

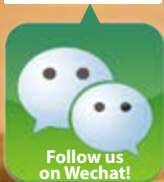
# BUSINESS TIANJIN

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津衛商務

2019  
MAR



Interacting with  
**John Bao**

General Manager  
Banyan Tree Tianjin Riverside

## Emphasis in Culture and Nature

- 10 China GDP Growth in 2018: The Lowest in 28 Years
- 24 Economy of the Space
- 28 Never Give Up On Your Dreams
- 30 WeDoctor: A key player in the Chinese healthcare industry
- 48 5 Things SMEs Should Be Doing Online







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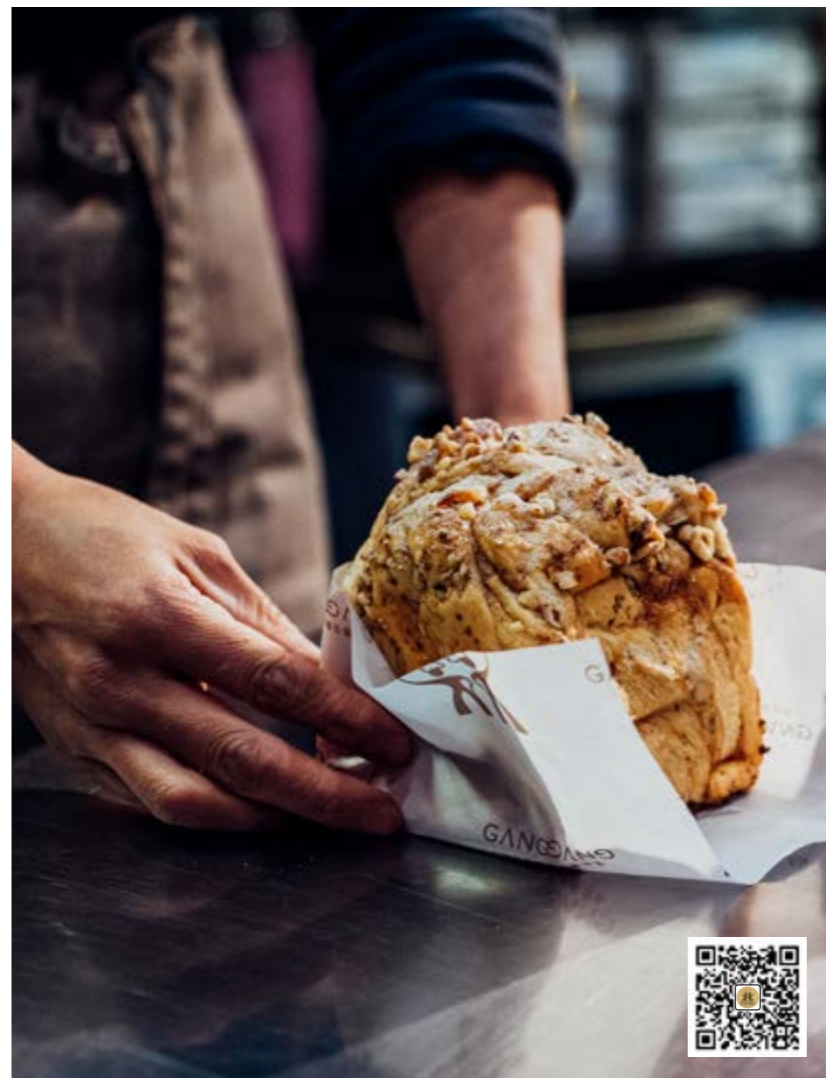
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Dear Readers,

The decision to delay the imposition of higher trade tariffs by USA to China doesn't mean the end of economic hostilities between the world's biggest two economies, but it is a positive sign. It's clearly not the end of difficult negotiations, let alone of the underlying tension between the two countries. The tariff suspension and, possibly, a more lasting agreement would be a positive for international trade and business in both countries, as well as the global economy more generally.

According to data, 6.6% GDP growth in 2018 is the lowest recorded annual growth rate in the past 28 years. Data for the last quarter of 2018 indicate 6.4% growth. Due to events in global economic environment, this year's economic growth target is expected to be specified as a range from 6% to 6.5%. The official 2019 target is though expected to be revealed at the annual parliamentary session in March.

A study indicates that the optimal time employees should spend communicating with their managers is six hours a week. The number perhaps seems surprising for many organizations, but the fact is that they are increasingly considering higher productivity rates from their employees after they have spent some quality time with their managers. As a matter of fact, employees, who have been spending good time with their managers, are 30% more engaged and 15% more motivated. HR section is explaining what employees want from performance management.

This month's cover is about culture and nature in hotels and resorts, the emphasis is on Banyan Tree Riverside Tianjin. Specialized in resorts, a sanctuary for the senses, as they like to explain, they offer unique and modern accommodations in town, where you can look for some moments of relax and serenity after a hard working day. We have talked this month with John Bao, General Manager of Banyan Tree Tianjin Riverside, to know better this Urban Resort.

In Depth column reports China's very ambitious moon programme, under the Economy of the Space title, which the European Space Agency hopes to collaborate with and further their advances to the Moon.

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Best Wishes and Successful 2019!

Mary Smith

Managing Editor | Business Tianjin Magazine

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# Contents

Business Tianjin / March 2019



◀ **John Bao**  
**Urban Vacation**  
**Emphasis in**  
**Culture and Nature**

After a hard working day or a busy week, you are looking for some moments of relax and serenity in the bustling city. Some micro holidays for a better quality of life. Banyan Tree Tianjin Riverside Hotel offers you a real urban vacation from the moment you go inside the lobby. Its renowned SPA service, where you can rejuvenate with their signature treatments, is at the central stage of a large variety of services and items for a comfortable stay.

We have talked this month with John Bao, General Manager of Banyan Tree Tianjin Riverside Hotel, to know better this city resort on the banks of the iconic Haihe, and to learn from his life and hospitality experience.

See Page 15



▲ **IN DEPTH**  
**Economy of the Space**

Yang Liwei was the first Chinese astronaut to have ventured into the orbit for China. When it comes to space, China has usually been preceded by the USA and Russia. Yang Liwei entered the realms a few decades after the USA and the USSR had made their entries. China is the third country to have achieved independent human spaceflight, and the third to have sent a woman into space. So far, China has only replicated the success of the USA and Russia. Nevertheless, with its new space program, China is aiming big. In 2016, the China National Space Administration announced a five-year plan enlisting several of China's ambitious goals to be achieved by the China National Space Administration.

See Page 24



◀ **MARKETING**  
**5 Things Smes Should**  
**Be Doing Online**

This is a sentence that can seem controversial at first sight, but please allow me to dissect it. It is true that there were never in history companies' evaluations as right now for giants like Apple, Amazon or Alphabet. The gap between these companies and the average SME is huge and for sure it has never been higher. However, I truly believe that, nowadays, with the help of the internet, every business owner has almost the same opportunities to improve its business – I know, the budget is still different, but...

See Page 48

- 06 **BIZ BRIEFS**
- 10 **ECONOMY**  
China GDP Growth in 2018:  
The Lowest in 28 Years
- 12 **FEATURE STORY**  
Here's Why China's Chang'e 4  
is a Big Leap for Mankind!
- 15 **COVER STORY**  
Urban Vacation @ Banyan Tree  
Emphasis in Culture and Nature
- 20 **FOCUS**  
2019 Growth: From 6% To 6.5%
- 22 **TRAVEL**  
Galapagos Islands
- 24 **IN DEPTH**  
Economy of the Space
- 27 **NEW APPOINTMENT**
- 28 **INSPIRATION**  
Never Give Up On Your Dreams
- 30 **INVESTMENT**  
Wedoctor: A Key Player  
in the Chinese Healthcare Industry
- 32 **BUSINESS NEWS**
- 37 **NUMBERS**
- 38 **E-BIZ**  
Tips to increase Sales in your  
Electronic Commerce Platform
- 40 **TAX & FINANCE**  
A Crucial Year for deepening  
Value-Added Tax Reform
- 43 **REAL ESTATE**  
Review on the development  
of Experiential Business  
in Retail Market
- 46 **TECH**  
How Technology Can Help  
Combat Global Water Crisis
- 48 **MARKETING**  
5 Things SMEs should  
be doing Online
- 50 **HR**  
What employees want from  
Performance Management?
- 53 **CHAMBER REPORTS**
- 54 **LISTINGS**
- 60 **ART & LEISURE**  
Jade: Precious Gem and Vital  
in our Culture
- 62 **BOOK REVIEW**  
Made for China
- 63 **LAST WORDS**  
Confucius Teachings  
Applicable Today



**TIANJIN NEWS**

**Sheraton Tianjin renamed Tianjin Yan Yuan International Hotel**



Sheraton Tianjin Hotel, opened in 1987, is the first international Five Star hotel in Tianjin, looked up as Tianjin Hotel industry's mark. It is the model of Tianjin hotel service quality, the elite training is still the pillar of the major brand hotels, and it continues the spirit of service in this way. Jin Tourism Group decided to terminate the cooperation agreement with Marriott International, which it has managed directly, and rename to: Tianjin Yan Yuan International Hotel, to open a new chapter. The general manager, Ms. Cindy Wang, has over 20 years of hotel experience. The team is unchanged, hotel's original heart is unchanged, and Ms. Wang hopes to work hand in hand with the team in the future and to continue the wonderful service of this hotel.

**Cloud Bus intelligent transportation project coming to Tianjin**



Tianjin is carrying out the Cloud Bus transportation project. The project includes 3 lines which will cover Xiqing area. BYD Cloud bus is an autonomous driving project. It is expected that the Cloud Bus will be a new transportation tool which is driven by the electricity and can be driven out of the rail. What's more, the Cloud Bus and metro are expected to achieve seamless shuttle. Cloud Bus is estimated to be used in communities, supermarkets and large companies, enabling passengers to transfer from Cloud bus to metro stations.

**The Internet + Nursing Services coming to Tianjin**



The Internet + Nursing Services' Pilot Plan will run in Beijing, Tianjin, Shanghai, Jiangsu, Zhejiang, and Guangdong province from February to December, 2019. According to the plan, the pilot areas' healthcare administrative departments will be able to determine which medical institutions have obtained Licenses for Medical Practice and have launched services, such as home care and itinerant diagnosis. Relying on this information, institutions can then send registered nurses to provide offline nursing services.

**Tianjin Exploratorium museum will open in Autumn**



Bernard Tschumi Architects has completed work on the Exploratorium museum in Tianjin, a Science and Technology Museum looking at innovations in urban development, medicine and more. The museum in Tianjin has giant industrial chimney-shaped exhibition spaces extending from a perforated copper coloured exterior. The 33,000 square meter museum will open in Autumn. The museum is part of a planned cultural centre in Binhai. The Binhai Cultural Center will contain galleries and spaces for cultural events and exhibitions. It will also feature office space, restaurants and shops.

**Strict emissions rules in Tianjin and Beijing**



Heavy vehicles sold in capital city must see State VI standard by this summer, say authorities. Local authorities in Beijing say they plan to implement a stricter emissions standard starting from July this year. In doing so, they will join the growing effort being undertaken by many cities in the country to clean up the air in the world's largest car market. Local authorities in Tianjin announced late last month that the State VI standard will be put in place for all vehicles starting from July this year, which means vehicles that do not meet the standard are not allowed to be sold or registered in the city.

**FINANCE**

**Suning buys 37 Wanda dept stores**



Suning.com, the retail unit of Suning Holdings Group Ltd, announced on Feb 12th that it will acquire 37 department stores from Wanda Department Store Co Ltd. A company statement said the move aims to attract more steady and high-end in-store shopping volume and to strengthen its leading position as a retailer in China. The 37 department store locations, which have a total of more than 4 million registered customers, are mainly situated in central business areas in first- and second-tier cities.

**Debuts 'World's Cheapest Electric Car'**



Great Wall Motor recently debuted their 2019 Ora R1 - the most affordable electric car in the world. The four-seat mini Ora delivers a maximum cruising range of 351 km and will be available for a hot price: between 59,800 and 77,800 yuan. The Ora will be equipped with an artificial intelligence system that can be woken up by users saying "Hello, Ora" and will be available in five colours: titanium white, cadet blue, sky blue, combination titanium white, and glitter black, and combination cadet blue and titanium white.

**JD.com spending US\$400 million to buy this hotel in Beijing**



JD.com has closed a deal to buy the Jade Palace Hotel in Beijing for US\$400 million, with the goal of transforming the five-star property into a new innovation and recruitment centre. The Nasdaq-listed company said that it acquired 100 per cent ownership of the hotel, which is located near the Chinese capital's Zhongguancun technology hub. That investment has come several weeks after JD.com announced a restructuring of its main shopping site, and the creation of an office of the chief executive to better serve its customer-centric strategy. JD.com's new property acquisition is expected to keep the company on pace with what it described in the same month as "tremendous changes" in the e-commerce industry.

**British Telecom will provide Direct Services in China**



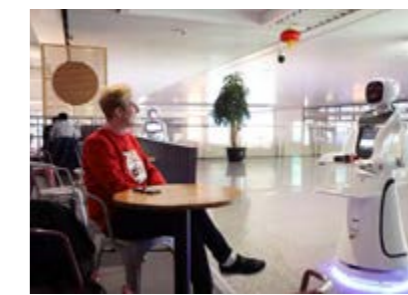
China has granted permission for the first time to an international telecom company to provide direct services to business customers in the country - a move that shows the government is serious about adding competition to the state-dominated sector. The global division of Britain's BT Group PLC has become the first international company to gain nationwide internet service provider licenses from the Ministry of Industry and Information Technology, and a license to provide virtual private network (VPN) services in the country. The licenses will make operations easier by allowing the company's China subsidiary to "contract directly with its customers in the country and bill them in local currency."

**Boeing completes first test flight of self-driving air taxi**



Boeing, the world's largest aerospace company, said it completed the first flight of its autonomous air taxi at a small airport outside Washington, DC. No one was on board. The flight lasted less than a minute, according to Boeing, and it didn't actually go anywhere. Instead, it hovered above the runway. Boeing declined to share how high above the ground it flew. But Boeing is hailing the achievement as a milestone for its NeXt division, which develops autonomous airplanes.

**World's first 5G-powered rail station**



China is set to launch what it bills as 'the world's first 5G railway station' this year with the technology from Huawei. A 'super-fast' 5G network will be fitted to the existing Shanghai Hongqiao Railway Station, which is one of Asia's busiest traffic hubs and handles some 60 million passengers a year. A so-called '5G digital indoor system' is due to be fully installed in the train station in western Shanghai by September. A few 'experience spots' have already been set up in the station's waiting hall to let passengers try the network. It would allow passengers to download a 2GB high-definition film in less than 20 seconds, according to Huawei. In comparison, it would take three minutes and 20 seconds to download the same film on a standard 4G network.

**Didi to cut 2,000 jobs**



Didi Chuxing will cut 15 percent of its staff this year, or around 2,000 jobs. Didi CEO, Cheng Wei, said the company will focus on its core mobility services and cut business units not critical to its main ride-hailing services. However, Didi said it will hire 2,500 workers this year in areas involving safety technologies, product and driver management and international expansion. In 2018, Didi suffered a total loss of 10.9 billion yuan. It shelled out more than 11.3 billion yuan in subsidies for drivers.



**LAW & POLICY**

**New rules for foreigners taking part in stock incentive programs**



China has rolled out new rules to support equity incentives for foreign employees at domestic listed firms in its latest efforts to further open up the capital market. Procedures will be streamlined as the money involved will be managed in a registration-based manner. Related operations, such as cross-border payment and remittance, can be conducted after registration, without having to apply for approval. The new rules also allow foreign workers to choose the resource of the money involved in equity incentives. It can come from their legal domestic income or be remitted from overseas.

**Small businesses get big tax, fee cuts to spur growth**



Micro-sized and small businesses in China got new tax and fee cuts earlier this month, and the country is planning to expand preferential policies to a wider range of companies, to further ease the burden on manufacturers and support the development of the real economy. China is giving emphasis to tax cuts and fee reductions to support small businesses, as the country grapples with persistent downward pressure on economic growth. Businesses with less than 100,000 yuan in monthly sales can obtain value-added tax (VAT) exemptions, according to new general tax and fee reduction policies for micro-sized and small businesses.

**Beijing to ease path for talented foreign recruits**



Beijing will make it easier for foreign talent to obtain housing and gain permanent residency, as a means of luring more top brains. The city will widen channels to bring in global talent and fuel the city's efforts to establish a science and technology innovation centre, according to a report delivered by Mayor Chen Jining to the second session of the 15th Beijing Municipal People's Congress. Chen said that the municipal government will work with multinationals to set up research and development centres, while encouraging universities and colleges to launch innovation centres and support young entrepreneurs.

**Woman fined for crossing road while checking mobile phone**



A woman has been fined for being a "smartphone zombie" in Wenzhou, and social media users in China are supporting the move. The woman, identified as Ms Hu, was fined 10 yuan for using her mobile phone while crossing the road. The woman violated regulations which came into effect on New Year's Day banning "activities affecting other vehicles or pedestrians". Reports of the fine, believed to be the first in the city, have drawn thousands of comments on Weibo, with many applauding the move. A number of people called the fine "commendable" and a "very good" idea.

**GENERAL**

**A photo with such a high resolution**



A Chinese company has created photos with such high resolution that you can zoom from thousands of meters away to see people's facial expressions. The photo's resolution is a mind-blowing 195 gigapixels - more than 2,000 times as precise as those captured by an ordinary camera. BigPixel says this is its first panorama with hundreds of billions of pixels. The result is an unearthly, uncanny, unsettling ability to zoom in so close to the oblivious person on the street that you can literally see their facial expression.

**China's birth rate falls to historic low**



New births in China fell to 15.23 million last year, the lowest since China relaxed its one-child policy in 2014. The dwindling birth rate is adding pressure to a shrinking labour pool and ageing population, casting a shadow over the country's future economic outlook. It also marks the lowest official birth rate in China since 1961 (11.87 million), the last year of China's great famine, during which millions of people starved to death and the birth rate plummeted. China officially allowed every couple to have two children three years ago, however the figure for 2018 undercuts the reading of 17.86 million in 2016, and 17.23 million in 2017.

**CHINA IN THE WORLD**

**Beijing's Forbidden City will open a new portion to tourists for the first time**



The World Monuments Fund (WMF) has announced that the sprawling Qianlong Garden, said to hold "some of the most significant, exquisitely designed interiors to survive relatively unchanged from imperial China," will soon open for visitors for the very first time, since its centuries-old origins. The Qianlong Garden was created for the anticipated retirement of the Qianlong Emperor, China's longest-reigning sovereign, between 1771 and 1776, and was meant to serve as a grand complex for his retirement in the Forbidden City.

**African swine fever found in frozen pork dumplings**



Frozen pork dumplings, made by a company in central China, have been withdrawn from sale online after authorities found they contained traces of the African swine fever virus. The food safety regulator in Xiangxi prefecture, Hunan province, found the contamination in three samples of dumplings made by Henan-based Sanquan Foods. The reports come as China continues to fight a nationwide epidemic that has devastated the nation's pork industry and seen more than 1 million pigs culled since August.

**Feeding a billion cockroaches with 50 tons of kitchen scraps a day**



Shandong Qiaobin Agricultural Technology Co uses a billion of American cockroaches to process 50 tons of kitchen scraps a day, in an effort to help with urban waste. The company plans to expand their factory, building three more plants, which could house 4-billion cockroaches, which could then consume 200 tons of waste every day.



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## CHINA GDP GROWTH IN 2018 REACHED 6.6%

# The Lowest in 28 years

By Morgan Brady



The economic performance numbers for 2018 have been concluded, as they were released late in January. The Chinese economy grew by 6.6% in 2018, according to Beijing's statistics, which is the slowest rate in 28 years (1990). This number, however, remains better than western growth rates, mostly below 4.5% at the best. The fourth quarter growth was at 6.4% and in the third quarter, it was 6.5%. The annual growth rate was slightly better than expectations at 6.5%, but economists are worried.

### A STRONG START IN 2019 BASED ON JANUARY FIGURES

China showed a strong start in 2019. In January, Exports denominated in US dollar grew by 9.1 percent from a year earlier, against pessimistic forecasts of 3.2 percent contraction. Imports in January, on the other hand, declined by 1.5 percent from a year earlier, which is

also better than the expected decline of 10 percent. With those figures, China's trade surplus also beat expectations and showed a reading of \$39.16 billion, higher than the expected \$33.5 billion according to a poll by Reuters. This comes as good news after the decline seen in December.

### TRADE DATA WITH THE US

In regard to trade volume with the US, both exports to the US and imports from it fell. Exports fell by 2.4% from a year earlier, and imports plummeted by 41.2%. China's trade surplus with the US fell from \$29.87 to \$27.3 billion. Some analysts were not very optimistic despite the numbers and wanted to wait for more data. They wanted to ensure that the effects of the Lunar year holiday fall in different dates on the Gregorian calendar each year, and the seasonal cycles wear off. Some analysts believe

that the trend in shipments is heading in a downward direction.

Many manufacturers have moved their production factories outside of China, which gave a boost to Chinese exports to ASEAN and the EU, based on the orders from those regions. Exports to the European Union increased by 14.5% in January from a year earlier, while exports to ASEAN increased by 11.5%. This helps to counter the effects of declining exports to the US.

### GROWING CONSUMER MARKET

It is worth noting that the reliance on exports to the US, as a growth driver, is weakening in China. This is because the Chinese consumer market is growing faster than other countries, to the extent that this market was behind four fifths of GDP growth in 2018. This indicates that the Chinese economy has a strong cushion against shocks

## 2018 年中国 GDP 增长 6.6%

### 创 28 年新低

国家统计局数据显示, 2018 年中国国内生产总值 (GDP) 增长 6.6%, 这是 28 年来 (1990 年) 的最低增长率。第四季度增长率为 6.4%, 第三季度增长率为 6.5%。年增长率略高于预期的 6.5%。

根据 1 月的数据, 2019 年开局强劲

中国在 2019 年开局强劲。1 月份, 以美元计价的出口较上年同期增长 9.1%, 而预测仅为 3.2%。另一方面, 1 月份进口较上年同期下降 1.5%, 也高于预期的 10%。据路透社调查显示, 根据这些数据, 中国的贸易顺差也超出预期, 达到 391.6 亿美元, 高于预期的 335 亿美元。这在 12 月份出现下滑后变为好消息。

### 与美国交易数据

在与美国的贸易量方面, 对美国的出口和从美国的进口均下降。出口较上年同期下降 2.4%, 进口下降 41.2%。一些分析师认为, 出口量有下降趋势。



from its trade partners, although developments in domestic demand in 2019 are still uncertain.

### TARIFFS ARE NOT THE ONLY ELEMENT IN THE TRADE SPAT

In any scenario, the government is taking measures to stimulate the economy, such as tax cuts and export rebates. However, those measures need to be supplemented by adaptive measures from businesses. The trade relations with the US are not certain and this may lead to market volatility, which can impact investor sentiment. Backward and forward links of businesses in their supply chain may need to be shifted quickly. Tariffs are one element in a larger mix that imposes limitations on Chinese businesses in their relations with the US. This mix includes also the inability of Chinese businesses to acquire companies in the US or transfer intellectual property

from the US to China. Those other restrictions may have similar adverse effects on Chinese businesses, but the tariffs are the media's main focus.

### MANUFACTURERS TAKING THEIR OPERATIONS ABROAD

We are already seeing signs of adaptive business activity. Companies are moving their activities abroad. Samsung, Panasonic, and TCL have taken their operations to other countries to avoid being hit by the tariffs. This reflects negatively on job opportunities and employment, as well as income. But while this may seem like a negative development for China, it needs to be looked at from another angle. Chinese companies can operate from abroad depending on their flexibility to be able to export to the US. Production swapping agreements between different factories, to enable factories outside of China to export to the US, are also a

viable option that does not come with capital investment costs, although they can come with an operational cost.

### CONCLUSION

Despite the good trade performance, the year ahead remains wrought with uncertainty. Chinese and the US officials are trying to make a deal before the deadline on the 1<sup>st</sup> of March, before tariffs increase from 10% to 25% on Chinese products worth \$200 billion. With prices in the US increasing, and having one million jobs being lost as a result of the trade war, officials from both countries have an impetus to reach a resolution, albeit not guaranteed. The trade war truce previously agreed upon is ending soon. What is next is yet to be seen. 

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# Why China's Chang'e 4 is a Big Leap for Mankind!

By Anastasia Chapman

## 这就是为什么中国的嫦娥四号是人类的一次重大飞跃！

嫦娥四号登陆月球背面罕见地引起了全世界媒体和人民的关注。中国的成功，也是人类的一次重大进步，中国在第一时间向全世界分享了月球背面的高清地面照片。这是继前苏联 1959 年拍到月球背面照片以来的首次，也是继阿波罗登陆月球之后近 50 年来人类首次重返月球基地。

此次嫦娥四号软着陆的月球背面南极-艾特肯盆地是一片“处女地”，之前没有任何探测器曾经到访过。中国嫦娥四号登陆月球的背面也是人类太空探索的一次巨大飞跃！

那么，为什么以前没有人登陆过月球偏远位置？

月球自转的同时围绕地球公转，由于潮汐作用，从地球上只能看到月球固定朝向我们的一面，另外背向地球的一面被称为「月球背面」。人类在地球上只能观测到 59% 的月球表面，而非仅仅是月球正面。由于被地球潮汐锁定，月球背面的探测器无法和地球直接通讯。通俗点说就是信号被挡住了，地球上无法直接操控探测器。

中国似乎对其月球任务有更大的计划。如果一切顺利，在 2019、2020 年，嫦娥五号和六号也将升空，他们将带着采集月球岩石样品返回地球。



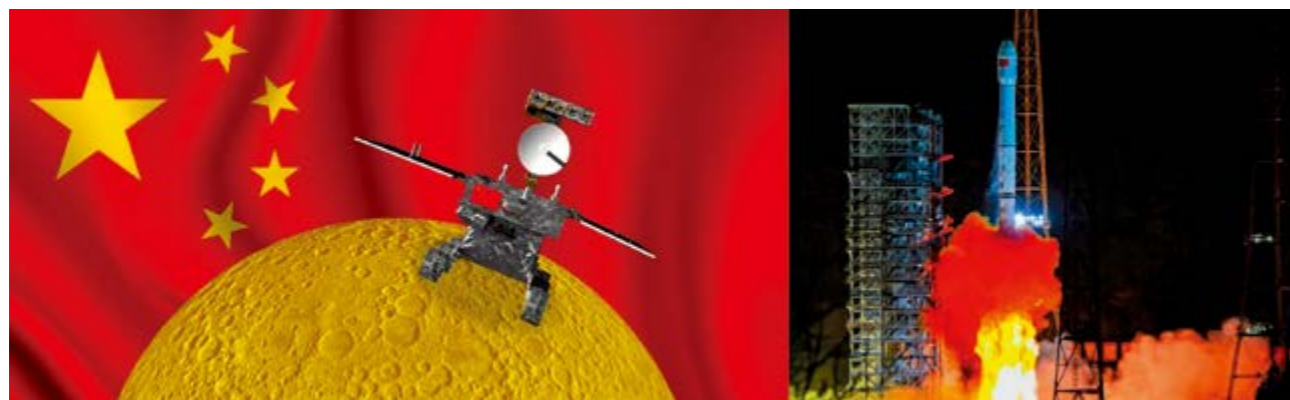
Since the first physical lunar probe conducted by the USSR in 1959, there have been multiple attempts to explore the surface of the Moon. But little did the world know that China would become the first to land on the far side of the moon, and have it done successfully in a historic moment for all of humankind.

The successful robotic probe named after the Chinese moon goddess, Chang'e 4 is the world's first ever spacecraft launched in the unexplored South Pole-Aitken Basin, often touted as the biggest known impact structure in the solar system. Having crossed this massive hurdle, Chang'e 4 has been hailed as a landmark technical feat, and is seen as

a major step in China's quest to becoming a strong space power by 2030.

### WHAT MAKES CHANG'E 4 SO REVOLUTIONARY?

As per CNSA, the Chinese space agency, Chang'e 4 is the first-of-its-kind space mission that any nation has



attempted to put down. It is because of the geology of the far side of the moon, which is of particular scientific interest. Heavily pitted by deep craters, the other face of the moon features a rougher terrain containing more ancient material than the near side.

And after orbiting the earth for more than 4.5 million years, the Earth's

gravitational tug has compelled the moon's rotation pace to synchronise with its orbit. As a result, the moon rotates both on its axis and circles Earth once every 28 days. That means the Earth always faces the same side of the moon, and the far side is the other half we can't see from the Earth's surface.

### SO, WHY HASN'T ANYONE LANDED ON THE FAR SIDE BEFORE?

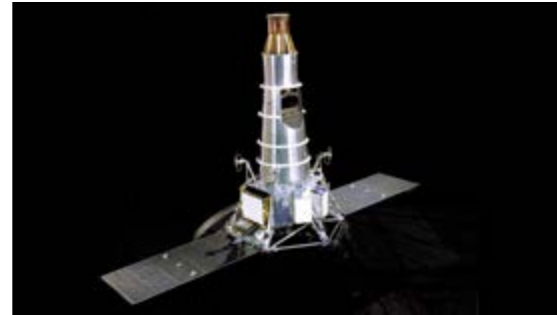
Because landing on the far side means being out of direct radio contact with the Earth. Almost impossible to maintain communication with the Earth during a far-side landing, the moon itself blocks radio contact, cutting off any space probe from the rest of humankind. The radio communication blockage was a tough hurdle for the CNSA to overcome.

To get a full-proof solution around this problem, CNSA launched a relay satellite called Queqiao back in 2018 at a neutral orbit beyond the moon, where the gravity of Earth and the moon cancel out the inward-moving force of an object, effectively allowing it to park the spacecraft in place and also to communicate with both Chang'e and the Earth, which has a line of sight to ground stations in Argentina, Namibia and China.

Then CNSA's next target was the Von Kármán crater that lunar scientists have long wanted data on. Being the oldest impact crater in the entire solar system, and also out of the sight of the Earth, landing on the South Pole-Aitken Basin, where the Von Kármán crater is located, is a great technological accomplishment for China.







And it's not just the historic landing of the Chang'e 4 spacecraft, the space probe is additionally conducting a 'lunar biosphere' experiment containing silkworm eggs and plant seeds, along with low-frequency radio spectrometer that will allow scientists to study the high energy solar atmosphere from afar. For more ground-breaking revelations, China's iconic lunar probe has been working on these following things over the past few weeks.

**1) Taking Cosmic Images**

The Chang'e 4 probe comprises a rover and a lander that, right after touching down the lunar surface, took snaps of each other hovering over the Von Kármán Crater, near the moon's South Pole. Panoramic images of the moon's far side, featuring its rugged surface, were captured by the lander. As the moon blocks radio signals from the

far side from reaching the Earth, these images were sent back through the relay satellite Queqiao.

**2) Took A Nap During The Lunar Rotation**

In 2014, China's first Jade Rabbit rover malfunctioned, while trying to shut down for the bitterly cold lunar night. This time Chang'e 4 overcame the impossible, when the lunar probe on 4th of January was put down for an "afternoon nap", so it can survive the harsh lunar temperatures.

**3) Witnessing the Big Bang**

The moon's far side is an ideal place to monitor all low-frequency radio waves generated by the first stars and galaxies formed about 14 billion years ago. The Chinese researchers have made sure to equip Chang'e 4 probe with three 16-foot-long antennas to pick up those

radio waves that cannot be detected on the Earth. Even after the end of the probe, these solar-powered devices are designed to operate for years, which could help scientists study the afterglow of the Big Bang.

**4) Studying The Lunar Biosphere**

Chang'e 4 probe has created a mini ecosystem with the following six species - cotton, rapeseed, potato, Arabidopsis, fruit fly and yeast, to check their sustainability within the lunar biosphere.

**5) Examining The Solar Winds**

A device mounted on the rover has been designed to analyse how the solar wind, and the streams of charged particles from the sun, act on the moon's surface.

**CHINA'S LUNAR EXPLORATIONS: THE WAY AHEAD**

With such undergoing and upcoming pioneering experiments by the CNSA, it seems that China has even bigger plans for its lunar quests. In its next attempt, Chang'e 5, the country's researchers are planning to land on the moon's surface and return samples to Earth. If successful, China would be the third country to send material back from the moon, and the second nation to do so with robots. **E**

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**Urban Vacation  
Emphasis in Culture and Nature**

*Interacting with John Bao  
General Manager of Banyan Tree Tianjin Riverside*

*After a hard working day or a busy week, you are looking for some moments of relax and serenity in the bustling city. Some micro holidays for a better quality of life. Banyan Tree Tianjin Riverside offers you a real urban vacation from the moment you go inside the lobby. Its renowned SPA service, where you can rejuvenate with their signature treatments, is at the central stage of a large variety of services and items for a comfortable stay.*

*We have talked this month with John Bao, General Manager of Banyan Tree Tianjin Riverside, to know better this urban resort on the banks of the iconic Haihe, and to learn from his life and hospitality experience.*





## 顶级城市度假体验

秉承文化和自然

专访天津海河悦榕庄总经理包佳生先生

了解酒店总经理包佳生管理的天津海河悦榕庄城市度假酒店并在此行业的生活经历与学习。

您二十年的职业生涯令人钦佩，这段时间是什么给您动力在酒店行业里持续下去？

“当客人真切的感受到我们的服务，满意、惊喜甚至感动，当这一切发生的时候我们的内心充满成就感。我告诉我的团队，我们是服务人员，客人的肯定就是前进的方向也是我们前行的动力。所以从入行一步一步到今天总经理的位置，我一直都非常享受这个过程。”

从业 20 年间，我走过了很多不同的城市，每一座城市的经历都让我更加热爱着这份职业，从经理做到总经理，也是对自己的一种认可。”

您最难忘的学习经验是什么？

“筹开新酒店为我的从业经验增加了丰富的阅历，我筹开过两家酒店，一家是大连城堡豪华精选酒店，另一家是宁波威斯汀，在整个筹开过程中能够学习到很多知识。开一家酒店真的是蛮辛苦的，从整体的计划到开业，怎样能够在规定的时间内开张纳客，同时还要兼顾酒店的品牌形象，这是一个非常重要的平衡，而且需要与业主方和项目方达成很好的合作与相互支持，才能使一个新的酒店在以后的运营中更加顺利。”

悦榕庄与其他国际酒店品牌相比哪里更别具一格？

“虽然我加入悦榕庄只有一年多的时间，但已深切的感受到了酒店的设计风格与众不同，此外就是我们的经营理念，我们更注重对本地文化和自然环境的关注。”

天津海河悦榕庄如何在旅游界跟上潮流？

“2018 年悦榕集团宣布和雅高集团达成战略合作关系，至此悦榕庄开始实行会员方案。因为我们的服务，很多住过悦榕庄的客人无论到达哪个旅游目的地还是会选择入住悦榕集团的酒店，成为我们悦榕的忠实粉丝。一直到现在悦榕庄发展得这么好这么快，也是因为我们秉承对客人忠直软性的服务及环保理念。”

天津海河悦榕庄 2013 开业以来，作为中国北部第一家悦榕酒店和度假村旗下酒店，其 Spa 更成为了酒店的一

大亮点，您认为到目前酒店主要的成就里程碑是什么？

“一般情况下，客人会选择先入住一家酒店再去体验它的 SPA，但对悦榕庄来讲，我们独到的亚式 SPA 是我们的招牌产品，很多客人往往是因为 SPA 而选择了我们的酒店。天津海河悦榕庄 SPA 自开业以来屡获殊荣，获得了一个又一个奖杯奖项，这也使得客人更加认可我们的酒店和产品。”

对于初次入住的客人在进入酒店的时候能有什么期待？

“虽然天津海河悦榕庄是座落于天津的一家城市酒店，但我们还是秉承着用城市度假的理念来经营。客人一进入酒店就会有强烈的感官体验：嗅觉——悦榕庄独有的精油香气充斥了整个酒店；听觉——悦榕精选的舒缓音乐让人不自觉地放松心情；视觉——大堂随处可见的鲜花、绿植以及精心设计的锦鲤池，让人时刻感受到自然环境的萦绕；味觉——酒店根据不同季节为每一位客人准备欢迎饮品；触觉——炎炎夏日一块冰爽的冷帕瞬间驱走身体的烦热，瑟瑟冬日一方暖热的毛巾带来全身的浓浓暖意；每到华灯初上，日落仪式结束后，那日落扬鼓的节奏、那烛光燃燃的幽静、那熏烟袅袅的气息，更是告诉人们该结束一天的繁忙，让身心彻底放松。”

天津海河悦榕庄提供旅客还有那些独特的体验？

“为沿袭独特的悦榕体验，酒店所有河景房均配有超大圆形浴缸，宾客在一览海河夜景的同时，亦可沉浸于晶莹剔透的泡泡浴中，更有多种香熏沐浴产品选择，彻底释放身、心、灵。”

您提供的餐饮如何吸引本地客户以及国外的客户？

“无论国外客户还是本地客人，他们还是对当地特色餐饮比较感兴趣。我们甄选天津特色菜品丰富酒店餐饮，例如酒店早餐会有天津小吃，狗不理包子、煎饼果子、天津麻团等等。以本地特色餐饮并融入东南亚美食吸引并打造市场。”

您如何给顾客创造无缝个体化的体验？

“我们以家庭理念去服务我们的客人，酒店目前推出的亲子主题房以及玛莎拉蒂主题套房，每逢周五周末以及特殊节假日，频频出现一房难求的情况。同时商务客人在一周辛苦的工作之后，多会选择在天津海河悦榕庄体验 SPA，驱散一天的劳累。”

天津海河悦榕庄如何贡献于推广天津为顶级的旅游景点？

“悦榕庄这个品牌除了在风景绝佳的旅行目的拥有很多深具特色的度假村，在很多例如澳门、上海、曼谷这些城市绿洲的项目也取得了很好的成绩，天津也是其中之一，我们通过营造出的都市绿洲的氛围让我们的客人在繁忙的商务活动之余能感受到闲暇时的宁静。很多客人特别是北京的客人都会慕名来到天津海河悦榕庄，入住并体验 SPA，获得身、心、灵的放松。我相信我们的 SPA 使我们的酒店与其他城市酒店与众不同。”

悦榕集团是如何持续留住并吸引更多优秀员工？

“悦榕酒店和度假村的发展非常迅速，中国市场目前有三个品牌共 19 家酒店已经开业。集团目前拥有四个品牌，悦榕庄、悦椿、悦榭和悦苑，酒店和集团为员工提供了良好的发展空间及培训体系，集团特有的 AGLEAM 闪耀领导力项目，可以帮助员工快速提升，助力员工最终成长为优秀的酒店管理人。”

接下来几个月有筹备什么令人兴奋的新发展或重大的活动吗？

“今年十月第 101 届糖酒会秋糖会将在天津举办，这是天津第一次承办。届时，整个天津市场的客房预订将会异常火爆，然而糖酒会为酒店带来的不只是一个会议期间的住房，同时也将提升酒店的餐饮消费，整个糖酒会将会给天津市场带来一个很好的经济效应。”

您觉得客人给您最难忘的称赞是什么？背后的故事是什么？

“我的成长一直都离不开客人的鼓舞，甚至很多客人都会成为朋友。我从酒店基层的服务人员做起，到总监，一直和客人有很好的交流，所以客人的肯定也是我成功的一部分。”



在履行总经理职务的同时，您还有哪些其他职责吗？

“总经理这个职位的责任也是蛮重的。面对员工我们不是只讲今天或今年的经济效应，而是要让员工了解酒店事业的发展、如何保护我们的环境、怎么样对家庭负责等等。我们在追求企业收益的同时，也特别重视企业的社会责任（CSR），CSR 作为悦榕的 DNA，也是每一位悦榕总经理的重要职责。”

对待工作带来的极大压力，您是靠什么方式来放松呢？

“每天晚上回到房间，即使是简短的三十分钟和家人在一起聊天也能把一天的工作压力劳累都忘了。家庭时间让我非常开心。”

在您开始或结束一天，有哪三件事是您必须做的？

“每一天都要设定目标，每一天都要按照目标去完成。我每天都会看报表、看那些预定客人的信息、他们的喜好等等，这并不是一个简单的工作，因为如果你疏忽了一个客人，则很可能会疏忽一群客户群体。”

您认为最骄傲的时刻是什么？

“客人开心的事情未必会及时与我们分享，但是糟糕的体验必然要与我们投诉。虽然确实有极少数客人会对酒店的服务有所误解，但是毕竟每位客人都有不同的需求，所以我们要更多站在客人的角度去思考，去预见客人真正的需要。”

What makes Banyan Tree brand so distinctive among other global hotel groups?

I have joined Banyan Tree for just a year in Banyan Tree Sanya. All the hotels have various facilities, but what sets us apart is our emphasis on culture and nature. Because of our infusion of the local culture while bringing nature close, we have established a good position in the market that allows us to operate successfully even in the long run.

How is Banyan Tree Tianjin Riverside keeping up with travel trends?

Banyan Tree started a membership program recently in 2018 since cooperation with Accor. Prior to this, Banyan Tree operated successfully without such programs due to its excellent services. Our guests choose to stay with us even when they visit other cities, becoming our Banyan Tree fans. We have members without a membership program. The reason for the steady, yet speedy growth of the company is our resolve on providing quality services.

Since Banyan Tree Tianjin Riverside's opening in 2013, having been the first Banyan Tree Hotel and Resort in Northern China, with its SPA being a highlight of the hotel, what can you consider as the properties' milestone achievements so far?

Usually guests consider enjoying SPA facilities after checking in at hotels, but our guests stay at Banyan Tree for the SPA services. Our unique Asian SPA is a signature service of our hotel. The SPA of Banyan Tree Tianjin Riverside has received many awards since its opening. This makes our guests approve of our hotel and products even more.

For the first-time guests, what can they expect upon entering your doors?

We insist on our ideals for an urban vacation and guests immediately get a strong sensory experience. We use

You have an admirable 20-year career. What continues to drive your passion for the hospitality industry after all this time?

When you provide services to the guests and they are satisfied, you feel a sense of accomplishment. I tell my team of employees that we are service staff. I enjoyed the process that took me to reach this position today.

I have been to different cities in China during these 20 years, but every step along the way gives me gratification. From a manager to a general manager, this is an expression of self-affirmation.

What do you consider as the most memorable lessons or advice you have received?

Pre-opening two hotels, namely The Castle Hotel in Dalian and Ningbo Westin, is a learning experience for me. It was really challenging to execute plans, make sure we adhere to the set timeline, and meet our brand image. This taught me about the importance of good cooperation among the owners, as well as the projects, and ensures the future success of the hotel operation.



an aromatherapy vaporizer to diffuse the essential oil. Guests can also see nature as soon as they enter the lobby, with a pond and green bamboos inside to add a touch of nature, while listening to a relaxing background music.

We have a sundown ritual everyday around 4 to 5 in the afternoon. Our staff play the drums, while two waitresses light up real candles to tell our guests that the day has ended. They can take the time to calm down and relax.

### What unique travel experience or perks can guests expect in Banyan Tree Tianjin Riverside property?

A unique experience with us in the Tianjin urban resort are our special rooms with large round bath tubs, where we set candles and provide red wine or champagne. We provide a romantic, one of a kind experience. In other Banyan Tree hotels and resorts, they have villas, perhaps with outdoor pools. That is their selling point. However, in the city, we offer a similar experience.

### In what way are your food and beverage offerings attracting the local and international clientele?

We choose to attract our guests with local Tianjin cuisine. International guests, and even guests coming from other cities, are interested in trying local dishes. We serve traditional snacks for our breakfast buffets, including Goubuli, Tianjin style crepe, and Tianjin fried dough.

### How do you execute a seamless personalized experience for your guests?

We focus our services on families, providing family rooms, and a recent addition, the masala suite. It is difficult to book a room in the city, especially on weekends and special holidays. Our hotel is top ranked in the Tianjin market. Our next step will be to reach out to our corporate guests. We want to be their choice for relaxation on the weekends after a tiring week at work.

### In what way does Banyan Tree Tianjin Riverside contribute to further boost Tianjin as a top tourist destination?



Banyan Tree Hotels and Resorts are not only branded as tourist destinations with exceptionally unique resorts. It also has achieved great results with its urban oasis around the world, like Australia, Shanghai, Bangkok, as well as Tianjin. I believe our hotel is unique because of our SPA. We provide our guests the tranquillity amidst their busy lives through the ambience in the urban resort we create. Many guests, especially from Beijing, come to Banyan Tree Tianjin Riverside to stay for a relaxation of their mind, body, and spirit. I believe our SPA is what makes us distinct amongst many other city hotels.

### How does Banyan Tree manage to retain and attract quality employees?

Banyan Tree Hotel and Resort's expansion is very rapid. We currently have 19 branches in the Chinese market. The company currently owns four brands, Banyan Tree, Angsana, Cassia, and Dhawa. Our hotel and the company offer employees an excellent system for growth and training. The company's unique AGLEAM leadership program can help employees grow efficiently and develop them into outstanding managers.

### What exciting new developments or major events are you preparing for in the next coming months?

This year in October, we have a large-scale food and drinks fair, and it will be the first time for Tianjin to host this event. I believe the hotels are all fully booked. This will affect our business significantly, as booking will not only be on the period of the event, but also during the preparation period, which will bring economic boost to Tianjin businesses.

### What do you consider as the most unforgettable compliment that you have received from your client and what was the story behind that?

My growth is from constant encouragement from the guests. I have even

become friend with several clients. From an entry level staff to a director, I owe my success to these customers because of our positive interaction and their support.

### While fulfilling your role as General Manager, what other responsibilities do you also hold?

I have also big responsibilities with the society. We don't talk only internally in the hotel about today or year ahead, but also about the future development of the industry. We also have responsibilities to families, even to the environment. We have yearly activities about Social and Corporal Responsibility.

### Having a stressful job, what do you consider as your ever-reliable way of relaxing?

Whenever I return to my room, even a short 30-minute talk with my family takes away the fatigue and pressure from work, and brings me happiness.

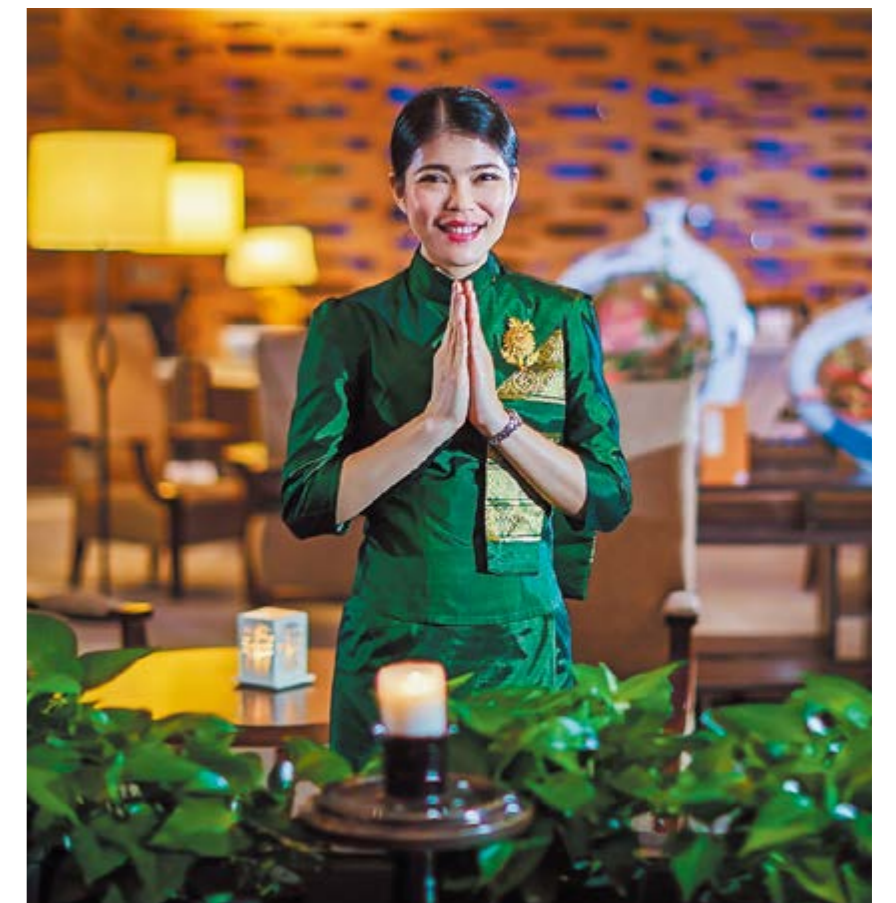
### Before you start or end your day, what are three essential things that you do?

I think of my goals every day. I have to check my report and see which guests will be coming for the day, what are their preferences, etc. Neglecting one customer is not a simple thing. It might affect a group of customers.

### What would you consider as your proudest moment?

When the guests are happy, they don't look for you. But whenever there are problems, they seek you out. Look guests' comments through the customer's eyes. There are always some customers who are more demanding, but ultimately, they come to our urban resort to enjoy themselves. We have to see things in their perspective. **E**

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# 2019 GROWTH FROM 6% TO 6.5%

By Glenda Jarvis

On January 21<sup>st</sup>, official GDP figures for 2018 were announced. According to data, 6.6% GDP growth in 2018 is the lowest recorded annual growth rate in the past 28 years. Data for the last quarter of 2018 indicate 6.4% growth, which matched analysts' expectations. Reported figures were anticipated by the economists, given the ongoing trade dispute with the US, which is the largest trading partner of the country and also mounting internal pressures.

According to the Ning Jizhe, the director of the National Bureau of Statistics of China: "Trade dispute with the United States has affected the domestic economy, but the impact was manageable". He also added that "the economy was displaying slowing, but stabilizing trend in the last two months, which was mostly driven by vast domestic demand". Despite the lowest growth rate reported in nearly three decades, there were also some bright spots in the official data. Economists predicted 5.3% growth for industrial output, which exceeded their expectations with 5.7% growth and also outpaced

November 5.4% growth. Retail sales were another bright spot with 8.2 percent increase in December.

### NEGATIVE EFFECTS OF THE TARIFFS

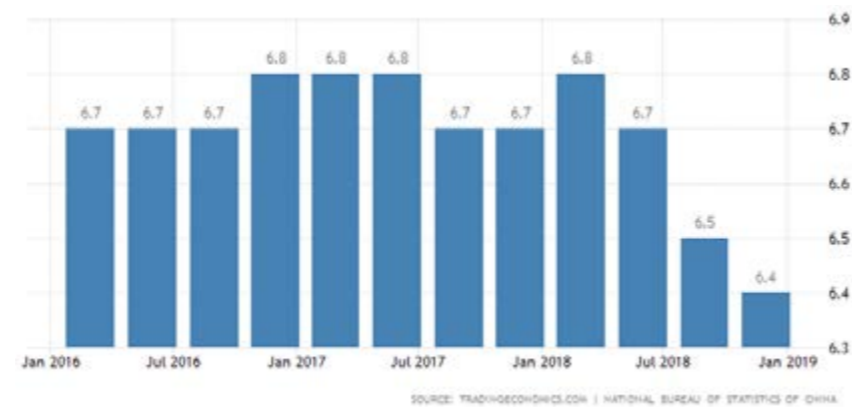
Due to events in global economic environment, this year's economic growth target is expected to be specified as a range from 6% to 6.5%. The official target is though expected to be revealed at the annual parliamentary session in March.

### CHINA GDP GROWTH 2016-2019

The figure above depicts quarterly GDP growth for China from January,

2016 to January, 2019. For the first three quarters of 2016, GDP growth remained constant at 6.7% and it rose to 6.8% in the last quarter of 2017. It kept its pace until the third quarter of 2018, when it came back to 6.7%.

In 2018, trade dispute with the US gained momentum and it escalated in July, 2018, which can explain the rise of GDP to 6.8% by the end of the second quarter in 2018, when the exporters rushed to ship their goods to the United States before the activation of tariffs. Negative effect of tariffs can be observed from the second half of 2018, which combined with the



## 2019年GDP增长：6% - 6.5%

1月21日，2018年的官方GDP数据公布。根据数据显示，2018年GDP增长6.6%，是过去28年来最低的年度增长率。2018年第四季度的数据显示增长6.4%，符合分析师的预期。考虑到与美国的贸易纠纷，美国是中国最大的贸易伙伴。

根据中国国家统计局局长宁纪哲的说法：“与美国的贸易争端影响了国内经济，但影响是可控的”。他还补充说，“经济呈现放缓趋势，但过去两个月出现稳定趋

势，这主要受到国内需求的巨大推动”。尽管近三十年来报告的增长率显示到达最低，但官方数据也有一些亮点。经济学家预计工业产出增长5.3%，但是超过预期，增长达到5.7%，也超过11月增长5.4%。零售额是另一个亮点，12月增长8.2%。

由于全球经济环境，预计今年的经济增长目标将在6%至6.5%的范围内。预计官方目标将在3月份的年度会议上公布。

decelerated world demand and internal problems, reduced growth rate to 6.4% for the last quarter of 2018. Overall, it is clear that annual GDP growth experiences downward pressure and it seems natural to express the growth rate expectations in a form of a range, rather than a certain percentage.

### SECOND LARGEST ECONOMY

China has plans to become the world's largest economy. However, given the current circumstances and anticipations for future, it seems that it will hold the position of the second world's largest economy in the future. The last reported GDP figures indicate growth of 6.6% for 2018, which is expected to fall to 5.5% for the period 2021-2025, according to the analysts of JP Morgan. This transition could be very volatile, and it would require further reforms, so that the country would have to rely on domestically driven growth and public sector restructuring, instead of relying on trade expansion via foreign markets, especially the US market.

### GOVERNMENT ACTIONS

The Government has been trying to offset internal and external pressures through series of stimulus measures, which included tax cuts, several changes in bank reserve requirements, and also many other incentives, which were intended to stimulate domestic spending last year. It is worth mentioning that stimulus will have little room for expansion in the future, because Government is struggling with relatively high levels of debt, which has been piling up in the past years. Precisely, in the previous year debt to GDP ratio reached 250%.

The Government intends to keep consumer inflation target at 3% in 2019, regardless of the softening in prices, which will leave enough room for the Government to intervene in case of even weaker consumption,



which is essential for further economic development of the country. The central bank is expected to increase the amount of money in the economy by lowering the reserve requirements for the banks, while at the same time trying to channel more funds to private companies, especially small ones.

### CONCLUSION

GDP annual growth of 6.6% is the lowest growth rate marked in the nearly 30 years. The pressure on the economy is big, and it seems that it would be difficult to exceed the rate of 6.5% in the current year. Furthermore, if GDP growth falls below anticipated range, the economy could face severe problems. Employment levels are on constant watch, as there is reasonable fear that they could drop, in case factories are shed out of business due to trade dispute with the US.

For the upcoming two years, at least 6.2% growth is necessary to meet the

goal of the government of doubling GDP and incomes by 2020. Setting a range as GDP growth gives policymakers enough space for dealing with uncertainties caused by the trade dispute. GDP growth rate of 6.6% in 2018 might be low for domestic standards, but it is important to note that such figure is impressive in the rest of the world, especially in western economies. At this moment in time, it is hard to make an educated guess on what GDP growth rate to expect in the current year, given the fact that trade war truce is about to end in less than twenty days. The outcome after March 1st is expected to have significant impact on the economy, and the moral impact of the trade dispute can be felt for a long time already. **B**

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By Chelsea Hunter

# Galapagos Islands

## 加拉帕戈斯群岛

参观加拉帕戈斯让我觉得地球上真的有天堂。加拉帕戈斯群岛隶属厄瓜多尔，位于南美大陆以西 1000 公里的太平洋面上，群岛面积 7500 多平方公里，由海底火山喷发的熔岩凝固而成的 13 个小岛和 19 个岩礁组成。

加拉帕戈斯群岛虽然岛屿众多，但其实只有五个大岛有人居住，而大多数较小的岛屿甚至都没有命名。

我对加拉帕戈斯群岛的访问只持续了六天。然而，在开始这次旅行之前，我不得不解决几个必要的准备工作。首先，我知道西班牙语是南美洲比较常见的语言，我自学了几个字，包括如何询问价格甚至借水！由于厄瓜多尔使用美元作为货币，因此我没有遇到任何麻烦。

### 徒步旅行

这是迄今为止我们访问过的每个岛屿上最激动人心的事件。在加拉帕戈斯徒步旅行为我们提供了许多机会可以近距离欣赏迷人的动植物。

### 浮潜

浮潜是体验和享受加拉帕戈斯海洋世界最实际的方式。

A few places on Earth have intrigued and enticed me due to their natural attractions. Indeed, the observations and collection done by Charles Darwin led him to come up with the theory of evolution through natural selection.

Visit to the Galapagos left me with the impression that there is paradise on earth. The Galapagos constitutes a group of islands situated along a volcanic hotspot alongside the equator. The Islands are owned by Ecuador and they are 1423km west of the mainland in the Pacific Ocean.

Although there are more than 20 islands making up the Galapagos, only five are inhabited and most of the smaller ones are even unnamed.

### PREPARATIONS AND TRAVEL

My visit to the Galapagos was just for six days. However, before embarking on the trip, I had to settle several essential preparations. First, I had to orient myself with the region. Since I

understood that Spanish is the most common language in South America, I taught myself several words, including how to ask for prices or even borrow water! Since Ecuador uses US Dollars as their currency, I had no trouble with that.

There are two travel options to get to the Galapagos; by air or sea cruise companies. I chose the former, since it took a relatively shorter amount of time to get there. All international flights to the Galapagos arrive in either the city of Guayaquil, or Quito on the mainland of Ecuador. Both cities also offer daily flights that depart in the morning to the two major airports in the Islands; San Cristobal Airport on the island of San Cristobal, and Seymour Airport on Baltra island.

Although there was some delay at the airport in Guayaquil, I spent almost half a day wandering in the resort style city and it was so much fun. Everywhere people are infectiously gay, and streets are filled with beautiful and bright colours.

### WHAT TO DO AT THE GALAPAGOS ISLANDS

Although there were options to make day trips to various islands from San Cristobal, I chose to live aboard a boat. Our ship was not a cruise one, but the smaller private eight passenger one. The smaller ship was a great convenience, since we could make instant adjustments to our schedule and movements without inconveniencing anyone.

The main highlight of the Galapagos is the ecological diversity, both on land and in water. Here are some of the things that dominated most of my stay at the Islands:

#### TREKKING

This was, by far, the most exciting event that we undertook at every Island we visited. Trekking in the Galapagos presented us with numerous opportunities to get up close with the fascinating flora and fauna.

We had the opportunity to see rare animal species, like 100 year old giant tortoises, flightless cormorants, penguins, finches, sea lions, frigate birds, waved albatross, Nazca booby, blue footed boobies and, of course, the famous marine Iguana among others.

Interestingly, I had the opportunity to take pictures with most of these animals. Apparently, lack of natural predators in the Islands means that the animals do not fear even human beings! Think of an Island on Earth.

A trek through the Galapagos National Park was in particular filled with wonderful life and splendid views. Trekking through the largest island called Isla Isabela was so exciting and mind-blowing. We had the opportunity to visit some craters, like Volcano Darwin and Volcano Alcedo.

#### SNORKELLING

Snorkelling was the most practical and gentle way to experience and enjoy Galapagos marine world. While riding

the dinghy, I could already see some penguins and sea lions watching us curiously, or even drawing closer to us.

Snorkelling allowed us to see an overwhelming multitude of marine life in the Islands. Snorkelling in the cool and calm lava formations at the Los Tuneles in Isla Isabela, while we watched manta rays sweep by in the waters, was almost unbelievable experience.

#### SCUBA-DIVING

Besides snorkelling, scuba-diving provided the best way to see and enjoy marine life in the Galapagos. Not only did I manage to get up close with some of the most endemic marine life in the Islands, but I also got to appreciate one of the most rewarding underwater experiences on Earth.

I managed to enjoy a spectacle of underwater life, including sea lions, giant turtles, marine iguanas, whales, whale sharks, hammerhead sharks and corals among countless others. No other place in the world can offer such diving experience due to the unique diversity of water life forms.

#### SEA FOOD

If one loves eating like I do, including sea food, then the Galapagos Islands are a must visit. The tour cannot be complete if I don't mention the amount of amazing sea food that I enjoyed during my short visit.

Scores of restaurants were open every night in street food markets, especially in Santa Cruz. Various rare delicacies, like lobster and squid, including my favourite grilled fish, were on offer at amazing prices.

All in all, my tour of Galapagos was one in a million. Talking about an actual Jurassic Park or Paradise on Earth. **B**

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# Economy of the Space

## China would setup its own space station and a station in the Moon

### How, Where and When

By Sonya Agar

Yang Liwei was the first Chinese astronaut to have ventured into the orbit for China. When it comes to space, China has usually been preceded by the USA and Russia. Yang Liwei entered the realms a few decades after the USA and the USSR had made their entries. China is the third country to have achieved independent human spaceflight, and the third to have sent a woman into space. So far, China has only replicated the success of the USA and Russia. Nevertheless, with its new space program, China is aiming big. In 2016, the China National Space Administration announced a five-year plan enlisting several of China's ambitious goals to be achieved by the China National Space Administration. The method includes sample-return missions, sending the first probe to soft-land on the far side of the moon, sending robots on Mars, and placing a Chinese

sizeable modular space station in Low Earth Orbit. These plans may look like daydreams for a country that has achieved no major milestone when it comes to space, but China is the world's largest growing economy with promising excellence in technology, which gives us no reason to doubt their ambitions. In January, the Chinese space program signed a memorandum with the Ministry of Economy in Luxembourg, with a promise to cooperate in space ventures and development in space technology. Fixed monetary value has not yet been decided, but the two countries are determined to work towards their common goals together.

#### CHINA'S FUTURE SPACE STATION

According to recent revelations, China has decided to start sending parts of its future space station into space latest by 2020, and the space station will

be functioning by 2022. China's space agency has sent out invites to some of the countries venturing in space, to come and conduct their research on China's facility.

Previously, the USA had blocked out China's attempts at working towards having their space station, by barring them of the facilities from the International Space Station. China's invitation to other countries to benefit from their facility, in addition to being a welcome gesture of cooperation towards other countries, is also a political move on China's part as an answer to US's unjust manoeuvre of locking China out of the ISS.

According to the chief designer of China's future space station, Yang Hong, the lockout by the US has only fuelled China's need to "achieve innovation," which it undoubtedly has. China's space agency is keeping

## 中国的经济空间 中国将建立自己的空间站和月球站 如何,何时,何地

杨利伟是第一位进入太空的中国宇航员。中国是继美国、俄罗斯之后第三个能独立将人类送上太空的国家。凭借其新的太空计划,中国的目标非常宏大。2016年,中国国家航天局宣布了一项五年计划,旨在实现中国国家航天局的几项雄心勃勃的目标。其中包括中国将在2020年发射首颗火星探测器,实施环绕和巡视联合探测。对于一个在太空方面没有取得重大里程碑的国家来说,这些计划可能看起来像白日梦,但中国是世界上最大的发展经济体,拥有卓越的技术优势,这使我们没有理由怀疑它们的雄心壮志。1月,在中科院副院长张杰等领导的见证下,中国科学院国家空间科学中心主任王赤与卢森堡大公国副首相兼经济部部长施耐德在北京签署谅解备忘录。双方一致同意,在卢森堡设立深空探测研究实验室,围绕太阳系资源探索和利用,开展深空探测任务协同设计和新技术研究等工作。

the world in the loop and on its toes, by surfacing details about the space station. Discussed below are the few essential features of China's Space Station.

#### WHAT WILL THE STATION LOOK LIKE?

The Chinese Space Station is expected to be around one-fifth of the mass of the International Space Station, and to have the size of the Russian Mir space station. The station is estimated to have a mass of about eighty tons, but if loaded with manned spaceships and other cargo vehicles, the station may weigh up to a hundred metric tons. The Chinese Space Station will be operated from the Aerospace Command and Control Centre in Beijing, China. The station will be made of three modules joined together

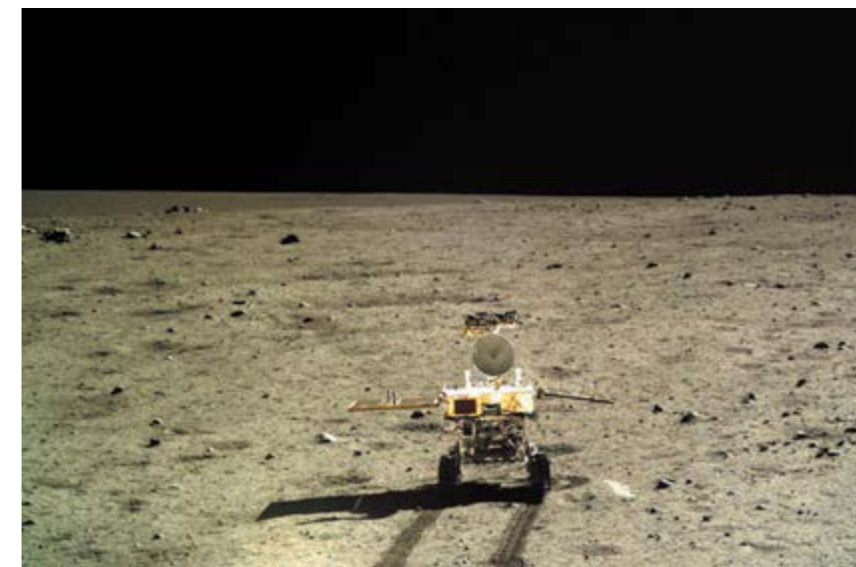
in a T shaped structure. This comes from a handbook that was released on May 28<sup>th</sup>, by China's Manned Space Agency and the United Nations Office for Outer Space Affairs. China's Space Station is one of the highly anticipated structures to be built and launched. Tianhe-1 or "Harmony of the heavens" is the name of the first module, whose construction was completed last year, and will be the first out of three modules to be launched by China. The module weighs about twenty to twenty-two metric tons. This module is the core, or main module, of China's Space Station where the astronauts will inhabit the station. This Space Station is by far China's largest and most complex spacecraft, as was told by Yang Hong, the station's chief designer.

Chinese sizeable modular space station is built from scratch, because China couldn't facilitate from the ISS, since the USA raised concerns about technology transfer and national security to keep China locked out and plant barriers in its way to space development. This is one of the primary reasons why it has taken China so long to have finally built a space station of their own, when countries like the USA and the European Union have made the International Space Station so long ago. The expenditure on China's Space Station is yet to be disclosed, but since it is China's largest and most complex spacecraft, it is safe to say that it was an economic feat to have built the Chinese Space Station. China's biggest space contractor has done the construction of the Space Station, called the China Aerospace Science and Technology Group (CASC), and a few subsidiaries of the construction company.

NASA spent over a hundred billion US dollars on the ISS and spent about three billion US dollars on its maintenance annually. China mimics this amount by spending approximately three million US dollars on its space budget every year. It is looking to triple this budget shortly.

#### THE LAUNCH OF THE SPACE STATION

The construction of the International Space station started in 1988, and it took a long time before it was launched ten years later on November 20<sup>th</sup>, 1998. Similar to the ISS, the construction and





launch of China's Space Station have been in the workings for a long time. Once completed, the space station will orbit at the height of 340 kilometres to 450 kilometres. The first module, Tianhe-1, is set to launch from the launch site of Wenchang Spacecraft located in the south of China, latest by the year 2020. The chief designer of China's manned spacecraft program, Zhou Jianping, has announced to have Tianhe-1 launched in 2020, while the other two modules named Wentian and Mengtian, known as "The crest of heavens" and "The dreaming of the sky" respectively, are dated to begin following the launch of Tianhe-1. The space station is expected to start operating by the year 2022. The station is built on the knowledge and information China had accumulated from its space lab Tiangong-1, which spent six years in space before it came crashing back to Earth in April, 2018.

## CHINA'S FUTURE PLANS

China may be the only country with a functioning space station in the next decade. The International Space Station was initially set up to be functioning until 2020, but then the date was later extended by NASA to 2024. But by 2018, the International Space Station will be no longer working. China is aiming for its space station to operate for a minimum of ten years, before it becomes defunct. Space station will begin to operate in 2022 with a maximum of six astronauts staying there for at least six months. During this time, the astronauts will be able to investigate space-related topics, study microgravity physics, and explore material science.

According to the China National Space Administration, Beijing's already sending out invites to other countries to join China in its space exploration and conduct experiments with the Chinese team aboard its space station. According to Shi Zhongjun, China's ambassador to the United Nations, China's Space Station does not only belong to China, but belongs to the entire world.



China aims to use its space station as a centre for research and promoting the common interests of countries all over the world, rather than making it a ground for competition in space development. China seeks to make its space station a shared space for championing the interests of people from all over the world.

This concept has been repeatedly emphasized by the Chinese President Xi Jinping, and has become the slogan for all Chinese projects ranging from trade to controlling the worsening climatic conditions. The USA has reiterated its concerns over "national security," which may hold back some countries from participating in this space endeavour with China, but countries that are lagging in space development may see this invitation as an opportunity to initiate space explorations.

## WHAT DOES THE FUTURE IN STORE?

### China's modular station to be launched in 2020

By 2020, China is expected to launch its modular station in the lower earth orbit. This space station will be operated from Beijing Aerospace Command and Control Centre. The space station is a modification of 'Tianzhou-1'. The estimated size of this space station is almost one fifth to the size of International Space Station. The space station is considered as the third generation space station of modular category. It is built to meet a wide

range of requirements and is far more reliable and cost effective as compared to generation one and two space stations. The assembly of this station is similar to Mir by Russia.

## CHINA'S MISSION TO THE MOON

China launched a spacecraft to land on the far side of moon later this year. The Queqiao relay satellite was launched from Xichang Satellite Launch Centre on May 20<sup>th</sup>, 2018. If the spacecraft successfully manages to land on the moon's far side, then Chang'e 4 will become the first ever spacecraft to touch ground on the Moon's far side. Queqiao will convey data between Chang'e 4 lander and its handlers here on Earth. China has partnered with Europe to build a human outpost on the moon. Representatives from both the parties have decided to collaborate on joint endeavours on the Moon. The plan was first revealed by the Secretary-General of China's Space Agency, Tian Yulong. Later, the spokesperson for the European Space Agency, Pal Hvistendahl, confirmed that, indeed, Europe would be joining China in its space endeavours.

China already has a very ambitious moon programme in place, and the European Space Agency hopes to collaborate with China and further their advances to the Moon. 

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## Den Ferdinand Navarro

*General Manager  
Sheraton Tianjin Binhai Hotel*

Sheraton Tianjin Binhai Hotel is pleased to announce the appointment of Den Ferdinand Navarro as General Manager.

Navarro has been working in the hospitality industry for more than two decades, and he comes with a wealth of experience in both hotel operations and pre-opening knowledge in various hotel chains including Shangri-La, The Regent, Radisson Hotel Group and Banyan Tree in destinations such as Dubai, Bangkok, Phuket, Manila, Hangzhou and Beijing. Navarro is a passionate and result-driven hotelier with strong business acumen especially in Sales & Marketing and Operations. In his most recent assignment, he served as Resident Manager at Sheraton Grand Beijing Dongcheng Hotel.

"I am happy to be in Tianjin and thrilled to be part of the Sheraton Tianjin Binhai Hotel. In my capacity as general manager, I look forward to inspire and lead our dynamic team to continue the Go Beyond service that Sheraton is known for by providing engaging and memorable experiences to our valued guests", said Navarro.

Sheraton Tianjin Binhai Hotel features 324 rooms, 4 dining venues and 1,200 square meter of meeting space. It is located in the heart of the Tianjin Economic Development Area (TEDA) in the Binhai New Area close to government offices, local and multinational companies, Tianjin Port and Binhai Train Station with direct link to city downtown and Beijing.





# NEVER GIVE UP on your dreams



## 永不放弃你的梦想

她敢于梦想，获得成功

她是好莱坞收入最高的女演员之一，也是第一位获得奥斯卡奖的非裔血统的美国女性获奖者。在她的职业生涯中，她经历了许多起伏，但她渴望成功的动力是她最终成功的原因。

做最好的自己

她于1966年8月14日出生在俄亥俄州的克利夫兰。当哈莉很小时，她的父亲就抛弃了这个家庭，她被单身母亲抚养长大。在进入演绎界之前，她曾是一名时装模特，并参加了多场选美比赛。她是一名混血儿，从小她对自己的美貌就充满信心，十几岁时参加选美比赛赢得了全美青少年选美大赛第二名。

人生经历

从二十出头开始，她就非常渴望学习新事物。她在娱乐业的辛勤工作和奉献精神得到了回报。如今，她每部电影的最低收入是1400万美元。除了在电影行业赚钱外，她还推出新的内衣线 Scandale Paris，灵感来源于法国奢侈内衣，但宗旨是让每个女人可以支付的起。她还花费两年的心血推出了“Halle by Halle Berry”香水。

如果你还没有猜到这位女演员是谁，她就是哈利·贝瑞。

By Kathy Miller

### WHO DARES, WINS

She is among the highest-paid actresses in Hollywood, the first Afro-American woman to have ever won an **Oscar**. She has starred in A-class movies, as well as in low-budget films. She has had many ups and downs throughout her career, but her eagerness to succeed is what made her outstanding.

### IT'S ALWAYS BEST TO BE WHO YOU ARE

She was born in Cleveland, Ohio on August 14<sup>th</sup>, 1966. Her parents divorced when she was only four, so she and her sister moved to Bradford with their mother. Since her father left, their family hadn't heard of him ever again. Unlike many actresses, she attended both high school and Cuyahoga Community College, where she studied **broadcast journalism**. Since her parents were interracial, she was exposed to **racism** in elementary school. Consequently, she turned that negative experience into positive, and never gave up on her dreams.

### BEAUTY IS WHAT YOU STAND FOR

During her studies, she was very active: she was a prom queen, a cheerleader and an editor of the school newspaper. Her modelling career began when she was only twenty years old and entered several beauty contests. In 1985, she won *Miss Teen All American*, and in 1986 *Miss Ohio USA*. At the main beauty contest of the country, she won the second place and went on to take part in *Miss World Contest*. Soon, she moved to New York to pursue her dream as a **model**.

### THE FIRST STEP IS DEFINING WHAT IT IS YOU'RE AFTER

Her modelling career didn't take off in New York, so she entered the acting domain. She began her **acting career** in 1989, playing the role of Emily Franklin in the ABC television series *Living Dolls*. In 2001, she had a role as Vivian in Spike Lee's film *Jungle Fever*.



The first time she caught the public's attention was when she was starring in the movie called *Boomerang*.

Based on her performance, she was nominated for the **MTV Award** in the categories **Best Breakthrough Performance** and **Most Desired Female**. In 2005, she took the lead role in the TV adaptation of Zora Neale Hurston's classic 1937 novel *Their eyes were watching God*, which was produced by Oprah Winfrey's production company. In April 2007, she



was awarded a star on the **Hollywood Walk of Fame**. She also received an **Emmy Award**, **The Golden Globe Award**, as well as statuette from the **Actors Guild**.

### ACTING IS ABOUT EXPLORING THE HUMAN SOUL

She has starred in many movies such as *Flintstones*, *Losing Isaiah*, *Bulworth*, *X-man* and its sequels, *Swordfish*, *Monster's Ball*, *Gothika*, *Catwoman*, *Robots*, *Perfect Strangers*, *New Year's Eve*, *Kevin Hart: What now?*, *Kings*, and many more. She was also a part of the television documentary called *Introducing Dorothy Dandridge*.

Starring in the movie **Monster's Ball** led her to winning her first **Oscar** and a **Silver Bear** at the Berlin Film Festival and a **BAFTA Award**. She was the first African-American woman to win such an award.

In 2002, she was a part of the movie *Die another day* with Pierce Brosnan. This turned out to be a profitable project for her, because she received a \$4 million pay check for being a new "**Bond girl**".

### ACTIVISM

Along with Pierce Brosnan, Cindy Crawford and many others, she

successfully fought in 2006 against the Cabrillo Port Liquefied Natural Gas Facility that was proposed off the coast of Malibu. In February 2008, she took a part of a nearly 2,000-house cell-phone bank campaign for Barack Obama. In 2013, she was featured in Gucci campaign, which was supposed to raise funds and awareness of **women's issues** in terms of education, health and justice.

### LIFE STORY

Since her early twenties, she was very eager to learn new things, develop and become successful, which she did. Her hard work and dedication in the entertainment industry have paid off. Nowadays, the minimum she makes per movie is **\$14 million**, which shows how much she has developed. Besides earning money in the movie industry, she also has income from her French Lingerie brand *Scandale Paris*. Just like many other actors and actresses, she has also launched her fragrance called *Halle*. If you haven't guessed who this actress is, this is the life story or **Halle Berry**. **E**

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## 微医 中国医疗保健行业的重要参与者

“看病难”的最大症结在于医疗资源应用不均衡，主要体现为“资深专家有品牌没时间，年轻/基层医生有时间但没品牌”。“微医集团 (We Doctor Group)”利用互联网技术，将资深专家的经验与年轻/基层医生的时间相融合，让资深专家专注于对症病人，做经验传承。让年轻/基层医生获得转诊的绿色通道、优先会诊等资源，共享专家组的经验及品牌，获得便捷的协作、会诊、转诊及服务患者的工具。

微医集团创办人为科大讯飞共同创办人廖杰远，成立宗旨是期勉自己成为国内健康照护的亚马逊。迄今微医集团的市值已达 55 亿美元，业务内容包括线上医疗追踪咨询、处方药，甚至还包括实体医疗诊所。

微医集团为国内市值最高的线上医疗新创之一，这家企业具有旺盛的企图心，希望能够颠覆国内的个人照护产业。



## A key player in the Chinese healthcare industry

By Morgan Brady

Digital businesses are thriving. And China is gradually becoming a hub for those types of promising businesses. Advances in physical and virtual infrastructure have enabled the rise of many such businesses to reach billions of dollars in valuation in various sectors. One distinguished company is We Doctor Holdings Limited, operating in the healthcare and medicine sector.

### AN ENTIRE HEALTHCARE ECOSYSTEM IN ONE PLATFORM

We Doctor Holdings Limited (“WeDoctor”) was founded in 2010 by Jerry Liao and his team and is based in Hangzhou, China. It offers an online platform through which patients can receive online and offline healthcare services. This platform enables the integration of expertise between the general practitioner and specialist doctors. The company is structured in four business segments, namely,

WeDoctor Healthcare, WeDoctor Cloud, WeDoctor Insurance, and WeDoctor Pharma.

Multiple entities are present on the platform to ensure that multiple actors are cooperating for the benefits of the patients and the advancement of healthcare. WeDoctor brings together the government, hospitals, doctors, pharmaceutical companies and financial institutions to create an innovative and holistic healthcare provision and funding ecosystem. On the WeDoctor smart platform, there are over 2,700 hospitals, 220,000 leading doctors, 15,000 pharmacies and 27 million monthly active users, according to the company’s statistics.

### THE COMPANY’S ACHIEVEMENTS

Since its establishment, the company has accomplished a lot. It has built

China’s largest appointment registration platform under the name Guahao.com. It is bringing the transformative power of technology to the healthcare system, by the creation of the nation’s first Internet hospital - Wuzhen Internet Hospital. It has also launched the industry’s first domestic smart health terminal and has made significant progress in the field of smart healthcare with the creation of AI-enabled diagnosis systems for both Western and Chinese medicine.

### PATIENTS WAIT LESS AND REACH SPECIALISTS FASTER

The company solves many problems for patients. In addition to offering innovative solutions through the integration of multiple actors in the healthcare industry, it solved the problem of bureaucracy in the sector by enabling patients to book their appointments

online. One of its first solutions was to enable patients to book an appointment before even arriving at the hospital. When the company started, its name was “Guahao” which means “take a number”. In 2015, the company managed to secure \$394 million in investments from major investors, such as Goldman Sachs and Hillhouse Capital, as well as Chinese shareholders such



as Tencent, China Development Bank Capital, Fosum, and others. Today, the company is a unicorn (it exceeds 1 billion dollars in value).

The company was ambitious and wanted to offer more than simply number booking to its patients. It used investments for developing a nationwide platform for diagnosis and treatment, and to develop five surgery centres in cooperation with renowned medical companies. To reflect its wide-scope mission, it changed its name to WeDoctor.

### WE DOCTOR’S STRATEGIC MOVES

In 2018, the company entered into a joint venture with idsMED, a leading medical supply chain solutions company and member of Fung Group, which belongs to Hong Kong’s tycoon, Victor Fung Kwok-king. The expected outcome is one company that is 51% owned by WeDoctor and 49% by idsMED, to deliver smart medical supply chain solutions and procurement. The company will establish many educational and training academies in different locations in China to promote and provide medical education and products.

Following the merger of Hong Kong’s best fertility clinics, Reproductive Healthcare and The Women’s clinic, into one entity, WeDoctor entered into a strategic partnership with this

emergent entity to get hold of at least 30% share in the market for invitro fertilization in Hong Kong.

In 2018, WeDoctor sold a portion of its shares to private investors in the value of \$500 million. The largest buyers were Medical insurance major AIA Group and tycoon Henry Cheng Kar-shun’s infrastructure conglomerate NWS Holdings, in addition to China Investment Financial Holdings Fund Management, a unit of sovereign fund manager China Investment Corporation. This sale has placed the value of WeDoctor at \$5.5 billion.

### IPO IN HONG KONG EXPECTED

The company plans to launch an initial public offering in Hong Kong, according to its Chief strategy officer, Jeff Chan, some time in 2019. Chan said that the company is still working on building its offline presence. The \$500 funding round was a strategic pre-IPO round, and people involved expect the IPO to be “rewarding”.

### CONCLUSION

WeDoctor began in the right way by focusing on solving critical problems facing Chinese patients, which enabled it to get traction and reach 5.5 billion USD in valuation. The company continues to transform the healthcare industry by leveraging technology to provide innovative solutions. It can be considered as a model for countries struggling with their healthcare services. While the IPO’s date hasn’t been specified yet, the company backing it, Tencent, has been doing well in the market. If the company continues on this trajectory of smart joint ventures and partnerships and eventually becomes listed, its valuation may exceed \$5.5 billion, and may prove to be another Chinese hit for investors. **E**

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5G Park launched in East China



A 5G-tech promotion stand at the recent China International Import Expo in Shanghai. [Photo by Jin Rong/For China Daily]

An “innovation park” centring on fifth-generation (5G) technology has been launched in Hangzhou, capital of East China’s Zhejiang province. The park, located in the Hangzhou Future Sci-Tech City, is the first park in China completely covered by 5G and provides conditions for 5G technology research. The first phase of the park covers an area of 100,000 square meters. It is expected to become a renowned centre for 5G technology development and application by 2025. An opening ceremony was held on Sunday in the Hangzhou Future Sci-Tech City, with more than 1,000 people in attendance. A total of 11 institutions and companies signed 10 agreements on 5G technology at the ceremony. The agreements included cooperation on developing the digital economy and the building of artificial intelligence (AI) research centres and smart vehicle testing platforms. Experiments in sectors such as AI, AR/VR, drones, smart communities and smart logistics will be conducted in the park. Preferential policies will be offered to 5G ventures in the park. With transmission speed significantly faster than 4G, 5G technology is expected to set off a new wave of digital economic growth, powering emerging industries like networked intelligent vehicles, virtual reality and mobile healthcare.

Source: China Daily

China’s property investment up 9.5% in 2018

China’s investment in property development grew 9.5% year-on-year in 2018, 2.5 percentage points faster than the pace in 2017, the National Bureau of Statistics (NBS) said on Monday. The total property investment last year surpassed 12 trillion yuan (about 1.77 trillion U.S. dollars), the NBS said. The investment in residential buildings, accounting for more than 70 percent of the total, rallied 13.4 percent from a year ago in 2018, speeding up from the 9.4-percent increase in 2017. Monday’s data also showed that buildings with a total of 1.72 billion square meters in floor area were sold last year, 1.3 percent higher than in 2017. The sales in value gained 12.2 percent to 15 trillion yuan. Home sales increased 2.2 percent in floor area and 14.7 percent in value.

Source: XinhuaNET



Potential homebuyers examining a property project model in Yichang, Hubei province, June 4th, 2016. [Photo/VCG]

Chinese university unveils open platform for AI knowledge computing



A speaker at Tsinghua-Google AI symposium (photo/Medium)

Tsinghua University on 21<sup>th</sup> of January unveiled THUKC, an open and free platform for knowledge computing, with aims to push forward China’s basic theoretical research on Artificial Intelligence (AI). Tsinghua University debuted the platform, as it announced the establishment of the Knowledge Intelligence Research Centre under its Institute for Artificial Intelligence. The platform includes knowledge graphs, like language knowledge graph HowNet in Chinese and English, web-based encyclopaedia knowledge graph XLORE, based on Wikipedia and its Chinese counterpart Baidu Baike, and science and technology information service platform Aminer, covering more than 200 million research papers. A knowledge graph is a knowledge tool integrated with a graph database, which can support a much wider and deeper range of services than a plain graph database.

Source: XinhuaNET

Korean firm BISTel to upgrade smart manufacturing under made in China 2025

BISTel, a South Korean-headquartered provider of smart manufacturing solutions, plans to expand investments in China to catch business opportunities from the country’s plans for industrial modernisation and upgrading. “One of China’s goals is to upgrade its manufacturing ability under [the national strategy of] Made in China 2025... We have to invest in manpower and technology to obtain the business opportunities,” said Sunny Lee, general manager of BISTel China, in Shenzhen on Friday. BISTel’s current business in China mainly focuses on providing smart manufacturing solutions to an array of industries, including semiconductors. It specialises in optimising production processes by enabling real-time monitoring, detection, and analysis of data in plants, to enable engineers and operators to predict outcomes and adapt to changing conditions in real-time. BISTel’s decision to increase investment in China comes at the time when some China-based manufacturers are moving to lower-cost Southeast Asia countries, amid rising labour costs and a squeeze from US tariffs linked to the US-China trade war. BISTel is basically a software provider, though without any factories, compared with a manufacturing giant, such as Foxconn, which has thousands of manual labourers on staff. BISTel transforms manufacturing intelligence into smart decisions, quicker ROIs.

Source: South China Morning Post



Workers at a smart manufacturing firm in China

Chinese brands grabbing market share from the West

Chinese products are excelling in niche markets, such as cosmetics, packed food, beverages, toiletries and grocery items. The country’s fast-moving consumer brands have been gaining market share from foreign competitors across most product categories in the domestic market for the past six years. A recent report by Kantar Worldpanel and global consultancy Bain & Co said that in 2017 Chinese fast-moving consumer goods brands realized 7.7 percent year-on-year growth in sales, but represented 98 percent of market share growth. The report also studied 46 insurgent brands that performed the best in 33 subcategories, and whose annual revenue growth exceeded more than 10 percent from 2015 to 2017. Some 67 percent of these brands grew at least twice as fast as their category average, although half of them only had annual revenues of between 100 million yuan and 500 million yuan (\$14.6 million and \$74 million). Chinese consumers also no longer believe that foreign goods are superior, and consider that domestic brands are now often the best at meeting their needs. Global financial service provider Credit Suisse’s report, Emerging Consumer Survey 2018, said 91 percent of Chinese consumers ages 18 to 29 prefer local appliances to foreign ones. According to a Nielsen report, 48 percent of Chinese consumers will buy products that are cost-efficient; 39 percent will buy those that match their needs, whatever the brand is; and 36 percent will pay for those that “satisfy their personal hobbies and feelings”. The fast-moving consumer goods sector remains highly promising, offering opportunities for both domestic and multinational brands.

Source: China Daily



Customers shopping at the unmanned store of domestic cosmetic brand Marie Dalgar in Shanghai, April 13th, 2018. [Photo/IC]

Chinese phone makers made a highlight in 2018 amid global slide

Chinese smartphone producers delivered remarkable results in the global market last year, countering a declining trend in sales among their rivals. Global shipments of smartphones stood at 1.46 billion in 2018, and the top six manufacturers accounted for 77.7 percent of the global market, according to statistics recently released by Sunrise Big Data, a professional research organization in the smartphone industry. Four of the top six smartphone makers were from China, including Huawei, Xiaomi, OPPO, and VIVO. Outstanding performance, design, and quality are said to be behind the recent successes of Chinese smartphone brands. Furthermore, Chinese smartphones are also becoming more intelligent thanks to increased artificial intelligence technology. Apart from performance, Chinese brands have also optimized their after-sales services.

Sources: China Daily



A girl displaying a Huawei Mate 20 Pro smartphone



China's Hebei province to offer financial incentives to firms seeking IPOs



Hebei province in the map of China

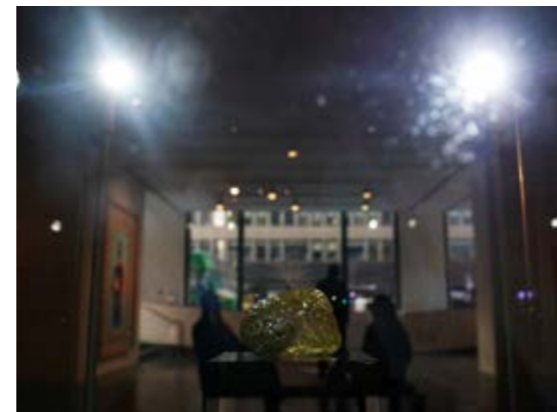
China's northern Hebei province will offer financial incentives to companies seeking to raise capital in equity markets, state media reported, in a move coinciding with a renewed push to kick-start financing for projects in the region. Hebei will spend up to 100 million yuan (\$20.12 million) a year to encourage companies in the province to list on stock markets either in China or abroad, the state-backed Hebei Daily newspaper said on Friday. The incentives, while modest in financial scale, point to local governments stepping up efforts to push companies to expand funding channels. Traditional sources of off-balance sheet financing are on the wane under a multi-year crackdown by Beijing on the country's so-called shadow lending sector. Hebei is a key example of a local economy attempting to pivot away from traditional smokestack industries to less polluting and higher-value manufacturing.

Source: *The Business Times*

China's lab-grown diamonds could reshape global gemstone industry

Mined diamonds are still selling good across the globe, but the boom in lab-grown precious stones, particularly in China, is paving the way for a revamp in the international gemstone industry, experts said. Multiple companies in China have leveraged on technological innovations to manufacture diamonds in bulk. In just a few days or weeks, diamonds are grown in laboratories across the country. Spokeswoman for Antwerp World Diamond Centre, Margaux Donckier, said of Chinese diamonds, "China, and by extension Asia, is the main producer of synthetic diamonds. Synthetic goods only represent about 3-5% of the [consumer] market, but the share is growing rapidly," Xinhua reported. Over the past couple of years, China pivoted towards consumer use, and the industry has been growing since then. De Beers, the London-based jeweller who created the timeless tagline "A diamond is forever," has also embraced the trend. General Manager of Sino-Crystal, another Chinese company, said De Beers' move allowed for the man-made diamond market to develop fast. It is expected that man-made diamond sales will keep growing. Market growth is predicted to soar by 22% annually by 2023.

Sources: *Business Times*



A diamond on display

AI investment: 3 Chinese firms that stepped up their game



AI gesture control on cars on display

Artificial Intelligence (AI) is becoming a norm in the technology industry. Alibaba is among China's top tech giants, and first gained popularity through its online retail revenue. Late last year, the company announced that it has started developing its own AI chip that consumers can experience through autonomous vehicles and smart cities. Alibaba developed an AI-powered robot that was created specifically for the hospitality sector and its customer service agent that runs on artificial intelligence. Tencent is considered as China's king of data. It is basically the Chinese people's Google. In 2017, Tencent launched Miying, an AI-based platform that assists healthcare facilities in diagnosing cancer through its artificial intelligence database. In 2014, Baidu made one of its biggest changes as it hired Andrew Ng, a top AI engineer for Google at that time. The most significant AI jump the Beijing-based tech provider made is the launching of Apollo, a man-less car project that aims to provide a platform for autonomous vehicles. Baidu announced that it is expecting to release autonomous vehicles to the Chinese market by 2021.

Sources: *Business Times*

China offers low-cost loans to banks to help fund small businesses

China's central bank has made fresh moves to release more money into the financial system, as Beijing looks to shore up the economy, amid a deepening trade war with the United States. The People's Bank of China (PBOC) said in a statement given on Wednesday evening that it had launched a new liquidity mechanism, known as the "targeted medium-term lending facility", through which banks can borrow cheaply and then make those funds available to small businesses and private firms. The move is aimed at "improving financing support for small businesses, micro businesses and private enterprises", the PBOC said. All loans agreed under the new mechanism will be provided at an annual interest rate of 3.15 per cent – 15 basis points below than the standard rate – and banks will have up to three years to repay them, the PBOC said. Besides the low-cost loans, the central bank said it would also extend its credit line to the nation's lenders by 100 billion yuan (US\$14.5 billion) to ensure sufficient funds were available for small businesses.

Source: *South China Morning Post*



People walking past the headquarters of the People's Bank of China (PBOC), the central bank, in Beijing. (Jason Lee/Reuters)

French luxury brand Hermes reports strong sales in China

Hermes reported a 9.6% rise in fourth-quarter sales at constant exchange rates, unchanged from three months earlier. The French luxury handbag label said that sales momentum in its Chinese stores stayed strong in the fourth quarter, adding to reassuring signals from rivals over enduring demand in one of the industry's biggest markets. Luxury groups rely on Chinese consumers for over a third of their sales, sparking investor jitters over the potential fallout for the sector from China's slowing economic growth and the Washington-Beijing trade war. Some of the biggest luxury goods players, including LVMH's Paris-based Louis Vuitton, have recently stressed that demand for their wares was if anything picking up in China. Sales in the Asia-Pacific region, excluding Japan, were up to 13.1 per cent at constant currencies, picking up from 11.7 per cent growth in the third quarter. Fourth-quarter revenues rose 10.1 per cent on a reported basis to €1.7 billion (\$2.6 billion). Hermes, which launched its e-commerce site in China at the end of last year, will roll out its online business to other Asian countries, Mr Dumas added.

Source: *The Straits Times*



A Hermès store in China

Tesla begins sales of cheaper Model 3 car in China



A Tesla showroom

U.S. electric vehicle maker Tesla Inc. said that it will start taking orders in China on Friday for a lower-priced version of its Model 3 car, as it seeks to accelerate China sales hit by trade friction between Washington and Beijing. The California-based firm said in a statement that Chinese customers will be allowed to place orders for a long range, rear-wheel-drive Model 3 variant, whose price will start at 433,000 yuan (\$64,300.56). Previously, the starting price for a Model 3 in China was 499,000 yuan, for an all-wheel-drive long range version. Tesla said earlier this year that it plans to start delivering Model 3 cars to customers in China in March.

Source: *The Star*



China luxury dealmaker plans IPO for US\$2b Lycra unit



A roll of lycra fiber produced

Acquisitive Chinese luxury apparel firm, Shandong Ruyi Group, is planning an initial public offering for The Lycra Co., maker of the elastic material used in yoga pants and skinny jeans. Ruyi aims to list the business within three years, the group's chief strategy officer, Kelvin Ho, said in an interview on Friday in Hong Kong. Lycra Co. owns some well-known brands and has strong cash flow, and a listing would provide a great incentive for staff, Ho said. The acquisition brings brands including Coolmax fibers and Thermolite insulation, as well as manufacturing facilities, research centres and sales offices around the globe. Ruyi paid more than \$2 billion for the business, Bloomberg News has reported. The Chinese company, previously a little-known textile manufacturer, now owns several European luxury brands after purchases, including U.K. trench coat maker, Aquascutum and SMCP SA, the French fashion retailer, whose labels include Sandro, Maje and Claudie Pierlot.

Sources: Deal Street Asia

China market growth lifts L'Oréal

L'Oréal's year-end sales growth surged past expectations on the strength of high-end perfumes and skin-care brands that defied the economic slowdown in China. Fourth-quarter sales increased 7.7 percent on a comparable basis, the Paris-based maker of Maybelline makeup said on Thursday. That beats analysts' average prediction of 6.5 percent. L'Oréal's unit that sells premium skin-care brands, like Biotherm, and the luxury division selling Lancôme cosmetics, each grew at double-digit rates, quelling concerns that a slowing Chinese economy will hit consumption of high-end beauty products. Sales in China contributed to the best performance in 40 quarters for the world's biggest maker of beauty products, according to analysts led by Richard Taylor at Morgan Stanley.

Source: The Journal Gazette



The L'Oréal display at a store in China

Samsung expands business in China



A Samsung outlet in China

South Korean Samsung, a world leader on memory chip business, plans to venture into the world's largest market, China. Lee Jae Yong (Li Zaiyu), Samsung Electronics Vice Chairman, spent the 2019 Chinese New Year in China to devise a new strategy in the country's memory chip market. The electronic giant started its operation of a NAND flash memory factory in the city in 2014 and, as of 2018, it started the construction of a second factory in the same city, as they plan to invest around \$7 billion for the memory chip. Samsung's chips are used by major smartphone makers including Apple, and Huawei Technologies. Its memory and processor chips contribute about 72 percent of the overall profit of the industry. The company projected that the demand for memory is expected to continue its weak pace in the first quarter, caused by the macroeconomic uncertainties and the inventory adjustments by their major customers. The company needs new strategies to make up its operating profit drop of about 7.8 trillion won during the fourth quarter.

Sources: Business Times

137.9%

Total business volume of China's telecommunication sector rose by 137.9% from the previous year, with average household usage of mobile traffic reached 6.25GB per month, in December 2018.



76.2%

Chinese consumption has contributed to 76.2% of GDP growth in 2018, an increase of 18.6% from last year. A particular optimistic driver of spending is the Generation Z cohort, which accounts for 13 percent of total household spending.



¥ 202 Billion

China Railroad Rolling Stock Corporation (CRRC), the world's largest train manufacturer, reported ¥ 202 Billion (or US\$30) in revenues in 2017, which represented the combined revenues of top three train manufacturers in US and Europe.



100 Million

More than 100 million Chinese have registered as volunteers by the end of 2018, generating over 1.2 Billion hours in service, especially in major international events, such as the Shanghai Cooperation Organization Qingdao summit in 2018.



3 Billion

A forecasted 3 billion trips are expected to take place in this year's 40-day Spring Festival travel season, with over 532,000 scheduled flights and more than 4,800 journeys by train.



249 Million

By 2018, China had 249 million people aged 60 and above, accounting for 17.9 percent of its total population. This number is expected to rise to 2% in 2025, and 8% in 2050.



¥1.4 Billion

The Chinese box office collected about ¥1.4 Billion (or US\$216) during the China's Lunar New Year's day, topping the record for all previous single days for Chinese cinema worldwide. China's now the world's second-largest film market after achieving a gross of ¥60.7 Billion (or US\$9 billion) in revenues in 2018.



¥1.2 Trillion

China has given birth to 97 unicorns in 2018 with a combined valuation of ¥1.2 Trillion (or US\$178 billion) across the technology sector. That is about one unicorn launched every 3.8 days, with internet, e-commerce and fintech accounting for its top industries.

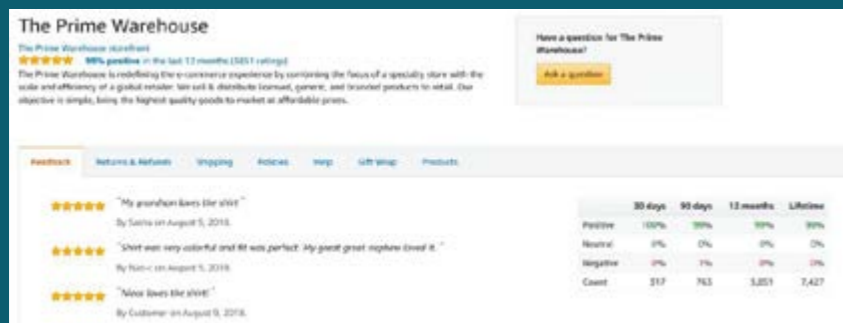


2.24 Billion

The south-to-north water diversion project transferred 2.24 billion cubic metres of water to northern China's Hebei Province to ease groundwater shortage and improve the local ecology. This feat is the world's largest diversion project water-pipeline in history, involving at least 15 provinces.







## 提高电子商务平台销售的技巧

虽然现在电子商务是一个非常蓬勃发展的业务，但许多卖家正面临着从小型到大型对手的激烈竞争。对于像淘宝和天猫等最大和最畅销的网站来说，你必须证明你的品牌是值得信任的。您必须通过在每次购买中获得的积极评价来建立自己的声誉。

### 1. 检查产品 SEO 或关键字。

如果您希望自己的品牌位于搜索列表中，请确保提供了一组合适的关键词。

2. 在您的商店中建立高交易率和良好的反馈。

我们的市场上有超过 6.18 亿互联网购物者，无可否认，只要您在购买者中建立信誉，您的在线商店就能成功创造销售。

### 3. 创建完美的产品图像。

注意，在您的商店中使用专业、高质量的图像会吸引客户点击您的产品。

4. 进行促销，折扣和超级客户服务无论您是新店还是运营了几个月的商店，向买家提供令人兴奋的促销和折扣都非常重要。

# Tips to Increase Sales in Your Electronic Commerce Platform

By Rose Salas

While E-commerce is a very booming business nowadays, many sellers are getting into a tough competition from small to big scale competitors. For the biggest and top selling sites like Taobao and Tmall, you have to prove that your brand is worthy of the buyers' trust, so you can have repeat and loyal customers to patronize or self-promote your product. On the other hand, if you are a seller in a global marketplace like Amazon or Ebay, the same rules apply. You have to build your reputation by getting positive reviews in every purchase.

Social media presence is a requisite of E-commerce business. There are so many ways on how to promote your brand. Connecting to community groups, improving your post content, and being consistent in your engagement are a few steps you can begin with. If your social media presence is good and you are still having problems with sales, there are internal factors that hinder the growth.

Are you having some hard time increasing your sales last year? Would you like to make this year better and come up with ideas that can skyrocket

your store's potential? Let's look into these ideas and tips!

### 1. CHECK YOUR PRODUCT'S SEO OR KEYWORDS.

If you want your brand to be on the search list, make sure you have the set of appropriate keywords for your listing. You must focus on the keywords and think; if you are a customer searching for a product, what words will you type to search for an item? Put the keywords that will direct the buyers to your product. Make a research for these relevant keywords and use them appropriately. You can use the

Keyword Research Tool in Taobao to create the product title using a combination of top keywords and adjectives. You can look at how the other popular stores name their listings, but DO NOT copy. If this is something you cannot do very well, then hire someone who can help you, as this is one very crucial step in your product-building. Optimizing your store's content is necessary to get more sales.

Take time to re-examine the keywords on your listing. Are they out-dated? Are they practical and relevant? Even if it is an old listing that is already selling, take time to check on the keywords and make some edits or additions, if needed.

### 2. ESTABLISH A HIGH TRANSACTION RATE AND GOOD FEEDBACK ON YOUR STORE.

With over 618 million internet shoppers in our market, there is no denying that your online store can successfully create sales as long as you build credibility and trust among your buyers. Treat each sale as a gem, and always aim for the positive feedback! Their feedbacks would be your brand's proof. Always create satisfaction for every sale that you make, regardless if you earn from it or not, because at first, you have to "invest" on some losses to earn a badge. Whenever you ship out the orders, always think if it is worthy of a positive and 5-star feedback.

Never ignore a customer's feedback. Always communicate and find ways to reach out to them within an acceptable turnaround time, if not right away. Add a WeChat account where your customers can connect to you. Always deal with troublesome buyers, because their word-of-mouth can affect your store in this Social Media drawn age.

### 3. CREATE PICTURE-PERFECT PRODUCT IMAGES.

Most of the times, sellers use pictures from their suppliers. This is OK. However, do note that having professional, high-quality image on



your store entices customers to click on your product. "Whatever is desirable and pleasing to the eye..." Take advantage of this factor, because this can set you apart from thousands of your competitors. This is also another great option to promote your store. Pay attention to the taste of your target audience. If you are going to use a model, make sure that they can represent your product well, by highlighting the perfect angles and on-point lightings. Use photo-editing apps.

A perfect image is a MUST if you want your brand to be sought after and be popular. Also, include the authenticity certificate along with the product images. This ensures a buyer that they are getting a premium quality of an item. When uploading the pictures, also check if they load quickly on your store's page. Test it on your smart phone. Lastly, do not forget to put a watermark on your images for copyright purposes.

### 4. ONGOING PROMOTIONS, DISCOUNTS, AND EXTRA-MILE CUSTOMER SERVICE

Whether you are a new store or some months-old store, it is very important to come up with exciting promos and discounts to your buyers. Taobao, Tmall, and Amazon (if you sell globally) are seen as virtual jungles where only the toughest survives. For example, the 28-year old entrepreneur Mao Ronghua, founder of 51food.taobao.com said that it took them a year

before earning a stable profit. Giving discounts and promotions to your buyers will keep them coming back to you, instead of trying out another store that offers the same product with a good deal or discount.

If you are selling a "New Item", make sure that you can accommodate inquiries of your customers. For example, LuoJun Xu is a very young founder of Cocokaka, where she creates well-designed accessories. For her, combining all these things - products and creative packaging + engaging and compelling storefront + excellent customer service can make you go a long way.

We are just starting a new year ahead and if you are struggling to have better sales for this year, it is not too late for a change. Take time to study what is lacking on your store and make action plans for it. For all of our aspiring and start-up entrepreneurs out there, here is a simple reminder you can take from Su Renfeng, an owner of photography service in Taobao - "Be in the right place, at the right time, with the right people." ☑

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## 2019 Outlook

## Tax Reform

# A Crucial Year for deepening Value-added Tax Reform

By PwC Kelvin

The year 2018 is a remarkable year in the journey of China's Value-added Tax ("VAT") reform. In 2018, the VAT rate was lowered for the first time since 1994, which set the direction for simplifying and consolidating VAT brackets. It is also the first time to allow qualified taxpayers to apply for refund of excess input VAT, which helps them achieve a better cash flow outcome and reduce capital cost. Relevant implementation

issues of the Business Tax to VAT ("B2V") transformation were further clarified, which help build a solid foundation for VAT legislation in the future. Looking forward, we believe the year 2019 will be a crucial year for the next phase of VAT reform, and significant progress will be made in terms of simplifying and reducing the tax rates, scope expansion for input VAT refund application, and specific VAT regulations for relevant bonded areas.

## 2019 年展望

### 深化增值税改革的关键一年

2018 年是中国增值税改革之旅中非凡的一年。2018 年，增值税税率自 1994 年以来首次下调后，2018 年在税率简并和调减的道路上迈出了重要一步，2018 年增值税税率合并及税率下调的政策让企业实现了“轻装上阵”。展望未来，2019 年，增值税改革将迎来关键之年，其中税率简并、进项留抵退税、扩大抵扣范围及海关特殊监管区域增值税政策等方面有望取得重大进展。

**简化增值税的明显趋势**  
增值税的简化主要有两个积极方面：减税和税收中性。

由于增值税是政府税收最重要的来源，增值税率的下调将导致大幅减税。2018 年 5 月 1 日，17% 和 11% 的增值税税率分别降至 16% 和 10%。根据国家税务总局公布的统计数据，2018 年 5 月至 2018 年 8 月期间实现的累计增值税减免额为 1234.5 亿元，预计到 2018 年底减少的总额将超过人民币 3000 亿。

### A CLEAR TREND TO SIMPLIFY THE VAT BRACKETS

The simplification of VAT brackets will mainly have two positive aspects: tax reduction and neutrality of taxation.

As VAT is the most important source of government's tax revenue, the downward adjustment of VAT rate will result in a substantial tax reduction. On 1<sup>st</sup> of May, 2018, the VAT rates of 17% and 11% were reduced to 16% and 10%, respectively. According to the statistics published by the State Administration of Taxation ("SAT"), the accumulated VAT reduction realized during the period from May, 2018 to August, 2018 was RMB 123.45 billion, and the total reduction till the end of 2018 is expected to exceed RMB 300 billion.

Taxation is an important tool for government to control the macro-economy. The tax cuts can effectively reduce the tax burden of market participants, and encourage the enterprises to engage in innovation and expand investment. Meanwhile, with the pass-on of tax cost through the VAT chain, VAT rate reduction will ultimately lower the goods' price, which has a favourable impact to expand consumption and stimulate the economy. Currently the VAT/Goods and Service Tax rates of the neighbouring countries in Asia are generally lower than 12% (e.g. Japan 8%, Korea 10%, Singapore and Thailand 7%). Considering the slowdown of global economy and the tax reduction acts introduced by some other countries to stimulate the national economy, the China VAT reform and tax reduction will enhance the competitiveness of Chinese companies in the global market.

Simplification of VAT brackets is a critical step to improve the VAT policies and realize tax neutrality. A complicated VAT regime with too many tax brackets may cause distortion of economic behaviour, and weaken the power of market resources allocation. Simplification of the VAT brackets is in line with the principle of tax neutral-

ity and helps further improve market resource allocation in a more efficient way. Also, for complex business transactions, sometimes it would be difficult to categorize the taxable activities and determine the appropriate tax rate if there are multiple tax brackets that may be applicable. Having multiple VAT brackets will not only increase the compliance risk of taxpayers, but will also cause difficulties of tax authorities in the enforcement. Simplification of the VAT brackets will greatly reduce the aforementioned risks. We expect that the VAT rates would be further lowered in 2019, and VAT brackets would be ultimately reduced to two brackets.

### GRADUAL NORMALIZATION OF REFUND OF EXCESS INPUT VAT

Normally, there are three major causes of the accumulated excess input VAT that cannot be fully utilized. Firstly, sales revenue is realized over a long period after the purchase and such mismatch results in a balance of input VAT credit to be carried forward. Secondly, the sales price is lower than the cost due to market fluctuation or other reasons. Thirdly, the applicable VAT rate on the sales of goods is lower than that on the purchase of goods/materials. Large amount of excess input VAT credit may lead to cash flow problem and increase the capital cost of the taxpayers. When a company

comes to de-registration, the remaining input VAT credit could not be refunded and would eventually become a cost of the company. Under the VAT regulations, there is no mechanism for companies to apply for refund of excess input VAT.

However, to improve VAT neutrality, Caishui [2018] No.70 was published in June, 2018, which allows the qualified enterprises in certain industries to apply for input VAT refund, including equipment manufacturing, R&D and other modern service industries and power grid enterprises. The total amount of input VAT refund was RMB 114.85 billion by the end of September, 2018.

The issue of input VAT credit may still exist for a long time due to the design of the system. We hope that with increasing financial affordability of the government, the refund policy will be continued in 2019, and the scope and scale of the input VAT refund will be expanded. In the future, we expect that a comprehensive input VAT refund mechanism would be introduced to cover most of the taxpayers.

### INPUT VAT CREDIT ON LOAN INTEREST EXPENSES NEED TO BE CONSIDERED IN THE FUTURE TO FURTHER IMPROVE THE VAT DEDUCTION CHAIN

Most of the input VAT are now creditable. However, the input VAT incurred







on the loan interest is still not eligible to be used as a credit, which leads to a double taxation and increases the burden of taxpayers and customers. The main reasons for not allowing input VAT credit for loan interest during the “B2V” reform are as follows.

Firstly, financial institutions have operational difficulties to issue a large amount of special VAT invoices. Secondly, the total amount of input VAT on loan interests is enormous and will significantly affect the tax revenue of government. Thirdly, the VAT credit for loan interest might have impact on important financial indicators, such as benchmarking interest rate.

With the increasing role of information technology in the management of taxation, the operational difficulties are being eliminated gradually. Considering the direction of tax policies for substantial tax cut and the purpose of boosting economic growth with financial tools, we would anticipate that the loan interest might be considered for input VAT credit purpose in the future and we look forward to a breakthrough on this issue in 2019.

#### EXPANSION OF PILOT PROGRAM FOR ENJOYING GENERAL VAT PAYER STATUS IN SPECIAL CUSTOMS AREAS

On 2<sup>nd</sup> of January, 2019, Premier Li Keqiang announced a plan during the State Council’s executive meeting to further upgrade the comprehensive bonded zones. To facilitate sales in the domestic market and to realize VAT refund for domestic purchase, some enterprises located in the bonded areas requested for the general VAT payers’ status achieve benefit from “B2V” reform. In October, 2016, the SAT launched a pilot program for granting the general VAT payer status to companies in selected comprehensive bonded zones. The pilot companies approved by the tax authorities can apply for export VAT refund on export using Exempt, Credit and Refund method (“ECR Method”). In January, 2018, the SAT expanded the scope of the pilot program and further improved the relevant policy.

It could be expected that more bonded areas would be included in the pilot program in 2019, which would benefit more companies located in bonded areas.

#### THE TAKEAWAY

VAT reform policy is closely related to the interest of each company, and the taxpayers are suggested to pay more attention to its development. Before the issuance of new policy, the SAT may collect feedback from the taxpayers for research and investigation. Companies are recommended to report the issues and requests of the industry through different channels, and strive for more reasonable tax treatment. In the meantime, taxpayers are suggested to conduct research in advance about the proposed policy change in the future and assess the potential impact, so that a proper action plan could be prepared in advance, in relation to the business process, financial treatment, tax declaration, invoice issuance and system upgrade, etc. **B**

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## Review on the development of *Experiential business in Retail Market*



By Michael Hart & Hongfang Jiang



### 关于发展的回顾 体验式商业零售市场

随着越来越多的购物中心的出现，零售市场的竞争也越来越激烈。多种因素迫使业主和开发商改变他们的商业模式以提高他们在零售市场的竞争力，例如消费者购物习惯，技术进步和经济增长等等。在这种情况下，体验式商业模式应运而生，并应用于改善商业前景。

#### 天津体验式零售

在天津，体验式零售的例子包括许多体验式购物中心。据统计，截至2018年底，天津商场总量已达330万平方米。在快速增长的情况下，许多商场不断升级和创新自己的业务运营。

购物空间装饰更具创意，通常结合不同的文化，娱乐和艺术主题。例如，大悦城的洗手间由许多不同的主题改造。通过改革空间和环境来提高消费者的参与度和体验，购物中心也可以从与其他公司合作并获得赞助中受益。此外，许多购物中心使用科技产品来提升商场的吸引力。他们推出了AR，VR产品和无人机。

With the emergence of increasing shopping malls, the competition of the retail market is becoming fiercer. Multiple factors have forced the landlords and developers to change their business model in a bit to rise their competitiveness in the retail market, such as consumer shopping habits, advances in technology, and economic growth. Under this situation, experiential business model emerges and is applied to improve business prospects.

#### TRADITIONAL RETAIL

First, let’s take a step back and look at how retail has changed over the past



two decades. Retail in its physical form focused on how to get brands in front of consumers. This generally happened in four main ways, department stores, shopping malls, big box formats or street front shops.

Traditional department stores would have multiple brands packed into one large building with the products grouped by type. For example, cosmetics on the ground floor, shoes and women's clothes on another, kids up a bit further and usually somewhere in there, a bit of men's clothes, too. The store operator's decided how much space each brand got within that category.

Next came shopping malls, where several large stores, maybe department stores themselves, would anchor one end of a mall, which connected to other parts of the mall and shoppers would meander along these street like areas past individual retail shops, which were strategically arranged to keep people exploring. Large atriums and high ceilings meant malls could extend up to multiple floors with shoppers able to see and be tempted to explore the upper floors.

Eventually big box stores, sometimes called 'category killers' or 'hypermarkets', were developed that generally focused on a single product type, such as food, electronics, or furniture (think Carrefour, Best Buy or Ikea). The appeal of these stores was a deep set of options around a single theme.

And finally to a type of retail called 'street shops' or 'the high street'. This is actually one of the earlier retail experiences, where shoppers literally walk along the street and look into the windows, only going inside if they found something interesting in the windows or knew they needed a specific product. Street shops still play an important role, especially if a brand wants to launch a new product or push a specific image. Sometimes they will lease a combination of street shops and shops in malls to make sure people see the



concept in a highly trafficked area, but also can find it in their local mall.

### ON-LINE SHOPPING SHOCKED THE SYSTEM

So that is how retail traditionally worked, of course a big shock came to traditional retail when online shopping took off. First, people didn't need to leave their home or figure out how to transport goods home if they shop online. Second, they didn't need to venture out on a cold winter day or worry about store opening hours, they could just rely on their computer or their phones for their shopping experience.

To counter these malls and other, traditional retail landlords have added in more experiences, such as restaurants

or play areas for kids, to try and get shoppers back into the "bricks and mortar" or traditional retail formats. This has happened to some extent, but more work is needed. And so now "Experiential retail" that is retail that includes some kinds of experience is attempting to do this. There are a couple of ways this is happening.

First, think about how little the sales people know about you as a shopper versus what your online shopping profile knows. When you log in to an online store, options are often recommended for you based on your previous browsing or purchase history. So some stores are now allowing shoppers to "log in" to their profiles within a store to find out what is in the store now that might be of interest, or offer coupons or discounts to

valued customers. Additionally, smart mirrors might be able to suggest shoes or accessories for a dress or suit you might be presently trying on.

Another part of experiential shopping could be bringing together like minded people. Press reports have talked about a store in London called "House of Vans," an experiential store from Van's, a retailer selling shoes to skaters. The store includes a place to skate or bike in the stores basement, which lets people put their new shoes into action, and becomes a social gather place for people who like the sport and the brand, further linking up the retail group with their demographic.

Other retailers, such as Adidas in Shanghai, allow shoppers to customize shoes or shirts in the store. Any

experience that gets customers into stores and allows them to interact with the brand can enhance their loyalty to the brand, and maybe even spontaneously share the moments online with friends thus creating free advertising for the retailers.

### EXPERIENTIAL RETAIL IN TIANJIN

In Tianjin, examples of experiential retail include many experiential shopping malls. According to JLL statistics, by the end of 2018, the total stock of shopping malls in Tianjin has reached 3.3 million square metres. Under the situation of rapid growth, many shopping malls constantly upgrade and innovate their own business operations.

Experiential marketing is applied to provide more personal emotion in response of external motivation for shopping. The shopping space is decorated to be more creative, generally combining different culture, entertainment and art themes. For example, the washrooms of Joy City were reformed by many different themes, such as the finless porpoise theme toilet, and Coca Cola theme toilet. It is more effective to improve consumers' participation and experience through reforming space and environment, and also shopping malls could also benefit from this method and corporate with other companies and obtain the sponsorships. What's more, many shopping malls use technology products to improve the attraction of shopping malls, such as Grand Yuet City, Aegean Sea, Luneng City, etc. They introduced the AR, VR products and drones to build the technology interactive parks, which cover the all-ages consumers.

In addition, increasingly experiential retail stores expanded rapidly in shopping malls. The most notable format is children related stores. In the past four years, the children's brand occupancy rate in Tianjin retail market has risen from less than 10% to 20%, which has clearly become one of the main drivers of demand. The play area and art centre occupy

a lot of rental space, such as Tomato Art School and Oriental Kid's Art. The outburst of children's experience makes the shopping centre constantly add parent-child business, while bringing a large number of customer sources with family as the unit for the shopping mall, and at the same time, driving the passenger flow of other business forms in the vicinity.

Many brands of service format also emerged by the experiential business model. For example, Yan Ji You bookstore expanded stores in many shopping malls. It not only provides a platform for consumers to buy books, but also gathers coffee, food, and gallery, cultural and creative products to create a distinctive and comfortable reading environment for consumers.

So we think the trend towards experiential shopping will continue. These types of stores will help some savvy landlords like mall owners edge out their competitors. They will allow consumers to link up their online shopping with their in-store experience, making the interaction more valuable for both the consumer and the retailer. Additionally, experiential retail will help bring together like-minded communities around the brands they love, providing loyalty and advertising for retail brands along the way. 



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# How Technology can Help Combat Global Water Crisis

By Stella Law

As global population soars and agriculture expands to feed our constantly growing towns and cities, intensive extraction is leading to fast depletion of water tables across continents.

Let's do a fact check for some perspective:

- According to the World Health Organization (WHO), by the year 2025, half of the world's population will be struggling to survive in water-stressed areas.
- By the year 2035, energy consumption all over the world will increase by 35% which will, in turn, raise water usage by 15%.
- Rising population is expected to drive a whopping 55% growth in water demand, including a 400% rise in manufacturing water demand.
- If we look at satellite images, the Colorado river basin has lost



approximately 65 cubic kilometres of water from 2004 till 2013. Such examples are in abundance across continents.

Not only do we need to recognize that water is a precious resource and that it needs to be better managed, valued

and conserved; but we also need to take practical steps to invest in technology that can help mitigate the looming global water crisis. While not being perfect, the technologies we are going to zoom in today have shown the potential to be of great help on that front.

## 技术如何帮助对抗 全球水危机

目前全球有 22 亿人口无法解决日常饮用水的问题，据统计每 1.5 分钟就有一名儿童死于缺水，保证干净的饮用水资源成了世界各国迫切要解决的难题。

到 2035 年，全世界的能源消耗将增加 35%，将增加 15% 的用水量。

预计人口增长将推动水需求增长 55%，包括制造业用水需求增长 400%。

如果我们观察卫星图像，科罗拉多河流域从 2004 年到 2013 年已经损失了大约 65 立方公里的水。这些例子遍布各大洲。

我们不仅需要认识到水是宝贵的资源，而且需要更好地管理，重视和保护水资源；我们需要采取切实可行的措施来投资有助于缓解迫在眉睫的全球水危机的技术。

### #1 WaterSeer

其解决方法是从空气中提取饮用水。

### #2 Fog Catchers

人们可以说这种装置可以让水从空气中出现。

### #3 The Janicki Omni 处理器

Janicki Omni Processor 是一种废物处理设施，可以将人类粪便转化成电力、灰烬以及饮用水。

### #1 WATERSEER

The process of extracting clean drinkable water from salt water is expensive and time-consuming. That is why the US-based VICI Labs has created a contraption that can pull moisture from the atmosphere and extract up to 11 gallons of clean water per day. This machine is called a WaterSeer.

Planted six feet below the surface, its lower chamber is surrounded by cool Earth. The device blows wind into the underground chamber, where eventually water is extracted with condensation.

While the idea is quite ambitious, critics say that the device won't work in arid climates. Field trials for the device were held in Berkeley, California where half and quarter-scale models of WaterSeer managed to pull about 300 millilitres of water in a span of 3 hours.

Critics are also of the view that the device could only work during the day when the ground is cooler than the air above. During night time, the air above is cooler than the ground which will restrict its functioning.

### #2 FOG CATCHERS

This device, what one could say, makes water appear out of thin air. Literally!

Aptly christened as fog catchers, vast mesh nets are set up to capture the moisture from fog and collect in trays after condensation. The water is quickly collected and is clean to use. Also called "fog harvesting", this process was set up on a massive scale on Mount Boutmezguida in Morocco.

Dar Si Hmad, a non-profit organization responsible for this ingenious initiative, was awarded UN's 2016 Momentum for Change award. The system was first developed in South America and later on established in Ghana, Peru, California and South Africa.



Critics say that this system although can provide a supply of water for small communities, is difficult to rely on it for increased water supplies.

### #3 THE JANICKI OMNI PROCESSOR

The Janicki Omni Processor has quite an ingenious idea behind water harvesting. It uses human faeces to extract clean drinkable water. Despite sounding gross, the machine does present a revolutionary way to process waste and extract drinking water.

Created by Sedro-Woolley, Washington based company Janicki Bioenergy, the machine collects sewage and moves it up on a conveyor belt where it is boiled into water vapour. The water vapour then runs through a cleaning process to produce clean drinking water. It runs at a temperature of 1000 degrees Celsius and does not leave a nasty stink.

The Bill Gates foundation has backed this device, which not only turns raw sewage into drinking water, but also produces electricity and pathogen-free ash. Bill Gates himself witnessed the process of faeces turning into water, tasted it and wrote about in a blog post. He said "The water tasted as good as any I've had out of a bottle. And having studied the engineering behind it, I would happily drink it every day. It's that safe."



This technology could greatly benefit many developing countries, where rivers are polluted with sewage every single day.

### CONCLUSION

"Water, water everywhere... Not a drop to drink!" These lines from "The Rime of the Ancient Mariner," by Samuel Taylor Coleridge, could become the sad truth of our future, if we do not pay heed right now!

It is crucial that technological innovations, like the above, receive generous investment, as they can prove to be vital in resolving the future water crisis. Innovations like these need an interdisciplinary approach from development and technology sectors, as they can provide futuristic and long term solutions. **B**

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By John Feng

# 5 Things SMEs Should Be DOING ONLINE

*The differences between big companies and Small and Medium Enterprises have been much bigger in the past*

This is a sentence that can seem controversial at first sight, but please allow me to dissect it. It is true that there were never in history companies' evaluations as right now for giants like Apple, Amazon or Alphabet. The gap between these companies and the average SME is huge and for sure it has never been higher. However, I truly

believe that, nowadays, with the help of the internet, every business owner has almost the same opportunities to improve its business – I know, the budget is still different, but...

What I mean is that it is possible for a SME Marketing Manager to have access to the same digital marketing

tools as the big companies, and it all depends on how much effort and quality you put in using those tools. After you reach a high level of quality in those tools, your results will dramatically improve and you will be getting closer and closer to the “big boys”. But which tools are we talking about here? Let's take a look.

## 中小企业应该在网上做的 5 件事

在过去，大公司和中小企业之间的差异要大得多。

现在在互联网的帮助下，每个企业主都有几乎相同的机会来改善其业务 – 我知道，预算仍然不同，但.....

我的意思是，中小企业的营销经理有可能获得与大公司相同的数字营销工具，这一切都取决于努力。

### 网站

有多少公司仍然拥有与 5 年前相同的网站？首先，公司需要建立一个顶级网站，具有现代设计，清晰的联系信息，最重要的是，移动响应。

### 社交媒体

在与您的业务相关的所有社交媒体平台中建立自己的存在，请确保始终向您的受众发布相关内容。如果这个内容可以引导人们访问您的网站，那么这是一个三赢的局面。

### 内容

专注于内容的撰写和质量，难道你不觉得为耐克的数百万粉丝创建内容要比为数千名忠实客户服务更难吗？



### WEBSITE

How many companies stopped in time and still have the same website as 5 years ago? I know some which even froze ten years ago. This is certainly hurting the business! First of all, focus on getting a top-notch website, with a **modern design**, clear **contact information** and most importantly, **mobile responsiveness**.

Besides this, you have to make your website visible through **Search Engine Optimization**. Audit your SEO strategy often, review it and adjust it to your needs and accordingly to the keywords that are bringing you good results.

### SOCIAL MEDIA

Build your presence in **all social media platforms** that are relevant to your business and dedicate yourself to them. Having a static profile will not help you in any way, so make sure you consistently post relevant content to your audience. If this content can

direct people to your website, then it is a win-win situation.

**Pro Tip:** If at the beginning you do not have satisfying traction, do not worry and keep doing it. It takes time to be acknowledged, but eventually the results will appear.

### LOCAL DIRECTORIES

Ok, now you have a very nice website and you can interact with your customers on social media, but everyone has different ways to find answers to their problems. It is vital that you build your presence in **as many places as possible**, and even if local directories are losing importance over the years, they are still very relevant means to be found. Not only they focus on their own SEO, which will benefit you indirectly, but also it does not cost you anything and there will always be some potential clients visiting those pages. Depending on the country and industry you have your business at, these

directories can change, so search for all of them and become visible.

### CONTENT

Turn around the fact that you are a small company and focus on your niche. Wouldn't you agree that it is much more difficult to create content to serve Nike's millions of followers than to a nice couple of thousands dedicated customers? It is indeed easier, so you just have to give them relevant content, write about topics that interest them and will genuinely add value to their lives. Do not focus too much on selling, because that will hurt more than help. Through **added-value** you will become a partner, instead of just another company trying to sell.

### ENGAGEMENT

Whether it is social media, chat or emails, **engaging is the key**. Contribute in a valuable way, give your honest feedback and advice and, then again, your customers will see you more as a partner and less as a supplier. It might be hard to spend much of your day on this if the company is small, but every interaction, if it is done in a genuine way will help your business incredibly.

### WRAPPING UP

These are some of the things any small company should be doing, but then again, it might be too big of an overload to do this in-house, so there is always the outsourcing resource that will allow you to have high levels of quality in your digital presence, in exchange for a monthly fee. There is a wide variety of companies that will provide you with this service and you will have many options within every budget level. Above all, there is no excuse why you shouldn't be focusing on your online business, whether you are a small retailer, a service provider or even a “one-man show”.

Take action and see the growth!

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By Barbara Ross

## What Employees Want from Performance Management?

It is crucial for the employees of any organization to have an ongoing conversation with their managers to ensure accomplishment in the workplace. A study indicates that the optimal time employees should spend communicating with their managers is six hours a week. As the number perhaps seems surprising for many employees, organizations are increasingly considering higher productivity rates from their employees after they have spent some quality time with their managers. As a matter of fact, the research found that employees, who have been spending good time with their managers, are 29% more inspired, 30% more engaged, 15% more intrinsically motivated, and

16% more innovative than all those employees who had to spend hardly an hour per week.

### BRIDGING THE PERFORMANCE GAP

The sad part is that employees and their managers do not really get along as much as they should be. Since the time when objectives are set at the start of each year, till performance management takes place, there lies a gap between managers and their employees. A few formal words from the manager may not be helpful, which eventually leave the employees on their own, without an assurance if they are working on the right things, or without any assistance on how they can amplify their impact.

Getting proper attention from the management is crucial for employees, as business goals shift over time, and it is important to guide the employees throughout the process on what is expected from them. The quality and frequency of such meet-ups is crucial not only for goal alignment, but personal development as well. If employees do not get many chances to connect with their managers, how will they ever get to know if they are going on the right track and what they can do to further improve themselves?

### WHY EMPLOYEES AND MANAGERS DO NOT COMMUNICATE?

Generally, the meetings that take place between a manager and employee

### 员工希望从绩效管理中获得什么？

一项研究表明，员工与管理人沟通的最佳时间是每周六小时。对于许多员工而言，这个数字似乎令人惊讶，很多组织认为员工在与管理人员交谈后能够提高生产率。

#### 为什么员工和经理不沟通？

通常，管理人员和员工之间的会议是非结构化的，因为他们缺乏适当的议程。如果没有适当的项目可供讨论，那么会面就会变得不那么专注。除了监督员工之外，管理人员通常还需要考虑其他业务，因此，他们不会优先考虑绩效检查。

#### 员工与经理沟通可以获得什么？

员工可以通过与经理沟通获得很多收益，因为这能够提高绩效，提高参与度和培养所需技能。

组织应该持续帮助管理者提高员工的整体绩效和发展技能，从而为所有员工创造双赢局面！

are unstructured as they lack proper agenda. If there are no proper items to discuss, the meet-ups become quite unfocused. Managers generally have to look into several other aspects other than supervising their workers, and as a result, they do not make performance check-ins their priority.

Managers may not have enough time, forget to have their employees on-board, do not understand the value of these meetings, and lack training.

Employees, on the other hand, also play a vital role here, and even if they fail to have effective communication with their managers about their performance, because they may avoid bragging, they do not keep track of their performance, lack ownership of their careers, etc.

### WHAT EMPLOYEES CAN GAIN BY COMMUNICATING WITH THEIR MANAGERS?

Employees can gain a lot by communicating with their managers, as it is the best approach to improve performance,



increase engagement, and develop the required skills. Lack of feedback causes them to feel separated and find their talent of no value within the organization.

There are a few vital means via which employees can acquire the most out of their regular performance by communicating with their managers:

- **Make Their Work Visible** – To make the managers understand what their employees are working on, it is vital for the employees to make their achievements and activities visible to them. Ideally, this approach would work from previous meetings, so that there is continuity in communication, so that steady progress can be shown week after week.
- **Raise Problems Proactively** – It is imperative for the employees to share their needs and reliance with the managers. What resources do they require? What challenges are they facing? Are they hindering their goals? Employees need to be clear about how their surroundings are affecting their performance or accomplishment of their goals.
- **Align Opportunities** – Regular check-ins allow employees to understand the expectations of their managers more clearly, and authenticate that they are focusing on the right activities. In case the business priorities change, they would know if they actually have to realign and focus on different goals or not.
- **Get An Input** - Employees must invite feedback from the managers

on their recent actions. Are they being able to accomplish their targets in a timely manner? Are they prioritizing different activities adequately?

### CAN CONTINUOUS PERFORMANCE MANAGEMENT HELP?

Managers are the ones conducting performance reviews, and employees are responsible for demanding ongoing feedback and supervision they require throughout the year. Performance management must comprise of recurring 1-on-1 meetings between the managers and their employees, so that their performance and goals are properly aligned towards accomplishing the right businesses objectives.

These meetings do not turn out to be a one-way street, but both managers and their employees need to collaborate with each other. The manager should not be doing the task of their employees, but rather to create an environment that helps the employees be successful. And it is the prime responsibility of the employees to proactively share their activities and seek valuable input.

Developing the right aptitude is basically a combination of manager's skills to guide and an employee's willingness to learn. The employees want the entire performance management process to be more forward-looking, more employee-driven, and continuous help from managers to improve overall performance and develop skills of their employees in a way that it creates a win-win situation for all! **B**



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### Tianjin Chapter elects new Executive Committee

The Tianjin Chapter of AmCham China recently held an election for its executive committee. The six winners subsequently voted for a chairman and vice chairman. The Tianjin Chapter's new executive committee will be:



**Chair**  
Martin Winchell,  
Schneider Logistics  
(Tianjin) Co., Ltd.



**Co-Vice-Chairs**  
Sean Filson,  
Taylor Printing  
Company (Tianjin)  
Limited



**Co-Vice-Chairs**  
Marcus Williams,  
Boeing Tianjin  
Composites Co., Ltd.



**Committee members**  
Nathan Dunbar,  
Caterpillar Tianjin  
Ltd.



**Committee members**  
Michael Hart,  
Jones Lang LaSalle  
(Tianjin)



**Committee members**  
Humphrey Wang,  
Tianjin Pher  
Food Beverage  
Management CO. Ltd.

The new executive committee will take office from now and serve for two years. The chairman and vice chairman will serve for one year.

### AmCham China Food & Beverage Working Group

The Food & Beverage Forum provides a platform for members from the food and beverage industry to meet on a regular basis, to exchange information on regulations and standards in relation to food safety and to bring forth joint efforts reaching out to Chinese authorities responsible for food safety issues. The Forum meets on a monthly basis and recently commented on the Food Safety Law revisions, and also a series of various regulations in relation to the Food Safety Law. Recent activities that the Forum hosted have included a series of meetings with Key Opinion Leaders from both the private and public sectors, and more recently invited Chinese officials to provide a briefing on the newly revised Consumer Protection Law.

There is very little information outside this about what types of events AmCham China has implemented.

Website link:

<https://www.amchamchina.org/news/food-and-beverage-forum>

For more information contact Jenny Chen, Food and Beverage Forum Coordinator:

Email: [jchen@amchamchina.org](mailto:jchen@amchamchina.org)

Tel: (8610) 8519-0865

**AmCham Shanghai Food, Agriculture & Beverage Committee**



The Food, Agriculture & Beverage Committee facilitates sharing of best practices across the farm-to-fork supply chain. The Committee aims to be an information resource, a networking forum and a government engagement platform for key industry issues. The Committee helps members to increase food safety awareness among the general public and lead the implementation of industry's best practices. The Committee also engages regulatory bodies to advocate member interests, while assisting members with regulatory compliance.

The following are several summaries of the types of events AmCham Shanghai hosts, which are related to policy, supply-chain sustainability and food safety awareness:

[A Taste of Tomorrow: Innovation in a Changing Market](#)  
[A Briefing on Big Health Trends in Food & Beverage](#)  
[How Chinese Consumers look at Health and Diet](#)

Website link for further related articles:  
<https://www.amcham-shanghai.org/en/resources?committeeId=36>



DINING

TIANJIN

Chinese



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

**Din Tai Fung**  
A: No. 18, the junction of Zi Jin Shan Lu and Binshui Dao, Hexi District  
T: +86 22 2813 8138  
W: [dintaifung.com.cn](http://dintaifung.com.cn)  
鼎泰丰  
河西区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](mailto:info@qingwangfu.com)  
W: [qingwangfu.com](http://qingwangfu.com)  
庆王府  
和平区重庆道55号

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

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

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

Japanese

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

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

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

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

**Bowbow Sushi Japanese Restaurant**  
A: Xiannong Area, Intersestion 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

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

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



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

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

**Bistro Thonet**  
A: No.55 Chongqing Road, Heping District  
T: +86 22 8713 5555  
E: [info@qingwangfu.com](mailto:info@qingwangfu.com)  
W: [qingwangfu.com](http://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 8338 5251  
+86 157 2205 2242  
羽深肉铺  
和平区成都道187号

**Café Majestic**  
A: 1F Haihe Wing, The Astor Hotel, Tianjin. No. 33, Tai'er Zhuang Lu, Heping District  
T: +86 22 2335 6748  
+86 138 2048 8636  
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](mailto:info@browns-tj.com)  
勃朗斯英式酒吧餐厅  
和平区重庆道83号民园广场西楼一层108-111号

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: 15602172289,  
17526573687  
Le Rosso 意大利餐厅  
和平区吴家窑二号路迎春里24号楼底商(靠近西康路)



**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  
+86 138 2048 8636  
拉斯曼娜西班牙餐厅(和平店)  
天津市和平区吴家窑二号路迎春里25号门底商



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

Bars

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

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

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](http://www.kidsrkids.com)  
[www.kidsrkidschina.com](http://www.kidsrkidschina.com)  
E: [contact-tianjin@kidsrkidschina.cn](mailto:contact-tianjin@kidsrkidschina.cn)  
凯斯幼儿园, 天津雲锦幼儿园  
西青区中北镇紫阳道65号雲锦世家内

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

**International Schools**  
**INTERNATIONAL SCHOOL of TIANJIN**  
Working Learning Acting TOGETHER

**International School of Tianjin**  
A: No.22 Weishan South Road, Shuanggang, Jinnan District  
T: +86 22 2859 2002/5/6  
W: [www.istianjin.org](http://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](mailto:admissions.tianjin@wellingtoncollege.cn)  
W: [www.wellingtoncollege.cn/tianjin](http://www.wellingtoncollege.cn/tianjin)  
天津惠灵顿外籍人员子女学校  
红桥区义德道1号

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



**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  
海维林酒吧  
利顺德翼, 和平区台儿庄路33号天津利顺德大饭店一层

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



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

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

Fitness



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



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

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



**SERVICES**

**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 Weigu 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

**Tianjin Yan Yuan International Hotel**

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



**Shangri-La Hotel, Tianjin**

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



**PAN PACIFIC TIANJIN HOTEL**

**A:** No. 1 Zhang Zi Zhong Road, 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

**Shan Yi Li Boutique Hotel**

**A:** No.55 Chongqing Road, Heping District.  
**T:** +86 22 87135555  
**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 4216, 41F, Tianjin World Financial Centre, 2 Dagubei Road, Heping District, Tianjin  
**T:** +86 22 5830 7962  
**E:** tianjin@bj.china.ahk.de  
中国德国商会天津办事处  
和平区大沽北路 2 号 天津环球金融中心 41 层 4126 室

**Moving & Relocation**



**Asian Tigers China - Tianjin**

**A:** Room 2705, The Exchange Tower 2, No. 189 Nanjing Road, Heping District, Tianjin, 300051, China  
**T:** +86 22 2433 3378  
**E:** general.tsn@asiantigers-china.com  
**W:** www.asiantigers-mobility.com  
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:** 7<sup>th</sup> Floor, @ City, M Plaza, the cross of Binjiang Road and Shanxi Road, Heping District, Tianjin  
**T:** +86 22 2712 1314  
和平区滨江道与山西路口 Mplaza7 层



**DINING**

**TEDA & TANGGU**

**Brazilian**

**Salsa Churrasco**

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

**Chinese**

**Fortune Restaurant**

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

**Crab Club**

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

**Yue Chinese Restaurant**

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

**Japanese**

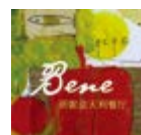
**Sake n Sushi Bar**

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

**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, 2<sup>nd</sup> Avenue, TEDA  
**T:** +86 22 6528 8888 ext. 6230/6232  
 班妮意大利餐厅  
 开发区第二大街 50 号天津滨海喜来登酒店 2 层

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

**Feast All Day Dining Restaurant**

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



**LE CROBAG - Teda Store**

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



**BARS**



**Happy Soho Live Music & Dance BAR**

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

**Education**



**TEDA International School**

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

**Tianjin TEDA Maple Leaf International School**

**A:** No. 71, 3<sup>rd</sup> 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

**SERVICES**

**Hotels**



**Renaissance Tianjin TEDA Convention Centre Hotel**

**A:** No. 29, 2<sup>nd</sup> Avenue, TEDA  
**T:** +86 22 6621 8888  
 天津万丽泰达酒店及会议中心  
 开发区第二大街 29 号



**Sheraton Tianjin Binhai Hotel**

**A:** No. 50, 2<sup>nd</sup> Avenue, TEDA  
**T:** +86 22 6528 8888  
**W:** [sheraton.com/tianjinbinhai](http://sheraton.com/tianjinbinhai)  
 天津滨海喜来登酒店  
 开发区第二大街 50 号



**HILTON TIANJIN ECO-CITY**

**A:** No. 82 Dong Man Zhong Lu, Sino-Singapore Eco-City, Tianjin, P.R. China 300467  
**T:** +86 22 5999 8888  
**E:** [tianjinecocity@hilton.com](mailto:tianjinecocity@hilton.com)  
**W:** [tianjinecocity.hilton.com](http://tianjinecocity.hilton.com)  
 天津生态城世茂希尔顿酒店  
 天津市中新生态城动漫中路 82 号

**Holiday Inn Binhai Tianjin**

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

**Apartment**



**Crowne Plaza Tianjin Binhai**

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

**Apartment**



**TEDA, Tianjin - Marriott Executive Apartments**

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



**Fraser Place Binhai, Tianjin**

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

**HEALTH**



**Ascott TEDA MSD Tianjin**

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

**Office Space**



**TEDA MSD**

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

**Spas**

**Touch Spa**

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

**Yue Spa**

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

**Hospitals**



**Raffles Medical Tianjin TEDA Clinic**

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

**Library**

**Tianjin Binhai Library**

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



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

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

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

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

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

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

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

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

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

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

**BULLET (C) TRAIN**

**TJ ~ BJS (¥55 - ¥93)**

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

**BJS ~ TJ (¥55 - ¥93)**

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

**TG ~ BJS (¥66 - ¥93)**

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

**BJS ~ TG (¥75 - ¥239)**

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

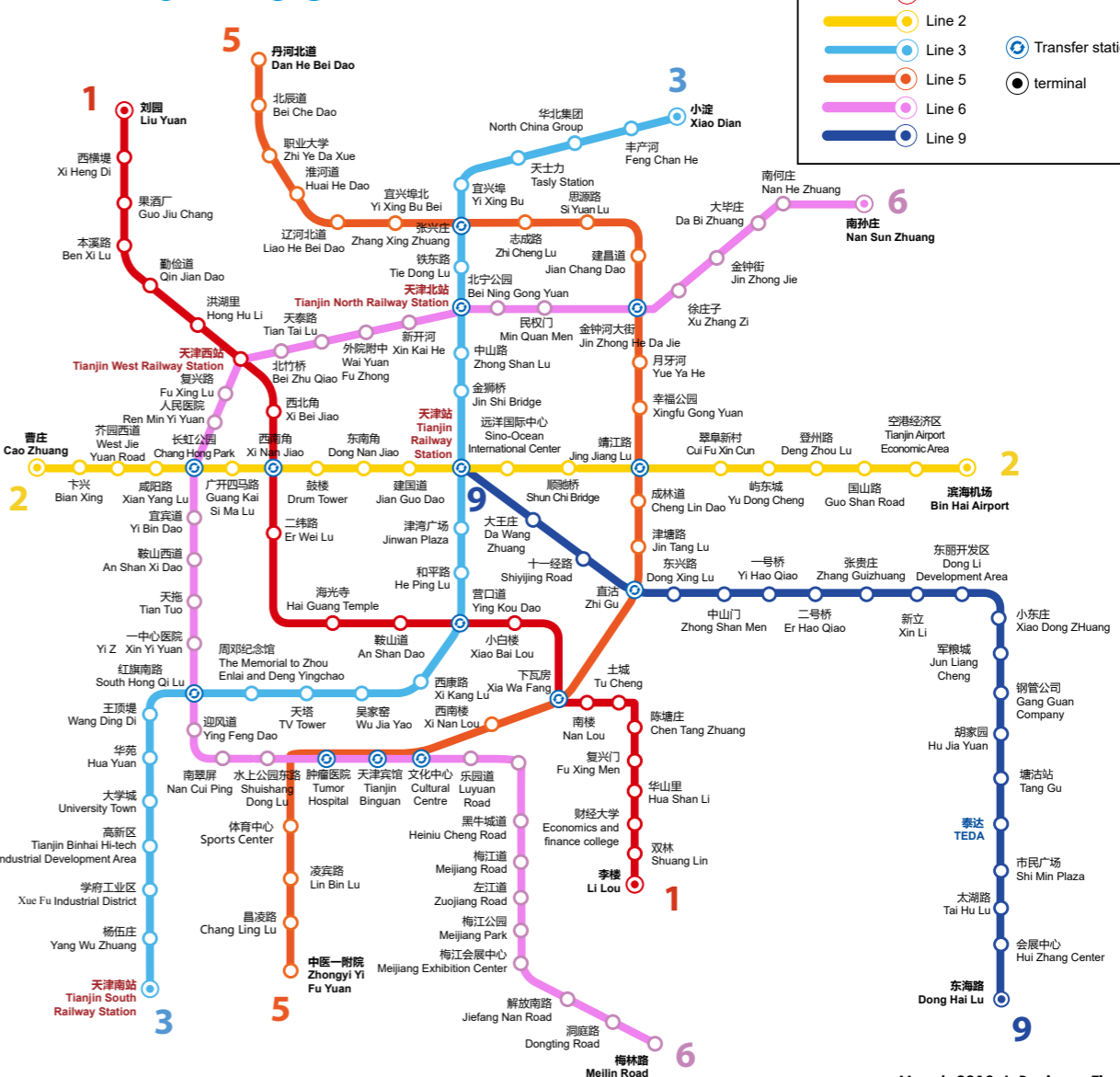
**Wuqing ~ BJS (¥39 - ¥66)**

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

**BJS ~ Wuqing (¥39 - ¥66)**

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

**TIANJIN SUBWAY MAP**







Polished Jade Rocks

**玉**  
珍贵宝石与文化的重要性

玉代表了我们的三个特征：善良，珍贵和美丽。它不仅仅是某种美丽的绿色石头或神秘的岩石，还可以当作装饰品或珠宝。它体现了质量和独特性。它的光彩代表着纯洁和智慧。

如果有人形容你冰清玉洁，那么我们就知道你是一个高尚纯洁的人。这就是为什么许多成语和谚语将玉结合到短语或名称中。

目前，玉仍然很受欢迎。很多人仍然相信它可以起到好运和健康的作用。在去年杭州西湖博物馆举办的展览中，展出了大约 320 件玉器，并向公众开放观赏。它证明了玉文化在过去的盛大程度。玉不仅仅因为它的稀有而被认为是珍贵的。由于我们都非常重视和尊重传统美德，翡翠将永远保持其重要性；越来越多的人将其视作为我们历史上最珍贵的宝石。

# JADE

## Precious Gem and Vital in Our Culture

By Rose Salas

**J**ade or Yu represents three symbols that shaped our culture: goodness, preciousness, and beauty. Every aspect of this precious gem reflects a remarkable character that is present in our civilization. It is not just some kind of a beautiful green stone, or a mysterious rock that one can use as an ornament or jewelry. Its features embody quality and uniqueness. Its brilliance represents

purity and its hardness, intelligence. The richness of its colour signifies loyalty, while its flaws are to sincerity.

Being known as a “sacrificial vessel” back in the ancient times, jades were used in a ritual ceremony, like when the **Prince Liu Sheng** of Zhongshan State was buried using 2,498 pieces of jade as a suit. Only the affluent and elite people could afford this kind of burial.



Nephrite Jade Elephant



Jade Bangle



Jade Burial Suit

Thus, jade represents a social status. Throughout the years, people around the world came to know that this precious material is a symbol of social value.

As it was written in one of our sayings, “Gold has a value and jade is invaluable...” This is because jade was considered to epitomize perfection and immortality. In the *Book of Rites*, Confucius mentioned that there were 11 virtues attributed to jade: justice, propriety, truth, benevolence, credibility, music, loyalty, heaven, earth, morality, and intelligence. It links man to spirituality and religion. With all these ethicalness that has been attributed to jade, indeed, we can say that it is really indispensable!

We all know that gold is an all-time precious metal that everyone wants to possess. It has a high value in the global market even up to this day. But, why do we consider jade invaluable and incomparable to gold? Jade is used to be described as purity or purification; thus, claimed as a healing gem. It carries a nourishing energy, so if you keep it close to some aching body parts, it brings

an outright healing effect. The energy present in this stone helps you reach a state of balance and harmony. Even the old people believed that it could ward off bad spirits. This is why jade is also regarded as the “Stone of Heaven”. It is believed that, in Feng Shui practice, Yu brings endless good luck, so it is a favourite stone used for carving animals like elephants, dragons, fish and many other symbols of luck and wealth.

Moreover, it denotes a desirable and beautiful characteristic in a person. If someone describes you as 冰清玉洁 (bingqing yujie), then we know that you are of a noble and pure character. That is why, many of idioms and proverbs were found to have jade incorporated into phrases or names.

What makes jade a vital symbol of our culture is the incomparable value of this gem to even the highly-priced gem found all over the world, such as diamonds! Having around 5 thousand years of history, jade had been present in the development of our civilization and its significance did not become void of worth. As a matter of fact, it is

present in all periods of the Chinese history, being more apparent as a symbol of political power and religious authority.

Presently, jade is still popular. A lot of people still believe that it serves as protection, good luck and health giver. In the exhibition held last year at Hangzhou’s West Lake Museum, there were about 320 pieces of jade relics that were displayed and became open to public for viewing. It served as a testimony of how grand the jade culture had been in the past. Jade is not considered precious only because of its rareness. As we all put a high regard and value in virtues, Jade will forever hold its significance; reaching more and more generations, while bearing its trademark as the most precious gem in our history. **E**

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## Made for China

By Christian Nothhaft, 2017

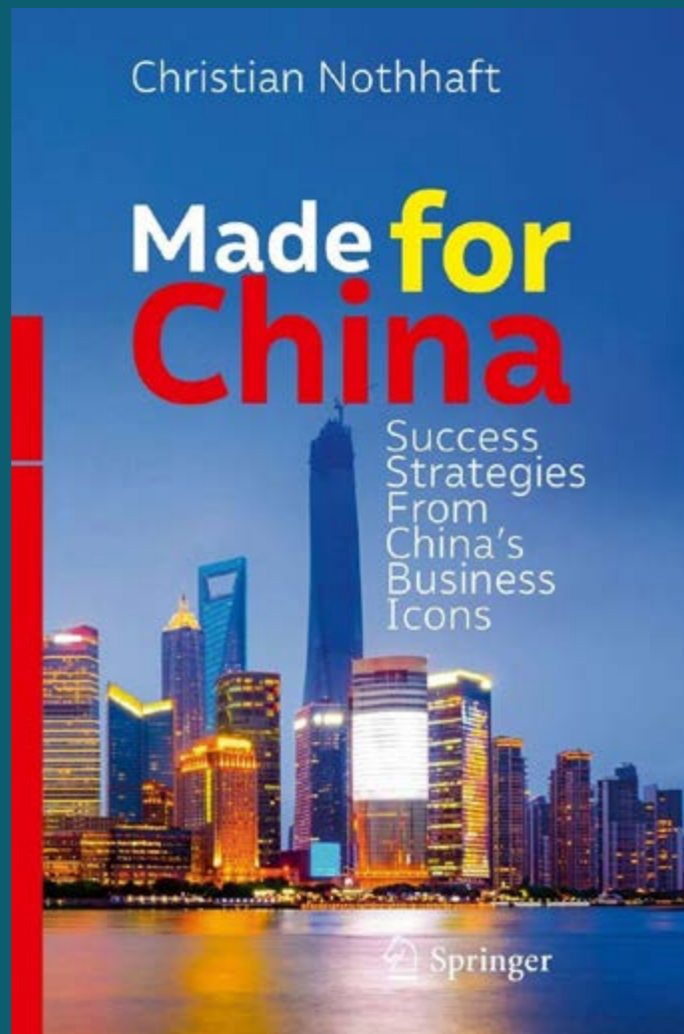
### 为中国制造

本书从独特的视角对中国快消品公司在全球化进程中的成功案例和未来愿景进行了详细的研究和介绍。作者 Christian Nothhaft 是一个地道的德国人。但他从 12 岁开始就一直生活在中国，目前已经在亚洲工作 20 多年。他还有一个中文名叫做“罗敬仁”。也许你对他比较陌生，但如果介绍他的另一个头衔，你一定会十分熟悉，那就是——屈臣氏前中国董事总经理。

作者突破性地采用与中国最具有影响力的公司领导者面对面访谈的方式，来展现内容的真实性与完整性。

这些著名企业家大多出生于 20 世纪 50 年代至 70 年代，是中国的第一代企业家。他们见证了中国从改革开放、引进外商到民营企业崛起的市场发展的每一个重要阶段。所以他们对于快速发展的中国市场以及如何在此变化如此快速的商业环境中抢占先机，都有着丰富的经验和独到的见解。

此外，本书为有志于成为未来商界领袖的精英们如何在中国消费浪潮中引领潮流提供了宝贵的建议和鼓励。作者还对最新的发展趋势进行了分析研究，揭示了进入中国市场或如何在中国市场抢占先机的最佳机会。对了解中国市场、中国消费者心理和如何量身打造适合中国的“经商之道”有很大帮助，是一本商业类必读之书。



Christian Nothhaft comes to us with a creative inside look into the business workings of modern China.

His book shares unique perspectives on the successful global evolution and future ambitions of Chinese consumer companies. It uses the examples of some of the biggest, currently running companies which are based in China. It presents an unprecedented collection of one-on-one interviews with some of the most influential leaders in China, whose companies offer diverse products and services. Nothhaft really pulled no stops on this one, interviewing so many business owners from throughout China. The most intriguing part of the book, in my opinion, is exactly this, an inside view like this is something rarely

attainable for us, westerners. It shows a really deep insight into contemporary Chinese business practices. What's more, it does this through the lens of the actual Chinese, who have a much better understanding of their own practices than westerners looking at them through a lens of bias.

Further, the book offers future business leaders encouragement and guidance on how to ride the consumer wave in China. It presents valuable advice for how the western market, and by extension, the businesses in the west should adapt to an increasing Chinese presence in the global market. It also investigates some of the foremost current trends, revealing the best opportunities for companies to succeed on the Chinese market. This means that the book not only shows how to deal

with the Chinese so to speak invading out markets, but also how to do the same in return, what needs Chinese people have, that are not fully covered by their own businesses. Written by a successful business leader, this book is a timely must-read for anyone seeking to understand Chinese consumers, the Chinese market and what makes Chinese entrepreneurs tick – helping them learn how to do business “Made for China”.

I would highly recommend this book, seeing as it's a fairly short read when it comes to business books for professionals. **B**

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## Confucius Teachings applicable Today

By Rose Salas

In each era and dynasty, there will always be people who will leave their mark into history. Confucius has made a great impact to our nation until today. Kong Qui or K'ung Fu-tzu was a Chinese philosopher, teacher and political figure. He was well known for his teachings, which are preserved by his students known as the Analects. Most of his teachings were deemed as the model of ethical teachings that focuses on educating people about social and moral values, self-cultivation, and family ethics.

Confucianism is not viewed as a new religion, but instead, a philosophical worldview that focuses on respect, love, humanity and self-discipline. It doesn't exclude itself as a religion with separate liturgical specialist, but as a part of society's people and everyday life. Its influences still remained and continuously influence other philosophies until these days.

### WHAT ARE CONFUCIUS' TEACHINGS THAT ARE STILL VALUABLE TODAY?

Confucius' philosophies are closely linked with our everyday life, which seems trivial - mostly neglected due to its familiarity. His philosophy reflects humanness through a respectful and harmonious relationship with one another and self-improvement. The following are 5 teachings of Confucius that are still applicable today:

#### 1. The Golden Rule

This philosophy of Confucius is known worldwide that promotes the principle of love for one another. It is also known



*What you do not want done to yourself, do not do to others*

Confucius

as “What you do not want done to yourself, do not do to others”. This entails the people to respects other's feeling by putting yourself in another's shoes. This enables a person to think twice before they act. Keeping this in mind, we are always reminded to show kindness at all times.

#### 2. The Essence of Learning

Confucius is known as a philosophical leader who loves to learn. He believes that education is one of the keys to moral and self-improvement. “To be fond of learning is

### 孔子教义适用于今天

孔子的教义今天仍然有价值吗？孔子的哲学与我们的日常生活密切相关，他的哲学通过彼此尊重和谐的关系以及自我的完善来反映人性。以下是今天仍然适用的 5 种孔子教义：

- 1. 黄金法则**  
孔子的此哲学在全世界都是众所周知的。它也被称为“己所不欲，勿施于人”。
- 2. 学习的本质**  
孔子被称为一个热爱学习的哲学领袖。他认为，教育是道德和自我完善的关键之一。好学近乎知，“力行近乎仁，知耻近乎勇”。

- 3. 自我提升**  
自我提升的一个主要关键特征是找到合适的教师和学习来源。“三人行，必有我师焉；择其善者而从之，其不善者而改之”。
- 4. 始于家庭**  
孔子认为家庭是关系的缩影。
- 5. 愤怒不是答案**  
孔子认为，愤怒永远不是任何冲突的答案，这就是为什么他引用“言寡尤，行寡悔”。





to be near to knowledge. To practice with vigor is to be near to magnanimity.” This is one of his sayings that promotes learning, but at the same time, warns against hoarding information from mere memorization. He believes that true learning doesn’t just involve knowing the information and facts; but to develop your own ideas and explore new things through acquisition of new ideas. Knowledge always brings wisdom.

### 3. Self-Improvement

One of the main key features of self-improvement is finding the proper teacher and source of learning. *“When I walk along with two others, they may serve me as my teachers. I will select their good qualities and follow them, their bad qualities and avoid them.”* This describes that anyone can be your teacher- that there is always someone better than us who could guide and

ingrain us with good habits. Confucius reminds us to learn from people with good character, and follow their example at the same time. Moreover, evaluating ourselves from time to time is essential to avoid developing bad traits that can ruin our whole character.

### 4. It starts at home

Our culture is known for its filial piety and its virtue of being a good family member. Confucius saw that the family is the epitome of relationship. *“The strength of a nation is derived from the integrity of its homes”*. Confucius believed that for a nation to attain peace and harmony, a family, who serve each other right, with respect and wisdom, will truly affect each other. They will serve as a role model; who, in turn, would continuously affect the society, and will contribute to the betterment of the nation.

### 5. Anger is not the answer

Confucius believes that anger is never the answer to any conflict. That is why he quoted *“When anger arises, think of the consequences.”* This reflects that an action driven by anger will never be correct and will only cause more trouble. It tells you that when angry, never jump to impulsiveness, but instead, calmly assess the situation and think of a proper action.

These teachings are very practical and necessary to remember to improve our way of life. Not only that it will develop and mold a good character in us; but also it will give us inner peace and calmness. Many people nowadays can be driven and inspired by many life mantras. However, if you want to go down the basics, Confucius had given a true wisdom that will benefit you throughout your lifetime! **E**

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