧盟商会天津分会 2021 年度大会暨董事会选举鸡尾酒会

Date: April 22nd, 2021



The European Chamber Tianjin Chapter successfully held the 2021 Annual General Meeting at Shangri-La Hotel, Tianjin on April 22nd, 2021. The event attracted over 70 guests from more than 50 member and non-member companies. As one of the absolute highlights of the night, the Tianjin Board Election, the audience witnessed 9 outstanding candidates competing for 5 board positions—1 Chair, 1 Vice Chair and 3 Board Members. Mr. Adam Dunnett, Secretary General of the European Union Chamber of Commerce in China, hosted the event and supervised the entire process of the Tianjin board election as the returning officer. After hearing the motivation speeches, Tianjin had its new board team for the term 2021 – 2023.



In the meantime, Mr. Joerg Wuttke, President of the European Union Chamber of Commerce in China, presented the recently published "Decoupling Report Severed Ties and Patchwork Globalisation", and exchanged views with the audience on the current impact of decoupling on European companies, the future of globalization in China, and four main categories that are impacting businesses to varying degrees: macro decoupling, trade decoupling, innovation decoupling and digital decoupling. After that, the event was concluded in the harmonious and delightful atmosphere of business social networking.



2021 – 2023 TIANJIN BOARD

Chair: Dr. Christoph Schrempp
General Manager of Airbus (Tianjin) Delivery Centre Ltd.

Vice Chair: Mr. Julian Jeffrey
Master of Wellington College International Tianjin

Board Members:
- Dr Juergen Hasenpusch
General Manager Commercial of Volkswagen Automatic Transmission (Tianjin) Co, Ltd.
- Mr Florian Thomas Mack
General Manager of Airbus (Tianjin) Final Assembly Company Limited
- Ms Zhu Xuejun
General Manager of Leybold Vacuum (Tianjin) International Trade Co, Ltd.

UPCOMING EVENTS

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

The Women's Network Event - Health is the Foundation of Personal and Professional Success

女性联盟 - 健康, 职场女性个人和事业成功的根本

Date: May 13th, 2021

Factory Visit - Dynasty Winery

工厂参观 - 中法合营王朝葡萄酒有限公司

Date: May 14th, 2021

The European Chamber Tianjin Football Game and Spring Family Day 中国欧盟商会天津分会首届足球赛暨迎春家庭日

Date: May 29th, 2021

GERMAN CHAMBER OF COMMERCE IN CHINA MEETS WITH TIANJIN LOCAL GOVERNMENT



On 22th April, 2021 the German Chamber of Commerce in China | North China met with Ms. Yang Liu, Deputy Director General at Tianjin Municipal Bureau of Commerce, and further representatives of Tianjin Foreign Affairs Office, as well as the Tianjin Municipal Tax Bureau to discuss pressing issues of German member companies in Tianjin.

During the open and constructive meeting, topics such as the effects of the Individual Income Tax (IIT) reform on foreigners in China, the ongoing uncertainty regarding COVID-19-related travel restrictions and the vaccination of foreigners in

the region were discussed.

The local government also used this chance to elaborate on the implementation of the new Five-Year Plan for Tianjin. With regard to the Grand Canal Protection policy, the wish of German companies that the policy recognise specific characteristics of individual cases was expressed by the Chamber.

Both sides highlighted the value of cooperation on the various levels that were part of the discussion and expressed a wish to uphold the dialogue in the future.

SME ROUNDTABLE #6 TIANJIN | LANGFANG | TONGZHOU: WHY AND HOW – GOVERNMENT AFFAIRS & ADVOCACY IN CHINA



On April 22, the regular SME Roundtable on the topic “Why and How – Government Affairs and Advocacy in China” was held at GCC member company and annual sponsor 2021/22, Flender Ltd., China.

Mr. Jens Hildebrandt, Executive Director, German Chamber of Commerce in China - North China and Mr. Li Ji, Director of Government Relations at AHK Greater China, shared key points on how government affairs (GA) in China work and gave examples for on-site government relations management in Tianjin. During the roundtable, the participants shared best practice regarding GA management in their companies and discussed the current challenges that they are facing. In addition, participants had a chance to follow up on specific policy

questions that had been discussed with the local Tianjin government in the morning.

The event continued with a tour through the production facility of Flender Ltd., China, led by Mr. Zhang Zishen, CEO of Flender Ltd., China, Mr. Martin Kaufung, CFO at Flender Ltd., China and Mr. Joerg Sieber, Winery China General Manager at Flender Ltd., China.

The SME Roundtable Tianjin series is designed to provide an exchange platform for managers and decision-makers from small- and medium-sized manufacturing enterprises in Tianjin and neighbouring regions, e.g. Langfang and Tongzhou, to share experiences, best practice and ideas.

Admiral Farragut Academy Tianjin, member of Fayao Education Group, accredited by Cogna with an outstanding score 新高度，法拉古特学校所属法耀教育集团喜获国际化教育资质认证



On April 20th, Admiral Farragut Academy Tianjin, a member of Fayao Education Group received Cogna accreditation with an outstanding score of 378.5 out of 400.

4月20日，法拉古特学校所属法耀教育集团以378.5/400分的优异成绩，正式获得Cogna海外教育资质认证。

Cogna is the world's largest non-profit accreditation agency for international schools. It has been providing accreditation services for 36,000 international schools from 80 countries in the world. Cogna has the teaching quality evaluation data of millions of schools with a view to enhancing school running capacity and efficacy.

Cogna 是全球最大的非营利性国际学校权威认证机构，目前已经在全球80个国家为36,000所国际学校提供认证工作。该机构拥有上千万所学校的教学质量评价数据，旨在帮助学校提升办学能力及办学效力。

The accreditation result is reflected by the score of Index of Education Quality, which divides schools into three development stages:

该认证结果由教育质量指数分数体现。依据分数，机构将学校分成三个发展阶段：

初始阶段：250分以下

Initiating stage: Below 250 points;

发展阶段：225-300分

Improving stage: 225-300 points;

具有影响力阶段：275-400分

Impacting stage: 275-400 points.

Fayao Education Group received an outstanding 378.5 points out of a maximum of 400 points.

法耀教育集团此次在满分为400分的评审中，获得378.5的高分。

In the official accreditation letter, Cogna explained the reason behind Fayao's outstanding scores from five aspects.

对于法耀教育集团在此次认证中所获的高分，该认证机构给出五点官方解释：

- The school focuses on a commitment to developing the whole child.
- 学校自始至终专注于为学生提供“全人教育”；
- The school's leadership shoulders the responsibility of creating change.
- 学校领导团队始终肩负着领导学校改革创新的责任；
- The school implements multiple, extended avenues of support for professional practices.
- 学校始终重视教职员工的职业发展并积极地为他们提供多种机会与途径；
- The school implements a comprehensive array of measurable evaluations for correlated programs, initiatives, personnel, and performance.
- 学校针对各类学生活动、项目、人员表现，始终尊重并坚持实施一整套合理化可衡量的评价体系；
- The school blends Chinese educational practices with an American standards-based curriculum into a challenging hybrid curriculum.
- 学校始终将中式传统教育与海外标准化课程融合，打造符合中国式孩子学习特色的校本课程。

The accreditation reflects the great efforts that the Group makes in education industry, and its persistence in innovative education and pursuit of optimal education resources. It is an endorsement of Fayao's past years of development. At the same time, Fayao is committed to continuously improving itself by adhering to international standards and hoping to represent China's international education brand on the global stage.

深耕教育行业多年、始终坚持发展创新教育，寻求教育资源最优化，这项认证的获得是对法耀教育集团多年良性发展的认可。同时，法耀教育集团也以更严格的标准要求自己，讲好中国国际化学校故事，助力本土国际教育品牌的海外推广与传播。



DINING

TIANJIN

Chinese



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

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

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

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

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



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

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



Japanese

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

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

Southeast Asian



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

Bakeries & Desserts

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



LE CROBAG – Tianjin Store
Le Crobag 德国面包房
A: Room 109, Building A2, Binshui West road, Nankai District, Tianjin
T: +86 22 23741921



Western

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

A: 1F, The St. Regis Tianjin No. 158, Zhang Zizhong Road Heping District
T: +86 22 5830 9959
O: 06:00 - 22:00
海岸国际餐厅
和平区张自忠路158号天津瑞吉金融街酒店一层哈密道正对面



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

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



ZEST
A: 1 F, The Ritz-Carlton, Tianjin No. 167 Dagubei Road, Heping District, Tianjin
T: +86 22 5809 5109
香溢 - 全日餐厅
和平区大沽北路167号天津丽思卡尔顿酒店一楼



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



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

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



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



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

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

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

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

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

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

DINING



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

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

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

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



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

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

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

Bars



CHA Lounge
A stunning bar anchors this stylish lounge, the perfect setting to linger a while with a cup of carefully prepared tea complemented by the hotel's signature afternoon tea.
A: 1st Floor, Conrad Tianjin, No. 46, Tianta Road, Nankai District
T: +86 22 5888 6666
W: conradtianjin.com
洽堂
南开区天塔道46号天津康莱德酒店一层

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

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

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

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

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

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

SERVICES

Golf



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

Wine



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

Fitness

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



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

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

Ai Dong Li Fitness (Share Time Store)
A: 3F, Share Time Shopping Mall, Weishan Nan Road, Jinnan District
T: +86 22 8897 9567
禧悦时光店
津南区微山路首创禧悦时光商业广场3楼

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

Education



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

International Schools



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



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



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



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

SERVICES

Hotels

★★★★★ Hotels



Renaissance Tianjin Lakeview Hotel

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



The Ritz-Carlton, Tianjin

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



The St. Regis Tianjin

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

The Westin Tianjin

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



HYATT REGENCY TIANJIN EAST

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



Four Seasons Hotel Tianjin

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

The Astor Hotel, Tianjin

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



Banyan Tree Tianjin Riverside

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



Holiday Inn Tianjin Xiqing

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

Holiday Inn Tianjin Riverside

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

Holiday Inn Tianjin Aqua City

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



Shangri-La Hotel, Tianjin

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



PAN PACIFIC TIANJIN HOTEL

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

Tangla Hotel Tianjin

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



Tianjin Yan Yuan International Hotel

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



Conrad Tianjin

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



Wanda Vista Tianjin

A: 486 Bahao Road, Da Zhi Gu, Hedong District, Tianjin 300170
T: +86 22 2462 6888
F: +86 22 2462 7000
天津富力万达文华酒店
中国天津市河东区大直沽八马路 486 号



Courtyard by Marriott Tianjin Hongqiao

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

Radisson Tianjin

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

Serviced Apartments

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



Conrad Residences Tianjin

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



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



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



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



Somerset International Building Tianjin

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

Somerset Olympic Tower Tianjin

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



HIMALAYA SERVICED RESIDENCES TIANTA TIANJIN

A: Intersection of Weijin South Road and Tianta Road, Nankai District, Tianjin
T: +86 22 2352 2888
天津天塔喜马拉雅服务公寓
天津市南开区卫津南路与天塔道交汇天津天塔喜马拉雅服务公寓

HIMALAYA SERVICED RESIDENCES NANKAI TIANJIN

A: Intersection of Hongqi South Road and Chuxiong Road, Nankai District, Tianjin
T: +86 22 2366 1188
天津南开喜马拉雅服务公寓
天津市南开区红旗南路与楚雄道交口天津南开喜马拉雅服务公寓

INDUSTRY

NNIT (Tianjin) Technology

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



Banana Aviation Industry Development Ltd.

A: C1 Building, Low-carbon Industrial Park, Huaming Town, Dongli District, Tianjin, China 300304
T: +86 (22) 2318 5026
+86 130 0139 8785
香蕉航空产业发展公司
天津市东丽区华明镇低碳产业园 C1座403B



Otis Elevator (China) Co., Ltd.

A: No. 443 Jiefang South Road, Tianjin, China (300210)
T: 4008185588
奥的斯电梯(中国)有限公司
天津市河西区解放南路443号, 300210

SERVICES

Serviced Office



The Executive Centre 德事商务中心

The Exchange Tower 2 津汇广场 2 座 29 层

A: Level 29 | The Exchange Tower 2, No. 189 Nanjing Road, Heping District, Tianjin 300051, China
T: +86 22 2318 5111
天津市和平区南京路 189 号津汇广场 2 座 29 层

Modern International Financial Centre 天津国际金融中心 21 层

A: Level 21 | Modern International Financial Centre, No. 136 Chifeng Road, Heping District, Tianjin 300041, China
T: +86 22 2318 5088
天津市和平区赤峰道 136 号天津国际金融中心 21 层

Tianjin World Financial Center 环球金融中心 41 层

A: Level 41 | Tianjin World Financial Center, No. 2 Dagubei Road, Heping District, Tianjin 300022, China
T: +86 22 5830 7888
天津市和平区大沽北路 2 号环球金融中心 41 层

Chamber of Commerce

European Chamber

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

American Chamber

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

German Chamber

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

HEALTH

Hospitals



Raffles Medical Tianjin Clinic

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



Tianjin United Family Hospital

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

Women's and Children's Specialized Health

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



Arrail Dental Tianjin International Building Clinic

A: Rm 302, Tianjin International Building, No. 75 Nanjing Rd, Heping District
T: +86 22 2331 6219/32
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

Real Estate



HOUSING CHINA

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

A: 4402-2, Building 4, No.19, Xinhuan West Road, Tianjin ETDC, 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/



DINING

TEDA & TANGGU

Chinese



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

Western

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



Bella Vita Italian Restaurant
A: Florentia Village Outlet Mall, North Qianjin Road, Wuqing District, Tianjin
T: 15222574660
W: www.bellavitaconcept.com
 美好生活意大利餐厅
 武清区前进道北侧佛罗伦萨小镇 Food-5

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

BARS

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



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



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

Education



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



The Tianjin Juilliard School
A: No. 2946 Xinhua Road, Binhai New Area, Tianjin, 300450
O: 9:00-17:00
T: +86 22 2576 4890 (8829)
E: dmissions.pc@tianjinjuilliard.edu.cn
W: www.tianjinjuilliard.edu.cn
 天津茱莉亚学院
 中国天津滨海新区
 天津市滨海新区新华路 2946 号



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

SERVICES

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

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

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

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

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

Apartments

Ascott TEDA MSD Tianjin
A: No.7 Xincheng West Road, Tianjin Economic-Technological 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

Ariva Tianjin Juchuan Hotel & Serviced Apartment
A: 33 Jizhi Dao, Xiang LuoWan, Binhai New Area, Tianjin 300452
O: 9:00-17:00
T: +86 22 6688 8888
W: www.stayariva.com
 天津巨川艾丽华酒店及服务公寓
 天津市滨海新区响螺湾集智道 33 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

Shui On Veneto
A: Cross of Qianjin Street and Cuitong Road, Wuqing District, Tianjin, China (300meters away from Wuqing Station of Beijing-Tianjin Intercity Railway)
T: +86 22 6018 0666
 瑞安威尼都
 天津市武清区前进道与翠通路交汇处武清高铁站西侧 300 米

HEALTH

TEDA, Tianjin - Marriott Executive Apartments
A: No. 29 2nd 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

Industry



Delight Aerospace Technology Limited
A: No.59 Qi Hang Road, Tianjin Airport Economic Zone, 300308, Tianjin
T: +86 22 5900 1982
Mobile: +86 130 0139 8785
E: ivy.liu@delight-aero.com
 德怡航空技术公司
 天津自贸试验区 (空港经济区) 启航路 59 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

THE EXECUTIVE CENTRE 德事商务中心 The Executive Centre 德事商务中心

Innovative Financial Building 新金融大厦 18 层
A: Level 18 | Innovative Financial Building, No. 3678 Xin Hua Road, Yu Jia Pu Financial District, Binhai New District, Tianjin 300450, China
T: +86 22 6661 6888
 天津自贸试验区 (中心商务区) 新华路 3678 号新金融大厦 18 层

TEDA MSD C1 Tower 泰达 MSD-C1 座 17 层
A: Level 17 | TEDA MSD C1 Tower, No. 79 First Avenue, TEDA, Tianjin 300457, China
T: +86 22 5985 9888
 天津市经济技术开发区第一大街 79 号泰达 MSD C1 座 17 层

Shopping Mall



Shui On Veneto
A: Cross of Qianjin Street and Cuitong Road, Wuqing District, Tianjin, China (300meters away from Wuqing Station of Beijing-Tianjin Intercity Railway)
T: +86 22 6018 0666
 瑞安威尼都
 天津市武清区前进道与翠通路交汇处武清高铁站西侧 300 米

TIANJIN-BEIJING AIRPORT Shuttle Bus ¥82 one way

Tianjin - Beijing Airport Terminals 2/3
 05:00-18:00, 60 minutes intervals. Tianjin West Railway Station Long-distance Bus Station. No.2, Xiqing Road, Hongqiao District
T: +86 22 2732 0688

Beijing Airport Terminals 2/3 - Tianjin
 06:30-23:00, 60 minutes intervals.
 Exit on the 1st floor at Gate 15 / Terminal 2 and Gate 1 / Terminal 3.
Tel: +86 10 6455 8718

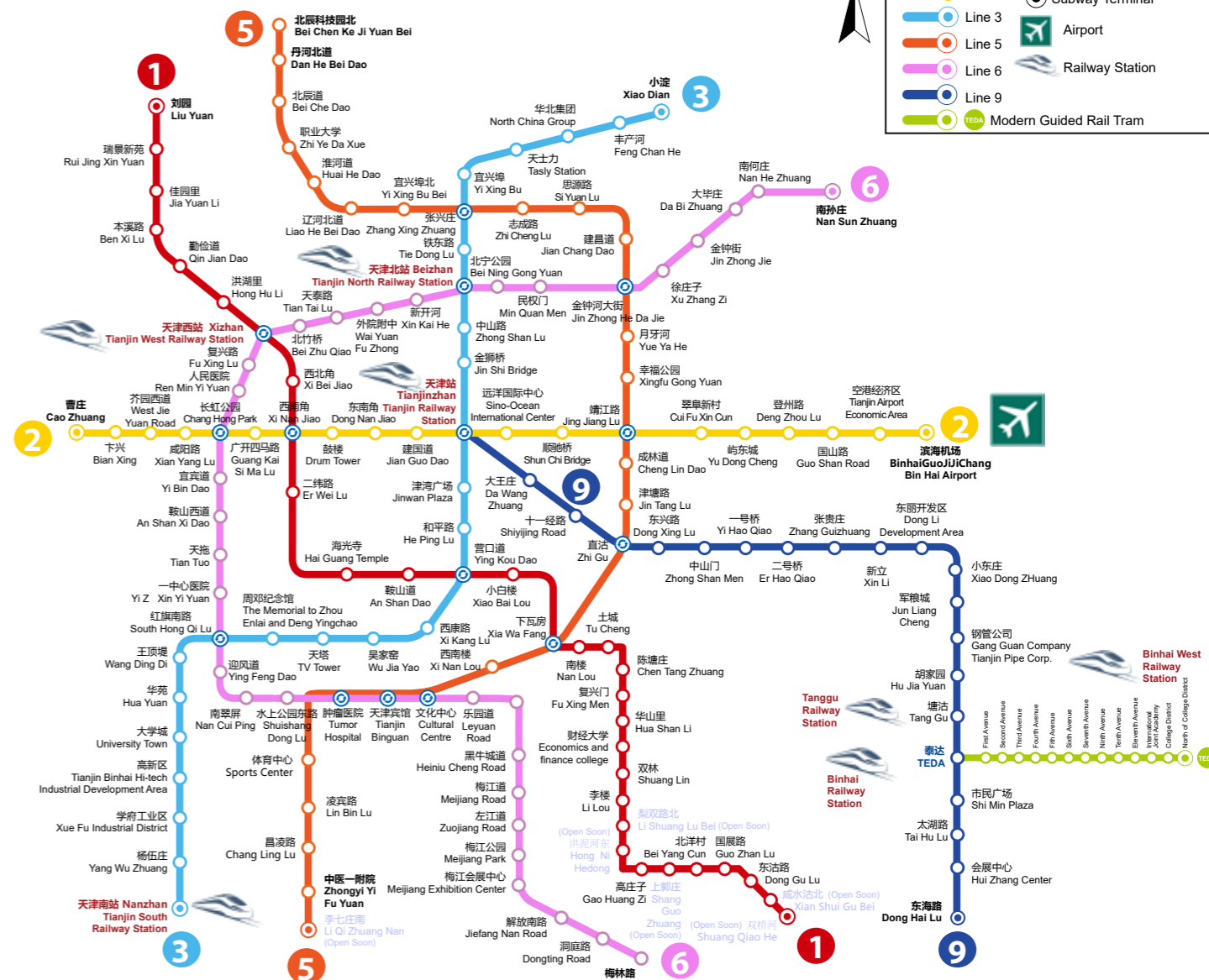
TEDA-BEIJING AIRPORT Shuttle Bus ¥90 one way

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

Tianjin Subway Map 2021



BULLET (C) TRAIN

TJ ~ BJS (¥54.5 - ¥174.5)			BJS ~ TJ (¥54.5 - ¥174.5)		
Train	Tianjin	Beijing	Train	Beijing	Tianjin
C2202	06:16	06:53	C2551	06:02	06:32
G44	22:33	23:06	C2667	22:41	23:13

TG ~ BJS (¥65.5 - ¥208)			BJS ~ TG (¥65.5 - ¥208)		
Train	Tanggu	Beijing	Train	Beijing	Tanggu
C2554	07:31	08:23	C2557	07:10	08:08
C2594	20:48	21:40	C2561	19:07	19:58

Wuqing ~ BJS (¥39 - ¥122)			BJS ~ Wuqing (¥39 - ¥122)		
Train	Wuqing	Beijing	Train	Beijing	Wuqing
C2202	06:31	06:53	C2201	06:22	06:43
C2226	18:25	18:47	C2219	18:37	18:58

Numbers

\$700m

Chinese online grocery platform Dingdong Maicai has raised \$700 million in its latest round of financing from a group of investors, further raising the stakes in the country's online grocery sector, which has seen diversified development despite the COVID-19 pandemic. Led by DST Global and Coatue, the new fundraising attracted over 15 investors, including Tiger Global Management, General Atlantic, CMC Capital, Sequoia Capital China and Cygnus Equity.



100,000

Chinese electric car maker Nio's 100,000th vehicle rolled off the production line in Hefei, capital of East China's Anhui province. It took NIO 1,046 days to complete the production of 100,000 smart electric vehicles, with an average price of 428,000 yuan per unit, according to the company.



100%

The Ministry of Finance and the State Taxation Administration said manufacturing enterprises can deduct 100 percent of their expenses on research and development if the spending is not part of the intangible assets included in the profit and loss for the current period. The deduction will come into effect from January 1 this year.



1,000

Hong Kong University of Science and Technology said African workers accounted for 85 percent among 400 Chinese companies they surveyed in Africa. Moreover, a 2017 McKinsey report said African employees made up 89 percent of the firms' combined workforce based on a survey of 1,000 Chinese firms and factories in eight African countries.



50

Shanghai Pudong New Area's Zhangjiang National Innovation Demonstration Zone is a key player in China's pharmaceutical industry. Located in Jinshan Industrial Park, the harbour has long been pivotal in fuelling commercialization of research results for start-ups. In 2020, it accommodated 50 enterprises in biologic preparation, traditional Chinese medicine and medical devices, with an annual output value of 9.57 billion yuan.



1.9%

China's foreign exchange reserves shrank to \$3.17 trillion at the end of March, from \$3.205 trillion at the end of February. The amount fell 1.09 percent from the end of February, according to the State Administration of Foreign Exchange. In March, China's forex market functioned stably, with the supply and demand of foreign exchange basically in balance, said a SAFE spokesperson.



9.66 million

China saw a total of 9.66 million newly registered motor vehicles in the first quarter of this year, a record high for the same period in any year, the Ministry of Public Security said. This brought the total number of motor vehicles in China to 378 million by the end of March, including 287 million cars, according to data released by the ministry.



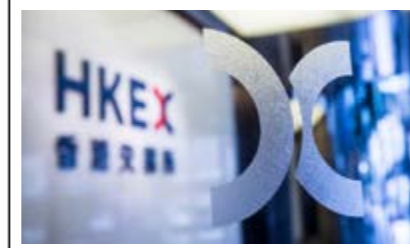
5.396 Billion yuan

China's tear-jerker film, Hi, Mom, has overtaken American fantasy movie, Wonder Woman, to become the world's highest-grossing film ever with a solo female director. The maiden directorial project of comedian and actress Jia Ling saw its cumulative box office reach 5.396 billion yuan and surpass that of the 2017 superhero film from Patty Jenkins, according to the China Movie Data Information Network.



32

IPOs on Hong Kong Exchanges and Clearing Limited (HKEX) hit a record high in the first quarter of this year, driven by a wave of secondary listings by Chinese mainland companies. Statistics show about 32 new listings on HKEX raised a record HK\$132.8 billion in Q1, up 842 percent year-on-year, and Kuaishou, Baidu and Bilibili, three new shares, contributed nearly 70 percent of the total financing in the same period.



Enjoy Great Wines, Hand-Crafted Cocktails & Whiskeys From Around The World

THE CORNER ACADEMY

No. 86 Harbin Rd., Heping District, Tianjin

考恩预约品鉴店

和平区哈尔滨道86号

T: +86 22 27119871

Memorable And Personalized Eating Experience

THE CORNER CHANCE

No. 101-102 Harbin Rd., Heping District, Tianjin

考恩餐饮&文化空间

和平区哈尔滨道102增101号

T: +86 22 83219717

THE EXECUTIVE CENTRE

Discover Tianjin's Newest Premium Flexible Workspace.

在天津, 探索云端的办公空间

At the heart of our 26 years history in Asia is a firm belief that flexible workspaces combined with exceptional support and innovate design is the future model of success.

Over 76% of our clients are multinational firms and growing enterprises, book a tour and find out why they trust us.

我们用26年时间, 以灵活的工作空间、卓越的运营服务和创新设计理念为企业赋能增效。

我们的客户中超过76%是跨国公司和成熟型企业。即刻预订, 开启天津德事商务中心全新办公之旅。



For more information, please contact: 详情及预订请联系:

+86 22 2318 5088

tianjin@executivecentre.com



Level 21, Modern International Finance Center
No.136 Chifeng Road, Heping District, Tianjin