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Dr. Ahmed Hussain

Inspiring Learning

Conference 专业大会 26th - 27th January 2019

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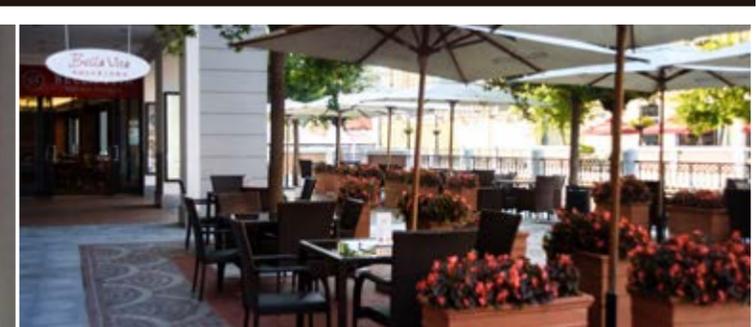
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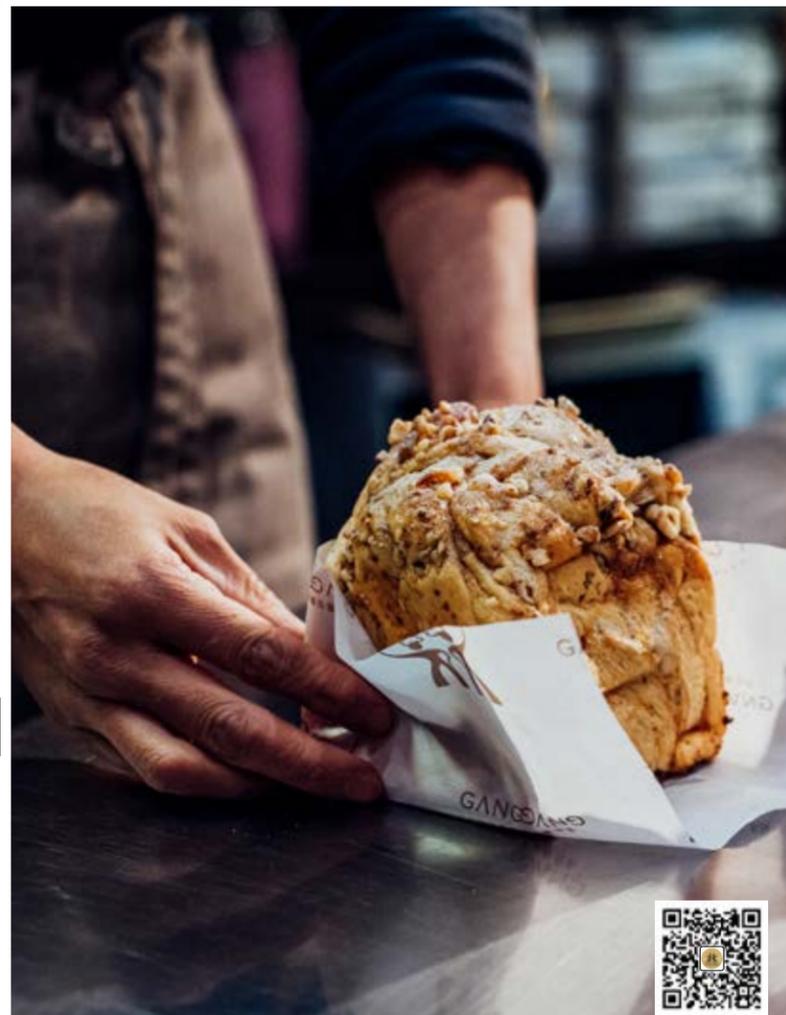
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Dear Readers, Happy New Year!

The Inspiring Learning Conference will be hosted by Wellington College on the 26th and 27th of January in Tianjin. Keen to find out more about this transforming landscape, Business Tianjin Magazine spoke to the Senior Director of Academics for Wellington College China, Dr Ahmed Hussain. We wish this conference to become a successful event and great milestone in the bilingual education system of China.

Michael Hart provided to us an interesting review of Tianjin real estate market of past year 2018. Several key themes took center stage, such as the opening of much anticipated office and retail projects, new subway lines and stations, etc... Don't miss it.

The economic slowdown seems to be continuing from the month before, signaling that the effects of the trade war may be beginning to show. Although the data showed growth, the deceleration of that growth should warrant attention. Analysts fear that the effects may extend beyond China's borders and reach the global economy, given China's importance as a vital producer and consumer on the global stage.

Recently we have got the news of many examples of China's market opening up. German insurance company, Allianz, will be the first one to get the permission to set up an entirely foreign owned insurance holding in China. This move has come as a huge surprise, because something like this was not expected in at least next three to four years, based on Beijing's earlier announcements. We did a deep analysis of this news in the Investment column.

In this issue, we also focus in the Chinese wine industry to know more about the 2nd world's largest consumption market in 2020, not only based on the importation of world-class wines, but also on its own production.

There are many other interesting articles this month, and I invite you to read them all after having checked our content page. We are sure you will find topics that will help you in your professional and personal life, such as the benefits of diversity at workplace, the recent currency War or even the first battery-free phone.

Visit our website www.business-tianjin.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.

Mary Smith

Managing Editor | Business Tianjin Magazine
managingeditor@business-tianjin.com

亲爱的读者，新年快乐！

2019 年最为期待的莫过于由惠立教育研究院主办的第二届 Inspiring Learning 教育峰会，1月26日至27日在天津惠灵顿学校举行。惠立教育研究院致力于为惠灵顿(中国)国际教育集团和惠立教育集团旗下所属学校提供支持，同时广泛地促进国内教育事业的发展。《津卫商务》专访了惠立教育研究院高级教学总监何迈德博士，希望了解更多有关这一转型的信息。详情请阅读封面故事。

仲量联行天津分公司为我们提供了对2018年的天津房地产市场的评论。例如备受期待的办公和零售项目，新的地铁线路和车站等.....

经济放缓似乎从前一个月开始并持续着，表明贸易战的影响可能开始显现。虽然数据显示增长，但这种增长的减速值得关注。鉴于中国作为全球舞台上生产者和消费者的重要性，分析人士担心这种影响可能超出中国并进入全球经济。

德国保险公司安联将成为第一家获准在中国设立外商独资保险公司的公司。这一举动令人惊讶，因为根据北京此前的公告，至少在未来三到四年内不会出现这种情况。更多精彩，请访问我们的网站 www.business-tianjin.com 或关注我们的微信公众号：[business_tianjin](https://www.wechat.com/p/business_tianjin)。

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Business Tianjin / January 2019



◀ Dr. Ahmed Hussain Inspiring Learning

Education across the world is changing, reflecting economic, social and technological transformations; nowhere more than in China. In order to adapt to this changing landscape, innovation and a critical approach to education must be utilised in an international context.

The Inspiring Learning Conference will be hosted by Wellington College International Tianjin on 26th and 27th of January. Keen to find out more about this transforming educational opportunity, Business Tianjin Magazine spoke to the Senior Director of Academics for Wellington College China, Dr. Ahmed Hussain.

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▲ E-BIZ

Are Blogs Necessary to Your E-commerce Shop

Consumers nowadays are taking their decision to buy something based on the reviews and personal testimonies of their influencers. One way to achieve this is through writing blogs. Blogging is now serving a big role in promoting one's brand. An individual or group of people can use blogs to excite a reader by sharing views on a particular subject in a little informal yet conversational and friendly style of writing to persuade or encourage them. Blogs are a perfect example of a reader engagement, most especially if the blogger gained popularity and massive followers online.

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◀ Art & Leisure Ancient Temples in China

Temples-miao (庙) or diàn (殿) reflects our rich, long history and culture. Across the country, thousands of temples that were built from each Dynasty have been considered as an indispensable treasure. These temples were traditionally built as a place of worship of different religions and purpose. From Buddhist, Taoist, Ancestral or Shrines- these temples have long served their purpose whether as a place of solace, school, or a sanctuary to serve a local deity or god. Throughout the years, these temples became a venue for social and welfare activities. Some of these temples even sponsor for important community activities like environmental projects and assistance for the poor.

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TIANJIN NEWS

A successful art salon at Pan Pacific Tianjin



A Contemporary Art Salon from two renowned artists was held in Pan Pacific Tianjin Grand Ballroom. Two renowned domestic artists, XiuFu and Linzi, whose art work are with western contemporary influential. More than 80 renowned critics and art collectors from Northern China and more than 30 domestic and international art medias attended this "Art Salon" held at Pan Pacific Tianjin on the night of 2nd December, 2018. The success of holding the event not only boosted Pan Pacific Tianjin's standing as the venue of choice for high-profile events in the city, but also Pan Pacific Brand in the Art Industry.

Samsung to end smartphone plant and invest on capacitor, battery plants in Tianjin



Samsung Electronics will cease operations at one of its mobile phone manufacturing plants in China, the company said, as its sales in the world's biggest smartphone market slumps amid rising competition from lower-cost local rivals. The factory, which currently employs about 2,600 people, is scheduled to be shut down by the end of this year. Samsung said it would offer compensation packages to the employees and also provide opportunities to transfer to other Samsung facilities. But Samsung will invest 2.4 billion U.S. dollars to build new battery and capacitor plants in Tianjin. The investment will be used to expand the power battery lines and set up a multi-layer ceramics capacitors factory for automotive electronics in the city.

Christmas Tree Lighting Ceremony held at Wanda Vista Tianjin



Wanda Vista Tianjin marked the beginning of this year's Christmas celebrations with a joyful Christmas tree lighting ceremony in the hotel's lobby in the evening of November 30th. The 6.5 meter tall Christmas tree decorated with golden and silver Christmas balls and gifts stood in the lobby. On other places in hotel there have been placed a delicate gingerbread house, deer and other Christmas decorations, filled with a festive atmosphere of joy. About 100 guests from government, corporate clients, hotel guests and media witnessed the splendid moment together. The hotel provided Gluehwein and exquisite refreshments for guests of the ceremony and those staying at the hotel.

Airbus delivers 400th A320 family aircraft assembled in Tianjin



Airbus has delivered the 400th A320 Family aircraft from its Final Assembly Line Asia (FALA) in Tianjin. The A320neo airplane was delivered to Air China, representing another milestone of the industrial cooperation and partnership between Airbus and China's aviation industry. In 2008, a joint venture of the A320 final assembly line was set up in Tianjin to meet surging demand from Chinese customers. It is the third single-aisle aircraft final assembly line location of Airbus and first outside Europe. Airbus has four A320 Family production facilities around the world, including in Toulouse in France, Hamburg in Germany, Tianjin in China, and Mobile in the United States.

"Season's Greetings" Christmas activity @ Metropolitan Plaza Tianjin



From now on to February 24th, 2019, Metropolitan Plaza Tianjin is holding "Season's Greetings" Christmas activity. While enjoying the activity, there will also be various gifts for you to win! On December 15th, 2018, Metropolitan Plaza Tianjin gathered guests and associates for the joyful celebration of its Christmas Tree Lighting Ceremony. And this is the only 10 metres Christmas tree in Nanjing Road which became a beautiful scene. Metropolitan Plaza Tianjin also held a unique Christmas parade and performed beloved Christmas carols. The Tree Lighting Ceremony marks the start of Metropolitan Plaza Tianjin's Festive Season, which is jam-packed with special events and promotions to celebrate together.

Sino-Singapore Friendship Library opens in Tianjin



Sino-Singapore Friendship Library, a joint project between China and Singapore, has opened to the public in Tianjin. The library is part of the Sino-Singapore Tianjin Eco-City in Binhai New Area, an intergovernmental project between the two countries. With five floors above the ground and 67,000 square meters in floor space, the library is now home to over 350,000 books and is expected to store 1.5 million books and 1 million historical documents in the future. Robots are installed in the library to shelve books and help readers navigate. Readers can borrow books by using their smartphones to scan barcodes.

Tianjin pushes for building of Free Port



Tianjin is stepping up its efforts to build a high-standard pilot free trade zone and apply for the establishment of a free port to further drive the joint development of the Beijing-Tianjin-Hebei region, the zone's administration said. The administration revealed that it has, following detailed research and discussion, drafted and revised the construction plan of the Beijing-Tianjin-Hebei free port, which would further integrate regional development. The plan will be submitted to the higher authorities "in due course", it said. If it is approved, the blueprint for the free port would serve as a platform for the region to open further to the outside world.

FINANCE

Germany's Allianz gains approval for first wholly foreign owned insurer



China has granted German insurer Allianz permission to set up the first wholly foreign-owned insurance holding company in the country. Allianz said the company expects to establish the subsidiary in 2019, adding that China is the central part of Allianz's Asian strategy. According to a statement on the official website of the China Banking and Insurance Regulatory Commission (CBIRC), the regulator has recently given approval to 10 financial institutions, including Fubon Bank, ICBC-AXA Assurance Co, and the Korean Reinsurance Co, to set up local subsidiaries. The CBIRC said it will continue to implement opening-up measures in the banking and insurance sectors.

Boeing opens first 737 finishing plant in China



Boeing opened its first 737 completion plant in China over the weekend, a strategic investment aimed at building a sales lead over arch-rival Airbus in one of the world's top travel markets. The world's largest plane maker also delivered the first of its top-selling 737s completed at the facility in Zhoushan, about 290 kilometers southeast of Shanghai, to state carrier Air China during a ceremony on Saturday with top executives from both companies. The executives, alongside representatives from China's state planner and aviation regulator, unveiled the plane at an event attended by hundreds of people.

Court bans sale of several iPhone models in China



Apple has suffered a new blow in China after a court banned the sale of certain iPhones amid a patent spat with the microchip company Qualcomm. The Fuzhou Intermediate People's Court has granted two injunctions against Apple subsidiaries in China, ordering the company to cease imports and sales of iPhones from 2015's iPhone 6s to last year's iPhone X, Qualcomm said. This year's iPhone XS and XR phones would not be affected. Apple played down the ruling, saying it only applied to phones that were running older versions of its software and that as a result all of its iPhone models would remain on sale. However, shares in the company fell and analysts said the decision could spell more trouble for the company in China amid a mounting trade war.

China's 'Fund Town' Struggles to Attract Foreign Investors



An 18-square-kilometer rural area about an hour's drive outside of China's capital, Beijing Fund Town was established by the government in 2015 to be a hub for the nation's \$1.9 trillion private funds market. That was the year China's stock market soared to a seven-year high, only to suffer a devastating crash from which it still hasn't recovered. Wu Lei, deputy director of Beijing Fund Town's management committee, is unperturbed. He's busy mapping out the future for an area officials envision will be a "globally influential" hub for asset managers. Beijing Fund Town is in talks with a number of overseas firms, including some from Wall Street.

WeWork to accelerate China expansion plans in 2019



WeWork's expansion across China has accelerated and shows no sign of slowing down. According to WeWork executive Sern Hong Yu, China has been one of the fastest growing regions for the New York-based office space company. WeWork has prospered thanks to an innovative business structure where it acquires leases to properties and rents shared office space to a variety of clients, including entrepreneurs, startups and big-name clients like Facebook Inc. These leases provide a "shield" for the parent company (WeWork) in case there are failures at individual locations. WeWork typically uses single-purpose entities, registered as limited liability corporations, to sign its leases with landlords. If one of its locations does poorly, the landlord has to deal with it, rather than WeWork.

UBS Becomes First Foreign Bank to Control a Brokerage in China



UBS, the first fully licensed foreign-invested securities firm in China, said that it has become the first foreign bank to increase its stake to gain majority control of a securities joint venture in China. The Switzerland-based bank company said in a note sent to the Global Times that UBS has earlier received the approval from the China Securities Regulatory Commission to increase its shareholding in its securities joint venture in China, and UBS Securities Co has increased its shareholding from 24.99 percent to 51 percent. China announced in April measures to raise foreign equity caps in the banking, securities and insurance industries, allowing foreign financial institutions to take control of domestic securities brokerages up to the 51-percent level.

Airbus pursues innovation in 'China's Silicon Valley'



Airbus is speeding up its innovative approach in China, with plans to invest tens of millions of euros in the Airbus China Innovation Centre (ACIC) based in "China's Silicon Valley" Shenzhen. Airbus has enjoyed its deep cooperation strategy in an opening China, voluntarily transferring part of its technology to expand market, and it's why the company is keen to promote further cooperation, analysts said. ACIC was the company's second global innovation center after the one in Silicon Valley. The Chinese facility, established in 2017, is planning to invest tens of millions of euros to start a brand new office at the beginning of 2019.

LAW & POLICY

Beijing to offer financial help to companies that keep staff on payrolls



China's state council, the cabinet said that the government will offer financial help to struggling companies that keep staff on payrolls in a time of increasing economic headwinds. For firms that choose not to cut staff or reduce the number of job cuts they are planning next year, the government will return half of their unemployment insurance fees, the state council said in a statement on its website. Beijing will also provide subsidies to out-of-job workers who are undergoing job training, the state council added.

China mulls new foreign investment law



China's legislature is considering a new law governing foreign investment that will streamline existing rules and prevent the forced transfer of technology. The new "unified law" will replace three existing laws on Chinese and foreign equity joint ventures, non-equity joint ventures and wholly foreign-owned enterprises. A draft of the proposed legislation was presented at a meeting of the Standing Committee of the National People's Congress (NPC). When in place, the new law would bar local governments from restricting market access for foreign firms and from forcing them to transfer technology. This will ensure foreign investors would enjoy the same privileges as Chinese companies in most sectors except those excluded on a "negative list".

GENERAL

Hong Kong ranked 6th most expensive city for expats to live in



The strengthening Hong Kong dollar has catapulted the city up to sixth on the list of the world's most costly destinations for expats, up from No 9 last year. The world's most expensive place is Ashgabat, the capital of Turkmenistan, which rocketed from 146th last year as a deepening economic crisis left black-market exchange rates plummeting and shortages in foreign exchange. This in turn fuelled inflation. In Hong Kong, the local currency is getting stronger due to its peg with the US dollar. Since April 1, the Hong Kong dollar has gained 15 per cent against the Japanese yen, 10 per cent against both the Norwegian krone and Chinese yuan, and almost 6 per cent against the Singapore dollar.

CHINA IN THE WORLD

258 runners caught cheating in Shenzhen's half marathon



Organisers of the Shenzhen half-marathon have said the 258 participants caught cheating during Sunday's race will not be able to run away from punishment for their actions. As many as 18 runners were found to wearing fake bibs, and three were running on behalf of others. They face lifetime bans from the event. The 237 others, most of whom had taken shortcuts during the race and were caught out by traffic cameras and local photographers, could be banned for two years. In the most blatant case, a traffic camera caught runners turning round at least 1km before they were supposed to make a U-turn, potentially shaving about 10% off the 21km race.

Beijing opens 24-hour exit-entry self-service spot



The Exit and Entry Administration of the Beijing Municipal Public Security Bureau opened three more self-service venues supplementing the existing self-service hall in Tongzhou district. This includes a 24-hour self-service hall in Dongcheng district. The round-the-clock self-service hall is located in the reception hall of the Exit-Entry Administration of the Beijing Municipal Public Security Bureau. Applicants can obtain endorsement of exit-entry permits for travel to and from Hong Kong, Macao and Taiwan, obtain exit and entry documents, and check the data bank of personal exit and entry records. Users of the new service will have to swipe their ID cards to enter the self-service hall.

Beijing is trying to rid city of Chinglish before 2022 Winter Olympics



The 2022 Olympics may seem a while away, but Beijing is already hard at work prepping everything for the thousands of foreign visitors who'll be flooding into the city for the event. One of the things they're cracking down is the use of 'Chinglish' throughout the city - this is a term used to describe the unintentionally-hilarious English mistranslations you can see alongside Chinese and Cantonese characters on signs. This is all to clean up the city's image. Back in 2017, a new English translation standard was put into effect. The foreign affairs offices claims over two million Chinese characters on bilingual signs have been checked over to make sure they are properly translated into English.

Beijing's population fell for first time



The population of Beijing, the Chinese capital with over 21 million residents, fell for the first time in 2017, despite the introduction of the two-child policy. The population of Beijing, the Chinese capital with over 21 million residents, fell for the first time in 2017, despite the introduction of the two-child policy. Beijing's Population Development and Study Report said that the city's population was 21.7 million, 22,000 less than in 2016, the same year the two-child policy was introduced. The number of migrants living in Beijing fell to 132,000, while the number of registered residents fell by 37,000.



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Latest data confirmed weakening economic conditions

By Morgan Brady



最新数据证实经济 状况疲弱

11月的经济数据并没有呈现乐观趋势。延续上月，放缓正在持续，贸易战的影响渐渐显现。虽然数据还是在增长，但这种增长的减速值得关注。鉴于中国作为全球舞台上生产者和消费者的重要性，分析人士担心这种影响可能超出中国并影响到全球的经济。

零售销量减少

作为消费者的一个关键指标，零售销售放缓至8.1%的增长率，这是自2003年以来的最低水平。消费者情绪的恶化可能为未来疲弱的国内市场埋下隐患。

将继续开展改善当地条件的战略

正如习近平主席所证实的那样，中国政府将维持其目标和运动，以减少金融风险，污染和贫困。虽然政府希望看到增长率上升，但它并不希望看到不受控制的增长，因为那只会导致泡沫。

如果中国与美国采取积极措施使得贸易紧张局势缓和，这将有可能重振两个市场并重新燃起增长希望。

November's economic data didn't paint a beautiful picture. The slowdown seems to be continuing from the month before, signaling that the effects of the trade war may be beginning to show. Although the data showed growth, the deceleration of that growth should warrant attention. Analysts fear that the effects may extend beyond China's borders and reach the global economy, given China's importance as a vital producer and consumer on the global stage.

DECELERATING RETAIL SALES

Retail sales, a key indicator of consumers' sentiment, slowed down to a growth rate of 8.1%, which is the slowest since 2003. A worsening consumer sentiment can pave the road for a weaker domestic market in the future. This comes at a time when everyone was looking to the consumers to help offset the negative impact of the trade war.

AUTO SALES ARE THE MAIN CULPRIT

Auto sales declined by 10% from an earlier year, which seems to have been a major reason in the declining growth rate in retail sales. The tax cuts introduced by the government to stimulate spending did not work as intended. Retail sales, which include both corporate and consumer spending, amounted to 3.52 trillion Yuan, according to the National Bureau of Statistics. In October retail sales stood at 3.55 trillion Yuan. The decline took place despite Alibaba having posted record spending on a single day on November 11th, when the shopping festival took place. It also did not seem to matter much that Apple released its iPhone XR.

Besides the plunging car sales, consumption seems to have been held back by high household debt, and the debt service costs. The decline in car sales may indicate that sales for premium products is slowing down. Other similar products may follow the same path.

INDUSTRIAL PRODUCTION WEAKENS AS WELL

Similarly, industrial production in China disappointed in November. Industrial production grew on a year basis by 5.4%, as opposed to expected 5.9%. This was the slowest growth in three years. In response to those figures, many global financial markets plunged, including Chinese stocks and its currency.

FIXED ASSET INVESTMENTS AND OTHER INDICATORS

There have been some positive numbers, nonetheless. Investments in fixed assets increased by 5.9% in the first 11 months of 2018, slightly better than the expected 5.8%. The surveyed jobless rate declined slightly to 4.8%. And property investment grew by 9.7% on a year basis, which is close to its average throughout this year.

Aside from that, the Guangdong purchasing manager's index has not been released this month. The index has a concentration of companies exporting to Europe and the U.S, and many economists look at it to gauge the effects of the trade spat. The cancellation of

release came after the announcement that the statistics bureau will be in charge of conducting the purchasing manager's index surveys.

THE TRADE WAR IS HURTING BOTH PARTIES

The efforts by the Chinese government to stabilize growth and weather the storm do not seem to be working as planned. Tax cuts, and a dovish monetary policy, are not yielding the desired effect. But the conditions in America are not much better either. The US saw a red October in its main financial indices, and things have not improved that much in November. If the trade war is actually working as Trump intended, then it is working against both parties.

CHINA TAKES POSITIVE STEPS TO RESOLVE THE TRADE SPAT

Lately, China has eased some of the trade tensions by taking many steps. This includes the purchase of US Soy Beans, the delay in the "made in China 2025" ambitious tech program, reduction of import duties on US vehicles, and increasing punishments for IP thefts.



Many analysts believe that the effects of the trade war on exports have not been seen yet. Manufacturing data confirms this, as shipments have increased before the tariffs take effect. China's trade balance has been impressive this year as it has already surpassed its 2017 trade record by mid November in 2018.

In November, China's trade surplus with the US hit a record high, whereas China's exports and imports for the month witnessed a fall in US dollar terms, as China's trade balance stood at USD 44.74 billion.

CAMPAIGNS TO IMPROVE LOCAL CONDITIONS WILL CONTINUE

Moreover, the Chinese government will maintain its objectives and campaigns to reduce financial risk, pollution, and poverty, as confirmed by president Xi Jinping. And while the government would like to see growth climbing, it has no desire to see uncontrolled growth that would only lead to bubbles.

CONCLUSION

China's growth target of 6.5% for this year is still attainable. And the developments in December, the last month of the Gregorian year, are yet to be seen. Retail sales and industrial production data confirmed weakening economic conditions. The actions of the Chinese government seem to be giving some effect, but not all. This comes at a time when Chinese policy makers will gather in Beijing to attend the annual Economic Work Conference and discuss economic conditions now and in the upcoming year. If China's positive steps with the US do work, and trade tensions ease, this will likely revive both markets and reignite growth hopes. **E**

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Trade Relationship and Largest Projects between China and Russia

By Harold Murphy

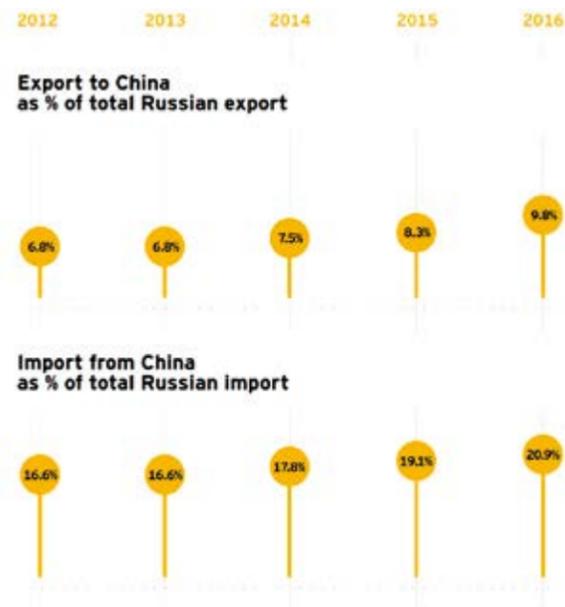
Last year 2018 marks the 17th birthday of the Treaty on Good-Neighborliness, Friendship and Cooperation between Russia and China, signed in July 2001. With the agreement entering adult age, Chinese-Russian ties have never been deeper with ambitious projects underway in the energy, infrastructure, finance and other sectors. In this article, we'll cover the growing trade volume and some of the largest projects between China and Russia which are either underway or scheduled to start in the near future.

TRADE VALUE BETWEEN CHINA AND RUSSIA

Chinese trade value with Russia is on a steady rise. While exports to China accounted for around 7% of the total Russian trade turnover in 2012, that number rose to around 10% in 2016. Russia even managed to increase its exports to China in times of international sanctions against *Kremlin*, following the annexation of Crimea. At the same time, imports from China accounted for 16% of total Russian imports in 2012 and rose to almost 21% in 2016. This marks a whopping 34% year-on-year increase in China - Russia trade flow.

These numbers confirm China's role as the largest Russian trade partner for the last six years. In dollar-terms, trade value between the two countries reached around \$70 billion in 2016 with an impressive annual increase of one third.

This shouldn't come as a surprise since Russian President Vladimir Putin shifted his diplomatic focus to the east in the face of rising political and economic tensions with the Western world.



China-Russia Trade Exports and Imports
Ernst & Young publication, *China and Russia in 2017: an intricate path of growth*

ENERGY PROJECTS: POWER OF SIBERIA

One of the largest energy projects in the world and the largest since the fall of the Soviet Union is a 3,000km pipeline that runs from Russia's gas fields in the far east down to the Chinese border in the south-east. Around 8,500 workers are working all-year round to finish the gas pipeline, which is



The Power of Siberia will transport 38 billion cubic meters of gas to China annually.

expected to transport the first cubic meters of gas in late 2019. Operated by the world's biggest gas company, Gazprom's Power of Siberia is an ambitious energy project that will connect Russia with its largest energy importer, China. The pipeline's cost, which creeps across the Siberian permafrost at a rate of 2 kilometres per day, is estimated around \$55 billion.

TRANSPORTATION AND INFRASTRUCTURE PROJECTS

Beside energy projects, there is also a large number of infrastructure projects that have been launched recently.

Amur Railway Bridge

The bridge over the *Amur River* which connects the Russian and Chinese borders is the first-ever railway bridge between the two countries. The new bridge, which is to a large part financed by the Russia-China Investment Fund, is a significant project for the Russian exporters in the far east, as it will reduce the existing transportation distance by around 700 kilometres. The Amur River Bridge, which will be long 2.2 kilometres and cost around \$355 million, connects the Jewish Autonomous Region of Russia with the Chinese province of *Heilongjiang*.



First-ever railroad bridge over the Amur River

MOSCOW-BEIJING HIGH-SPEED RAILWAY

The Moscow-Kazan High-Speed Railway is a planned high-speed railway that should connect the Russian capital Moscow and Kazan over a distance of 772 kilometres. The project is the first segment of a transnational high-speed railway connecting Moscow and Beijing over a distance of more than 7,000 kilometres. The project, which is still under consideration by Chinese and Russian governments, will be an ambitious infrastructure project operated by the Russian

Railways, featuring an operating speed of up to 360 km/h. Planning works finished in late 2017, and construction of the first part of the railway was expected to begin before 2019.

PROJECTS IN THE FIELD OF FINANCE

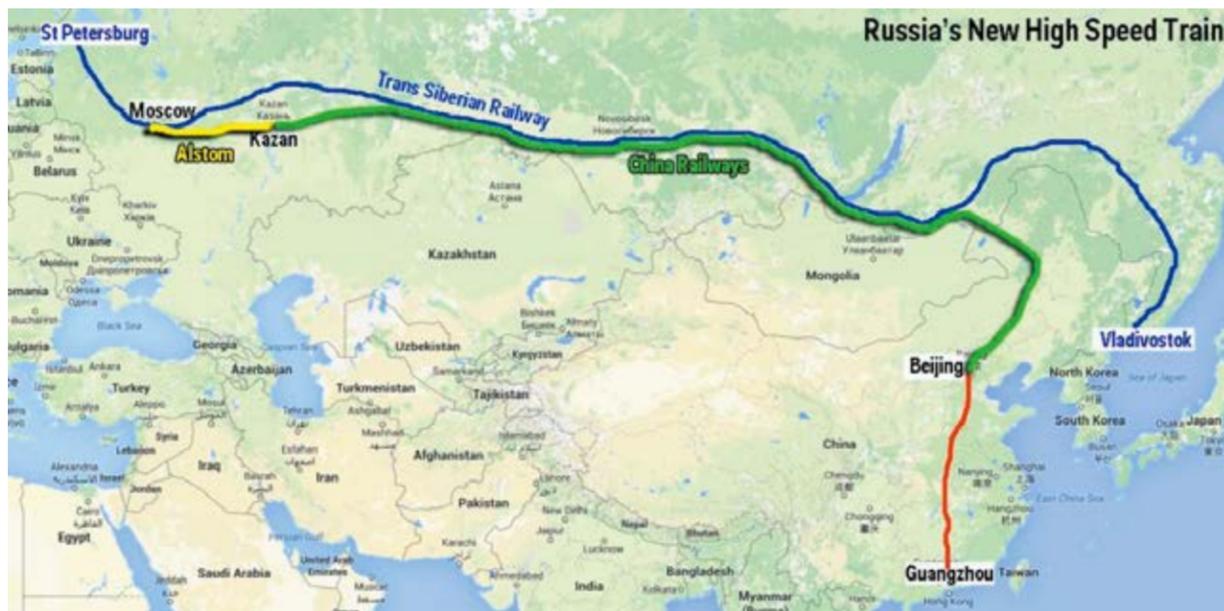
A growing number of Chinese companies in the finance sector, including insurance, financing and payment-processing companies, are opening their offices in Russia. If you want to find a renminbi clearing bank in Russia, look no further than the Industrial and Commercial Bank

中俄贸易关系和最大的项目

去年 2018 年标志着于 2001 年 7 月签署的中俄睦邻友好合作条约 17 周年纪念。随着协议进入成熟阶段，中俄关系从未如此深入，能源项目、基础设施、金融和其他项目正在如火如荼地进行中。在本文中，我们将介绍不断增长的贸易量和中俄之间的一些最大的项目，这些项目正在进行或计划在不久的将来启动。

自九十年代末中俄建立第一个正式伙伴关，20 多年后，两国各级的跨国关系不断发展。在与欧洲紧张关系日益紧张的情况下，俄罗斯越来越多地转向东方，而中国在其雄心勃勃的“一带一路”倡议中找到了可靠的合作伙伴，将中国与世界其他地区联系起来。

作为俄罗斯最大的能源进口国，西伯利亚电力管道将从俄罗斯向中国输送 380 亿立方米天然气，俄罗斯和中国出口商将发现，一旦阿穆尔铁路桥建成，改善贸易关系将变得极为容易。



Moscow-Beijing High-Speed Railway

of China. The China Development Bank and the Export-Import Bank of China have also reached major agreements with Russian financial institutions.

E-COMMERCE

The economic relationships between China and Russia don't end with energy, infrastructure and finance projects. Ties in the e-commerce sectors are also deepening at a steady pace. The Chinese AliExpress has become

the largest foreign e-commerce platform in Russia, with the Chinese-Russian e-commerce trade volume rising to 54% of the total cross-border e-commerce trade volume of Russia. AliExpress also opened a local branch in Russia in 2017 to accommodate for the growing number of Russian customers.

CONCLUSION

With more than 20 years passed since the establishment of the first

official partnerships between China and Russia back in the late nineties, transnational relations have grown at all levels between the two states. Russia's focus is increasingly shifting to the east amid rising tensions with Europe, and China has found a reliable partner in its ambitious Belt and Road Initiative that shall connect China with the rest of the world.

Being Russia's largest energy importer, the Power of Siberia pipeline will transport 38 billion cubic meters of natural gas from Russia to China, and Russian and Chinese exporters will find it tremendously easier to improve trade relations once the Amur Railway Bridge is completed. **B**

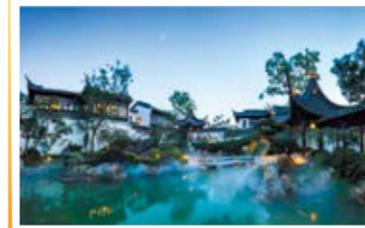


Renminbi clearing bank in Moscow, The Industrial and Commercial Bank of China

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¥ 1.06 Billion

The highest luxury home in China is listed for ¥ 1.06 Billion. The 32-bedroom, 32-bath garden home sits on a private island on the south shore of Suzhou's Dushu Lake.



30 Million

China is set on having 30 Million self-driving vehicles on its roads in the next ten years. Enabling this will be with government investments in local business, particularly technologies which will be steering the autonomous cars.



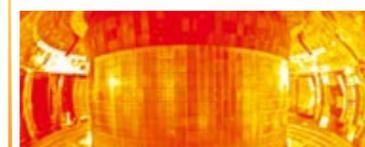
28 minutes

Dingdang Medicine Express (Beijing) Technology Co Ltd, an online drug selling platform commits to delivering orders within 28 minutes. The company is geared to open 2,000 offline stores in 300 cities within three years.



100 Mil. degrees

A team of scientists from China's Institute of Plasma Physics reported that their experimental "artificial sun" reached a whopping 100 million degrees Celsius, a feat significant for fusion science around the world, as a possible solution for energy issues.



¥ 595 Billion

China's tea output is estimated to reach 2.8 million metric tons in 2018, with the value of the industry hitting ¥ 595 Billion as per China Tea Marketing Association. The country's tea export will exceed 300,000 tons this year.



5,000 meters

China has developed a small-size multi-rotor unmanned aerial vehicle (UAV) which can climb up to 5,000 metres, according to the China Helicopter Research and Development Institute (CHRDII).



¥ 34.5 Billion

Chinese scientists unveiled the full conceptual design for the proposed Circular Electron Positron Collider (CEPC), valued at ¥ 34.5 Billion, to tackle the next big challenge in particle physics.



139 million

This year's summer harvests of 139 million metric tons have matched the scale of last year's bumper's harvests. This number represent a fifth of China's total harvests for the year.



70%

Online shopping for people over 50 years old accounts to 70% of the elderly consumers, with citizens over 60 doubled on their shopping frequency within the last three years, based on a report by Alibaba. Elderly people increasingly tend to use mobile payments as well, with numbers doubling based on last year.





Education across the world is changing, reflecting economic, social and technological transformations; nowhere more than in China. In order to adapt to this changing landscape, innovation and a critical approach to education must be utilised in an international context.

Inspiring Learning

The Inspiring Learning Conference will be hosted by Wellington College International Tianjin on 26th and 27th of January. Keen to find out more about this transforming educational opportunity, Business Tianjin Magazine spoke to the Senior Director of Academics for Wellington College China, **Dr. Ahmed Hussain**.

Dr. Ahmed Hussain, could you please briefly explain to our readers what the Huili Institute of Learning is and how it aims to help in shaping the quality of education in China?

The vision for the Institute of Learning was conceived several years ago. The aim was essentially to challenge our existing schools to be the best they possibly could be, through developing leadership, professional learning and training opportunities for our existing staff, and also through research. As our school group strengthened and we grew in terms of capacity, our aim was always for us to not simply be an excellent group of schools, but to learn from and contribute to education in China.

The Institute of Learning (IoL) is made up of academic leaders in the fields of: Mathematics, Chinese, English language acquisition, early years education, science, leadership, research and initial teacher education. The IoL continues to work with our own schools to strengthen their practice and are increasingly engaging in research projects across China. So for example, a comparative analysis of leadership in Chinese schools, bilingual schools and international schools along with a research project in Shanghai exploring the relationship between pedagogy and pupil engagement using AI technology. There is also a project looking into bilingual models of education and language acquisition in English and Chinese. An important research focus also includes the explicit teaching and wellbeing and how that influences

世界各地的教育科技正在发生变化，由教育科技发展变化带来的经济技术的转变在中国是最好的体现。为了适应这种不断变化的环境，中国必须在国际背景下利用创新的教育方法。



第二届 Inspiring Learning 教育峰会将于 1 月 26 日至 27 日在天津举行，由惠立教育研究院主办。惠立教育研究院致力于为惠灵顿（中国）国际教育集团和惠立教育集团旗下所属学校提供支持，同时广泛地促进国内教育事业的发展。《津卫商务》专访了惠立教育研究院高级教学总监何迈德博士，希望了解更多有关这一转型的信息。

您是否能告诉我们于一月在天津举行的教育峰会是如何开展的？您是如何选择主题和主题发言人的？

11 月份我们在上海举办了第一届 Inspiring Learning 教育峰会。国内外教育工作同仁聚集一堂，通过研究为本的专业化培训项目为教师的职业发展提供深远影响力。贯穿峰会的四大主题：即教学领导力、教学方法与实践、双语教育以及辅导与指导。考虑到如何让整个社区参与培训和发展机会，会议安排有一位主题发言人，有 20 个不同的发言人演讲，然后将在一个关键的教育领域进行扩展研究，教育峰会更像是一个研讨会。

作为一名教育家，您希望中国的教育家和管理者能够达到什么样的影响力？

我希望来到惠灵顿学校的学生在这里受到最好的教育，最主要的是他们未来的发展。他们的成绩应该是优秀的，他们的成功是指在成年之后而不仅仅是现在的 18 岁，我认为这是我们应该寻求的成功。我们永远不会成为一个大型学校团体，而是会更关注学生个体的发展。

我们还与天津惠灵顿学校的校长 Julian Jeffrey 进行了关于惠灵顿学校在中国未来的教育目标对话

您如何看待此次的学习会议能够让教育工作者和领导者应对 21 世纪的挑战？

我很高兴天津的许多教育领导人聚集在一起，用两天时间思考未来的教学和学习。教师，校长，研究人员和教育舆论界有机会在这样的论坛上见面，这是一次难得的机会。21 世纪的世界将需要高技能的年轻人加入全球劳动力，因此我们都有责任为学生做好准备。这次会议可以开始帮助构建这样的想法。

teaching and learning. Therefore, it is evident that the IoL leads a wide range of high-impact and high-profile research projects that are fundamental for education in China.

The IoL also offers training and an open opportunity for educators in the north of China to come and take part in very high quality professional learning opportunities.

Well, as you mentioned the Inspiring Learning Conference that's going to take place next month in Tianjin. Can you tell us how did the Inspiring Learning Conference start and how did you choose the topics and the keynote speakers?

We had our first Inspiring Learning Conference in Shanghai in November. When we were thinking about how we can engage the community in training and development opportunities, we identified two channels. One is the Inspiring Learning Conference whilst the second is ongoing workshops that my team and I operate across Tianjin that educators attend, but they are quite localised and happen after the school day.

The Inspiring Learning Conference 26th-27th January 2019 in Tianjin is designed as an opportunity to bring educators together on a slightly larger context. The conference is



Dr. Ahmed Hussain



organized in such a way that there will be keynote speakers and then there will be an extended study in one critical area of education. That makes it more like a workshop style conference, than a very low-impact conference where participants attend session with 20 different speakers. This way we structure our conference with a keynote speaker but what we then do is offer an in-depth study in one area for all participants. They then might be able to choose up to three or four areas over the weekend, but it means they're getting an in-depth understanding of that concepts.

Our structure of professional learning is based entirely on what we understand from research and what works in professional learning and training of teachers and school leaders. For example, all of our workshops are structured into three sessions 12 weeks or more apart, as sustained focus in one area for 12 weeks has been shown to have the biggest impact.

The topics for the conference are selected because they are current priorities in educational thinking and practice. For example in Shanghai in November we were able to have two keynote speakers; one was Professor Lynn Newton, Durham University, a world leader in creative and critical thinking and the other was Professor Anwei Feng, Head of School at Nottingham Ningbo School of Education, whose

research focuses on bilingual education. These two areas are key components of education reform in China. So what he was able to bring was current research-based findings on what works in bilingual education. And those two areas are essential because education reform in China is promoting critical thinking and creativity whilst there is significant growth in the bilingual education market and yet many of the educational models are not underpinned on a solid foundation of research.

In Tianjin, the focus will be slightly different. One theme is around assessment, which will be led by an associate professor from Durham University. This is fundamental across China because international schools and bilingual schools face the challenge of having rigorous benchmarking. Therefore, assessment can be a bit of a black hole because there is no standardised reference point. The assessment sessions in the conference aim to bring the latest global thinking in assessment and apply it locally through high quality assessment practices.

One area of focus in education reform in China is reducing stress on pupils in preparation for high stakes testing and placing greater importance on pupil wellbeing and how prepared they are for success throughout school and beyond. This is founded on strong levels independence; independent



thinking learning and coping. One of the keynote speakers is a leader from the UK on this topic and he will lead a follow-up workshop to support teachers in planning to promote independence in pupils in their classrooms.

An ambition of the IoL is to create research hubs in schools across China. We aim to provide the research methodology, and then support them in undertaking the research projects. Participants can then together to share their findings through a range of different conferences and symposia. The strongest research findings will be written up as articles to be published in a journal which will be reviewed by Durham University. Opportunities for educators across Tianjin and beyond to develop an understanding of research methodology will be another strand at the Inspiring Learning conference in January.

The IoL have a proven record in leading effective and high impact research projects; for instance, that undertaken as part of strategic alliance with Pudong Education Bureau and Shanghai Education Commission. The IoL would be delighted to establish similar relationships in Tianjin and support Chinese private and international schools in Tianjin and the region with similar research opportunities.

Another strand at the January conference is the teaching of Mathematics. China is high regarded internationally for mathematics education, yet is committed to encouraging greater levels of critical and creative thinking as part of the subject across all phases. The idea is not to change the teaching of mathematics in China, but just strengthening it. There will also be a focus on bilingual education and language acquisition.

The inspiring learning conference in Tianjin is set to be a rich and purposeful two days of professional learning.

Wow, all this is incredibly innovative for the future of international and bilingual schools. Could you tell us what the long-term goals for the Huili Education Institute of Learning would be for the next 5 and 10 years?

Number one is to challenge our schools to be the best they can be, so that our own pupils, our own parents, our own communities thrive.

Then, if we are able to use our resource and commitment to connect groups of educators and schools within a professional learning community, we can create a network for sharing best practice in China. That will benefit the landscape of education, ourselves included. Working with Pudong Education Bureau and other partners has allowed us to learn about Chinese education and greatly influenced the bilingual model used in our Huili schools. Pudong Education Bureau gain from and enjoy the debate and critical analysis of how education can best be developed. In five years time, the aim for the IoL is to be contributing to local, provincial and national level educational.

The other area I am very conscious of contributing to in China, is a source of well qualified teachers for the international and bilingual market. The reason I'm passionate about this is the growth of the bilingual Chinese private school market is such that we are using individuals trained to be teachers in China or trained to be teachers in countries like the UK for example. The problem with that is neither are trained to be bilingual teachers.

The IoL has established a partnership with Durham University, the leader in initial teacher education in the



UK and internationally to create a set of qualifications that are not only of the highest standards, being recognized across the work; e.g. PGCE and QTS, but are specifically designed for the bilingual and international school markets. China has many individuals who are well-educated, have high levels of English and possess the capacity to operate bilingually. Moreover, they understand Chinese education, often have experienced the best of international education and can weave them together. That serves as a template for generating the need for teachers which is essential; it's chronic.

Clearly, you're very passionate about this. Could you explain to our readers how you began so passionately involved in teacher training and education reform?

I was a research scientist and lecturer before I turned to education. I became involved with a government organisation in the UK who were looking at the public understanding of science, when I recognised I may be better placed in contributing to raising awareness of science. So I became a science teacher, and soon enough I became involved with research with Durham University. I held multiple leadership roles, but the research I was undertaking became high-profile, so much so that I left school, moved to Durham University as a full-time lecturer to finish off the key elements of research we were doing with the UK government.

I returned to school as a senior leader. The last school I selected to lead was a failing school, which we turned



Wellington College International Tianjin

Inspired Intellectual Independent
Individual Inclusive



Dr. Ahmed Hussain
Senior Director of Academics
Wellington College China

it an outstanding school. From there, I was offered the opportunity to work in the Middle East, where I served as an advisor to the General of Education in Abu Dhabi and also led a range of projects with the Ministry of Education across the UAE. Despite greatly enjoying this work, I had the opportunity to join Wellington College in China and what drew me was the passion and commitment to offer an excellent education as part of a non-profit organisation; not only to offer the highest quality of education to international pupils in China, but to also develop the bilingual educational model and then in time, become an organisation that contributes wider to education. So that's my passion, I love learning, pupils, schools and the leadership of schools.

As you mentioned previously, you worked in UK and Dubai, how would you say these previous leadership roles have prepared you to take on Wellington College's academic programmes?

My last roles, in UK and UAE, were about improvement and raising standards. So making an excellent school better and taking a failing school and making it excellent were fundamental to establishing an understanding of how you can lead a school and its people; galvanize and bring them together to create a culture of excellence. They were profound in terms of me developing as an educator and a leader of education because every great school should be committed to school improvement. Another perspective is that through engaging with research whilst in the UK, I developed a very open mind about education and I'm critical of education,

because I believe we need to understand context for education research to have an impact.

When I was in the UAE, I was given the opportunity to have an influence on developing education systems and reform at a rapid pace. For example, I led projects on establishing national standards for educators in the UAE and led a project on the bilingual model across schools in Abu Dhabi.

These experiences set strong foundations to be able to come and develop our bilingual model here in China and works across a group of schools.

From what you've mentioned previously, it sounds like Wellington's an incredibly leading school within China and across Asia. So I'd like to know how the Wellington brand of education, approach and facilities are different from the rest of other international schools?

I think the difference with Wellington College China and Huili Education schools, is we define a set of values that bond our community together and how we engage together. That sets expectations for who we are and how we operate. We use those values in all aspects of life in our schools.

The other thing we do across is define what we want the outcome to be of an education at Wellington or Huili, and we call this the Wellington or the Huili identity. The identity is a set of attributes we promote and seek to establish within our pupils when they leave our schools; inspiration, intellect, independence, individuality and inclusivity, which we feel will allow them to thrive beyond their time in school. We

don't simply look at intellectualism as what comes out of an exam, this is a very thin measure. That can never be measured by an IB exam or a GCSE or an A-Level or a Gaokao alone. What we want is obviously excellent exams outcomes and university destinations, but also the identity because this will underpin future success for our pupils. I think that is why we are able to offer a truly world-class holistic education because we are driven by a clearly defined identity and set of values.

As you mentioned that Wellington College China and Huili Education have become an incredible group of schools, what do you think are some of the milestones that it has achieved in the past years?

There are many measures you can use to judge school success, such as pupil population in the school; is it growing, steady or declining? Despite operating in very competitive cities, all of our schools are growing rapidly. Our school in Tianjin is significantly larger than other international schools in the city and that's because our high-quality education is recognised by the wider community. This may be recognised as one area of success.

Another measure relates to university destinations and public exam outcomes. Our exam outcomes this year were aligned to the very highest performing international schools and actually exceed those of some very selective independent schools in England. That shows that our education is getting great outcomes for pupils and sending them to the worlds leading universities.

We also asses at our pupils' development; what they've achieved on the sports fields, on stage, in debating and chess competitions. We evaluate the impact of our bilingual education model on English and Chinese language acquisition which is phenomenal. These areas are celebrated alongside those listed above. We also have an independent team of experts review our schools annually and the feedback is extremely positive on our standards of education.

As an incredibly passionate educator, what type of impact do you hope to achieve here in China?

I hope that pupils who come to a Wellington or Huili school could not get a better education anywhere; not exam outcomes and university destinations alone, but who they are as an individual and that they possess the attributes for success, not just at 18, but as adults.

What I hope we can also do as a group is learning from the wider education community and contribute to shaping education locally and nationally across China. Whether it's through creating an approach in Mathematics learning, regulating the Chinese private school market or through particular research projects in the field of education. I believe we can do that in three ways: research, professional learning and training along with working with local education systems to help support in their development and reform.

This conversation has been incredibly enlightening. Are there any other details or questions you would like to answer or add to this interview?

What I would like to add to this is that we and Wellington School in Tianjin are fully committed to not only trying to be the best school we can, but to engage in education in Tianjin.

The conference in January is a first step in establishing an authentic partnership. So therefore, I would like that message to go out. We're inviting, educators across Tianjin, and beyond, to take part in a truly purposeful and impactful conference.

We also spoke with the Master of Wellington College International Tianjin, Julian Jeffrey, the future of education in China and Wellington's role and goals in education.



*Julian Jeffrey
Master of Wellington College International Tianjin*

How do you think the Inspiring Learning Conference equip educators and leaders to meet the 21st century challenge?

I am excited by the prospect of so many of Tianjin's leading figures in education coming together to spend a day reflecting on the future of teaching and learning. It is a rare chance for teachers, principals, researchers and opinion formers in education to have the opportunity to meet in such a forum. The world in the 21st Century will need highly-skilled, resilient young people to join the global workforce, so we all have a responsibility to prepare our pupils for that inevitability. This conference can begin to help frame such ideas.

What are the benefits have you perceive in the people attending previous Inspiring Learning Conference?

For me, the benefits derive from engaging with a group of leading educationalists, teachers and school leaders from across China. The two days of the conference offer a startling breadth of insight and expertise, all aimed squarely at giving educators the chance to shape the future of learning. As almost every nation across the world reviews its educational programmes for its citizens, it seems an appropriate time for us to meet and exchange ideas on how best to influence these reforms.

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What do you think will be the top education issues which will be addressed in the second conference?

One of the strongest threads to emerge from the conference will be around developing the ways we encourage young people to take ownership of their learning – to be inspired by the classroom and their experiences, and then to feed on that inspiration in their adult lives. In this way, engaged learners can grow to become people who are both highly educated in the traditional sense, as measured in examination results and university admissions, but also in more rounded ways. By this I mean more emotionally intelligent young people, capable of understanding their place in the world and how best to overcome the challenges of an ever-changing employment market.

On behalf of the Business Tianjin Magazine, I'd like to thank you for your cooperation. We wish the Inspiring Learning Conference to be hosted by Wellington College on the 26th and 27th of January in Tianjin become a successful event and great milestone in the bilingual education system of China.

For further enquiries about the Inspiring Learning Conference in Tianjin and Huili Institute of Learning, you could contact enquiries.iol@huilieducation.cn and visit the website www.iol.huilieducation.cn or scan the following QR Code. 



Chinese Wine Industry



中国葡萄酒行业

法国葡萄酒是唯一优质的，这个想法非常陈旧以及不正确。也许他们是第一批实现专业化的国家，法国的葡萄酒生产可以追溯到公元前6世纪，当时希腊人在高卢南部地区殖民。如今葡萄酒行业最显著的差异是美国和中国葡萄酒质量的大幅提升。

中国确实是新一波葡萄酒生产商中最有竞争力的参与者之一，并且在短时间内成为了葡萄酒生产和进口的先锋。有人声称中国葡萄酒的行业始于1892年的山东省，但他们花了近90年的时间来体验真正的繁荣。

我相信中国在全球葡萄酒行业方面的重要性，前景是非常乐观的。随着人口规模和葡萄酒文化的增长，中国很可能在不远的将来成为世界上最大的葡萄酒消费国。尽管将葡萄酒出口到中国的规则很严格，但这似乎是一个很好的商机。

By John Feng

The idea that only French wine is good has so much of old as of untrue. Maybe they were the first ones to professionalize the industry and their wine production goes back to the 6th century BC when the Greeks colonized the Southern area of Gaul. However, what we should consider now is how well other countries are becoming in this “art”? They are indeed competing with the French for international prizes in all categories, and the most striking difference between now and the past is the big increment on quality from the American and Chinese wine industries.

China is indeed one of the most relevant players in this new wave of wine producers and it did not take them long to be in the vanguard of wine production and importation. There are claims that their industry started in the **Shandong Province in 1892**, but it took them almost 90 years to experience the real boom.

All this development is leading to reach a level of consumption, in 2020, of **\$21 Billion** worth of this majestic nectar,

becoming then the 2nd largest wine market in the world. This consumption is not only based on the importation of world-class wines but also on its own production. In fact, in 2017, Chinese wines won an astonishing number of medals in the **Concours Mondial de Bruxelles (CMB)**, which for many is considered as one of the “wine markets leading buying cues” and, with its more than 20 years’ experience, also became a benchmark amongst wine contests.

For two consecutive years, China as also outnumbered every country in the number of entries, representing **25% of all the wines** up for the contest. From these amount over one third won medals!

PRODUCTION

It is already clear that China is a big player in this industry, but what makes them special and relevant? Let’s start by analyzing the wine areas and grapes and try to understand more about this country’s production effort.



❖ WINE REGIONS

To better understand the dimension of the industry, allow me to start by saying that China has the second largest area under vine in the world, with an impressive **874,000 ha of vineyards**, only surpassed by Spain.

As you can see on the map above, there is not a specific part of the country that allows for production but there is a clear pattern in terms of latitude. **The star area is Ningxia** that won 34 medals in CMB, followed by Xinjiang, the largest wine grape production area, with 22. Other relevant regions that are growing in popularity are Hebei, Beijing and Shandong.

❖ GRAPE VARIETALS

The red wine is, as in most parts of the world, the dominant kind for production and for the Chinese industry it represents the vast majority of their award-winning wines. More specifically, 60% of their 2017 CMB awards were delivered to the **Cabernet-Sauvignon** grapes. Still, there are many wine producers still trying to find the ideal grape mix and some have found good levels of quality in other varietals like *Chardonnay* and *Shiraz*.

However, there is a very interesting trend that might represent some



IMPORT

Imports are also a big part of the Chinese wine industry and it keeps growing year after year. In the **first quarter** of this year, a little over **200 million litres**, valued at \$792 million, were imported representing a year-on-year **growth of 32%** in volume and 36% in value. France, with a market share of 38,2%, is still the main exporter for the Chinese consumers but the difference is narrowing down with Australia (28,1% of market share).

WRAPPING UP

I believe it became clear the importance of this country in terms of the worldwide wine industry and the prospect is growth at an accelerated pace. It is likely that China will become the world’s biggest wine consumer in a not very distant future as both the population size and wine culture are growing. Even though the rules to export wine to China are tight, it seems like a good business opportunity. But where I believe the future lies, is in developing the country’s original grape varietals, study them and make them famous around the world. That is when China will claim their position in the “Nectar of Gods” industry! **E**

Puglia



By Taylor

普利亚

意大利南部是一个绝对令人叹为观止的度假胜地，吸引了来自世界各地的游客。非常适合蜜月旅行，许多夫妻涌向该地区，希望从日常生活的喧嚣中解脱出来，享受一些葡萄酒乡村的阳光。普利亚充满了丰富的文化和历史遗迹，是一个并没有太多旅行者的意大利南部城市，但是却拥有附近旅游的所有设施，非常宁静的小镇。

如果您不选择花时间去品尝普利亚地区的一些葡萄酒，那么这不是完整的意大利度假。

如果有一件意大利举世闻名的东西，那就是这个国家的美食。意大利食物不仅满足了胃，还充满了感官和灵魂。普利亚(Puglia)是一些令人难以置信的餐厅的所在地，奥斯图尼的 Osteria del Tempo Perso 是游客和当地人的热门选择，因为它的美食和风景令人惊叹。餐厅每餐仅约 20 美元，价格也非常实惠。

Southern Italy is an absolutely breathtaking vacation destination that draws tourists from around the globe. Perfect for honeymoons, couples flock to the area in hope of detoxing from the hustle and bustle of their everyday lives and soak in some wine country sunshine. Filled with rich cultural and historical sites, Puglia is a slightly less visited southern Italy's city that holds all of the amenities of nearby tourist traps with the charm of a quiet small town.

Near the airport, Bari Vecchia is a walled city built on a peninsula that juts out into the frothy sea. Due to overcrowding, walking through the city will bring you face to face with aspects of Italian everyday life. Entire families sit outside of their homes and relax together; grandmothers set up tables to make fresh pasta along the edges of the street. As you walk, merchants are basically everywhere, making Bari Vecchia the perfect place to pick up some authentic Italian wares and snacks. Though it is often overlooked for the more



tourist friendly aspects of Puglia, the Bari Vecchia is a cannot miss quaint town that you should definitely check out if you have time. Pro tip: if you find yourself lost, take a look at the ground. Black bricks lead you out of the city, while white ones take you further in!

As Puglia is a seaside area, beaches are a common choice for spending a day. One absolutely stunning option is the Salento Peninsula. Located at the very tip of Italy's heel, Salento is dotted with beaches that look more like works of art than real life. Clear water and clean sand accompanied with a smattering of small shops, and bed and breakfast joints. Even the locals flock outside to watch the sunset as it changes the sky from picturesque blue to a watercolor masterpiece of oranges, pinks, and gold. If you wish to feel the sand between your toes and to be kissed by lightly salted air, choose any of the beaches along the coastline of the Salento for an absolutely marvelous time.

It simply would not be an Italian vacation if you did not opt to spend time sampling some of the decadent wines available in the Puglia region. Antica Enotria is a winery that curates a collection of organic wines that carry tunes of earthiness and naturalism. Once a ruined farm, the vineyard was restored by a local man and his family, and has quickly become one of the single most popular wineries in all of Puglia. For four generations the Mottura winery has been creating some of the finest wines in all of Puglia. Mixing traditional winemaking methods with modern technology, the Mottura is a perfect showcase of how one can remain true to their roots while improving upon their craft; tours and tastings can be booked through the winery's website and, if you have the time, are an amazing way to spend an afternoon. Dozens more wineries all dot the countryside, so take some time to research your options and find the perfect tasting experience for your preferences; there is certainly something for everyone in Puglia!

If you are in search of a scenic adventure, the Gargano National Park is a great choice for spending a day. One of the largest in all of Italy, the national park is over four hundred and sixty seven square miles total, and features a host of protected local flora and fauna. Named for the Monte Gargano mountain peak, the park is hilly and perfect for hiking and exploring, and includes a small island and several miles of coastline. Two lakes provide a perfect boating area for those interested in checking out the pure waters of the area. Padre Pio, a saint, was buried at San Giovanni Rotondo within the park, where many people go to pay respect and pray. The Gargano National Park is a beautiful place for a picnic, as well, and provides many areas for a romantic evening watching the sunset.

If there is one thing that Italy is known for, it is the amazing food of the country. Italian food is decadent and aromatic, filling not only the stomach, but also the senses and soul. Puglia is home to some incredible restaurants that hit at all price points imaginable. Osteria del Tempo Perso in Ostuni is a popular choice with tourists and locals alike, due to its mind blowingly good food and stunning visual presentations. At only around 20 USD per meal, the restaurant is surprisingly affordable, as well. Many people also advise visitors to pick up a prickly pear spritz from one of the many venues that offer it, to try out a taste of an Italian classic with a Puglia twist.

From the sights and sounds to the smells and tastes, Puglia is an often overlooked, beautiful city nestled on the Italian southern coast that provides some incredible, once in a lifetime experiences that you simply cannot pass up. **B**

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BMW

has taken over the China Joint Ventures

Will be taking up about 75%

By Lana Mann

宝马接管了中国合资企业 将占75%左右

在取消限制外国投资者持有超过50%股份的限制后，德国公司宝马与其风险投资合作伙伴华晨汽车集团（Brilliance Auto Group）合作中，宝马获得了合资公司在中国一半以上份额的权利。

作为中国的代表人之一，李克强在最近一次德国之行中证实，中国汽车企业将完成第一个历史性事件。宝马向全世界保证，它将占据中国汽车企业总份额的75%左右。汽车公司希望结合其增长战略，实现中国汽车世界的快速增长。

这个决定被认为会引发其他汽车公司寻求同样的关注，这将增加他们的股份，从而降低宝马的高排名。使用内置插电式混合动力车的电动车将被放置于非商业用途的汽车上。此设计也将在卡车等商用车上实施，并将于2020年开始。去年，宝马在中国销售的汽车数量最多，约为38万辆，占该国总销量的三分之二。



The German multinational automobile company has been granted the right to own more than half of the joint venture's share in China after the removal of restrictions preventing foreign investors from owning over 50% of the share. The restriction levied on foreign automobile companies was removed due to the Germany company, BMW in collaboration with its venture partner,

Brilliance Auto Group, about the pair's growth strategy for China, including what size stake the German automaker will hold if they are given the chance to dominate the joint venture.

One of China's stakeholders, Li Keqiang confirmed as of recent on a recent trip to Germany that the China automobile venture will be making the first historical event. The Germany company

on its side has assured the world that it will be taking up about 75% of the total share of China's automobile venture. The automobile company wants to combine its growth strategy to bring about a rapid growth in the China automobile world.

After the agreement, the BMW and its partner, Brilliance agreed to increase its total annual production capacity by an increase of 70,000 vehicles producing the BMW latest all-electric BMW iX3 in China for export worldwide starting in 2020. This was a step to increase the relevance of the China-based automobile company, competing with other automobile company ventures around the globe.

This decision has been thought of as one that will spring up other automobile companies to seek for the same attention which will bring an increase in their stake thereby reducing the BMW's high rank. The use of electric cars with inbuilt plug-in hybrids are set to be placed on cars that are not used for commercial purposes. This design is also to be implemented on commercial vehicles such as trucks will start by the year 2020. The BMW has its highest sale of vehicles of about 380,000 cars in China the previous year accounting for two-thirds of its total sales in the country.

As a result of BMW's highest take, the German multinational automobile is set to be the controller of the joint venture in China after it has paid a sum of \$4.2 billion so as to increase its stake from 50% to 75%. This step of having the majority control will allow BMW a larger share of the lucrative Chinese business, which will be the BMW's single biggest sales channel on planet Earth. China, the world's largest car market was known to had long sealed off its industries from foreign competition, allowing the non-Chinese companies to operate in joint ventures with local businesses.

The deal is said to generate the idea of bringing up the effect of producing electric SUVs, the BMW iX3, which



are to be sold outside China. The expansion of this business could help offset Chinese tariffs, making about 40 percent in total, which Beijing slapped on cars imported from the United States because of Trump's trade war with China.

The statement "for the first time reached the agreement on increasing the share of German automobile companies in the jointly invested projects in China." was said by a member of the Chinese foreign ministry and this has assured the German company, BMW the largest stake after the Chinese government reversed its capped investment of 50% maximum on foreign automobile competitors thereby giving chances to foreign competitors to run the Chinese business.

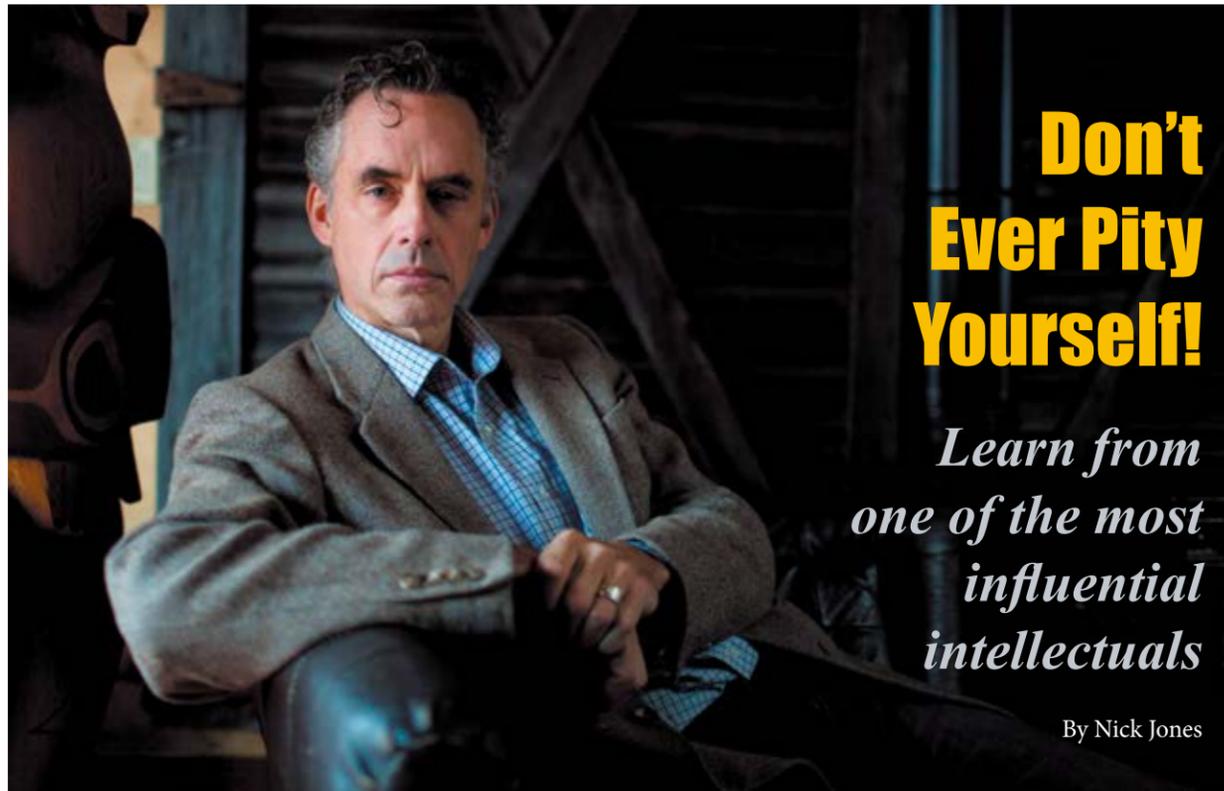
It is well known that after China promised last month to fully lift restrictions on foreign ownership in the car industry within five years, and for electric automakers by the end of this year. The company has signed an agreement with Brilliance, the third largest producer of electric cars, to expand the joint venture which will help in boosting the rate of production and the laid down directives to export the upcoming electric iX3 sport utility

vehicle from China to other countries around the globe. The agreement was among the dozen sealed by German and Chinese companies during the prime minister's visit to Germany.

The trade war between the United States and China has led to a rising problem on tariffs on cars and car parts had led to the movement of the Chinese automobile companies to the German which will bring about a contribution to a stronger international trade. The movement of many German made cars to the Chinese country also made a plus to the decision of the Chinese company to work with BMW automobiles.

The intervention of the German company is believed to help improve the economy of China at large and also helps to reduce tariffs levied on the Chinese for car parts. These tariffs levied on the Chinese company causes a great reduction in the net income and profit of the company making the business less lucrative. **E**

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Don't Ever Pity Yourself!

Learn from one of the most influential intellectuals

By Nick Jones

We usually talk about people that had, very early on, set out to leave a mark on the world. That can be inspiring, but today's lesson is all about taking a step back because we must first learn how to walk before we run. We will be looking at the work of one of the most interesting and inspiring figures to rise to fame in the last couple of years. He has millions of followers and has managed to make some of the key principals of his teachings into a successful business. Here are four of those principals.

1. DON'T BLAME OTHERS FOR YOUR SHORTCOMINGS

A lot of the times, if our business isn't doing so well, we tend to blame the outside forces. Sure, we can't single-handedly control how the market is going to behave, but there is one thing we can do. Change ourselves! By complaining about how things are unfair to us, and how our hands are tied, we make of ourselves victims who are not control of their life. By complaining about how our

surroundings are not fair to us and our businesses, we're lifting all the responsibility away from us. It may seem like we're taking a stand, but what we're actually doing is nihilistically picking the easier path to follow. It's always easier to say that somebody else did it, and leave it at that. The current trends may impact you badly, but what you need to do is try and make the best of that situation, because the energy spent on resentment is energy the energy not well spent.

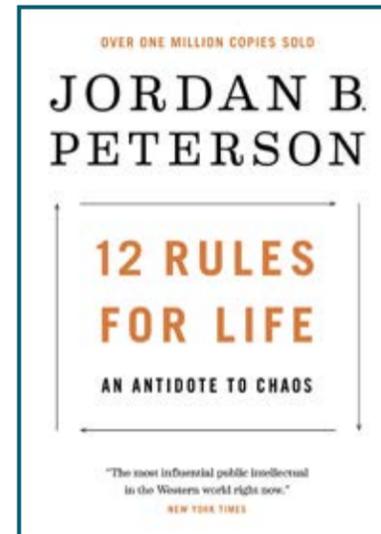
永远不要自怨自哀！ 向最有影响力的智者之一学习

我们通常会谈论人们应该尽早开始在这个世界上作出成绩。这可能是鼓舞人心的，但今天的经验就是退后一步，因为我们必须首先学会如何在跑步前走路。我们将关注过去几年中最有趣和鼓舞人心的知名人物之一。他拥有数百万粉丝，并成功地将他的教学原则应用于成功的企业。以下是四大原则：

1. 不要责备自己的弱点
2. 意识到自我以及在世界中的位置

3. 不要自怨自哀
4. “清理你的房间”

你可能已经知道我们今天谈论的主要人物。他的名字是 Jordan B. Peterson, 他是多伦多大学的教授，也是畅销书“生活中的12条规则”的作者。多年来，他唯一的目标是充分利用自我和环境，而不是专注于名利和财富。正是这种对待生活的态度让全世界成千上万的粉丝和读者感到震惊。



2. BE AWARE OF YOURSELF AND YOUR PLACE IN THE WORLD

Has there ever been a situation in which you felt like you can't go on, even though you have invested heavily and have worked on your business for several years now? This can happen due to having a false perception of yourself. This is important because not every decision or thought can be traced back to knowledge accumulated by experience. There is so much more to all of us, and there are psychological processes and forces, impacting our everyday decisions, without us being aware of them. Truly knowing, yourself, knowing your strengths and weaknesses, your place in the world and how are you most likely to act out in certain situations, can help you out in life. Maybe that job positions is torturing you because it doesn't fit you right. In which case, you either systematically retrain yourself or move on to other things. Either way, facing the problem head-on, is the right approach. Going on with your life may momentarily be easier, but it won't help you over time.

3. DON'T PITY YOURSELF

This point leans on what we have talked about so far, and that is because, in the works of this public speaker, this idea is the most prominent. Not because he's trying to be



mean, but because, he felt it through his own experiences. Through his family runs a gene which made him, and his family members really susceptible to autoimmune diseases with which he and his family members had to fight for their entire life. At this point, you can see where this is going because this situation would make anyone depressed. Instead of that, he just asked himself a simple question: "How can I make this situation less bad?" Through sheer dedication, motivation and hard work, he was not only able to help himself and people in his surrounding, but has managed to make a successful business out of helping people with the

same problem. And he did that not by accepting the state in which he is in, but by saying that he demands more of himself and he is going to get it.

4. "CLEAN YOUR ROOM"

How may you go about those demands in your life? By focusing on small problems in your life, and fixing them. Intellectually contemplating the nature of the market won't actually do much because something like that is so out of our reach, that we could never test out our hypothesis. The thing you can do is pick up a small problem that you identify as fixable, and work your way from there.

By now you have probably figured out who we're talking about today. His name is **Jordan B. Peterson**, he's a professor at the University of Toronto and an author of the bestselling book "12 Rules for life". For years his only goal was to make the best of himself and his environment, not focusing on fame and wealth. It's this attitude towards life that has broth him millions of followers and readers all over the world. **E**



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Allianz establish the first ever 100% foreign owned insurance holding in China

By Daniela Brown

China Banking and Investment Regulatory Commission (CBIRC) announced that German insurance company Allianz will be the first one to get the permission to set up an entirely foreign owned insurance holding in China. This move has come as a huge surprise, because something like this was not expected in at least next three to four years, based on Beijing's earlier announcements.

MARKET SHARE AND MANAGEMENT

Despite their efforts, foreign insurers in China managed to capture only a tiny fraction of market share and they face real struggle in penetrating the market. More precisely, market share of foreign life insurers in China last year was slightly below 7%, despite the fact that Chinese middle class continues its growth at a fast pace. Beijing announced earlier that they will change the cap in foreign ownership

from 50% to 51%, and also stated that the cap will be removed completely in the next three years, which is why the news came unexpected.

The change itself would not have significant impact on the balance sheet of foreign companies. However, its greatest advantage for foreigners would be taking over the control from Chinese shareholders. This is important, because the main source of conflict

among Chinese and foreign shareholders revolves around management styles which are entirely different. The speed and the way of expansion in the eyes of foreign shareholders is too slow. This way, they will be able to gain control over the management, and point a company into direction which they believe will accelerate the expansion of business and improve market penetration.

ABOUT ALLIANZ GROUP AND ITS PLANS FOR CHINA

The legal entity named *Allianz (China) Insurance Company Limited* will be the first 100% foreign owned insurance holding in China. Allianz announced that this new entity will be settled in Shanghai and that they will establish it in 2019. However, they did not specify how the holding will work together with the several existing joint ventures in mainland. It is expected that the Allianz China will even further tighten the relationship between China and Allianz Group, and that it will achieve long term success in Chinese market. According to its application, this new company will be strongly capitalized.

Allianz already has long history in China, which dates back to 1910s. It employs more than two thousand employees and affiliates. It is active in 14 markets in Asia. Establishment of the new entity is a milestone for the company and China as well. According to their press release, Allianz considers China their key growth market. Moreover, they expect premiums to grow 14% annually in the next ten years.

Allianz Group is headquartered in Munich (Germany) and it is one of the major players in the global insurance market. They employ over 140,000 people and have over 88 million retail and corporate customers globally. They set up life insurance joint venture in 1999 in China with Citic Trust, which has 49% equity ownership, while Allianz has 51%. Its overall market share is 0.07% in 2018 so far, according to CBIRC. In addition, the company owns 50% of Allianz China



Oliver Bäte, Chairman and CEO of Allianz Group

General Insurance Company, which is located in Guangzhou, and it captured 0.1% of the overall markets share in September 2018.

Oliver Bäte, the Chairman and CEO of Allianz Group, expressed they are proud to be the first ones to get the approval. Regional CEO for Asia Pacific at Allianz, George Sartotel, said that this is a new opportunity for the company to use its global knowledge and combine it with their knowledge on local demands and needs. He also emphasized that China is the most important for their growth in Asian region. In addition, Bäte's contract, which was supposed to expire in 2019, was extended to 2024, which confirms that his strategic approach is considered right in the eyes of Allianz's Supervisory Board.

FUTURE OF CHINESE INSURANCE MARKET

Government aims to boost its financial markets and the President Xi Jinping pledged at the Boao Forum for Asia that China will further open up its insurance sector. China will accept other applications as of 2019 from foreign insurers, who are interested to take the full control over their joint ventures.

Supposedly, Britain's Prudential Plc and Canada's Sun Life Financial Inc

are interested to increase their ownership. Plans for opening up the world's third largest insurance sector are obviously not put on hold, regardless of the Sino-US trade war. On the one side, these are the positive news for international companies that are expected to appear in China given the new circumstances and the fact that this market is the world's fastest growing insurance market.

On the other side, investors should take into consideration that with everyone wanting their piece of cake in this large market, it will be harder than ever to penetrate the market, or improve the penetration rate of the existing companies. Furthermore, the most challenging task for foreign companies will be to battle the dominant Chinese insurance companies China Life and Ping An. In conclusion, it is natural to assume that clients will probably profit from this increased competition in terms of improved and more affordable services. Moreover, new job opportunities for Chinese will emerge with the arrival of new companies. **B**

安联在中国建立了首个 100% 的外资保险

中国银行业监督管理委员会 (CBIRC) 宣布, 德国保险公司安联将成为第一家获准在中国设立外商独资保险公司的公司。这一举动令人惊讶, 因为根据之前北京的公告, 至少在未来三到四年内是不会出现这种情况的。

市场份额与管理

中国的外国保险公司只占据一小部分市场份额, 并且在进入市场方面面临着真正的困境。更确切地说, 尽管中国中产阶级继续快速增长, 但去年中国外国人寿保险

公司的市场份额略低于 7%。北京早些时候宣布, 他们将把外国所有权上限从 50% 改为 51%, 并表示将在未来三年内完全取消上限, 这就是为什么这个新闻非常出乎意料。

政府的目标是推动其金融市场, 习近平主席在博鳌亚洲论坛上承诺, 中国将进一步开放其保险业。截至 2019 年, 中国将接受外国保险公司的其他申请。

陶瓷行业的保护策略

在可支配收入增加和中国消费者增加消费意愿的背景下，陶瓷行业在中国稳步增长。随着中国消费者对欧洲设计的欣赏，中国将出现许多对陶瓷行业的欧洲中小企业的商机。

通常情况下，欧洲中小企业会将陶瓷生产转移到中国，以降低生产成本。这有时会使欧洲设计的复制品从中国进口到欧盟并以较低的成本出售。随着这些进口量的增加，中国的知识产权保护和执法体系将在帮助欧洲中小企业在本国市场和在中国保护其产品方面发挥更加重要的作用。全面的知识产权战略还有助于欧洲中小企业在中国充满希望的市场中取得成功。

鉴于来自中国的陶瓷产品进口竞争日益激烈以及侵权风险，公司应认真考虑在中国记录其商标和其他知识产权。中国海关在保护商标方面最有效，但对版权、专利和其他技术权利的效力通常较低。



Protection Strategies for Ceramics Industry

By China IPR SME Helpdesk

Underpinned by rising disposable income and increased willingness of Chinese consumers to spend more, the ceramics industry is steadily growing in China. As Chinese consumers appreciate European design, there will be many business opportunities in China for European SMEs engaged in the ceramics industry.

Oftentimes, European SMEs would move their ceramics production to China to benefit from lower production costs. This has sometimes resulted in an influx of copied European-designed products being imported from China back to the European Union and sold at a lower cost. As these imports are on the increase, China's system of intellectual property rights protection and

enforcement will play a more crucial role in helping European SMEs protect their products in their home markets as well as in China. A comprehensive IP strategy also helps European SMEs to succeed in China's promising market.

IDENTIFY AND REGISTER IPR IN CERAMICS PRODUCTS

Branding, artistic and technical elements may be embodied in a variety of ceramic products and these elements may give rise to protectable IP. As is the case in most European countries, in China most forms of IPR require registration. It is advisable to prioritise amongst products, registering the most valuable or those most widely sold and distributed.

Registration of IP rights gives the registrant legal bases to act against infringers, but failing to register IP in China may make it very difficult, if not impossible, to seek effective legal redress at a later date. Without registered IP rights, taking action may be difficult, more costly and complicated and the results less certain. One obstacle to overcome is to first identify the IP that subsists in your products.

DESIGN PATENTS

Design and distinctiveness are important for certain ceramics products especially those targeted at consumers including ornamental ware, tableware, sanitaryware, etc. It is thus vital to acquire rights in China to protect

unique designs. In China, designs can be protected by registration under the Patent Law. Design patents protect original designs relating to the shape or pattern of an object, meaning that the outward appearance of ceramics products may be protected by a design patent. Design patents are typically granted within 9 to 12 months and last for 10 years.

As design patents function under the absolute novelty rule (the design cannot have been made public in China or anywhere in the world before filing a design patent in China), it is always advisable to apply for a design patent in China as soon as the SME plans product launch.

TRADE MARKS

Branding is important for all companies, including the ones active in the ceramics industry as branding allows consumers to distinguish companies and develop brand loyalty. SMEs can protect their brand with trademarks. In China, a trademark can be protected by registration under the Trade

Mark Law. Protection lasts for an initial period of 10 years and is renewable indefinitely for successive 10 year periods. In order for ceramic manufacturers to take legal action against counterfeiters, they must register their trademarks in China.

Foreign individuals and entities seeking to register trademarks in China must instruct a Chinese trademark agent to apply on their behalf. Alternatively, it is also possible to apply to a trademark in China via using the Madrid System. Under this system, an owner of a trademark in a member country may apply for trademark rights in Madrid member countries with a single application. If China is designated in the application, its trademark office will examine the mark under its own trademark laws. If it does not object to the application within the set time limits, the mark will be registered in China.

China operates a 'first-to-file' system, meaning that the law protects the person who first registers a trademark, not the person who first uses it. Thus, it is vital to register trademarks in China as soon as possible, preferably before the launch of products in China. At the same time, if a mark is already registered in China, it is susceptible to cancellation if it has not been used in China by the trademark owner for more than 3 consecutive years. Therefore, it is recommended that trademark owners use their marks in China and keep sufficient proof of the use.

COPYRIGHT

Copyright protects the creative or artistic expressions of an idea. Porcelain dolls, designs on tiles, vases, or mugs and the like can easily be understood and viewed as works of art, whereas bathroom sinks, toilets, clay pipes and roof tiles may (or may not depending on the level of artistic merit) be perceived as merely functional products lacking any originality. However, even the latter may contain a certain degree of creativity and may be afforded some degree of copyright protection. Copyright protection may apply to the work but would stop at its functionally-dictated aspects.

Unlike design patents and trademarks, copyright ownership automatically applies once an original work is created, and registration is not required for the work to be protected since China is a member of the Berne Convention for the Protection of Literary and Artistic Works. However, voluntary registration of copyright in China is recommended because, when a copyright dispute arises, registration acts as prima facie evidence that copyright subsists in the work and that the stated registrant owns the copyright. In practice, a registration certificate is also required in most cases where the copyright owner wishes to take administrative action against infringement.

IDENTIFY INFRINGER AND ENFORCE YOUR RIGHTS

Having a representative office, agents or distributors in China is beneficial and enables SMEs to monitor infringements on the ground and filter information back. After learning of an infringement, it is normally best practice to engage a professional investigation firm to determine the extent of the problem and uncover the responsible infringer and figure out the best enforcement strategy.

Enforcement of IPR in China can be generally divided into two routes: administrative enforcement and civil enforcement (in some cases criminal proceedings are also possible, but criminal prosecution is not widely used in China). In addition, cease and desist letters, complaints during trade fairs and registration of IPR with China Customs are also options.

ADMINISTRATIVE ENFORCEMENT

The administrative authorities in China hold enforcement powers under the various IP laws. Specifically, the Administration for Industry and Commerce (AIC) is empowered to enforce trademark rights and to handle complaints of unfair competition; the Patent Administration Bureaus (PAB) handles design patent violations and the National Copyright Administration (NCA) is empowered to enforce for copyright. Additionally, the Technology Supervision Bureau



(TSB) is empowered to take action in certain circumstances where product quality is concerned, as well as in trademark counterfeiting cases.

Administrative enforcement is often considered a quick and cost-effective method to deal with straightforward infringement cases. This method involves making a complaint to the relevant administrative authorities who are designated to enforce intellectual property rights. The AIC, NCA PAB and TSB are all empowered to inspect suspected infringers and with the exception of most PABs, are empowered to seize infringing goods and impose fines. The nature of the rights infringed and the complexity of the case will determine which agency should be used in a given fact situation. A local IP lawyer can help to make this decision.

The administrative system is most commonly used for trademark infringement and unfair competition cases where the local AIC may seize infringing items and issue fines. Although the administrative route is most effective for these types of cases, larger, repeat infringers consider such actions merely as a 'cost of doing business' and thus are not deterred by them.

CIVIL LITIGATION

A civil action may be recommended in such abovementioned cases and in cases where the infringement is great or complicated. A company can file a civil claim against an infringer in the People's Courts, which are empowered to order the infringer to cease the infringing act, publish an apology and compensate the claimant. Legal advice

should be sought before pursuing the civil litigation option.

CEASE AND DESIST LETTERS

Carefully timed and worded cease and desist (C&D) letters can be effective especially if sent to previous enforcement targets. For instance, sending a C&D letter to a previous infringer before a trade fair to remind it of any past enforcement actions, your rights, and to demand it to refrain from including any infringing products in its brochures and exhibiting any infringing products at the upcoming trade fair may be very effective. SMEs should however, keep in mind that in some circumstances a C&D letter may not be advisable if an SME is preparing for litigation and need to collect evidence of the infringement – a warning letter may alert the infringers, making evidence collection difficult.

RECORD IPRS WITH CUSTOMS

In China, customs have the power to examine both exports, as well as imports. Although Customs has the power to act ex officio on infringement, in practice unless the European SMEs record their IP rights with the General Administration of Customs (GAC), Customs will generally not detain goods bound for other countries or notify the rights holder.

Once an application for customs record is submitted and registration approved by the GAC, information regarding rights will be entered into the Customs database of registered rights which is viewed by local customs authorities. In this case, if the Customs suspects

infringing products are being shipped, it is able to temporarily detain the goods and notify the rights holder or its local agent. Once the rights holder or its agent has been notified, the rights holder has 3 working days within which to apply for the detention of the goods and pay a bond, which depends on the declared value of the detained goods. Customs then detains the relevant goods and commences an investigation to determine whether the goods are infringing. Where Customs determines goods are infringing, they may seize and destroy them and issue a fine.

In order to increase the effectiveness of IP protection with the China Customs, it is wise to notify the Customs in advance if a suspected shipment is crossing the borders. That way the Customs can surely inspect the shipment.

Given the growing competition from imports of ceramics products from China and the risk of infringement, companies should seriously consider recording their trademarks and other IPR in China with the GAC. Customs in China is most effective for protection of trademarks and may also be effective for design patents, but generally less effective for copyright, patent and other technical rights. **B**

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The China IPR SME Helpdesk supports small and medium sized enterprises (SMEs) from European Union (EU) member states to protect and enforce their Intellectual Property Rights (IPR) in or relating to China, Hong Kong, Macao and Taiwan, through the provision of free information and services. The Helpdesk provides jargon-free, first-line, confidential advice on intellectual property and related issues, along with training events, materials and online resources. Individual SMEs and SME intermediaries can submit their IPR queries via email (question@china-ipr-helpdesk.eu) and gain access to a panel of experts, in order to receive free and confidential first-line advice within 3 working days. The China IPR SME Helpdesk is co-funded by the European Union. To learn more about the China IPR SME Helpdesk and any aspect of intellectual property rights in China, please visit our online portal at <http://www.ipr-hub.eu/>.



A man walks outside of a Walmart in China.

Walmart is going for a smaller store

Walmart may not be the first name that comes to mind when most consumers think about e-commerce, but the rapid rise of delivery services in China is pushing the U.S. retailer to new innovations in Asia's largest economy. E-commerce accounts for more than 20% of retail sales in China, the highest and the fastest growing penetration rate in the world, according to Mary Meeker's widely-followed 2018 internet trends report.

With that challenge in mind, the Arkansas-based company is trying an experiment: A smaller store, focusing on Chinese lower-tier cities and a new sales model with Chinese logistics company Dada-JD Daojia. It's the latest move in Walmart's two-year partnership with the company. Dada-JD Daojia is a merger between a network of 5 million registered delivery people and e-commerce company JD.com's two-hour supermarket delivery service. In August, Walmart and JD.com invested \$500 million in the logistics company — JD.com had a nearly 50% stake in Dada-JD Daojia as of last December. When Walmart reported fiscal third quarter earnings on Nov. 15th, the company said more than 230 of its stores in China offer one-hour delivery through JD Daojia — that's more than half the number of Walmart stores in the country. JD.com's rival, the far bigger Alibaba, has opened more than 70 sleek Hema grocery stores in China that are known for delivery within an hour or two. They offer not only fresh products, but also made-to-order dishes such as sauteed spicy crayfish. In the quarter ended on Sept. 30th, online sales accounted for more than 60% of total sales for Hema locations opened for more than 1 1/2 years. Right now, Hema is focused on China's larger cities, while Walmart's experiment begins in the relatively smaller city of Chengdu in Sichuan province.

Source: CNBC

China's electric car companies are heading for a make-or-break moment

China's push to lead the global development of electric cars is nearing a moment of truth. Two of the largest start-ups in the industry - both Chinese - launched new passenger vehicles in the last week. The announcements come with less than two years to go before Beijing's subsidies are set to end, and as better-known brands, such as Tesla, move into the massive Chinese market. Nio, a \$7.9 billion Shanghai-based



Nio Founder and CEO William Li posing outside of the New York Stock Exchange to celebrate his company's IPO

company listed in New York, announced on Saturday its second line of commercially available SUVs which will be available beginning of June 2019. Prices for the ES6 begin at 358,000 yuan (\$51,883), excluding subsidies. That's about 400,000 less than the local price tag for models sold by Tesla, which is targeting the same luxury market as Nio. In the medium-priced market, Guangzhou-based Xpeng announced last Wednesday that prices excluding subsidies for its first commercially available vehicle, the G3, will begin at 227,800 yuan (about \$33,000) with deliveries starting that day. So far this year, venture capitalists have poured roughly \$6.7 billion into Chinese electric car companies, following investments of \$4.8 billion last year and \$2.4 billion in 2016, according to Pitchbook data as of December 11th. China's largest technology companies have also joined the race. Tencent is an investor in Nio, while Alibaba backs Xpeng, which was valued at \$3.6 billion during a fundraising round in August. The bet is that the start-ups can prove a new business model for the car industry. As of December 15th, Nio said it has delivered 9,726 units of its ES8 SUV since deliveries began in late June. Based on November figures, that means Nio delivered 1,696 vehicles in about two weeks and is on pace to reach its target of 10,000 for the second half of 2018. "The biggest change for the industry, for Nio, is to cope with a market that is not growing," said Bill Russo, founder and CEO of Shanghai-based consultancy Automobility Limited. "I see the future of mobility (as) increasingly shared." "The global automotive industry is facing an existential crisis because it has relied on Asian and emerging markets for its growth," Russo added. "China was the growth engine for the global automotive industry. If China becomes a market industry served by electric vehicles, (traditional automakers) have the challenge of investing in the new technology."

Source: CNBC

Future hotel with AI tech hits Hangzhou

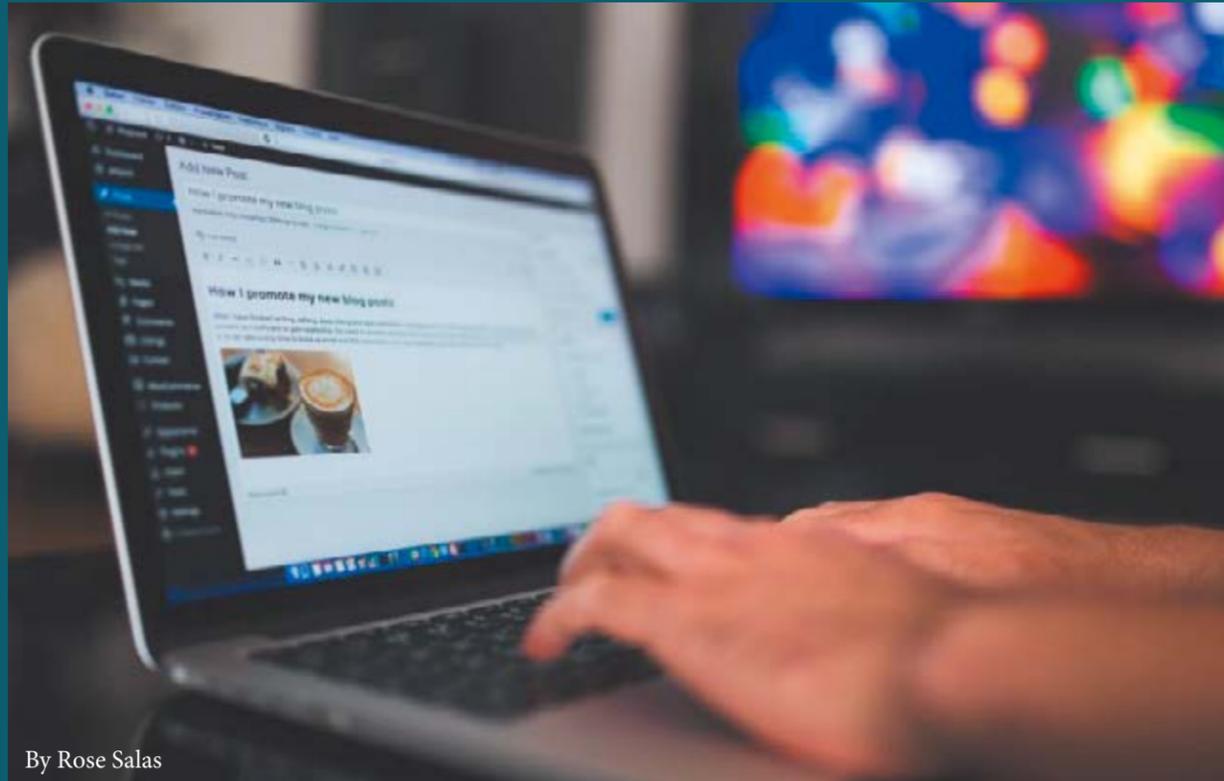


A guest taking a picture of a food delivery robot in the restaurant at Alibaba's Flyzoo Hotel in Hangzhou city, East China's Zhejiang province, on Dec 17th, 2018. [Photo/IC]

Alibaba's future hotel has transformed people's traditional understanding of hotels with artificial intelligence technology in Hangzhou city, East China's Zhejiang province. At the Flyzoo Hotel, which opened on Tuesday, guests can not only enjoy food delivered by robots, but also check-in with

the aid of facial recognition technology. Face-scanning and voice-controlling technologies as well as smart robots are used to provide services in the hotel's lobby, elevators, rooms, restaurant and gym.

Source: China Daily



By Rose Salas

Are Blogs Necessary to Your E-commerce Shop

Consumers nowadays are taking their decision to buy something based on the reviews and personal testimonies of their influencers. One way to achieve this is through writing blogs. Blogging is now serving a big role in promoting one's brand. An individual or group of people can use blogs to excite a reader by sharing views on a particular subject in a little informal yet conversational and friendly style of writing to persuade or encourage them. Blogs are a perfect example of a reader engagement, most especially if the blogger gained popularity and massive followers online.

If you are an e-commerce business owner and you would like to take your marketing campaign into the next level, blogging is a great add-on strategy to your action plans. Since it is an effective way for outreach, it became popular for the following reasons:

- It is the main source of information, real-time updates, and engaging way to connect to followers and clients.

- People checking on your blog can interact, comment, and share their viewpoints on your brand.
- It drives traffic to your store when you publish a viral content and gives you more exposure to the social media world.
- Blogs can be a collection of any topic or something that is related to your brand to attract more audience and for you to create a network of followers that will soon convert to being your customers.

A **blog** with rich content can make a brand famous, trustworthy, and first-hand source of information. This is why most e-commerce shops are turning into this initiative so they can get ranks and be recognized by their target audience. Some blogs are extremely good they are being followed by people from all over the world because of the topics that they share and people find most interesting and valuable in their daily lifestyle.

您的电子商务平台是否需要博客？

如今，消费者正在根据其偶像的评论和个人见证来买东西。实现这一目标的一种方法是写博客。博客现在在品牌推广方面发挥着重要作用。个人或一群人可以使用博客来激发读者的购买欲，通过非正式但充满对话和友好的写作风格中分享对特定主题的观点，以说服或鼓励他们。博客是读者参与互动的一个完美平台，尤其是如果博客已经在网上获得了知名度和大量粉丝。

随着互联网世界每天都有数以百万计的帖子流传，找到一种有效的方式来让观众保持对您网站的支持是一项挑战。你必须找到一种让它变得轻松有趣的方法。人们已经从日常活动中受到压力，一篇非常好的博客文章可以减轻他们的情绪。这使得博客对您的电子商务平台而言至关重要。有价值 and 定期的帖子可以使您的业务更加成功。

Is it really necessary for e-commerce shops to have a blog?
Let us take a look at the following reasons:

BLOGGING GENERATES TRAFFIC TO YOUR WEBSITE

Content marketing includes writing blog posts that can attract people to visit your site. When you have a blog, you are creating more pages to your website. The more pages you have, the more internal links you can have which directs to your website. If the article or posts that you have written gets shared in a social media platform, your SEO ranks will improve. The possibilities are endless at this point. People who found your post valuable and interesting can link it to their websites and other platforms, giving you more chances of getting traffic from left and right sources.

A regular blog means your site is well-maintained and updated.

Who wants to visit an “old-school” and outdated website? When you do blogs, you also make sure that your website is neat, appealing to an audience, and updated. This is where you tell stories of your brand- like what became your foundation and what you aim to be. People love to hear stories- whether it is a story of success or failure. The better way to let your customers know what kind of company you are is by sharing and storytelling- all these can be done when you blog.

Blogging can attract the attention of your competitors.

When your competitor notices you, it only means you are making a good noise. If you are gifted with good writing skills, your expertise can even attract companies inside and outside of your industry. What's also good about blogging is that, you don't really have to just write all about your products. It allows you to think outside the box and gives you more ideas to promote your brand. If you do not have the talent to write, you can hire someone to do it for you instead. A lot of businessmen nowadays who sell products overseas hire good content writers to write blogs for them. If you sell on Amazon, customers find it very helpful to read information and reviews not just from your listings but also in the seller's website and blogs.



WHAT TOPICS CAN YOU WRITE ON YOUR BLOGS THAT CAN ATTRACT PEOPLE?

Today, video marketing is viral. When you post a tutorial or a product review video, people will become very interested to click on the link and read it. Showing them on how to properly use the product in a video is a better way to educate them and to provide good guidelines. You can blog about company updates, new arrival products, sale, contests, or even an influencer that loved or made a shoutout on your brand! Basically, everything that is trendy, intriguing, and purposeful are good stories to write.

When you post something in your social media app, it doesn't guarantee that your customers will browse and check it all the time. With millions of posts circulating daily in the internet world, finding an effective way to keep your audience stick to your website is a challenge. You must find a way to make it easy and fun. People are already stressed from daily activities of life and reading from a very good blog post can lighten up their mood. This makes blogs necessary and vital for your e-commerce shop. Valuable and regular posts can make your business rank to success. **3**

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Implementation of Scope Expansion of Deferred Withholding Tax Policy on Distributed Profits Reinvested by Foreign Investors for Direct Investment

分布式利润再投资延期预扣税政策扩大实施范围 外国投资者的直接投资

财政部，国家税务总局，国家发展和改革委员会，商务部联合发布财税（2018）第102号“关于扩大暂行政策适用范围的通知” 不对海外投资者直接投资所使用的分布式利润征收预扣税（“102号通知”）以取代之前的财税（2017）第88号，关于暂不对分布式利润征收预扣税的政策问题的通知（“第88号通知”）。

根据更新的102号通知，53号公告还扩大了外国投资者对再投资利润分配的税收延期政策的适用范围。公告53自2018年1月1日起生效，而公告3自2018年1月1日起失效。

公告53作为102号文的实施指南和补充说明。进一步明确了合格再投资的若干条件，从而进一步扩大了税收延期政策的适用范围。建议外国投资者积极考虑直接再投资的税收优惠政策的资格，并遵守税收优惠政策的实施规定。



The Ministry of Finance, the State Administration of Taxation (“SAT”), the National Development and Reform Committee and the Ministry of Commerce have jointly released Cai Shui (2018) No. 102, *Circular on Expanding the Applicable Scope of the Policy of Temporarily Not Levying the Withholding Tax on Distributed Profits Used by Overseas Investors for Direct Investment* (“Circular 102”) to replace the previous Cai Shui (2017) No. 88, *Circular on Policy Issues concerning Temporarily Not Levying the Withholding Tax on Distributed Profits Used by Overseas Investors for Direct Investments* (“Circular 88”).

In order to update the relevant implementation regulations, the SAT has published the Announcement of the SAT (2018)

No. 53, *Announcement of the SAT on Issues Concerning Expanding the Applicable Scope of the Policy of Temporarily Not Levying Withholding Tax on Distributed Profits Used by Overseas Investors for Direct Investments* (“Announcement 53”) to replace the announcement on the *Implementation of the Policy of Temporarily Not Levying the Withholding Tax on Distributed Profits Reinvested by Foreign Investors for Direct Investment* (“Announcement 3”).

In response to the updated Circular 102, Announcement 53 has also expanded the application scope of the tax deferral policy on the reinvested profit distribution by foreign investors. Announcement 53 shall be effective from January 1, 2018, while Announcement 3 becomes ineffective from January 1, 2018.

1. EXPAND SCOPE OF REINVESTMENT

Announcement 53 has deleted the required business operation scope of the qualified investment under the encouraged category.

Circular 88	Announcement 3
<p>Article 2.4 Direct investment of an overseas investor in <u>an investment project under the encouraged category</u> refers to <u>business activities</u> carried out by the invested enterprise, under the scope listed below, during the period when the overseas investor's investment continues:</p> <ul style="list-style-type: none"> - the category of industries to which foreign investors are encouraged to enter, as listed in the Catalog for the Guidance of Foreign Investment Industries; and - the Catalog of Priority Industries for Foreign Investment in the Central-Western Region. 	<p>Article 1 defines the <u>business activities</u> mentioned in <i>Article 2.4 of Circular 88</i> as follows:</p> <ul style="list-style-type: none"> - Manufacturing products or offering services; - Carrying out activities for the research and development purpose; - Investing in construction projects or purchase of machinery or equipment; and - Other business activities.
Circular 102	Announcement 53
<p>Article 1 The policy under which profit received by an overseas investor from a resident enterprise in China will temporarily not be subject to the withholding tax, if such profit is used for direct investment in China, will be applicable to a larger extent, <u>covering not only the encourage category of foreign-invested projects, but also all projects and fields from</u></p> <p><u>which foreign investments are not banned.</u></p>	<p>Removed Article 1 in Announcement 3.</p>

2. QUALIFIED SCENARIO AS CAPITAL INCREASE

Announcement 53 has specified a scenario as qualified capital increase.

Circular 102	Announcement 53
<p>Article 2.1.1 The direct investment made by an overseas investor may refer to directly increasing, or increasing by transferring paid-in capital or capital reserves in an existing Chinese resident enterprise.</p>	<p>Article 1 Where an overseas investor uses the distributed profits to make a supplementary payment for its registered capital subscribed in a resident enterprise in China, or increase the paid-in capital or capital reserve, it shall fall under the circumstance of Article 2.1.1 of Circular 102.</p>

3. QUALIFIED SCENARIO AS DIRECT PAYMENT

Announcement 53 has specified a scenario as qualified direct payment.

Circular 102	Announcement 53
<p>Article 2.3 Where the direct investment is paid in cash, the said payment shall be directly made from the profit distributor into the account of the invested enterprise, or the party that sells the equities. The cash payment shall not be paid into any other foreign or domestic account prior to the direct investment.</p>	<p>Article 2 Where an overseas investor transfers the reinvestment funds to the invested enterprise, or the account of the share transferor, through the special deposit account for RMB reinvestment established according to the regulations of the financial authorities (“Special Account”) on the same date of receiving such reinvestment funds in the Special Account from the profit distribution enterprise, it shall be deemed as meeting the requirements in Article 2.3 of Circular 102.</p>

4. EFFECTIVE PERIOD

Announcement 53 is effective from January 1, 2018. For the distributed profits received from January 1, 2017 to December 31, 2017, Circular 88 and Announcement 3 still prevail and the tax incentives are only applicable to the projects under the encouraged category.

CONCLUSION

Announcement 53 serves as the implementation guidance and supplementary explanation of Circular 102. It has further clarified certain conditions of qualified reinvestment, and in consequence further expands the application scope of the tax deferral policy. Foreign investors are suggested to actively consider the eligibility for the tax preferential policy for direct reinvestment, and conform to the implementation regulations in the application of the tax incentives. At the same time, the investors need to keep a close contact with the in-charge tax authority to obtain a better understanding of the local practice of unclarified issues, such as the treatment of refunded tax from the reinvestment of dividend distribution. **B**

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Tianjin Real Estate Market 2018 Review



By Michael Hart

As we look back at the commercial real estate market in 2018, several key themes took center stage. The opening of much anticipated office and retail projects continued to shape new emerging business areas in the city. A new subway line opened, reinforcing the importance of mass transit and increasing the value of property along the system. And finally, the Tianjin economy adjusted to its position as a more mature and slower growing city, just as the US China trade tensions began to cause uncertainty in the economy in general.

MACRO ECONOMICS

In early 2018, the economic statistics showed that for the full year 2017 Tianjin, once one of the China's fastest growing economies, had moved much further down the rankings and was now one of the slowest growing ones, growing by less than 4%. As 2018 continued, business activity seemed to reflect that activity had indeed slowed. An important caveat however, is that the GDP was still growing. This is the key challenge for Tianjin, how to grow in a more measured and sustainable manner. In terms of real estate, the various district governments of the

city have been betting that after the dust clears, big real estate development projects will transit into long term centers of business activity. Another factor we saw assisting the economy was the relocation of companies to Tianjin from Beijing. It had long been asserted that as Beijing pushed out manufacturing, Tianjin would benefit. A huge wave of firms never materialized, but, indeed, we did see some manufacturing firms moving to Tianjin from Beijing.

NEW AREAS HAVE EMERGED

The most obvious and positive development in commercial real estate during the year was the completion of a number of projects helping to boost existing CBD (Central Business Districts) or submarkets. We've highlighted a number of those key projects below.

TV Tower Area

Tianjin's TV Tower has long been a well-known landmark, but hasn't offered much once you've visited the revolving tower. However, now, it sits

in the center of an emerging CBD area, home to a shopping malls and several newly completed office towers. A Conrad hotel is nearing completion as well. Two developers, the Luneng group and China Overseas, both completed new office buildings and have already begun to attract companies and office workers to the area. Located along subway line three, this area will certainly gather attention in the coming years.

XiBei Jiao

This area has been gaining momentum for a number of years, transforming this corner of Hongqiao district from a quiet suburb to a busy hub with more activity sure to come. The catalyst has been a mixed-use development by the Lujiazui group of Shanghai, next to their large residential development surrounding Wellington International College. The development across from Aqua City, has two office towers and a Courtyard hotel. In September, the mall called L Plus opened and will, we believe, help cement this section of town as an important business district in the coming years. It is located atop subway line one's, Xibeijiao station.

New Badali

After several years of massive construction, the New Badali area has finally started to see projects there completed and opened. Located in Hexi district and straddling Heiniucheng Road, this emerging CBD has seen the completion of its first office building and shopping mall with much more to come over the next few years, as more office and retail projects are completed. The retail mall is called MCC World, built by a local government related developer, and the office project is called Shuangying Plaza, developed by the Tianjin Bohai Real Estate Group. The opening of subway line 5 (Heiniuchengdao Station), also means the area has access to two subway lines with subway line 1's Chentangzhuang



station anchoring the eastern end of the area. Hexi district has a large residential population and this new massive development has created a new CBD and stretched Tianjin's commercial areas further to the southeast.

Yujiapu

Although the area in Binhai New Area has been widely panned and it currently does have an oversupply of office buildings, there are some positive signs for the area. In the spring the InterContinental hotel opened and is located just next to the manicured riverside in the heart of Yujiapu. This has done a couple of things for the area, including attracting more workers and more events, like conferences, which in turn, bring in even more visitors. It is a good example of how a hotel is an important element of a CBD. Nearby, work continues on Julliard's campus, sure to bring great energy and more people to the area when it opens in 2019 or 2020. The local train station connects this area to central Tianjin and to Beijing south station.

SUMMARY

Tianjin's multiple-year real estate boom is starting to slow with many major development sites finished or nearing completion. A few more areas will emerge, but the completion of major projects in 2018, has already helped define new CBDs or submarkets within the city. These will attract more workers, creating a more diverse commercial landscape, giving companies more choices when it comes to choosing an office, and consumers more options when looking for shopping and dining destinations. And as the opening of subway line 5 has shown, the future of successful real estate in Tianjin, will be closely aligned with the cities mass transit system. The trick for Tianjin will be to convert these large real estate projects into long term engines of growth for their local districts. **B**

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2018 年天津 房地产市场回顾

回顾2018年的商业房地产市场，几个关键主题成为焦点。备受期待的办公和零售项目的开业继续影响着该市新兴的商业区。新的地铁线路开通，强化了公共交通的重要性。天津经济已调整为更成熟，发展更稳健的城市。

新领域已经出现

年内商业地产最明显和最积极的发展是完成了一些有助于推动现有的CBD（中央商务区）或子市场的项目。我们在下面介绍了一些重点项目。

电视塔区

天津的电视塔长期以来一直是著名的地标，但是一旦你参观了旋转塔，就没有多少其他参观点。然而，现在它位于一个新兴的CBD区域的中心，这里是购物中心和几个新建的办公大楼的所在地。已开始吸引公司和办公室工作人员到该地区。该地区位于地铁三号线，未来几年肯定会受到关注。



The smart age is taking over the dental industry

Smart Toothbrush

智能时代正在接管 牙科行业 智能牙刷

刷牙时我们是否清洗了口中的所有区域？我们刷的时间够长吗？虽然我们可能会在一年一次或两次访问期间得到牙医的反馈，但我们如何知道我们是否在其余时间正确刷牙？智能牙刷可能是解决这个问题的方法。通过正确的使用数据，我们可以获得有关如何更好地刷牙，在昂贵的牙科手术上花费更少钱的反馈。

Kolibree 的第一款智能牙刷

目前有 39 亿人患有某种形式的口腔疾病，这令人非常痛苦。但是还有希望的，因为大多数口腔疾病都很容易预防。法国 Kolibree 公司结合了最先进的传感器技术，设计了一款“智能牙刷”，以“超越牙医”。

Oral-B 的智能牙刷让牙医可以监视你的刷牙

该公司在牙科领域又向前迈进了一步，让我们可以与牙医甚至可以通过 Facebook 或 Tweeter 分享在线刷牙成功的结果。



By Fanny Bates

Today, we brush our teeth without knowing how well we're brushing. Are we reaching all the zones in our mouth? Are we brushing long enough? While we might get feedback from our dentist during our once or twice a year visits, how do we know whether we're brushing correctly the rest of the time? Smart Toothbrush might be a solution to this problem. With proper usage data, we could have feedback on how to brush better, spending less money on the expensive dental procedure.

KOLIBREE'S FIRST SMART TOOTHBRUSH

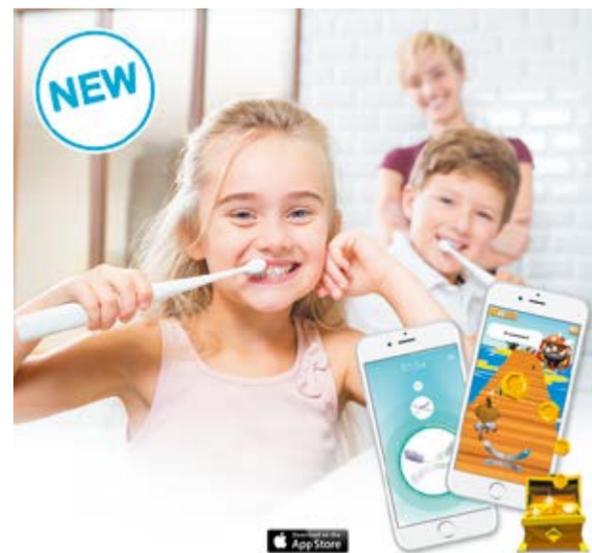
The fact that 3.9 billion people are currently suffering from some form of oral disease is deeply distressing. But there's hope because most cases of oral disease are easily preventable. French company Kolibree has combined the most advanced sensor technology and designed a smart

toothbrush "to outsmart your dentist". The world's first smart toothbrush is made of 3D sensors that track the path where we move the toothbrush, at the same time showing the sections you might need a little more brushing. These sensors include a gyroscope, accelerometer, and a magnetometer that detect the location and angle of the brush. In that way, we all can keep track of our brushing habits over some period of time. And that's not all. While tracking our brushing positions, this smart device also measures how often we brush our teeth (in the morning, in the evening, after the meal, before we go out), and how much time we are spending on brushing. The data are all provided through a specially designed app for Android and iOS devices. This powerful technology also has the ability to store data, and create a personalized visual "check-up to show where the user brushed—and missed—over a 7-day period."

ORAL B'S SMART TOOTHBRUSH LETS DENTISTS SPY ON YOUR BRUSHING

Oral-B's new toothbrush has made a great entrance to the world of dental hygiene. It was launched as part of Mobile World Congress's Connected City exhibition, as the next evolution of the smart bathroom. The company made one step further in the dental world, allowing us to share the results of successful brushing online with our dentist or even on Facebook or Tweeter. The process of brushing is designed to track the positions and time spent on brushing. The sessions, like the Kolibree's, last for two minutes, but it made of segments which last 30 seconds, one for each corner of the mouth. The toothbrush is connected with the mobile device through Bluetooth, and if the results are satisfying you'll receive a special message on your smartphone: "Congratulations, your teeth are shining." This way, the trend to record everything that we do during the day, the calories that we take, the activities we follow, got to a whole new level. Now we can share our brushing habits with the world, motivating ourselves to be better each time.

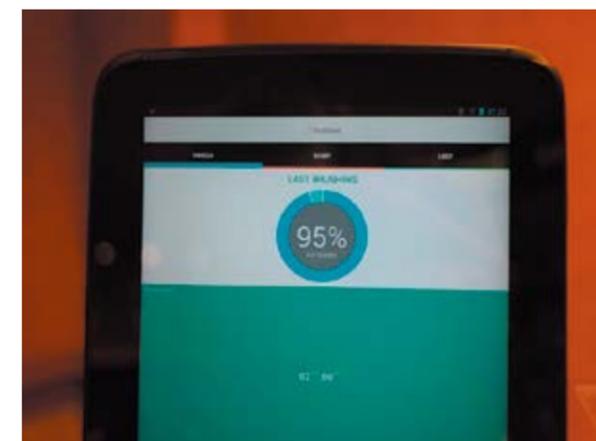
"It provides the highest degree of user interaction to track your oral care habits to help improve your oral health, and we believe it will have significant impact on the future of personal oral care, providing data-based solutions for oral health, and making the relationship between dental professionals and patients a more collaborative one," said Wayne Randall, global vice president of Oral Care at Procter and Gamble. The Oral's two product which will be available are SmartSeries 7000, sold for \$220, while the SmartSeries 5000 will retail for \$160. **B**



The fun part about the smart toothbrush is that children and adults will be motivated to brush better through games, designed especially for kids, and coaching for adults, which will guide them toward improved dental hygiene. If you don't pay enough attention, or you are being sloppy trying to finish the brushing quickly, you will get a low rating. The better you brush, the better you do in the game. This will keep the children and adults fully engaged for a full two minutes. Siblings and parents can enjoy a family-friendly competition, saving money on other products which aren't that useful.

"Kolibree's innovative technology educates the user to brush better, longer, and more thoroughly," said dental hygienist Elizabeth Farrell, RDH, BSDH, from Hurst, Texas, who is now working with Kolibree as a consultant after using the Kolibree toothbrush for about a year. "While Kolibree doesn't proclaim to solve periodontal disease or suggest it can keep cavities or gingivitis at bay," the company admits in a press release, "the better you take care of your teeth, the more likely you can and will avoid serious problems."

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Trends for 2019



By John Feng

We are now entering what usually is one of the most exciting periods of the year. This is the time when we start to think about what was accomplished, what we could have done better, what we regret not doing and what we will do next year.

Well, to better plan next year, you need to know what to expect from the variables you do not control, hence, it is very important to be aware of the trends and what the marketing giants and influencers are thinking for the year to come.

In this article, I would like to share with you some of the trends that are expected to take place next year and how can you adapt to them.

ACCOUNT-BASED MARKETING (AMB)

Let's start by saying that this method will eventually become the norm. Right now, 87% of the marketers

inquired by ITSMA state that AMB outperforms all other marketing investments in terms of ROI.

In case you are not familiar with the concept, allow me to introduce it to you. In a very simplistic manner, the main difference between this and traditional marketing is targeting. Instead of creating content to a very wide audience and hope that the right client is watching TV or

listening to the radio in those specific 30 seconds when your ad is running, you first study deeply your client, identify the ones that perfectly fit with your product or service and then create very specific content to them, content that is not only valuable but also engaging. It is not a true novelty this method is expected to experience a very big raise in 2019, through personalized content from the big brands to small and precise clusters of customers.

AUTHENTICITY

Brands can no longer just focus on selling, we already know that. What we might not know is that spending money and resources in automation and technology is creating a hole between the two ends of the commercial spectrum. This investment choice is definitely making companies more profitable in the short term, but it will become a problem sooner or later. There is an urgent need to build rapport with clients by interacting with them in a meaningful and honest way. This will not only increase sales but also it will make the relationships last longer.

Besides this, and as you can see in the above table, trusting others' opinions is the standard now. Ads do not make the top 4 of the most trusted sources of advertising and are replaced



2019 年趋势

我们现在正进入通常是一年中最为激动人心的时期之一。为了更好地计划明年，您需要知道您无法控制的变化是什么。因此，了解趋势以及营销巨头和影响者对未来一年的想法非常重要。

在本文中，我想与您分享一些预计将在 2019 年发生的趋势变化，以及您如何适应它们。

基于账户的营销 (AMB)

这种方法最终将成为常态。目前，ITSMA 向 87% 的营销人员的调查中显示，AMB 在投资回报率方面优于所有其他营销投资。

如果您不熟悉这个概念，请允许我向您做一下简单介绍。这与传统营销的主要区别在于目标。您不必向广大受众创建内容，并希望正确的客户在广告投放时的 30 秒内观看电视或收听广播，您首先要深入研究您的客户，找出与您的产品完美匹配的客户或服务，然后为他们创建非常具体的内容，这些内容不仅有价值，而且具有吸引力。这种方法预计将在 2019 年经历一次非常大的提升，服务从大品牌到小而精确的客户群个性化内容。

by editorial content, reviews, and branded websites. Moreover, according to eMarketer, 30% of internet users are already deploying ad block software. The shift to reputable content is already happening and is expected to keep getting stronger next year.

"SNACK ADS"

The cravings for attention continue to be one of the biggest challenges for brands and it seems that as the years go by, consumers have less and less of it to give. If some decades ago the attention span was enough to watch a 60 seconds commercial, nowadays, in the first 30 seconds of a video, half the audience is already gone.

It is expected, then, that brands will create shorter ads, shorter content and shorter interactions with their customers in order to get their attention to the full message. This will demand high levels of creativity that will translate into a shift in the budget allocation. The budget for traditional advertising will have to give room to content and affiliate marketers, in order for them to produce highly valuable and concise content.

WRAPPING UP

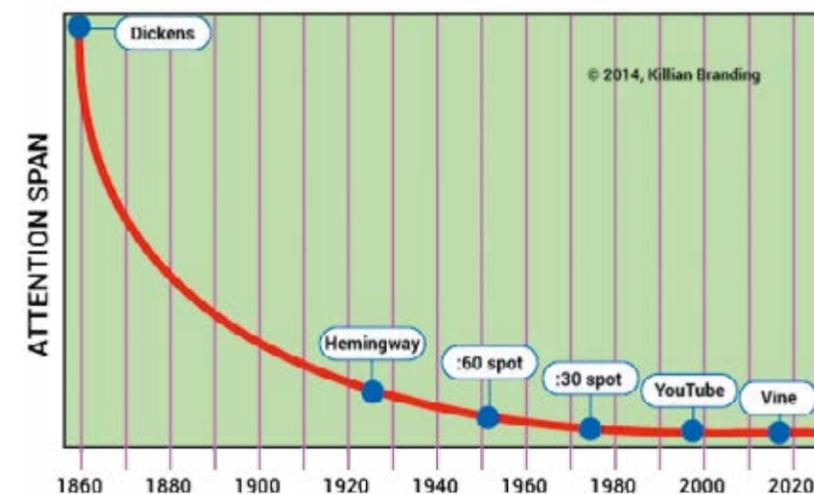
Predicting the future is not possible and these are expected trends that are likely to become more and more common as the time goes by. Having said this, it is never too much to be ready for every possible scenario and if for one side you should focus on making your business more profitable by innovating your product or service, you also have to innovate in your relationship with all the stakeholders. Be authentic in your interaction, focus on your niche and communicate in a shorter and more valuable way and I am sure your business will get to stages that you never really thought about! **E**

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TRUST IS HIGHEST IN DEVELOPING REGIONS

PERCENT OF RESPONDENTS WHO COMPLETELY OR SOMEWHAT TRUST ADVERTISING FORMAT BY REGION

	ASIA PACIFIC	EUROPE	AFRICA/ MIDDLE EAST	LATIN AMERICA	NORTH AMERICA
RECOMMENDATIONS FROM PEOPLE I KNOW	85%	78%	85%	88%	82%
BRANDED WEBSITES	78%	54%	76%	75%	61%
EDITORIAL CONTENT, SUCH AS NEWSPAPER ARTICLES	71%	52%	71%	74%	63%
CONSUMER OPINIONS POSTED ONLINE	70%	60%	71%	63%	66%
ADS ON TV	68%	45%	70%	72%	63%



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www.amchamchina.org



06.12.2018
2018 Annual General Meeting & Winter Holiday Party

AmCham China, Tianjin, in partnership with Air Canada, held its 2018 Annual General Meeting & Winter Holiday Party on December 6th at the Renaissance Tianjin Lakeview Hotel. After expressing warm greetings to all members, Martin Winchell, **Chairman of AmCham China, Tianjin**, summarized the outstanding accomplishments and milestones that we have made in 2018 and expressed that AmCham China, Tianjin, would continue to be a key advocate for businesses to both the United States and Chinese governments. Alan Beebe, **President of AmCham China, Tianjin**, was also present to give Tianjin Chapter 2018 Awards to the following companies and individuals:

AMCHAM TIANJIN MEMBER COMPANY ACHIEVEMENT AWARDS:

- PricewaterhouseCoopers Consultants (Shenzhen) Limited Tianjin Branch
- Affiliated Computer Services (Tianjin) Co., Ltd.
- Allied Mineral Products (Tianjin)
- LehmanBrown Accounting And Financial Consulting Ltd. Tianjin Branch
- Vishay Celtron (Tianjin) Technologies Co., Ltd.

SPONSORSHIP AWARDS 2018:

- Air Canada
- Tianjin United Family Hospital
- Schneider Logistics (Tianjin)

COMMITTEE AWARD 2018:

- Environmental and Sustainability Committee

THE LEGEND:

- Steven Yau

After the general meeting, members and friends joined the Christmas Tree Lighting Ceremony at the Renaissance Tianjin Lakeview Hotel. The ceremony was filled with Christmas carols from the Choir of HIKSVS International School, two rounds of exciting Lucky Draw with amazing prizes, and an open buffet dinner with free flow drinks. All attendees have enjoyed a wonderful holiday moment as well as mingled with old and new friends.

This event would not have been possible without sponsors, and AmCham China, Tianjin, would like to take the opportunity to thank Air Canada for being this event's Exclusive Platinum Sponsor, JLL, Tianjin United Family Hospital, and RICOH for being the Silver sponsors. In addition, AmCham China, Tianjin, would also like to thank the host venue,



Renaissance Tianjin Lakeview Hotel, and the rest of our sponsors for their strong support and participation.

AmCham China, Tianjin, looks forward to a brighter future in 2019. For information on upcoming events, please check out our official website for more.



Tianjin Monthly Executive Breakfast Briefing

US-China Trade Astor Hotel Tianjin possible development trends, as well as the potential impacts to business.

Following POTUS Donald Trump and his Chinese counterpart, Xi Jinping's meeting at the conclusion of the G20 on December 1, 2018, Trump and Xi agreed to a 90-day pause on increasing US tariffs on Chinese imports from 10% to 25%, while the two sides attempt to resolve critical issues through negotiation. China agreeing to buy more US exports is a positive step towards reducing the trade imbalance, however, issues remain regarding forced technology transfers, cyber theft, IPR violations. Further concerns regarding China's discriminatory

economic policies must also further be addressed before the two can come to a more substantial agreement. All eyes are on December 18th, the 40th anniversary of China's implementation of its reform and opening up policy, which Beijing could use as a platform on which to emphasize its commitment to transform its economy. For more information on the US-China trade dispute, check out AmCham China's US-China Trade dispute Portal.

We would like to thank both Albert Xie and Patrick Powers as well as the Astor Hotel for helping us conclude 2018 with an amazing final breakfast briefing!

Room 1502, Global Center, No. 309
Nanjing Road, Nankai District, Tianjin
Tel: +86 22 8787 9249
tianjin@bj.china.ahk.de



27.11.2018
Special Event - Exclusive Company Tour of TEDA Automotive Industrial Park

The German Chamber of Commerce - Tianjin office together with the European Chamber and AmCham China, Tianjin, went on an exclusive company tour of the TEDA Automotive Industrial Park on Tuesday, November 27th.

The tour included three stops: FAW-Volkswagen North China Base, Changchun Faway Adient Automotive Systems Co. LTD, Tianjin Branch, and the TEDA Automotive Industrial Park Information Center. The TEDA Automotive Industrial Park is one of many such industrial grouping initiatives currently being promoted by TEDA to drive wealth creation, support innovation, increase efficiency and reduce pollution.

The FAW-Volkswagen North China Base, launched its auto plant in Tianjin's Ninghe district for production of Volkswagen and Audi brand series automobiles. Some of the impressive technological advancements and achievements this state-of-the-art plant boasts include:

- An annual production capacity of 300,000 automobiles
- A 79% automation rate, with 985 robots deployed in its workshops
- A 98% water reuse rate, allowing the plant to save up to 300,000 tons of water annually
- Laser welding technology which increases the structural strength of the body, production efficiency, reduces body weight, and generally produces a more aesthetically pleasing appearance.



The second stop on the tour of the TEDA Automotive Industrial Park explored Changchun Faway Adient Automotive Systems Co. Ltd, Tianjin. Located in close proximity to the FAW-Volkswagen plant, Changchun Faway Adient manufactures seats, DP and IP, and boasts a production capacity of 300,000 sets. The close proximity of the two plants allows for the companies to reduce logistics related costs, increase efficiency, and reduce CO2 emissions related to transportation costs.

The German Chamber of Commerce - Tianjin office would like to extend a special thanks to TEDA Automotive Industrial Park, FAW-Volkswagen and Changchun Faway Adient Automotive Systems Co. Ltd. for providing us with such a rare opportunity to gain insights into some of the advancements occurring in the automotive manufacturing industry.

13.12.2018
Struggle to Retain Your Talent? - FIVE Tips to Unlock the Retention Challenges in China

The year of 2018 is coming to an end. As a closure of this fruitful year, we decided to talk about "PEOPLE", the one factor that is both a challenge and an opportunity to boost a business at the same time. We want to bring this awareness to our members, that when it comes to "talent retention" it's not just about using the right tool, it's also about using the tools in the right way and understanding the big picture and the people in it. European Chamber Tianjin Chapter invited speaker from Direct HR Group Shanghai to deliver the analysis and insight on this matter. Speaking from experience and tons of market research analysis, speaker mentioned 5 keys to unlock the challenges business might face in the future, out of which, she gave emphasis on 2 factors namely Leadership and Performance Management. If a business wants to motivate employees, "Money is not the efficient solution any more", said the speaker. Is a leader empowering its staff? Is the performance management only quality or quantity oriented? These are the questions businesses should reconsider.



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Dagubei Lu, Heping District, Tianjin 300020.
Tel: +86 22 5830 7608
Email: tianjin@european-chamber.com.cn
Website: www.european-chamber.com.cn



- Upcoming Events:**
- Signature Events in 2019**
- 2019 April >> 2019 European Chamber Tianjin Chapter Board Election
 - 2019 May >> 2019 Badminton Tournament and Family Day
 - 2019 June >> 2019 European Chamber Business Confidence Survey Launch
 - 2019 August >> 2019 Member Reception Night
 - 2019 October >> 2019 European Business Annual Gala Dinner

DINING

TIANJIN

Chinese



Tian Tai Xuan

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

Din Tai Fung

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

New Dynasty

A: 2F, Renaissance Tianjin Lakeview Hotel No.16 Binshui Road, Hexi District, Tianjin
T: +86 22 5822 3388
 天宴楼
 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



Dongsir Hotpot

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

Japanese

Kawa Sushi Lounge

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

Café Vista

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

Seasonal Tastes

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

Seitaro

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

Bowbow Sushi Japanese Restaurant

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

SôU

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



Gang Gang Bread & Wine

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

Bei Xi Japanese Restaurant

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



Western

Promenade Restaurant

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

A: 1F, The St. Regis Tianjin No. 158, Zhang Zizhong Road Heping District
T: +86 22 5830 9959
O: 06:00 - 22:00
 河岸国际餐厅

和平区张自忠路158号天津瑞吉金融街酒店一层(哈密道正对面)



Riviera Restaurant

Riviera brings the casually elegant refined dining experience to Tianjin featuring modern Mediterranean -French dishes paired with selections from an 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

Maxim's De Paris

A: No.2 Changde Dao, Heping District
T: +86 22 2332 9966
 马克西姆法餐厅
 和平区常德道2号



Hard Rock Cafe, Tianjin

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



Drei Kronen 1308 Brauhaus

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

blue frog (Riverside 66)

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

blue frog (Joy City)

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

Prego Italian Restaurant

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

Qba - Latin Bar & Grill

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

Pan Shan Grill & Wine

A: 2F, Main Building Sheraton Hotel Tianjin Zi Jin Shan Lu, Hexi District
T: +86 22 2731 3388 ext.1820
 盘山葡萄酒扒房
 紫金山路天津喜来登大酒店主楼2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

DINING

Blufish Restaurant

A: 1st Floor, Lotte Plaza, No.9 Leyuan road, Hexi District
T: +86 22 5890 8018
O: Sunday - Tuesday 10:00-21:30
 Friday - Saturday 10:00 - 22:00
 布鱼Blufish法式餐厅
 越秀路与乐园道交口银河国际购物中心乐天百货首层F&B-1-2

Trolley Bar & Grille

A: Aocheng Plaza, Tianjin 22/23-119, Nankai District, Tianjin
T: +86 15222091582
 乔尼西餐厅
 南开区奥城商业广场天堡22, 23号楼底商119

Bistro Thonet

A: No.55 Chongqing Road, Heping District
T: +86 22 8713 5555
E: info@qingwangfu.com
W: qingwangfu.com
 庭悦咖啡
 和平区重庆道55号庆王府院内

1863 Bistro & Terrace

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

Café Majestic

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

Le Loft

A: Cross of Nanjin Lu and Jinzhou Dao, Heping district
T: +86 22 2723 9363,
 +86 18702200612
 院
 和平区南京路与锦州道交口

Glass House

A: No. 8, Zhujiang Da Dao Zhouliang Zhuang, Baodi District
T: +86 22 5921 1234
 水晶厨房
 宝坻区周良庄珠江大道8号京津新城凯悦酒店

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

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

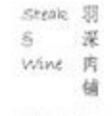
Le Rosso

Le Rosso Pizza & Steak
A: 24 Ying Chun Li, Wu Jia Yao Er Hao Road (near Xi Kang Lu) He Ping District
T: 15620172289,
 17526573687
 Le Rosso 意大利餐厅
 和平区吴家窑二号路
 迎春里24号楼底商(靠近西康路)



LE CROBAG - Tianjin Store

A: Room 109, Buliding A2, Binshui West road, Nankai District
T: +86 22 2374 1921
 Le Crobag德国面包房(奥城店)
 南开区奥城商业广场A2商9



Habuka the Butcher

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



La Semana

A: No.25 Yingchunli, Wu jia yao er hao Road, Heping District, Tianjin
T: +86 22 2335 6748
 +86 155 2210 2283
 拉斯曼娜西班牙餐厅(和平店)
 天津市和平区吴家窑二号路迎春里25门底商



Pomodoro (International Plaza)

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

Bars

The St. Regis Bar

The most beautiful bar in town with stunning river view. A rare haven of refined luxury, **The St. Regis Bar** is a place for guests to enjoy the enduring tradition of St. Regis Afternoon Tea and a wide selection of refreshing drinks.

A: 1F, The St. Regis Tianjin. No. 158 Zhang Zizhong Road, Heping District
T: +86 22 5830 9958
O: 09:30 - 01:30.
 瑞吉酒吧
 和平区张自忠路158号天津瑞吉金融街酒店一层

WE Brewery

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

SERVICES

Education



UPI

A: New Taiyuan Rd.No.189, Jiefang North RD, Heping District,Tianjin.
T: +86 22 23319485

UPI

天津市和平区解放北路189号, 靠近新太原道一侧(近丽思卡尔顿酒店)

KIDS 'R' KIDS Learning Academy, Tianjin No.1

O: 8:00-17:00
A: Yunjin Shijia Community, No.65, Ziyang Rd,Zhongbei Zhen, Xiqing Dist, Tianjin
T: +86 22 5871-6901
 +86 22 5871-6900
Wechat: KidsRKidsTianjin
W: www.kidsrkids.com
www.kidsrkidschina.com
E: contact-tianjin@kidsrkidschina.cn

Wechat: KidsRKidsTianjin

凯斯幼儿园, 天津云锦幼儿园
 西青区中北镇紫阳道65号云锦世家内

International Schools



International School of Tianjin

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



Wellington College International Tianjin

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

Tianjin International School

A: No.4-1, Sishui Dao, Hexi District
T: +86 22 8371 0900 ext. 311
 天津国际学校
 河西区泗水道4号增1



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

O'Hara's

A: Astor Wing, The Astor Hotel, Tianjin. No. 33, Tai'er Zhuang Lu Heping District
T: +86 22 2331 1688 ext. 8919
 海维尔酒吧
 利顺德翼, 和平区台儿庄路33号天津利顺德大饭店一层

China Bleu

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



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

Fitness



I Fitness GYM CLUB / Indoor Badminton Court

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

I Fitness Meijiang

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

Moai GYM

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

SERVICES

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

天津君隆威斯汀酒店

The Westin Tianjin

A: 101 Nanjing Road, Heping District
T: +86 22 2389 0088
W: westin.com/tianjin
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 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, 3000170 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, Hongqiao District, Tianjin
T: +86 22 5863 8888
E: infor.pptsn@panpacific.com
天津泛太平洋大酒店
天津红桥区张自忠路 1 号



Hotel Indigo Tianjin Haihe

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



Tianjin Goldin Metropolitan Polo Club

A: No.16, Hai Tai Hua Ke Jiu Lu, Bin Hai Gao Xin Qu, Tianjin
T: + 86 22 8372 8888
W: www.metropolitanpoloclub.com
天津环亚国际马球会
滨海高新区海泰华科九路16号



Tangla Hotel Tianjin

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



Wanda Vista Tianjin

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



Courtyard by Marriott Tianjin Hongqiao

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



Radisson Tianjin

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

Yi Boutique Luxury Hotel Tianjin

A: No. 52-54, Min Zu Road, Hebei District
T: +86 22 2445 5511
天津易精品奢华酒店
河北区民族路 52-54 号

Shan Yi Li Boutique Hotel

A: No.55 Chongqing Road, Heping District.
T: +86 22 2330 6666
E: info@qingwangfu.com
山益里精品酒店
中国天津市和平区重庆道 55 号



The Westin Changbaishan Resort Sheraton Changbaishan Resort

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

Serviced Apartments



The Ritz-Carlton Executive Residences, Tianjin

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



The Lakeview, Tianjin-Marriott Executive Apartments

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



Fraser Place Tianjin

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



Somerset International Building Tianjin

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

Somerset Olympic Tower Tianjin

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

Astor Apartment

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



Ariva Tianjin Binhai Serviced Apartment

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

Ariva Tianjin Zhongbei Serviced Apartment

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

Sheraton Apartment

A: Zi Jin Shan Lu, Hexi District
T: +86 22 2731 3388
喜来登公寓
河西区紫金山路

IT



NNIT (Tianjin) Technology

A: 20 F, Building A, JinWan Mansion, No.358 Nanjing Road, 300100 Tianjin
T: +86 22 58856666
W: www.nnit.cn
天津恩恩科技有限公司
南开区南京路 3 58 号, 今晚大厦 A 座 20 层

Real Estate



HOUSING CHINA

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

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



Jones Lang LaSalle

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

SERVICES

Serviced Office

The Executive Centre

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

Regus Tianjin Centre

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

Regus Golden Valley Centre

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

Chamber of Commerce

European Chamber

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

American Chamber

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

German Chamber

A: Room 1502, Global Center, No. 309 Nanjing Road, Nankai District,
T: +86 22 8787 9249
E: tianjin@bj.china.ahk.de
中国德国商会天津办事处
南开区南京路 309 号环球置地广场 1502 室

Moving & Relocation



Asian Tigers China - Tianjin

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



HEALTH

Hospitals



Raffles Medical Tianjin Clinic

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



Tianjin United Family Hospital

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



Women's and Children's Specialized Health

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

Arrail Dental Tianjin International Building Clinic

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

Tailor Made



Nasca Linien Tailor Made

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

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

DINING

TEDA & TANGGU

Brazilian

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

Chinese

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

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

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

Japanese

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

Kasumi
A: 1F, Crowne Plaza Tianjin Binhai
 No. 55, Zhongxin Da Dao
 Airport Industrial Park
T: +86 22 5867 8888 ext. 2322
 霞日式料理
 空港中心大道55号
 天津滨海圣光皇冠假日酒店1层

Italian

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

Western

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

Brasserie Restaurant
A: Renaissance Tianjin TEDA
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 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

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

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

BARS

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

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

Tianjin TEDA Maple Leaf International School
A: No. 71, 3rd Avenue, TEDA
T: +86 22 6200 1920
 天津泰达枫叶国际学校开发区第三大街 71 号

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 天津万丽泰达酒店及会议中心
 开发区第二大街 29 号

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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

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 Lu, Sino-Singapore Eco-City,
 Tianjin, P.R. China 300467
T: +86 22 5999 8888
F: +86 22 5999 8889
E: tianjin.ecocity@hilton.com
W: tianjin.ecocity.hilton.com
 天津生态城世茂希尔顿酒店
 天津市中新生态城动漫中路 82 号

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T: +86 22 6628 3388
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 天津经济技术开发区第二大街 29 号

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 TEDA, Tianjin, China
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E: reservations.binhai-tianjin@frasershospitality.com
 天津招商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

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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

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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

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

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

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

Library

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



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 The junction of Hongqi Lu and Anshan Xi Dao. Tel: +86 2305 0530

Beijing Airport Terminals 2/3 - Tianjin

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

TEDA-BEIJING AIRPORT Shuttle Bus ¥90 one way

TEDA - Beijing Airport Terminals 2/3
 06:45, 08:45, 14:45, 17:15. 1st Avenue, TEDA.
 Tel: +86 22 6620 5188

Beijing Airport Terminals 2/3 - TEDA

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

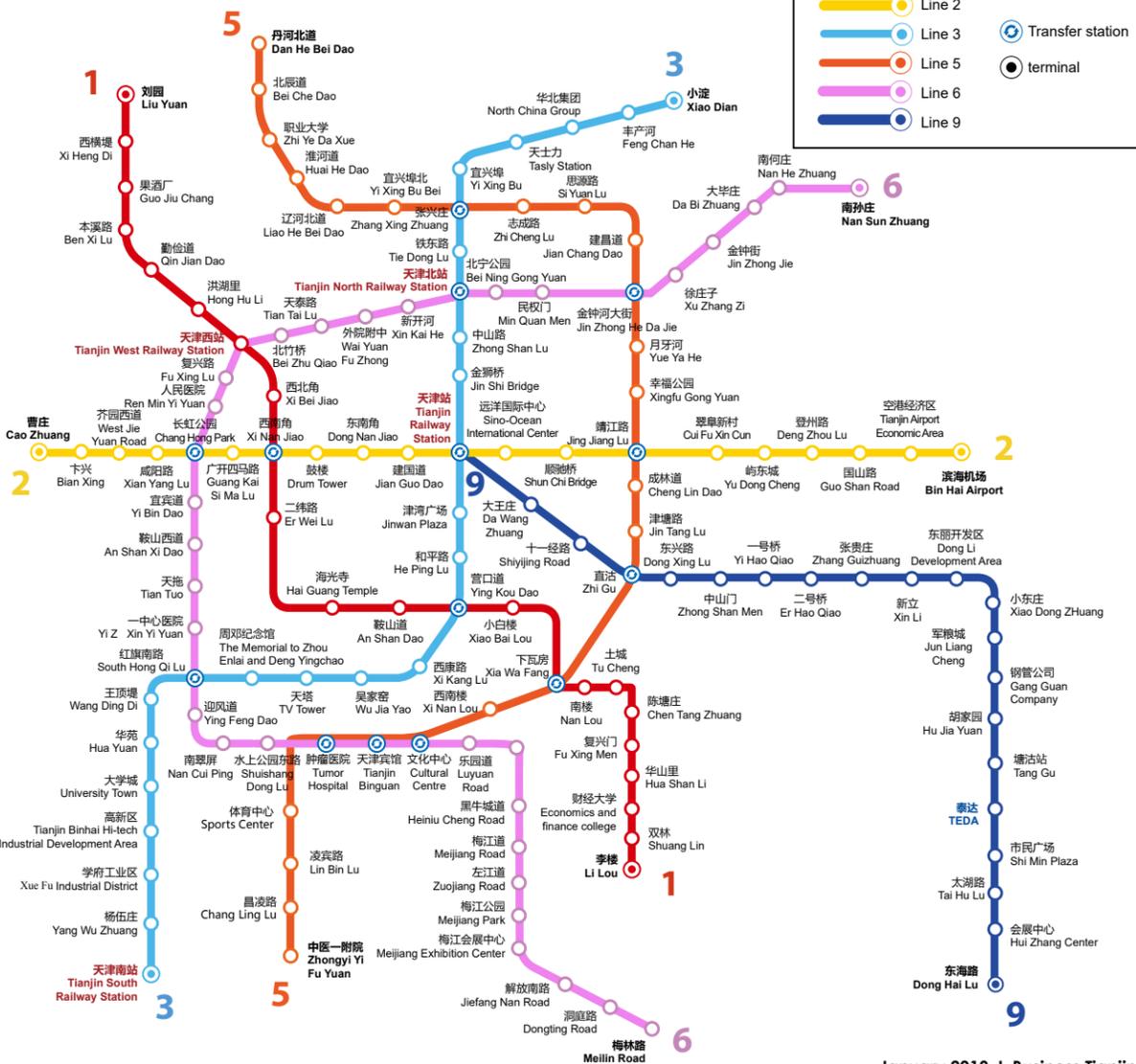
BULLET (C) TRAIN

TJ ~ BJS (¥55 - ¥93)			BJS ~ TJ (¥55 - ¥93)		
Train	Tianjin	Beijing	Train	Beijing	Tianjin
C2002	06:18	06:53	C2001	06:01	06:36
C2108	22:52	23:27	C2107	23:05	23:40

TG ~ BJS (¥66 - ¥93)			BJS ~ TG (¥75 - ¥239)		
Train	Tanggu	Beijing	Train	Beijing	Tanggu
C2584	09:04	09:58	C2281	07:23	08:20
C2594	20:26	21:21	C2593	20:26	21:31

Wuqing ~ BJS (¥39 - ¥66)			BJS ~ Wuqing (¥39 - ¥66)		
Train	Wuqing	Beijing	Train	Beijing	Wuqing
C2202	06:54	07:19	C2203	07:31	07:55
C2246	21:27	21:52	C2245	20:56	21:20

TIANJIN SUBWAY MAP



Ancient Temples in China

White Horse Temple, Lingyin Temple & Xiangguo Temple

By Rose Salas



White Horse Temple

Temples-miao (庙) or dian (殿) reflects our rich, long history and culture. Across the country, thousands of temples that were built from each Dynasty have been considered as an indispensable treasure. These temples were traditionally built as a place of worship of different religions and purpose. From Buddhist, Taoist, Ancestral or Shrines- these temples have long served their purpose whether as a place of solace, school, or a sanctuary to serve a local deity or god. Throughout the years, these temples became a venue for social and welfare activities. Some of these temples even sponsor for important community activities like environmental projects and assistance for the poor.

Let's look at these 3 ancient temples and their long-lived values that still stand up to this day.

WHITE HORSE TEMPLE

白馬寺 *Pai-na szu* or the White Horse Temple in *Luoyang*, *Henan Province* is considered as "The Cradle of Chinese Buddhism". It was one of the oldest Buddhist temples built in the patronage of Emperor *Ming* who sent out two emissaries and came back on a White Horse to house the scriptures of Buddhism. Until today, this temple is a favourite tourist spot of many foreigners around the world because of its tremendous and magnificent Buddhas and pomegranate trees. As this is a place of worship, many foreigners were



Lingyin Temple

prohibited to enter in some places. The top sceneries that people look for in this place are the ancient bell, the clear terrace, and Hall of *Mahavira*.

LINGYIN TEMPLE

The *Lingyin Temple* 灵隐寺, also known as *Temple of the Soul's Retreat* is a Buddhist temple, was built in the Eastern Jin Dynasty (328 AD) by an Indian Monk named *Huili* who was inspired of its spiritual nature of the scenery and believed as the perfect dwellings of the immortals. The temple is a famous monastery of the Jiangnan region. Even up to this day, the temple is still regarded as one of the largest and wealthiest Buddhist temple across China. It composes of multiple story building, numerous pavilions, grottoes and halls which are inhabited by thousands of monks. The whole place is also covered with century-old trees that despite many tourists visiting it is still a peaceful place to be. The whole place is truly a remarkable historical and cultural site. It is also the best site for those who wish to study the aspects of Chinese Buddhism because of its numerous Buddhist literature

中国古代寺庙： 白马寺，灵隐寺和香果寺

在全国各地，每个朝代建造的数千座寺庙被认为是不可或缺的宝藏。这些寺庙传统上被建造为不同宗教的礼拜场所。从佛教，道教，祖先祭拜或神社 - 这些寺庙长期以来一直支持着宗教活动，为当地的神灵或上帝服务。多年来，这些寺庙已经变为社会和福利活动的场所。其中一些寺庙甚至赞助重要的社区活动，如环境项目和对穷人的援助。

白马寺

河南洛阳的白马寺被认为是“中国佛教的摇篮”。由于这是一个礼拜场所，许多外国人被禁止进入某些地方。

灵隐寺

灵隐寺，也被称为灵魂之殿，是一座佛教寺庙，建于东晋（公元328年），由一位名叫汇丽的印度僧人建造，灵感来自其风景的精神本质，并被认为是神仙的完美住所。

香果寺

全国十大最著名的寺庙之一 - 香果寺在佛教的发展中起着重要作用。它建于公元55 - 557年，位于开封市中心。它也被扩建了几次，拥有64座寺庙，并容纳了数千名僧侣。

collections. Tourists all over the world admire the *Elder Li's Pagoda* which houses the ash of the founder and *Feilai Feng grottoes*, which were carved from limestone and was known as "The Peak that Flew Hither or Flying Peak".

XIANGGUO TEMPLE

One of the top ten most famous temples across the country- The *Xiangguo Temple* plays an important role in the development of Buddhism in the country. It was built during 55-557 AD and lies in the center of *Kaifeng City*. It was also enlarged several times, holds 64 temples and houses thousands of monks. Today, the temple is known as the *International Buddhism Center* for cultural exchange of China and other countries and the largest Buddhism Center across the country. The temple also holds annual activities like the Lantern Festival and the Great Prayer Festival which are best visited together by pilgrims and tourist.

The *Xiangguo Temple* has multiple features that are well-loved by travelers around the world: The Mountain Gate, Heavenly Kings Hall, Hall of *Mahavira*, *Arhat Hall* and *Sutra Hall*.



Xiangguo Temple

What makes these temples an epitome of our rich culture? The following summarizes what makes Chinese Culture still significant today:

CHINESE CULTURE AND RELIGION

One of the main reasons for Chinese Temples and Monasteries' fame up to this day is the knowledge of people about our rich culture and deep respect to religion. Thousands to millions of people visit these temples to worship their ancient gods and deities by giving offerings and lighting incense as they say their prayers. It also serves not just a hall of worship, but some also serve as the center for social and welfare activities to help the needy and the environment.

ARCHITECTURE

One of the most distinguishable features of Chinese temples is the architecture. From thousands of these temples (from smallest to the biggest and the tallest), this architectural feat is a marvellous sight, that some have been standing for thousands of years ago. Chinese temples are known for their marvellous shrines and halls that reflect the old culture from the tiled roof to the pillars, as well as the base of its temple. Most of all, the materials used are also remarkable- from numerous tons of jewels, gold, and marble used to create statues and temples, truly reflects such a great talent in the field of architecture.

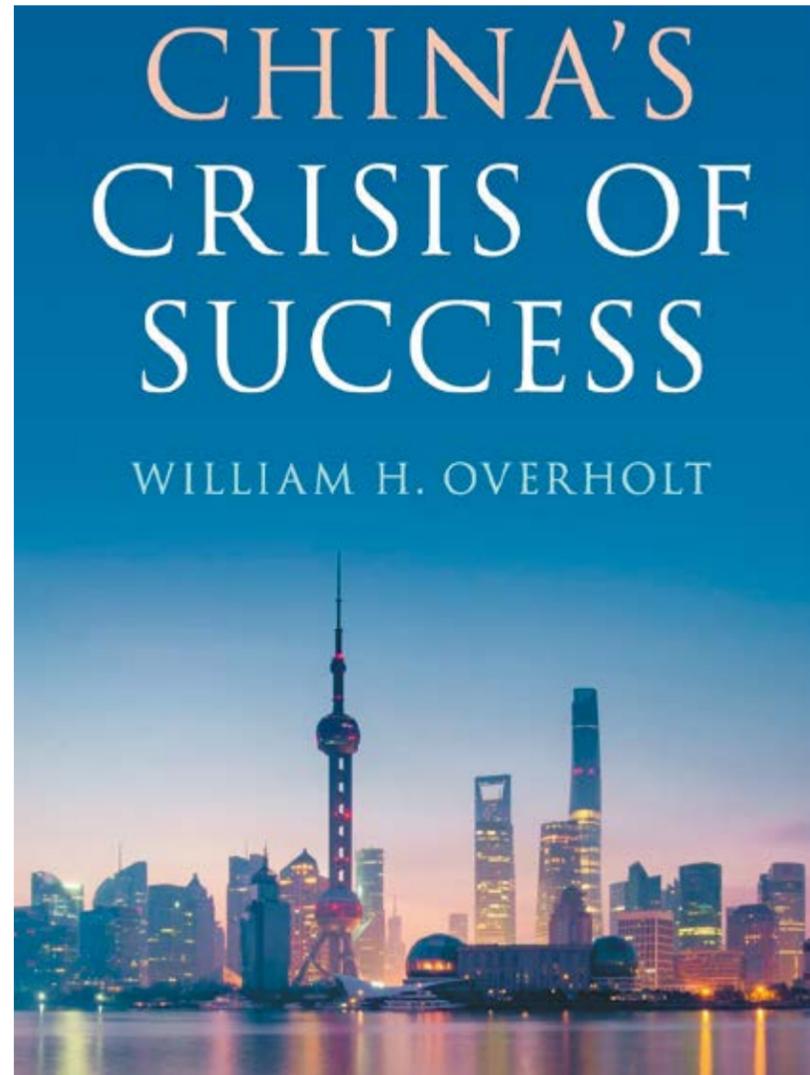
WORLD HERITAGE

Because of the marvellous sights and wonders of these ancient temples, a lot of temples and other historical sites were listed as one of UNESCO's World Heritage. Even those who are not listed were treated as such and respected; with the help of the government and its people aiming to preserve China's treasure. **E**

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China's Crisis of Success

Author: William H. Overholt, 2017



Unlike the majority of economic books on China that outline the issues with China's infrastructure from a businessman's or an

economist's perspective, *China's Crisis of Success* by William H. Overholt takes a look China's infrastructure from a legislative and social standpoint

with deep ties to the economic implications of erroneous legislation and corrupt governance. Arguably a myth buster-type of book, Overholt masterfully gives light to how China rose to Superpower status and why the only means of continued growth relies upon a total re-haul on the political structure of the Chinese government.

After having analyzed the economic growth of China, Overholt explains that with a growing percentage of poverty, a greater level of inequality, greater and greater corruption, and a rising environmental degradation, China is not nearing a better future. In Overholt's analysis, China is destined, thanks to *Xi Jianping's* political strategies, a Japanese-style stagnation and a major political-economical strategy.

Overholt also gives answers as to what is the best route for China to take for not only investors' sake, but also for domestic inhabitants to endure. He clarifies that the current structure lacks a proper orientation to consumption, a need to become less reliant on investments, an improvement of manufacturing, and a shift from manufacturing on a wide scale to the servicing industry. Obviously involving risks, Overholt details the necessary steps to take this and how China's political leaders must brave the obstacles to avoid an economical crash arguably of a level much greater than the great depression in post-war America. **E**

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中国成功的危机

与大多数关于中国的经济书籍不同，本书从商人或经济学的角度概述了中国的基础设施问题，威廉·H·霍弗霍爾特的“中国的成功危机”从立法和社会的角度看待中国的基础设施，与经济影响密切相关的错误的立法和腐败的治理。他巧妙地阐明了中国如何成为超级大国，以及为什么唯一的持续增长手段依赖于对中国政府政治结构的全面重新审视。

霍弗霍爾特还解答了中国不仅为了投资者而且为国内居民提供服务的最佳途径。他澄清说，目前的结构缺乏正确的消费方向，需要减少对投资的依赖，改善制造业，以及从大规模制造转向服务业。显然涉及风险，霍弗霍爾特详细说明采取这一措施的必要步骤，并且中国政治领导人必须勇敢面对的障碍以避免经济崩溃。

Is the Trade War between China and USA really over?

By Dina



The thirteenth meeting of the Group of 20 (G20) which was held in Buenos Aires, Argentina, on December 1st 2018, ended with some unexpected and very positive news. According to the latest press releases, Chinese president Xi Jinping and American president Donald Trump have decided to cease a trade war, which threatened to the world's economic growth and destabilized financial markets lately.

President Xi underlined that both China and US are aware of their important roles in the world economy and that cooperation between them is the only way to foster international prosperity and peace. This was the first meeting of the two, after the escalation of the trade war earlier this year. Both sides have agreed to make efforts in order to intensify their negotiations in the following 90 days, and to stop further tariff increases, hoping that

additional tariffs imposed this year will be abolished in the near future. This move of the two presidents has probably prevented further escalation of the ongoing trade war. Now, everything is up to Chinese and American negotiating teams, which are supposed to engage in complex discussions. In that short time span, it is expected from both sides to implement the census reached in Buenos Aires. Given the fact that holidays are coming soon in both countries, teams actually have even less time at their disposal.

WHAT COULD HAVE CAUSED THE CHANGES?

The ceasefire has certainly come as a surprise, given the friction between China and US over the past months. Why would two economic giants suddenly hit pause on a trade war? It seems that past months have shown to the both sides that trade wars have

中美贸易战真的结束了吗？

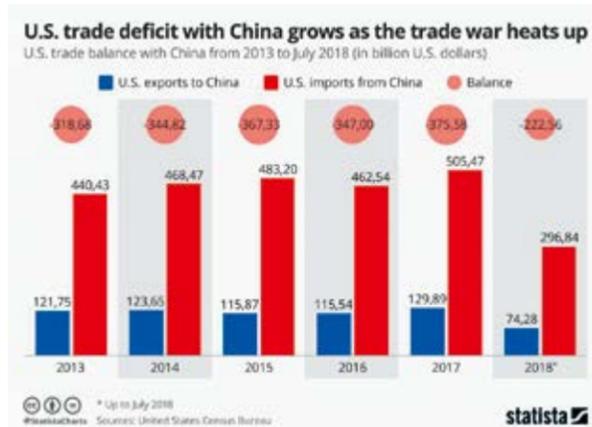
2018年12月1日在阿根廷布宜诺斯艾利斯举行的20国集团(G20)第十三次会议以意想不到的非常积极的结果落幕。根据最新的新闻稿，中国国家主席习近平和美国总统唐纳德特朗普已经决定停止贸易战，这场战争威胁到世界经济增长并最近破坏了金融市场的稳定。

习主席强调，中国和美国都意识到它们在世界经济中的重要作用，它们之间的合作是促进国际繁荣与和平的唯一途径。在今年早些时候的贸易战升级之后，这是两国的第一次会晤。双方已同意努力在接下来的90天内加强谈判，并停止进一步提高关税，希望在不久的将来取消今年征收的额外关税。两位总统的这一举动可能阻止了正在进行的贸易战的进一步升级。现在，一切都取决于中美谈判团队，他们应该进行复杂的讨论。鉴于这两个国家的假期很快就会到来，团队实际上只有更少的时间可以利用。

no winners. But, the agreement of the two presidents is surely a short-term victory for both sides.

On the one side, possible reasons for the change, of course for Trump, could be the pressure of American large companies that were negatively affected by his politics and the growing deficit. Companies that are threatened to lay off workers, or even shut down operations in the US and some other parts of the world.

In the column chart below published by the US Census Bureau, the negative effects of the trade war on the US can be observed, which might have made America think twice. Chart depicts US trade deficit with China for the five-year period, from 2013 to 2018. As it can be seen, both US exports and imports declined in 2018, when the war escalated. US imports from China plummeted 41% from \$505.47 billion in 2017 to \$296.56 billion in 2018. The same happened with US exports to China, which dropped from \$129 billion in 2017 to \$74.28 billion in



Source: Statista.com



President of the United States of America, Donald Trump

2018, which is nearly 43% decline in percentage terms. These could be the possible reasons why Trump decided to be more flexible in his attitude.

On the other side, China was always consistent in its claim that it does not want a trade war, but that it does not mean it will not protect its core interests. China promised to always work in the best interest of its nation and economy. Past eight months have proven its trustworthiness in this regard, especially when countermeasures by raising tariffs on American vehicles were introduced.

WHAT ELSE DID JINPING AND TRUMP AGREE?

According to the State Councilor Wang Yi, China promised to import more agricultural, industrial and energy products from the United States, in accordance with market demand, aiming to gradually smooth imbalances in two-way trade. He also stated that China will take US concerns regarding intellectual rights and technological cooperation into consideration in the process of further opening-up. Americans promised to cancel the planned increase of tariffs from 10 to 25 percent for thousands of Chinese high-tech products, which was planned for January 1st 2019. Tariffs already drove up the prices of many Chinese products including:

solar panels, TVs, cars, electronics and even clothes.

Based on what Vice-Minister of Commerce Wang Shouwen told reporters, they will insist that Americans remove tariffs on other goods as well, without being specific about the time span. In addition, China and the US also reached a consensus regarding the opioid Fentanyl, and the president Xi Jinping promised to put the Fentanyl on the list of controlled substances and adjust regulations.

WHAT TO EXPECT AFTER THE THREE-MONTH PERIOD?

In Buenos Aires, Trump was still focused on "America first", while Xi Jinping was emphasizing the importance of cooperation and compromise. It is hard to estimate the possible outcome of their meeting. The first sign of improvement was rise in stock prices in both markets, which was marked on the first business day after the meeting. Given the complexity of issues, this deadline might seem short to make changes.

Some Chinese export manufacturers are afraid that the United States might further escalate trade war in case negotiations fail. There is reasonable fear that failure might especially negatively affect Chinese auto industry, which relies heavily on the US market. Exporters were able to cushion

the effects of tariffs to some extent. However, doing so in the long term and especially if higher tariffs are introduced by Americans, would probably make them go out of business. Therefore, some of them are beginning to consider moving their operations into other Asian countries.

Since the increase of tariffs is cancelled for the beginning of 2019, exporters could wait to see how the events will develop further before taking any drastic measures. Another potential problem for China is that foreign investors might reexamine their decisions to rely on Chinese factories given the circumstances, regardless of the low labor prices. Some business analysts are skeptical that the trade war has really ended. According to them, failure to reach the deal is a possible chance for markets of developing countries to benefit from tensions with the US, and it is possible that both Chinese and American companies will begin to explore their options there. Such moves could deeply impact entire world economy and shift its course. **E**

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