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Business

02/2020

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Ivy Liu,
General Manager
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Dear Readers,

On 31 December, 2019, World Health Organization (WHO) was alerted to several cases of pneumonia in Wuhan. The virus that caused this did not match any other known viruses. The local health authority later identified it as a new virus named 2019-nCoV belonging to the family of Coronaviruses, which includes the common cold virus and viruses such as SARS and MERS.

As of Saturday morning, February 8th, China has over 34,500 confirmed cases of the Wuhan coronavirus, leading to 722 deaths, and it has infected nearly 35,000 persons worldwide and 724 deaths.

Over 100 million people are under partial or full lockdown in Chinese cities. Moreover, the virus has spread globally to more than 25 countries. The number of infections and deaths related to the outbreak of this mysterious virus in China keeps rising, but economists and analysts have counselled caution, saying it's too soon to sound the alarm about the impact on the global economy.

Foreign companies with significant footprints in China, such as Toyota, Airbus, McDonald's, Starbucks, Boeing and Disney, are suspending operations, and many countries are instituting travel restrictions as they respond to the outbreak of the coronavirus.

Currently, the coronavirus is the Number 1 threat to global investors. They are becoming jittery regarding the uncertainty, and it could erase 0.5 - 1% points off China's GDP growth this year against a baseline forecast of 5.9%. The Chinese economy has trembled following the outbreak, causing significant instability in the country, and the government will have to race against time to limit the impact.

Good news was when Director general of the World Health Organization said that the number of new coronavirus cases for last few days have dropped. However, the numbers could go up again, but the last few days were showing a declining trend.

We talk in this issue with Ivy Liu, General Manager of Banana Aviation, about her impressive career in the aviation industry, and her passion for her work. Ivy believes that women all over the world face different challenges in developing their careers.

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Mary Smith

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**Passion and Respect
Make Everything Possible**

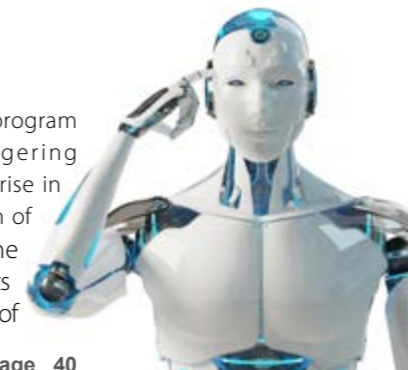
Ivy Liu is General Manager of Banana Aviation Industry Development Co. Ltd. in Tianjin, and she talks about her impressive career in the aviation industry, and her passion for her work.

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TECH ▶

The Rise of Robots

Robots are already learning to program themselves, and this is triggering many fears, including fears of a rise in inequality and of monopolization of this advanced technology. In the coming 30 years, advanced robots could potentially replace millions of workers.



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▲ **LAST WORDS**

Limiting the impact of the coronavirus spread

Nearly 60 million people are under partial or full lockdown in Wuhan and several other cities. Moreover, the virus has spread globally to more than 25 countries. The number of infections and deaths related to the outbreak of this mysterious virus in China keeps rising, but economists and analysts have counselled caution, saying it's too soon to sound the alarm about the impact on the global economy.

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Tianjin News

REGULATION ON EMISSIONS CONTROL IN TIANJIN AND BEIJING



Lawmakers in Beijing have voted to pass a regulation to further control the emissions of automobiles and non-road mobile machinery (NRMM) at the annual session of the municipal people's congress which concluded on Friday. The regulation will take effect on May 1. Beijing had 6.36 million registered automobiles by the end of 2019, with about 30,000 trucks coming in every day from outside the city, as well as 40,000 to 60,000 NRMMs for long-term use. Motor vehicles with emissions exceeding the standard level will be blacklisted, and specific makes and models with high emissions rates will be traced to their manufacturers. Similar regulations adopted by neighbouring Hebei province and Tianjin municipality will also take effect on May 1.

OPENING-UP RESULTS HELP TIANJIN ATTRACT FOREIGN INVESTORS



Overseas investors and foreign companies have shown great interest in the mixed-ownership reforms of state-owned enterprises in Tianjin after a promotional seminar held in Beijing highlighting Tianjin's achievements in luring private investors to traditional SOEs. During the event, the city showcased many of the country's

time-honoured brands from Tianjin Food Group and Tianjin Pharmaceuticals Group, both of whom are vying for foreign investors. A total of 44.7 billion yuan has been introduced to the companies.

25 SELF-DRIVING TRUCKS DEBUT AT PORT IN TIANJIN



Twenty-five self-driving trucks debuted at an autonomous driving show at Tianjin port on Friday, featuring technological advances independently developed by domestic companies. The trucks, jointly developed by domestic companies Sinotruk and Truck Tech, have completed up to 30,000 hours' of pilot operation at Tianjin port, handling shipping containers up to 8,000 times. In the last two years, self-driving advances have enabled Tianjin port to increase efficiency and cut operation costs and energy spending by 25 percent and 50 percent respectively, according to a Tianjin Port press release.

Finance

COLES LAUNCHES FRESH PUSH TO BREAK INTO THE CHINESE MARKET



Coles has trademarked a new logo consisting entirely of Chinese characters. In a sign that the supermarket is looking to expand in China, the new logo contains three Chinese symbols and translates to: 'Customer Australia market'. Coles has made no secret of the fact that it wants

to expand in China, with Chinese demand for Australian meat, wine and milk powder continuing to grow. A supermarket spokesman said that the new logo was part of its plan to expand in China.

TIKTOK OVERTAKES FACEBOOK TO BECOME WORLD'S SECOND MOST DOWNLOADED APP



TikTok and its Chinese equivalent, Douyin, ranked as the world's second most downloaded app last year, but the short-video platform operated by ByteDance is facing challenges from both upstart rivals and established players that are starting to embrace short-form content. TikTok and Douyin amassed a combined 740 million downloads last year, overtaking Facebook and Messenger to become the world's second most downloaded app behind WhatsApp, according to market analyst Sensor Tower. One of its smaller rivals, Likee, a short-video platform owned by Singapore-based Bigo, made its debut among the top 10 with over 330 million installations, half of those from India, according to Sensor Tower, whose report included worldwide downloads for iPhone, iPad, and Google Play but excluded Apple apps and Google pre-installed apps.

GOLDMAN PLANS TO DOUBLE CHINA HEADCOUNT TO 600 IN FIVE YEARS



The Goldman Sachs Group plans to double its headcount in China over

the next five years. The ambition to raise staffing to 600 is part of a five-year plan drawn up by executives at the New York-based investment bank, said a person familiar with the matter who asked not to be identified discussing confidential plans. Soon after he was elevated to the top job in 2018, Chief Executive Officer David Solomon asked for a detailed strategy for expanding in China over the next half decade. Foreign banks are preparing to push into the world's second-largest economy, vying to tend its growing wealth and compete for as much as \$9 billion in commercial and investment banking profits, Bloomberg Intelligence estimates. China, meanwhile, is looking for fresh investments to cushion its economy and to attract foreign competition to sharpen the domestic financial industry.

TENCENT TEAMS WITH STATE-BACKED UNIONPAY ON MOBILE PAYMENTS



Tencent Holdings Ltd. and China UnionPay Co. will soon unify the mobile codes that consumers scan to pay for purchases, granting the Chinese central bank-backed network a bigger foothold in a \$27 trillion payments arena. Tencent and UnionPay have agreed to integrate their QR code systems, allowing their respective customers to transfer or spend money using the same smartphone symbols. A Tencent representative said the company is collaborating with UnionPay in a number of fields on a trial basis. A UnionPay representative declined to comment. China's central bank has pushed for system integration in mobile payments, both domestically

and overseas. The EMVCo consortium, which includes UnionPay, Visa Inc. and Mastercard Inc. as its members, created a QR Payment Mark to promote global payments unification in 2018.

GM WARNS CHINA AUTO SALES WILL REMAIN WEAK THIS YEAR



General Motors Co. warned that pressure on its China business will persist this year as the world's biggest auto market suffers a prolonged slump, exacerbated by a lacklustre economy and the trade war with the U.S. GM and its partners sold 3.09 million vehicles in China in 2019, according to a statement on Tuesday. That represents a 15% decline for a company that was once the top foreign automaker in China. The China slowdown has had major implications for GM's bottom line. In the first nine months of 2019, the automaker's profit in the market fell by almost half to \$893 million from \$1.7 billion in the first three quarters of 2018. GM has not yet reported its fourth-quarter numbers.

AMEX MOVES CLOSER TO ENTERING CHINA'S \$27 TRILLION MARKET



American Express cleared a key hurdle in its bid to gain access to China's \$27 trillion payments market after the central bank accepted its application to start a bank-card clearing business.

The People's Bank of China (PBOC) made the announcement on its official WeChat account on Wednesday without giving details. The decision to accept the application signals that it's moving closer to final approval. AmEx will pit itself against large domestic players in a well-developed market for mobile payments. Mobile transactions topped 190 trillion yuan (\$27 trillion) in China in 2018, making it the world's largest such market, according to iResearch. Ant Financial's Alipay and Tencent Holdings Ltd's WeChat Pay are the dominant players.

LUCKIN ENTERS VENDING MACHINE SECTOR



Luckin Coffee, which surpassed Starbucks as the country's largest coffee chain operator in term of store numbers by the end of last year, said on Wednesday that it was entering the coffee and snack vending machine market to further expand its network, but this will not necessarily generate a quick boost to profits. The Xiamen-based coffee chain operator will offer two kinds of machines including "Luckin Coffee Express", a coffee vending machine, and "Luckin Pop", a vending machine for snacks and beverages, to reach more consumers, particularly in office buildings.

AFTER LAYOFFS, ORACLE EXECUTIVE VOWS TO STAY IN CHINA



Oracle Corp. isn't getting out of China, a senior company executive said in an interview more than eight

months after the media reported that the database giant planned to lay off nearly 1,000 people from its China operations. In early May, Oracle informed its employees about a restructuring plan for its China research and development (R&D) operation, domestic media reported. The American database giant's China Development Centre planned to dismiss more than 900 people from its offices in Beijing, Shenzhen and elsewhere. At the time, the announcement was seen as a possible prelude to Oracle shutting down its entire China R&D operation, which employed about 1,600 people. Oracle downsized its China R&D team as part of a global retrenchment, according to people with knowledge of the matter.

QATAR AIRWAYS RAMPS UP CHINA ROUTES



Qatar Airways said it would move to the new Beijing Daxing International Airport this summer, and is actively expanding flights to more Chinese cities, fuelled by strong travel demand. Starting in January, the national carrier of Qatar started codeshare cooperation with China Southern Airlines on flights between Guangzhou and Doha, as well as Beijing and Doha. In December 2018, Qatar Airways acquired a 5 percent stake in Guangzhou-based state-owned China Southern. Qatar Airways said it hopes to have deeper cooperation with China Southern, which will gradually move all of its flights to Daxing airport.

ALIBABA TEAMS UP WITH STATE-OWNED FAW TO BUILD SMART CAR

Alibaba Group Holding has teamed up with China's state-owned FAW Group Corp to jointly build next-generation



smart vehicles as competition intensifies in the world's largest car market ahead of the broader roll-out of 5G networks. Their partnership will involve Banma Network Technology, an Alibaba-led open mobility platform, to develop a new intelligent connected vehicle operating system and help promote the use of digital intelligence in the car industry. FAW—the Chinese joint venture partner of major industry players including Volkswagen, Toyota Motor Corp and Mazda Motor Corp—will also use Banma's technologies and resources to help design "smart cockpit solutions" for its upcoming vehicles, the statement said.

Law & Policy

CHINA TO BAN FOREIGN SOFTWARE AND HARDWARE FROM STATE OFFICES



China has reportedly ordered all foreign PC hardware and operating systems to be replaced in the next three years, intensifying an ongoing tech war. The country has half-heartedly attempted this sort of thing in the past, but this is its most serious effort yet to isolate itself from the influence of the western technology sector. The goal is not simply to replace American and European software and operating systems with Chinese equivalents, but to replace the hardware they run on as well.

CITY BANS RESALE OF NEW HOMES UNTIL AT LEAST 2023



A city in China's east has moved to combat property speculation by banning new home owners from reselling their houses for at least three-and-a-half years. On 4 January, Tangshan, a prefecture-level city east of Beijing, implemented a 42-month resale restriction that applies to all newly built homes purchased after that date. This is the latest local government effort to rein in property speculation after Beijing gave localities more power to fine-tune their own housing policies, and it comes even as a nationwide economic slowdown sees smaller cities stimulating their property markets to arrest flagging growth.

CHINA ISSUES FIRST INDUSTRY GUIDELINES FOR FACIAL RECOGNITION PAYMENTS



As Chinese embrace the use of facial recognition for mobile and offline payments, an industry group has issued self-discipline guidelines to prevent related risks. The guidelines, released on Monday by the Payment & Clearing Association of China, outline several principles that payment process providers should follow in the use of facial recognition, including user consent and collection of minimal information. The guidelines stress that users' facial image information should

be stored in an encrypted way and separated from users' other information such as bank account numbers and identification numbers. Merchants and other payment-receiving parties must not keep users' facial image information.

CHINA SCRAPS METRIC FOR LOCAL GOVERNMENT TAX REVENUE AS CUTS BITE



China's Ministry of Finance has scrapped one of the metrics it uses to evaluate local governments on their fiscal management—the latest move to ease pressure on officials as tax and fee cuts bite into fiscal revenue. The ministry has abolished the criteria of "fiscal revenue quality" previously applied to provincial-level governments and some cities from a scorecard of seven benchmarks, according to a regulation (link in Chinese) published on Sunday. "Fiscal revenue quality" refers to the proportion of tax receipts in total fiscal income, based on the premise that the higher the share, the higher the quality. The metric was partly aimed at discouraging local governments from boosting fiscal income through big land sales and unreasonable or illegal fees imposed on companies.

GENERAL

WECHAT QUICK RESPONSE CODES HELP GENERATE JOBS AND BOOST BUSINESSES



What's in a quick response (QR) code? It's an economy worth more than 8 trillion yuan (\$1.15 trillion), says a new report released on Thursday. New industries and business models fostered by WeChat, China's all-in-one application connecting people and businesses with a QR code, reached a market value of more than 8.58 trillion yuan last year, WeChat operator Tencent Holdings Ltd said in a joint study with Tsinghua University's Institute for Global Industry. Featuring WeChat's mini-program, public accounts and payment functions, the so-called WeChat ecosystem generated some 26 million jobs last year, the company said during its annual WeChat-themed Open Class in Guangzhou, Guangdong province.

CHINA'S CEOs OPTIMISTIC ABOUT 2020 ANNUAL REVENUE



Chinese CEOs showed the highest level of optimism about global economic growth in 2020 and 45 percent of the surveyed Chinese CEOs said they are "very confident" in their 12-month growth prospects, according to the latest annual global CEO survey by auditing and consultancy firm PwC. By comparison, only 27 percent of global CEOs are "very confident" in the prospects for revenue growth in 2020—a level not seen since 2009, Bob Moritz, Global Chairman at PwC, said in a video on the website of PwC. Experts noted that the deployment of technology and rapid growth of China's digital economy bring great opportunities and confidence to Chinese businesses, though downward economic pressure remains for China this year.

China in the world

GIANT SINKHOLE SWALLOWS AN ENTIRE BUS



An enormous sinkhole swallowed a bus and pedestrians in northwest China, sparking an explosion and killing nine people. Footage showed people at a bus stop running from the collapsing road as the vehicle, jutting into the air, sank into the ground. Several people disappeared into the sinkhole as it spread, including what appeared to be a child. The incident also triggered an explosion inside the hole. A search and rescue operation involving more than 1,000 people and 30 vehicles was quickly under way. An investigation into the cause has been opened.

HOSPITAL ADOPTS 'FINGER VEIN' PAYMENT



Patients at a hospital in Sichuan Province now only need to bring themselves—no need to carry cash or cards, or even remember pin codes—when paying for medical bills. According to the Sichuan Provincial People's Hospital, an infrared camera inside their scanners can obtain images of intravenous veins in fingers. The new method greatly improves settlement efficiency, doesn't require any complicated identification procedures on mobile apps or with banks, and reduces the risk of leaked medical card information and bank card fraud, the hospital said.



THE LONG-AWAITED TRADE DEAL IS FINALLY SIGNED

By Morgan Brady

Wallstreet was glad to see President Trump sign the US-China "phase one" trade agreement. The agreement included, among other things, pledges from Beijing to more than double its purchases from American farmers in the first year. This must be positive news for both economies. In the US, the Dow Jones reached new highs, and risk sentiment was very positive overall.

Polls by Reuters expected to see that the economy grew at a rate of 6% on average. Forecasts ranged between 5.8% and 6.3% for the fourth quarter of 2019. The data is set to be released on Friday. Not many forecasters were very

optimistic. "The slowdown in China is becoming quite significant," says Tommy Wu, senior Asia economist at Oxford Economics. The world's second-largest economy is expanding at its slowest pace since the early 1990s.

China's Premier Li Keqiang said it would not be easy for the country to sustain growth rates above 6%. The coming months will determine how accurate those predictions are.

To address the growth challenge, China's government is seeking to support the economy this year through tax cuts and by taking measures to boost liquidity in the financial system.

CHINA'S 2019 EXPORTS EDGED UP AS TOTAL TRADE WITH U.S. DECLINED

China's total exports expanded in 2019 while trade with the U.S. dropped as the trade war hit relations between the two biggest economies. In December, both import and export growth exceeded expectations. Exports increased 0.5% in 2019 from a year earlier. Trade with the U.S. declined almost 11% in the year in yuan terms.

China's trade surplus narrowed to USD 46.79 billion in December 2019 from USD 56.80 billion in the same month a year earlier and less than market expectations of USD 48.0 billion, it has widened to USD 424.39 billion from USD 350.9 in a year earlier. Also, Exports rose 7.6% year-on-year, while imports grew 16.3% higher than a year ago.

MANUFACTURING PURCHASING MANAGERS INDEX

China's manufacturing Purchasing Managers Index (PMI) was 49.3% in December, decreasing by 0.5% from the previous month. It is now in contraction territory, which is a worrying sign.

Looking at companies of different sizes, the PMI of large-sized enterprise was 49.9% in December, declining by 0.9% from the previous month. The PMI of small-sized enterprises was 47.9%, or 0.9% lower than last month.

As for the components of the index, the production index and supplier distribution time index were higher than the growth threshold point of 50, while the new orders index, main raw materials inventory index, and employment index were lower than the threshold.

CHINESE CURRENCY

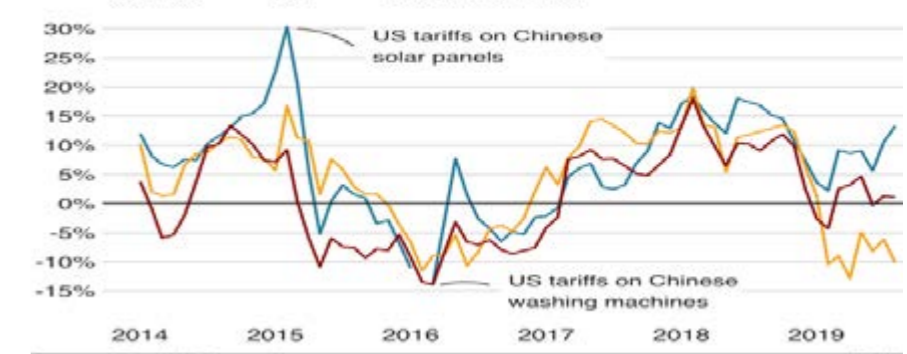
The Chinese yuan rose to a five and a half month high at 6.845 to the dollar in the offshore market, the strongest level since July 26, during Asia trading hours following news that the U.S. dropped the designation of China as a currency manipulator. This came as a good gesture from the U.S. to ensure the success of phase one of the trade deal.

With the signature of the agreement, relief may come to export-based industries in China. Nonetheless, China has also sought to bypass the taxes by exporting to the U.S. via other Asian countries. China's share of global exports has actually grown over the past year, showing that the decline in Chinese exports has been less pronounced than that from other countries.

Western businesses, meanwhile, are finding it increasingly hard to navigate the uncertainty. More non-Chinese companies than Chinese are shutting down factories in China. Manufacturers are consolidating in China, doubling down on technology in their remaining factories. These trends preceded the U.S. tariffs and have only been marginally accelerated by them. A good number manufacturers outsource their manufacturing to a Chinese-owned company producing in China, believing that the Chinese company will be lower cost than a foreign-owned factory, at the same quality level.

China goods exports

By destinations, % change year-on-year



Source: Capital Economics

CHINA'S DOMESTIC CONSUMER MARKET IN 2020

Domestic consumption is expected to be a major factor in the US\$4 trillion of growth forecasted for the Chinese economy in the upcoming ten years. Rising wage costs in China may be prompting companies to relocate their manufacturing operations elsewhere. Opportunities for growth in the domestic consumer market are simply too lucrative to pass up. We forecast that China's consumer market will have an estimated gross domestic product of RMB 100 trillion (US\$16 trillion) in the next decade. China is predicted to become the world's largest retail market at a value of around US\$4.2 trillion.

CONCLUSION

Despite the current challenges, more predictable long-term trends point to promising opportunities for foreign investors in China. Analysts at Capital Economics said the "phase one" trade deal will help put a floor beneath exports in 2020. A gradual recovery in GDP growth among China's trading partners would also be another growth-supporting factor.

On the other hand, growing separation between the US and China in technology seems inevitable. In 2020 this separation may have wider-reaching effect, impacting financial markets much more directly. China's economic momentum will continue in 2020 with domestic consumption leading the way. For those who have businesses in the Chinese government priority sectors, they have reason to be optimistic. **B**

期待已久的贸易协定终于签署

特朗普总统签署了美中“第一阶段”贸易协议。该协议包括中国第一年从美国购买农产品增加一倍以上。路透社的民意测验对2019年第四季度的预测在5.8%至6.3%之间。为了应对增长挑战，中国政府正通过减税和采取措施增加金融体系流动性的方式来支持经济。

美国对华贸易总额下降，2019年中国出口微升。由于贸易战打击了两个最大经济体之间的关系，中国的总出口在2019年有所上升，但与美国的贸易额下降。12月，进出口增长均超出预期。2019年出口同比增长0.5%。以美元计算，今年与美国的贸易额下降了近11%。

制造业采购经理人指数。十二月，中国制造业采购经理人指数(PMI)为49.3%，较上月下降0.5%。现在指数处于收缩区域，这是一个令人担忧的信号。

2020年中国国内消费市场。在未来十年，中国经济预计将增长4万亿美元，而国内消费预计将成为主要推动因素。中国不断上涨的工资成本可能会促使公司将其制造业务转移到其他地方。国内消费市场的增长机会非常大。我们预测，未来十年，中国的消费市场将实现100万亿元人民币(16万亿美元)的国内生产总值。预计中国将成为全球最大的零售市场，价值约4.2万亿美元。

总之，尽管存在当前的挑战，但更可预测的长期趋势为外国投资者带来机遇。

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THE ELECTRIC VEHICLE REVOLUTION is Reaching New Heights!

By Rose Salas

Forget Tesla. China shifting its focus to electric cars is said to be taking the electric vehicle revolution to a new level! According to a study by EVvolumes.com, a Swedish consultancy that maintains a database of worldwide electric vehicle sales, electric vehicle growth in 2018 was heavily dominated by China, followed by the United States as a distant second. Thanks to the Chinese government's favourable policies and massive subsidies towards eco-friendly vehicles, China has become a prominent force in the global race to dominate the EV manufacturing industry.

THE EV REVOLUTION PLAYS AN IMPORTANT ROLE IN UN-POLLUTING CHINA

The EV revolution is not new in China. The country is looking to clear up its air, cut back on oil consumption, and look for new ways to compete with global automobile powerhouses in Europe, North America and Japan. To put all the factors in the right place, changing over to electric vehicles is an essential part of tackling climate change, and China is doing far better than the West. As a result, China has become the largest electric-car market, surpassing the United States in 2015, and has been at the top since then. If China succeeds in keeping

this revolution alive, it can achieve a lower dependence on imported oil, look forward to having a cleaner environment, and enjoy the status of being a pioneer in a new high-tech industry.

GOVERNMENT-BACKED SUBSIDIES FUELLED CHINA'S ELECTRIC VEHICLE BOOM

With over one million electric-powered cars on the streets, and sales rocketing 79% in 2018, China is the undisputed market leader for so-called new energy vehicles. A key factor behind this innovation is the constant backing provided by the Chinese government to drive companies' research

efforts, and the government's subsidising of purchases. It wouldn't be wrong to say that China represents the future of electric vehicles! In 2018, the total number of electric cars sold in China was more than in the rest of the world put together. In the last decade, the Chinese government has invested nearly \$60 billion to create an industry manufacturing electric vehicles, a move intended to reduce the number of licenses available for gasoline-powered cars. Industry sources further confirm that Beijing plans to invest just as much over the next decade.

Now that the industry is past its nurturing stage, the government is weeding out purchase subsidies and will finally eliminate them in 2020. A report by Bloomberg predicts that it is set to weigh on demand slightly in the next two years, though strong growth will resume after this phase, with sales estimated to hit 3.5 million electric cars in 2023. Conventional vehicles will gradually give way to EVs, before being overtaken. Vehicles of such a nature offer a practical solution to pollution and climate change.

Strategic Move to Generate Employment and Export Earnings

Electric vehicles are cheaper, cleaner and more eco-friendly, unlike their fuel-powered counterparts, and they can reduce the increasing demand for oil. Furthermore, they have the potential to export earnings and generate employment for the country. According to Bloomberg, if the EV business in China goes on as it is, it will account for 8% of China's passenger-vehicle sales next year, 20% in 2025 and 68% in 2040, adding massively to the economy of the country.

CHINA DOMINATES THE BATTERY SUPPLY CHAIN FOR EVS

At present, China has more than a hundred EV manufacturers, along with hundreds of additional companies responsible for supplying components to produce these electric machines. Among all the raw materials, batteries are the most expensive and crucial item, and China has a solid grip on the global supply of the elements needed to manufacture them. According to the Yano Research Institute, China currently controls between 50% and 77% of the global market for the raw materials of electric vehicle batteries.

ELECTRIC BUSES HAVE BECOME A NO-BRAINER IN CHINA

In 2018, there were about 425,000 functional electric buses in the world's cities, and almost all 99 per cent of them were owned by China! This is because a decade ago, China decided to prioritise electrification of its public transit with national regulations and subsidies for a cleaner and greener environment. Now the booming city of Shenzhen is a unique example, being one of only a few cities to have a fully electrified fleet of buses in service. The rest of the globe, meanwhile, is racing to catch up, and falling further behind.

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AUTONOMY IS ON ITS WAY TO LEAD CHINA

The government's top economic policy agency set in 2018 is to manufacture as many electric vehicles as possible, and have half of those partially or fully autonomous cars on the road by the end of 2020. The manufacturing and technological capabilities of China still have a long way to go before that goal turns into a reality; however, if done right, a fleet of fully autonomous electric cars would be one of the most resource-efficient systems that China could gift to the modern world. **B**



电动汽车革命正达到新的高度!

瑞典咨询公司 EVvolumes.com 的研究报告显示, 2018 年电动汽车的增长主要由中国主导。电动汽车革命为成就无污染中国发挥重要作用。发展电动汽车是应对气候变化的重要组成部分, 中国要比西方做得更好。中国在 2015 年成为超越美国的最大电动汽车市场, 此后一直位居榜首。

政府支持补贴助推中国电动汽车热潮

中国拥有超过一百万辆电动汽车, 2018 年的销量猛增了 79%, 是新能源汽车无可争议的市场领导者。这项创新背后的关键因素是中国政府提供的持续支持, 以推动公司的研究工作和补贴购买。可以肯定地说中国是电动汽车的未来! 虽然政府正逐步取消购置补贴, 并最终将在 2020 年完成。在未来两年内, 电动汽车市场将略微受到影响, 之后将恢复强劲的增长。

创造就业和增加出口收入

电动汽车有潜力为中国增加出口收入并创造就业机会。据彭博社报道, 如果中国的电动汽车业务持续发展, 明年将占中国乘用车销售的 8%, 2025 年占 20%, 2040 年占 68%, 这将极大地促进中国的经济发展。

中国主导电动汽车电池供应链

在电动汽车所有原材料中, 电池是最昂贵, 最关键的部分, 中国在全球范围内牢牢掌握制造电池所需的元素。根据 Yano 研究所的数据, 中国目前控制着电动汽车电池原材料全球市场的 50% 至 77%。

电动巴士已成为中国的品牌

2018 年全球城市中共有 425,000 辆电动公交车, 其中几乎 99% 都归中国生产! 这是因为十年前, 中国决定通过国家法规和补贴来优先实现公共交通的电气化, 以实现更清洁, 更绿色的环境。

自动驾驶在中国

政府 2018 年的最高经济政策是生产尽可能多的电动汽车, 到 2020 年底, 其中一半或部分自动驾驶汽车将在道路上行驶。尽管中国制造和技术能力还有很长的路要走, 但如果坚持走正确的路, 那么全自动电动汽车将是中国为世界提供的最节约资源的礼物。



Ivy Liu,
General Manager
Banana Aviation Industry
Development Ltd.

PASSION AND RESPECT MAKE EVERYTHING POSSIBLE



I believe that women all over the world face different challenges in developing their careers. Especially in aviation industry, which is heavily gender imbalance, you have to redouble your efforts and never shy away from showing your desire and ambition in order to get a chance.

Ivy Liu is General Manager of Banana Aviation Industry Development Co. Ltd. in Tianjin, and she talks about her impressive career in the aviation industry, and her passion for her work.

■ Thank you, Miss Liu for having us here in your offices. Can you please introduce Banana Aviation to our readers?

Banana Aviation Industry Development focuses on the talent needs of aviation manufacturing and maintenance companies, and hopes to provide a lifetime industry platform for those who are passionate about the aviation industry. Banana is willing to share the complete life of aircraft manufacturing, maintenance and even dismantling cycles with those who are willing to enter the aviation industry. Banana focuses on the aviation industry itself, especially the entire aircraft life-cycle of manufacturing, maintenance, and recycling.

■ Why are you so fond of the aviation industry? What do you like about it?

In 2017, I had just given birth to my baby, and I felt that work in the aviation industry was more suitable for me. In my youth I had spent almost 10 years with two former pilots. That's why I'm interested in the aviation industry. I had worked for Pan Pacific Tianjin Hotel as General Manager's secretary, but I didn't know if I should return to the hotel industry or not. Mr. Reinhold is my most beloved life mentor. He used to be the General Manager of Pan Pacific Tianjin Hotel, and I worked with him for three years. I was moved by Mr. Johann's dedication, sincerity, integrity and professionalism.

But I chose to be an aircraft maintenance English lecturer as my first job after returning to work because I could get a better salary, and during the process of preparing lessons, I also found that I liked it. Later, because of the working relationship, I knew that the number of aircraft deliveries in China had surged, and the corresponding demand for manufacturing and maintenance personnel would increase. Providing supporting services for the aviation industry and related consulting services is the original intention of Banana.



■ **But why airplanes? Any other industry. Why airplanes?**

I knew the entire process, how to be a pilot, how to be a pilot student, how to be a real pilot, so I thought that maybe that was a good opportunity for me to start my career. And I searched on the Internet, and found a job offer for a maintenance English trainer. I got interviewed, and I passed and got the job.

■ **What is Banana's business scope?**

Banana is currently the representative in China of the world's largest FAA aviation maintenance technician training school, or we could say Aviation Institute of Maintenance (AIM).

In China, aviation industry has rapid development, but we still need refer to some well experienced system in the world, AIM has very clear direction to guide you on how to be a maintenance person. I wanted to introduce a really professional maintenance brand into our country and let people know how to be a member of this industry, because flight safety is very important. You don't want to take a very dangerous flight as your transportation. Everybody thinks the pilot is elegant and decent, but nobody cares about maintenance guys because they are low profile, they work hard in corners. But they're quite important for aircraft safety. We cannot use aircraft with poor maintenance. Nobody wanna take risks in the air.

I knew AIM from the sponsor list in the GALA Dinner of American Chamber of Commerce in China, then I met Dr. Dana Lehman, who is the representative of AIM for Chinese market at that moment and told him "Any possibilities I can be your representative or agent in China?" Dr. Dana helps me lot, that's why I got this brand in China.

We're working on expanding the brand in order to enroll students for AIM. The price is a little bit higher than normal training fee, but you can get FAA license once you complete the entire training program and pass the FAA check and interview. That's quite attractive for technicians or mechanics. A lot of aircrafts are registered in the U.S., so they need person who has FAA license.

In business development, due to in-depth contacts at the 5th Helicopter Aviation Expo in Tianjin last year, Banana signed a strategic cooperation agreement with Advanced Business Events (ABE), a well-known French aviation business exhibition company. Through ABE's reputation in aviation industry, Banana is willing to use flexible business ideas to pay close attention to market dynamics, introducing high-quality resources, and providing in-depth exchanges for aviation companies, while also studying corporate needs, and providing high-quality and efficient industry information and services for the relevant companies.

**激情与敬畏让一切成为可能
香蕉航空产业发展公司
总经理 刘封彤**

专访刘封彤女士，香蕉航空产业发展公司总经理，在谈到自己的事业时她说：“我相信全世界女性在发展事业时都面临着巨大的挑战，尤其是身处于男女比例严重失调的航空产业中的女性，必须加倍努力，不羞于展现自己的渴望和野心，才有可能获得机会”。

请介绍下 Banana Aviation.

香蕉航空产业发展公司 (Banana Aviation Industry Development Ltd.) 专注于航空制造与维修行业的人才需求，更希望为对航空产业饱含热情的有识之士提供一个可以获益终身的职业信息发展平台。

Banana 愿意将航空制造、维修甚至是拆解循环飞机的完整生命历程分享给愿意进入航空产业的人，并引导他们以敬畏和荣耀的心态服务于航空产业。

Banana 关注航空产业本身，特别是制造、维修、循环的整个飞机生命周期。

为什么对航空产业这么情有独钟？

从毕业开始，我一直在酒店行业做行政。在这里我非常感谢我最敬爱的人生导师，也是完成天津泛太平洋酒店开业筹备的总经理 Mr. Reinhold Johann。生宝宝前我的工作是在天津泛太平洋酒店的总经理秘书。Mr.Johann 对工作敬业、真诚、正直的态度以及专业度令我震撼，直到今天我依旧为曾经为他工作过而感到荣幸，也充分体会到职业经理人的素养对于一个品牌的重要影响力。2017年，我刚生完宝贝，觉得重返职场更适合自己的，但重返职场很迷茫，不知道要不要重新回到熟悉的酒店行业。其实和飞机的缘分因为一些家庭原因已经有8年的时间。当时也由于机缘巧合，回归职场后的第一份工作是飞机维修英语讲师，在备课的过程中我学习了很多航空专业的专业知识，而且是越来越爱的过程。后来，又因为工作关系逐渐了解了航空产业的人才需求量以及储备现状，愈发觉得在国家大力发展扶持的产业现状之下，中国飞机交付量激增，相应的生产制造以及维修人员需求量会越来越大。目前航

Deal with customers sincerely, share relevant information about the industry





Basically, our business goals are the same as ABE. ABE is willing to invite many companies to attend the exhibition and Banana is always trying to have more companies hiring our students. If training can provide you with a very bright future, it will involve more people to consider about it.

In May, we will jointly host the first aviation industry talent resource forum with ABE. Through the influential companies in the aviation industry, they will share the current status of the industry and the development needs of the talent market, and provide accurate and objective training information for the supply chain of industrial talent. We're willing to make an truly influential activity and create the platform which can really help companies and educational institutes.

During the summer vacation, we will also prepare for the first study tour of the Aviation Institute of Maintenance (AIM). We hope to influence the youth with the most influential and representative industry atmosphere in the aviation industry, so that more and more Chinese students can feel the charm of aircraft, and we want to attract the next generation to obtain professional education and join the industry, they will get the whole picture of how one can be part of this profession and the aviation maintenance industry. The summer

camp will be in Atlanta, the home of the busiest airport in the world, Hartsfield International Airport.

What about the long term - let's say five years.

I want to make a link for AIM and domestic schools. We want to create a major for them to enroll students to join and to learn how to be a mechanic, how to be a technician. We want to offer a graduation certificate after they finish the training. That is the five year plan.

What do you think are the ingredients for achieving success at Banana Aviation?

Be passionate. You have to love it, you have to love the things you are working with and you have to put all your effort into the things you are working on. You have to balance family and work, but we have to compromise with our goals and do a great job.

What has been the most challenging part of opening Banana Aviation here in Tianjin?

Now I still have a challenge because few people understand why I put so much effort into it instead of into my personal things or my family. I prefer to be professional and focus on the things I'm doing now instead of being a housewife. That's the challenge I still have.

How does your leadership build on Banana Aviation?

I'm really a fast person and quite strict. If I need something, you have to give me a clear timeline.

As you see the trends in the aviation industry, how do you manage to meet them for your customers' expectations? How do you handle it?

My advice is: Deal with customers sincerely, share relevant information about the industry. Give feedback quickly and keep up with the development of aviation industry.

For a first-time customer, how would you describe Banana Aviation?

That is quite difficult because I don't remember how I created such a funny company name. It was really hard in the beginning, but I showed a lot of respect to my main contractor, and shared my personal and professional opinions with them. They then preferred to do me a favour instead of offering business to someone who just sits and waits.

Where do you train them?

We have a small training centre in Tianjin, but for the full program you have to go the U.S.A. Aviation Institute of Maintenance (AIM), which 13 schools in the U.S., and offers very professional training. They have real aircraft for students to practice on.

What kind of people can join, are you recruiting, what kind of background?

The aviation industry relies on people much more than other industries. The automotive industry can set up a very professional automatic line to produce components or vehicles, but in the aviation industry, human beings are the main productive forces. If people have no respect and responsibilities toward the industry, little mistakes will lead to big disasters.

Thanks Ms. Liu for introducing us your company and future projects. It was a very interesting conversation and a reference for young people who should feel passionate about their goals in life. We wish you and your company a successful career.

Visit us online:
btianjin.cn/200203



I ♥ JET NOISE
CAPTAIN BANANA MR. YELLOW WAYNE

空产业对于行业外人士,甚至是行业内部,还比较神秘和陌生,信息相对封闭。提供航空产业的配套服务以及相关咨询业务是Banana 的创立的初衷。

能具体说说 Banana 的业务包含哪些内容么?

Banana Aviation 是目前全球最大的 FAA (Federal Aviation Administration) 美国联邦航空管理局认证的 Aviation Institute of Maintenance (AIM) 航空维修研究所中国区的招生代表。美国联邦航空局要求世界上最高和最严格的培训航空专业人员的标准。

Banana Aviation 希望可以将世界先进的航空产业技术与理念带进中国,不断的为国家的航空产业提供充满从业热情的技术人才和产业资源。

航空维修人员甚至是航空制造的技师们,对于飞行安全的意义和重要性无比重要。我非常希望借助 Banana Aviation 这个平台让大家意识到这一点,也让行业内的一线员工为自己的工作感到自豪。

Banana Aviation 也一直在努力成为航空咨询信息的分享平台。2019 年,通过在天津第五届直升机航空博览会上的深入接触, Banana Aviation 与法国著名航空国际商务会展公司 ADVANCED BUSINESS EVENTS (ABE) 签订了战略合作协议。通过 ABE 在航空产业内的口碑与声望, Banana Aviation 愿意用灵活的商业思路,引进优质资源,为航空类企业提供交流平台的同时也深入研究企业需求,从市场和人才两个方面为航空企业提供优质高效的业内资讯与服务。

今年有什么具体发展规划么?

今年 5 月,我们与 ABE 计划共同承办第一届航空产业人才资源论坛,通过航空产业拥有影响力的企业为我们描述行业现状以及人才市场的发展需求,为产业人才供应链提供准确客观的信息,帮助学校以及教育资源精准培养方向,另一方面也为企业缓解产业飞速发展带来的专业人才供不应求的现状。

在暑假期间,我们也将将在第一次招募国内青少年参与到 Aviation Institute of Maintenance (AIM) 航空维修学院的游学活动。用航空产业具有影响力和代表性的产业氛围影响青少年,让越来越多的中国学生感受到航空产业的魅力,进而吸引更多的下一代接受专业教育进而加入这个行业。

公司未来五年的发展计划是什么?

我计划将 Aviation Institute of Maintenance (AIM) 这个品牌引入国内学校,与国内学校合作,招收对产业有情怀的学生系统了解飞机,通过专业培训,真正成为专业技术人员。

您在香蕉航空产业取得成功的秘诀是什么?

充满激情!你必须爱上你正在从事的事业,并且将所有精力都投入到其中。你需要在家庭生活和职业生活之间取得平衡,我们必须为达成目标做得更好。

您如何满足客户的期望?

真诚的与客户沟通交流,倾听客户的需求,分享行业相关信息,快速反馈并同意时俱进跟上航空业的发展。

学员培训的地点是哪里?

我们在天津有一个基础培训中心,但是要完成 FAA 体系课程,学生需要去美国航空维修学院(AIM),AIM 在美国有 13 所学校,提供非常专业的培训。学生在完成全部课程后,成为 FAA 认证的 A&P 维修从业人员。

学员需要有哪些背景?

航空业比其他行业更依赖于人。汽车产业可以建立非常专业的自动生产线来生产零部件或车辆,但是在航空产业中,人是主要生产动力。如果对这个行业没有尊重和责任心,那么毫无疑问将带来巨大灾难。对产业的敬畏之心是最重要的。

感谢 Ivy 刘封彤女士为我们介绍您的公司及未来的项目,我们期待看到 2020 年 Banana Aviation 可以持续壮大发展。

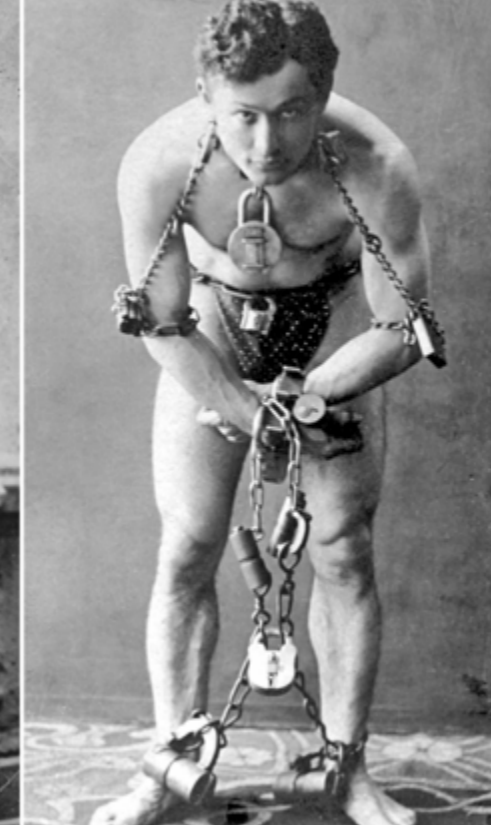
PATIENCE AND CONVICTION

By Kelly Miller

HARRY HOUDINI

Harry Houdini, the legendary magician who introduced the art of escape tricks with surreal illusion, drew his last breath in Detroit 94 years ago. He was one of the few magicians who successfully crossed the barriers in public entertainment, keeping the art of magic alive and providing a new dimension in illusion.

As a magician, Houdini was successful in adopting promotional strategies through a combination of marketing and advertisements and one of his greatest productions was in performing escape tricks. An escape trick provides something exciting and enticing that instills positive thoughts in people who want to escape from their mundane daily life of struggle. It can motivate people who want to break loose from their multi-dimensional problems and the limitations that bind them to their very existence.



THE EARLY LIFE ANECDOTES

Born on 24th March 1874 in Budapest, and without any family background in stage performance, Houdini moved with his family to Wisconsin at an early stage in his life. His father was a rabbi with a local congregation. Life was tough for Houdini, and he was forced to work for a living and to support his family. Very early in life, he was attracted to the entertainment world. At a young age, he even joined a circus company as part of a trapeze team.

THE DARK PERIOD

After several failed attempts to become a distinguished rabbi, Houdini's father was searching for new avenues, and his efforts took the family to New York, the city of promise and expectation, leaving Houdini's loving mother back home. Both father and son tried to find jobs to earn a living. The boy was very emotionally attached to his mother, and this took its toll on top of the hard living conditions. But such was his positive attitude and his vision that things would one day change for the positive that nothing in those precarious conditions pushed him to find solace in drink and drugs as many of his contemporaries did.

THE TURNING POINT

Life continued to be a miserable uncertainty throughout those days, but Houdini never for any reason let negative emotions rule him. In his endeavor to beat the odds, he realized that he possessed an innate talent for magic tricks, and in partnership with Jacob Hyman, he performed the Brothers Houdini Show. In 1892, he lost his father, and thereafter presented the show in public performances on the road and on stages in thousands of venues across the USA. Most of the shows were in New York City and the Midwest.

FAMILY LIFE

When Houdini married Wilhelmina Beatrice Rahner (known as Bess), she replaced Jacob Hyman as his partner, and the show was re-christened as The Houdinis. The first breakthrough came Houdini's way in 1899 when Martin Beck gave him a big part in the Omaha March. Martin Beck was a renowned theater tycoon, and things started to change in Houdini's life. Gradually he became established as a performer famous for his handcuff trick and many other illusions.

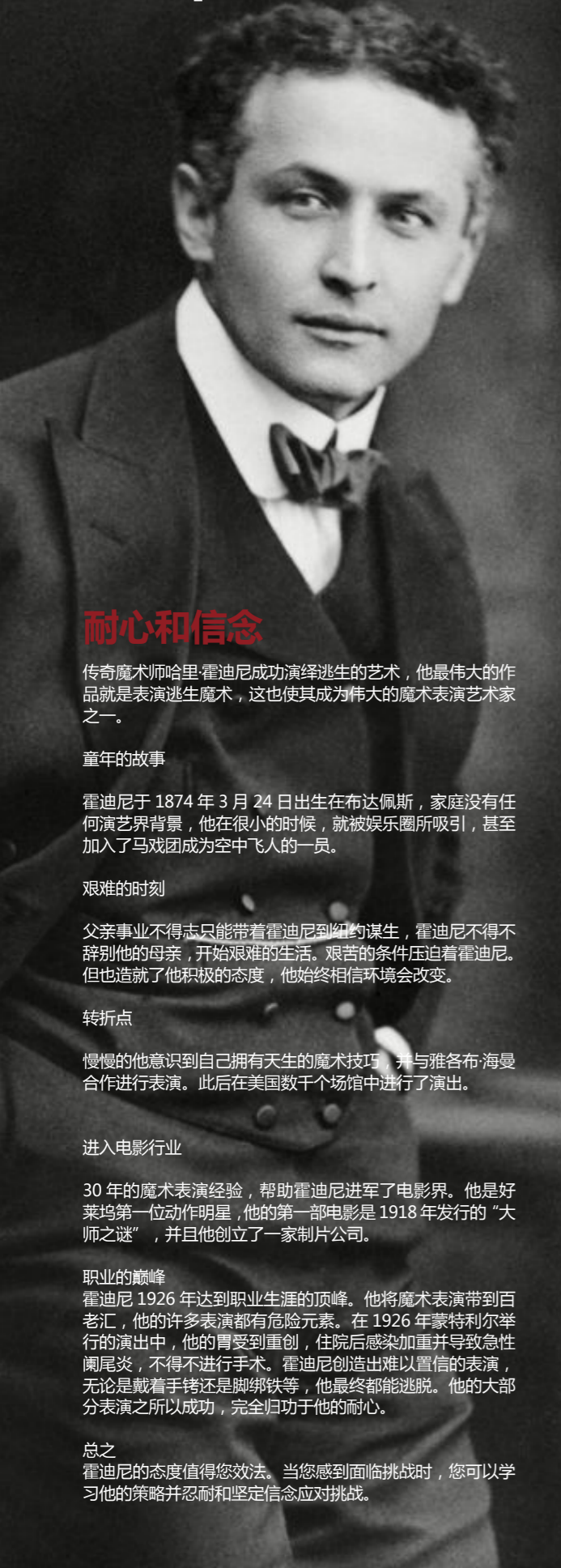
However, the association with Martin Beck took a nosedive, which prompted Houdini to do solo

performances in Europe for five long years. This marked the end of his relationship with Martin Beck, and he returned to the USA in 1905 with renewed vigor and appreciation resulting from his experiences in many European counties. He had a strong desire to develop new tricks, and he was successful in developing many complicated illusions. Loss of his mother during this period had a profound impact on his emotional balance, but that again forced him to formulate more intricate tricks.

ENTRY TO MOTION PICTURE FIELD

Despite many ups and downs in life, and after 30 years of performing magic shows, Houdini moved into the film industry. He was the first action hero in Hollywood, and his first film was 'The Master Mystery', released in 1918. The film industry was a fascinating one for him, and he promoted a production company which, however, never achieved any sustainable success.

The master escapist's relentless efforts to learn the history of magic and his critical approach towards spiritualists led him to associate with Sir Arthur Conan Doyle. But their relationship was short-lived, and due to ideological differences, they parted ways.



耐心和信念

传奇魔术师哈里·霍迪尼成功演绎逃生的艺术，他最伟大的作品就是表演逃生魔术，这也使其成为伟大的魔术表演艺术家之一。

童年的故事

霍迪尼于 1874 年 3 月 24 日出生在布达佩斯，家庭没有任何演艺背景，他在很小的时候，就被娱乐圈所吸引，甚至加入了马戏团成为空中飞人的一员。

艰难的时刻

父亲事业不得志只能带着霍迪尼到纽约谋生，霍迪尼不得不辞别他的母亲，开始艰难的生活。艰苦的条件压迫着霍迪尼。但也造就了他积极的态度，他始终相信环境会改变。

转折点

慢慢的他意识到自己拥有天生的魔术技巧，并与雅各布·海曼合作进行表演。此后在美国数千个场馆中进行了演出。

进入电影行业

30 年的魔术表演经验，帮助霍迪尼进军了电影界。他是好莱坞第一位动作明星，他的第一部电影是 1918 年发行的“大师之谜”，并且他创立了一家制片公司。

职业的巅峰

霍迪尼 1926 年达到职业生涯的顶峰。他将魔术表演带到百老汇，他的许多表演都有危险元素。在 1926 年蒙特利尔举行的演出中，他的胃受到重创，住院后感染加重并导致急性阑尾炎，不得不进行手术。霍迪尼创造出难以置信的表演，无论是戴着手铐还是脚绑铁等，他最终都能逃脱。他的大部分表演之所以成功，完全归功于他的耐心。

总之

霍迪尼的态度值得您效法。当您感到面临挑战时，您可以学习他的策略并忍耐和坚定信念应对挑战。

THE PEAK OF HIS CARRIER

Harry Houdini had reached the peak of his career by 1926. He took his show to Broadway, and also loved to perform shows in public thoroughfares. Many of his shows had an element of danger due to the extreme risks involved. During one such show in Montreal in 1926, he was hit hard in the stomach and was hospitalized. The infection became aggravated and led to acute appendicitis, and he subsequently underwent an appendectomy. But immediately after the operation, he was again active in roadshows, and he continued to be active until drawing his last breath on Halloween Day in 1926.

Harry Houdini had a daredevil attitude that led him to accept escape challenges from other people. He would create unbelievably impossible situations and escape from them using his in-depth expertise. Whatever the trick, whether it was with handcuffs, a straightjacket, or leg irons, etc., he would devise an escape strategy that would ultimately free him from the situation. The success of most of his shows is attributed solely to his determination, driven by positive thoughts and incredible patience.

CONCLUSION

The attitude that Houdini adopted during his shows is something that you, too, can emulate in your life. You can use the same approach that he used when you feel that the challenges that you are facing seem inescapable. Make a plan to deal with the situation and develop a strategy to meet the challenges by practicing patience and conviction. Stay focused on your thought process, keeping your mind in balanced calmness. This is very important in becoming successful in life. **B**

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Fuji

By Nikita Jaeger

MOUNTAIN, LAKES AND MORE

The tallest mountain in the land of nature. Locals have worshipped the mountain for centuries. Adventurers and hikers check achievements off their lists by climbing the summit. But Mt. Fuji is also an ideal region for families looking to enjoy the beautiful nature and landscapes that Japan has to offer.

sushi, Mt. Fuji is one of the most famous UNESCO Heritage sites in the world. Located 100 km from Tokyo, it is an ideal day trip destination on your visit to Japan. It is easy to be bamboozled by the grandeur of Mt. Fuji, but the area is rich in culture and



GETTING A VISA

Japan has eased up its visa regulations by exempting citizens of 68 countries from applying for entry permits. These include most European nations, Singapore, Australia, New Zealand, Canada, the USA, the UK, etc. Others require a visa in advance for a stay of up to 90 days in Japan. A single-entry visa will cost 3,000 yen, whereas multiple-entry costs 6,000 yen. Your passport must be valid for a minimum of 6 months from the date of your travel.

(1 JPY = \$0.0091)

HOW TO REACH JAPAN

By Air

The closest airport to Mt. Fuji base is Mt. Fuji Shizuoka Airport, which is 80 km away from the mountain. It is advisable to land at the Haneja airport in Tokyo and take the 166 km road trip to Mt Fuji in a rental car. It will take around 2 hours for the journey.

By Bus

The bus terminal in Shinjuku, Tokyo, has 1-2 buses every hour that will take you

to Kawaguchiko Station. The journey from Shinjuku takes approximately 2 hours and costs 2000 yen. Fujikyū and Keio operate these buses.

By Train

Travelling from Shinjuku Station to Otsuki takes about 1 hour and 15 minutes on the limited express train and costs 2,500 yen. From Otsuki, you can take the Fujikyū Line to reach Kawaguchiko Station, which will be another 1,140 yen for a 1-hour journey. The Japan Rail Pass is not valid here, and it costs around an additional 1,140-1,740 yen to incorporate this route.

Local Transport

For travel in and around the region of Mt. Fuji, buses and trains are the cheapest and most convenient forms of transport. Kawaguchiko and Fujisan Stations serve as the central regions for transfers to all nearby attractions. You can also rent a car to move around the neighbourhood. In addition to this, tourists can use the service passes for interconnected transport services.

MAKING THE MOST OF YOUR TRIP

Summit Mt. Fuji

The hike to the summit is a two-day endeavour in which the major portion of the hike is completed on the first day so as to view the sunrise on the next day. The hike is a time-consuming effort and you need to allow between 4-10 hours to complete the trail, based on your fitness level and the route you choose. On the first day, you will reach the 7th/8th station and stay the night there. Leaving early the next morning, you can reach the peak to view the spectacular sunrise, and then after this blissful experience, begin the descent, which takes roughly 3-5 hours.

Explore Fuji Five Lakes Region

As suggested by the name, the region comprises five beautiful lakes in the vicinity of Kawaguchiko, Saiko, Shojiko, Motosuko, and Yamanakako. You can spend a leisurely day exploring the lakes and cycling in the region. The resorts in the area also offer snow sports with a magnificent Mt. Fuji backdrop.

Cherry Blossoms with Panoramic Fuji Views

A visit to Japan won't be complete unless you witness the cherry blossoms! Located in the Five Lakes region is the Arakurayama Sengen Park, perched atop a secluded hill to offer breath-taking views of Mt Fuji

as cherry blossoms surround you. Climb the 400 steps to the pagoda and admire Japan's tallest peak in its true glory, with nothing but peace and tranquillity as your companions.

Participate in the Shibazakura Festival

If you thought cherry blossoms were the only highlight in Japan, think again. Shibazakura, or pink moss, forms the most scintillating carpet spread over vast fields around Mt. Fuji, making the perfect landscape for your holiday pictures. The festival happens between April and June when the moss is in full bloom, but the best time to visit would be May. The admission cost is 600 Yen. Currency rate: 1 \$ = 109.89 JPY (Dec 2019)

Chill in Ice Caves

The caves in the region are the creation of Mt. Fuji's earlier eruptions. But you won't be seeing any lava in them. Instead, in the Nurusawa Caves, you will be greeted with giant boulders of ice that are stored for usage throughout the year. Combine your visit with a walk through the Fugaku Wind Cave, which serves as a refrigerator for storage.


Family Time at Fuji Q-Highland

While all of these activities are family-friendly, nothing says fun like a day at an amusement park. Situated at the foot of Mt. Fuji, Fuji Q-Highland is a mix of many superlatives, holding world records for several of its attractions. If you are visiting during the peak tourist season, buy the Priority Ticket to make the most of your visit.

Best Visiting Times:

Climbing Season: July-September
Tourist Season- March- November

CONCLUSION

Mt. Fuji is a spectacle location, and a day trip is not enough to cover everything it offers. With untouched nature a mere two hours from the hustle and bustle of Tokyo, it is a must-visit region for anyone looking to escape the city life. The location is a perfect mix of activities for solo travellers, hikers, families, and couples, with something to do for everyone. 

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富士市 高山，湖泊还有更多。。。。。

日本最高的山富士山，是联合国教科文组织世界文化遗产之一。距东京 100 公里，是日本旅行中一日项目的理想目的地。该地区拥有丰富的文化和自然风光。

签证办理

大多数欧洲国家及新加坡，澳大利亚，新西兰，加拿大，美国，英国等 68 个国家和地区的公民可以免签。其他国家公民则需提前签证才能在日本停留 90 天。

交通信息

空中交通

建议您选择到达东京的羽田机场，并乘车前往富士山，车程大约需要 2 个小时。

公路交通

东京新宿的巴士总站每小时有 1-2 趟巴士，大约两个小时路程可以到达。

铁路交通

先从新宿站到大月市搭乘特急列车约 1 小时 15 分钟，再从大月市出发，乘坐富士急线到达河口湖站，车程 1 小时。

当地交通

公共汽车和火车是最便宜和最方便的。

重要景点

富士山远足

为期两天的远足项目将带领你到达山顶欣赏壮观的日出。

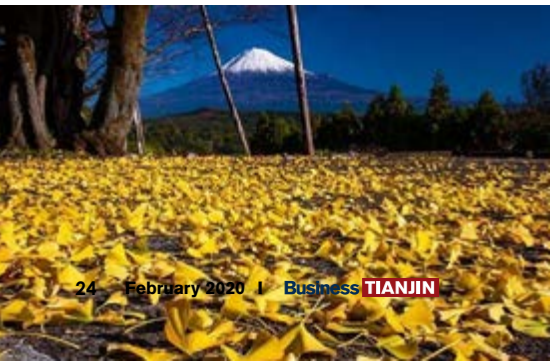
赏樱俯瞰富士市全景

到日本一定要去欣赏樱花。坐落在五湖地区的仙根公园坐落在一个僻静的山顶上，在那里除了满山盛开的樱花，您还可以欣赏到富士山的壮丽景色。

地点：仙根公园

总之

富士山是一个奇观，一日游不足以完全享受其所提供的一切。大自然的风光与东京的喧嚣仅相隔两个小时，对任何想逃离城市生活的人来说，这里都是必游之地。



WHY TURNOVER RETAIL RENTS MAKE SENSE



By Michael Hart

For residential or office leases, we are accustomed to paying a fixed amount of rent each month usually with the addition of utilities and property management fees. However, for retail tenants, the range of rental types and other costs they pay is a little more complicated.

RETAIL RENTAL TYPES

Retail landlords can choose from several different types of rental conventions for their tenants. The easiest to understand is fixed rent. The tenant is charged a specific rent every month regardless of how much the tenant sells. The second is turnover rent, sometimes called percentage of sales, meaning the tenant will pay a rent that varies based on their sales; more sales, more rent, less sales, less rent. Another option would be to have a base rent with a percentage of sales and charge the tenant whichever is higher. An example would be a landlord that charges a base rent of RMB 4,000 a month, but also charges 10% of sales with the caveat that they get the higher of the two. So, at a minimum, they'll collect RMB 4,000, but if the tenant's sales are RMB 50,000 in a month, their rent would go up to RMB 5,000. The challenge, of course, is tracking whether the tenant is reporting their actual sales.

POS SYSTEMS

When you see the cash register in a store, often called the POS (Point of Sale) system, you might not think about it, but in many cases, it is wired directly into the financial system of the retail center. A transaction on the third floor or basement level may not be captured just in the store, but also in the central finance office of the landlord (and sometimes in the retailer's own head office far away). In cases where the POS system isn't centralized, retailers are generally required to report their total daily sales to the retail centre management team the following morning. There is a saying that a good retail landlord knows exactly how their tenant is doing before they are told. This might be because of a POS system, but good mall operators also should know from the number of visitors to their malls and by typical tenant type about what a shop should be doing in terms of total sales.

TRANSPARENCY

A phenomenon which doesn't only occur in China but is pretty serious here, is that landlords and tenants often don't trust each other. Tenants often try to underreport sales to reduce taxes, and also in an attempt to pay less in turnover rents. What often happens is that property management teams will directly inspect the POS systems in retail shops on a daily basis to try to assess whether the retailers are being honest. As electronic payment systems such as WeChat have become more prevalent, underreporting has declined, since those transactions get recorded automatically in the POS.

UTILITIES

In most cases, landlords also require tenants to pay for their own utilities, including water, electricity and gas, which are charged at a higher rate than in residential utilities. It used to be that tenants would pay utilities the month after they were incurred, but many landlords are switching over to a prepaid system, much like that which exists in residential developments in China. This means that additional money must be invested upfront by tenants.

PROPERTY MANAGEMENT FEES

Landlords often want to pass all of their costs off to tenants for items such as security, central utilities and cleaning. There is a reasonable level where this should happen, but it is pretty common when walking through most properties in China to see far too many property management employees doing far too little. As a result, property management costs

are on the rise. It is interesting to note that in more developed economies, it is typical for tenants to be given audited statements of where the property management costs are being incurred. This is another form of transparency where the tenant says, "I don't mind paying, but show me what I am paying for – and keep your numbers reasonable."

ADVERTISING

In some cases, landlords, especially of department stores, will also require tenants to pay an advertising fee, but in most cases, if tenants want extra advertising throughout the retail centre such as directional signs, they can purchase it on an as-needed basis.

RENTAL LENGTH

One item that doesn't get enough attention is the length of rental contracts. A typical rental contract in Tianjin for retail tenants can run anywhere from two to five years. For restaurants, it may in fact be a little longer. One factor that plays role is how long it will take a tenant to be able to write off the cost of their redecorations. Restaurants with large and expensive kitchens need longer leases, small retail kiosks, much less so. I have heard of landlords in some malls offering one-year leases for tenants that require

a substantial amount of redecorating, with the idea that if sales aren't good, the landlord will just replace these tenants. As a retailer, I'd steer clear of such short-sighted landlords who put all of the responsibility on tenants.

CONCLUSION

In summary, occupancy costs for retail tenants can be quite substantial. Their total cost each month is a combination of fixed property management fees, costs that vary with sales, such as utilities, and rents that can be either fixed or variable, or some combination of the two. The most successful retail centres have found that when the retail centre is well run and attracting plenty of shoppers, retailers are more than willing to pay a variable portion of their sales as rent to their landlords, and landlords can benefit from the increased traffic they help bring in. As both tenants and landlords in China continue to evolve, they will find that a reliance on variable rents will allow both parties to be honest about how their businesses are doing and will result in a better experience for landlords, tenants and more importantly, shoppers. **B**

商铺租约的意义

对于住宅或办公室租赁，我们习惯于每月支付固定的租金，通常还要加上水电和物业管理费。但是，对于商铺租户来说，他们所支付的租金类型和其他费用稍微复杂一些。

商铺租约的类型

最容易理解的是固定租金。第二种是营业额租金，也称为销售额百分比，租金根据销售额变化而变化。最后一种是收取基本租金外加一定营业额租金。

公用事业费用

租户还需要支付自己的公用事业费用，包括水、电和煤气，这些公用事业的收费要比住宅公用事业的收费高。

物业管理费

租客需要支付用于安保，中央公用事业和清洁等项目的费用，这应该保持一个合理的水平。

租赁期

租赁合同的期限长短没有引起足够重视。在天津，商铺租户的典型租赁合同是两到五年。餐厅实际上可能会更长一些，这样有更长时间摊销其装修费用。应该避免租用仅一年租赁期的商铺。

总之

商铺租户的成本可能非常高。成功的零售中心运作良好并吸引大量购物者时，零售商更愿意为房东支付一部分销售额作为租金，房东可以从客流量增加中受益，可变租金的租约将使双方都能诚实地了解自己的业务状况，并促进带来更好的购物体验。

Michael Hart 是格里芬商业管理公司 (Griffin Business Management) 的董事总经理，公司网址：www.griffinbiz.com，在天津设有办事处。

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ALIBABA'S INCREASING ROLE IN CHINA'S GROWTH STORY



By Morgan Brady

Alibaba is the world's biggest retail and e-commerce company, hosting millions of merchants and businesses. It has about 45 million registered users from 240 countries. In addition, the company operates Alipay, a system that allows users to send and receive payments online. It's also the world's fastest growing e-commerce market, with its online profits and sales surpassing those of US retailers such as Amazon, eBay, and Walmart. It was launched in 1999 in Hangzhou by Jack Ma, a former English teacher, and 17 friends.

Alibaba is divided into three core businesses: Taobao.com is a Chinese consumer-to-consumer website much like eBay; Tmall.com offers merchants official storefronts for consumers in China; and Alibaba.com and AliExpress connect businesses in China with buyers around the world. You can find numerous suppliers from China on the website and a large variety of products ranging from electronics to automobiles and computers. Besides this, buyers can lead trade in 27 industrial categories and 700 product sub-categories.

A STRONG GRIP ON THE E-COMMERCE MARKET

Alibaba is known as the leading e-commerce company in China. The latest eMarketer data shows that Alibaba's grip on China's e-commerce market is far tighter than that of Amazon's in the US. Data shows that Alibaba will capture a 55.9% share of all online retail sales in China by the end of 2019 (compared with a 37.7% market share for Amazon in the US). JD.com, Alibaba's closest competitor, is likely to capture only 16.7% of China's retail e-commerce sales this year.

Strong rivals have not been able to compete effectively with Alibaba. For example, Amazon will shut down its domestic Chinese marketplace this month after its failed attempt to take on Alibaba directly in its home market. Moreover, Walmart sold its Chinese online marketplace to JD in 2016.

THE E-COMMERCE MARKET

It helps that Alibaba is dominant in a huge market. Retail e-commerce sales in China are top \$1.9 trillion in 2019. eMarketer estimates that the online retail market in China will be more than three times larger than the online retail market in the US in the year. China's retail e-commerce market stood at \$1.5 trillion in 2018 and was growing 27.3% in 2019. China is also one of the world's fastest-growing major e-commerce markets.

The retail e-commerce market in the US was growing 14% to \$586.9 billion in 2019.

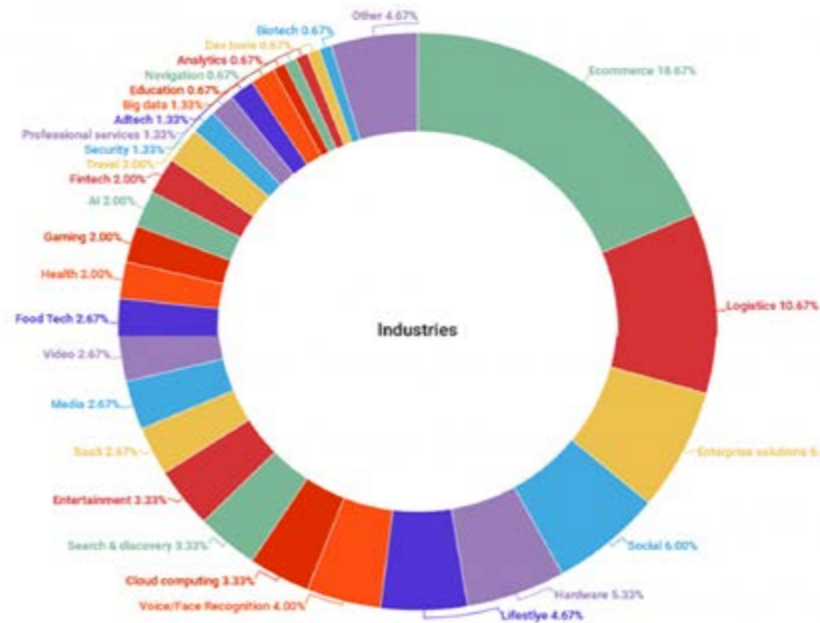
HELPING INTERNATIONAL BRANDS ENTER THE CHINESE MARKET

To leverage its consumer base of 650 million, Alibaba is working on introducing more overseas brands to China. Demand for high-quality imported brands is soaring in China as the country's middle-class population grows. Last month, the company launched an English-language version of its Tmall Global marketplace, which is the gateway Alibaba has created for international brands to access the Chinese market. Tmall Global has been available in Chinese language since 2014. Now Alibaba is hoping to expand its reach with the English version, and is also working on introducing it in other languages. It currently hosts about 20,000 international brands. This works both ways, as many SMEs rely on Alibaba to promote their products and services outside of China.

CONSUMER BASE AS A SECONDARY BENEFIT

Alibaba's massive consumer base also has a secondary benefit in that it helps the company attract more advertisers to its platforms. UPS Pulse studies show that consumers prefer to begin online product

Alibaba's investments to date by industry



searches on marketplaces rather than on search engines. Therefore, online marketplace operators are benefiting from shopping search traffic by allowing brands to run ads.

EMarketer expects Alibaba to generate \$29.2 billion in advertising revenue this year. This amount will see it rank third after Google and Facebook in terms of the size of its ad business.

A BRIDGE TO INTERNATIONAL MARKETS

Alibaba is playing a vital role in helping small and medium enterprises in China and around the world participate in global trade and become more competitive in the global market. It is creating jobs and opportunities for millions of companies and their employees by giving them a cost-effective platform to market their products, grow their business, and find quality suppliers. It aims to make business less complex for SMEs all over the world. The vast majority of Alibaba's investments to date have gone to China-based startups (over 70%, and nearly 80% if the Greater China regions of Hong Kong and Taiwan are included).

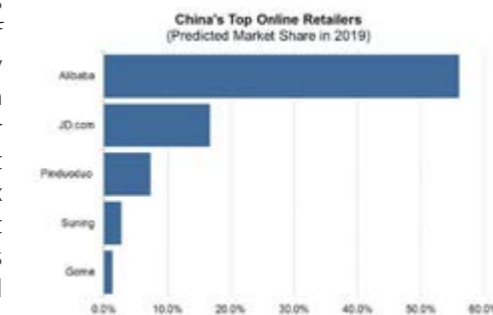
Alibaba plans to build a supply chain

that will help with the discounts. "We will squeeze out close to 30% through better supply chain and bulk orders," said the first executive.

"There are only three reasons why any e-commerce company will succeed: pricing, selection and convenience. You need to build operational efficiencies for that."

"Procurement, listing and transporting the inventory will come at a much lower cost because those processes are already in place," said a third source aware of Alibaba's plans. This source pointed to Alibaba's investment in Xpressbees Logistics and said it will help in better management of logistics.

The following chart confirms this direction. Most of Alibaba investments are in e-commerce, logistics, and enterprise solutions, respectively. **B**



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CONCLUSION

Alibaba is an entrenched player in the e-commerce market. It is the market leader in China, and among the top three players internationally. Given the vital role it plays in developing the e-commerce market, Alibaba is a catalyst in the growth of the Chinese economy and in global trade. Its support for small and medium-size businesses also makes it a driver of socioeconomic development enabled by its scale. Despite this positive role, there may be a risk that Alibaba could reach a monopoly position in the market. This could ultimately hurt the level of efficiency that Alibaba can deliver, which is the very premise on which Alibaba builds its value proposition.

阿里巴巴对中国经济增长作用不断增强

阿里巴巴全球最大的零售和电子商务公司,拥有来自240个国家/地区的约4,500万注册用户。该公司还运营支付宝,允许用户在线付款。阿里巴巴也是世界上增长最快的电子商务公司,现拥有三大核心业务:淘宝,天猫和速卖通。

牢牢把握电子商务
最新数据显示,阿里巴巴在中国电子商务市场上的份额远高于亚马逊在美国市场上的份额。数据显示,到2019年底,阿里巴巴占据中国所有在线零售销售额的55.9%的份额。

电子商务市场
预计到2019年,中国的零售电子商务销售额将超过1.9万亿美元。中国还是世界上增长最快的主要电子商务市场之一。

帮助国际品牌进入中国市场
阿里巴巴正在努力将更多的海外品牌引入中国,使其消费者受益。随着中国中产阶级人口的增长,对优质进口品牌的需求在中国激增。

消费者基础庞大的次要好处
帮助公司吸引更多广告商使用其平台。研究表明消费者更喜欢在平台上而不是在搜索引擎上进行产品搜索。预计阿里巴巴今年将产生292亿美元的广告收入。

通向国际市场的桥梁
阿里巴巴帮助世界各地的中小企业在全球市场上提高竞争力发挥至关重要的作用。通过这个经济高效的平台营销产品,发展业务并寻找优质供应商,为数百万公司及其员工创造了就业机会。

总之
阿里巴巴是中国电子商务市场领导者,在国际上排名前三。鉴于阿里巴巴在发展电子商务市场中起着至关重要的作用,它是中国经济增长和全球贸易的催化剂。

WHY START-UPS THRIVE IN CO-WORKING SPACES

Start-ups require you to be really invested in their potential. Success is something that you can achieve with proper knowledge and hard work, and co-working spaces help you take the first step towards that. They allow you to start your business, and surround you with opportunities and facilities to help you move forward.

Given below are five different reasons why start-ups can achieve great success and really thrive in a co-working space.

By Nina Mitchell

COST-EFFECTIVENESS

When you launch your start-up, you will have many additional expenses to take care of, and spending a lot on your workspace might not be a very good option. At the beginning, your staff will consist of a few people, so you will not be requiring a very large office space, and getting a separate workspace is therefore not necessary.

Co-working spaces are much more affordable. Now, rents are not cheap, but there are many different options that you can choose to consider. You can choose how much space you will require, and pay accordingly.

ASSISTANCE

As a new entrepreneur, you will have a comprehensive list of requirements that will help you run your business. A co-working space helps not only with this but also with several other things that you may not even have considered before. Companies that offer co-working spaces understand the needs of a start-up.

To help you with your work, they often organise pitch nights with potential investors, or offer experts to assist you with the accounts. Now, if the company itself does not offer any of these services, you can ask your neighbours for help.

COLLABORATION

Co-working spaces are really great for collaboration. You might get to work with a video production company or meet a lawyer who can help you with a few legal matters related to your business. Collaborating with your neighbours can also help you to come up with new ideas or even take care of difficult situations.

SCALABILITY

Co-working spaces are very flexible. A start-up will constantly grow and the number of people working for you will increase. When this happens, you can easily expand your workspace. If, during

BE CORRECT

You might be pitching alongside your competitors. In this case, investors will obviously want to know why your company is better. Here, you should never provide improper information for comparison or data that is fabricated or understated. The investors will do their own research and fact-checking. If they find out that you provided incorrect data, they will lose all faith in you and you will fail to take your company further.

Also, when you pitch your ideas to investors, do not ever exaggerate the numbers. This is extremely unethical. All investors in China conduct thorough research and investigate all companies before agreeing to provide funding to any start-ups. Therefore, if you provide numbers that do not exist, they will eventually find the correct statistical data. This will cause you to lose their trust and respect. Once this happens, it will become very difficult for you to secure funding elsewhere.

the first few months, you have around five people, and after that you hire ten others, then you can choose to pay for a larger space.

In a co-working space, the facilities that you have can also be changed according to your needs. There is room for alterations in such a workspace, and this gives you the opportunity to explore various options.

POSITIVITY

Usually, people who are just starting out, or creative individuals who are interested in exploring new opportunities, opt for co-working spaces. Just like you, everybody else will be trying to build up their business, and this fosters a really positive vibe. Such good energy all around will help you work better.

You will also be surrounded by smart, like-minded people working towards a fixed goal. Whenever you face a challenging situation, you can always consult with others and ask for advice.

And here are some more tips for achieving success.

BE PROACTIVE


As a founder, while giving a speech or pitching your ideas, you should never be passive. The proactive approach is of utmost importance. This is what will attract any investor's interest. If you are proactive, you will be able to communicate better with your potential investors and even get some advice from them regarding your company.

BE CONFIDENT

Do not hesitate to reach out to investors. You must build a good rapport with them and develop a close bond. If you are able to have a good relationship with your Chinese investors, then you will easily be able to interest them in providing funds. The best way to build this rapport is by organizing an informal meeting or inviting them to dinner. This will allow both parties to get to know each other better.

BE UNIQUE

Good investors attract many start-ups, so if you are pitching the ideas of your company, then there will definitely be

other companies lining up to do the same. In such situations, do not underestimate the strength of these other start-ups. Have all relevant information at your fingertips, and make sure that your pitch covers all aspects. 

初创企业为何能在共享办公空间中蓬勃发展

共享办公空间可帮助初创企业迈出成功第一步。为您开展业务提供机会和便利，帮助您前进。以下是初创企业为何能在共享办公空间中蓬勃发展的原因：

高性价比
相比较您花费在工作空间上的投入共享办公空间的价格要便宜得多。

配套服务
提供共享工作空间的公司了解初创企业的需求，甚至远超过你的要求。

合作
共享工作空间非常适合协作。您可能在其中遇到可以为您提供帮助的合作伙伴。

可扩展
随着公司不断增长，您可以轻松扩展工作空间。您还可以根据需要在共享空间中更改设施。

积极
通常富有创造力的企业会选择共享工作空间，这会产生真正积极的氛围。

当您面临挑战时，您可以在共享空间随时与他人协商并寻求建议，注意积极主动，提供正确的信息，自信，不要犹豫并保持你的独一无二很重要。

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DRONE DELIVERED MEALS

By Rose Salas

Imagine having your favourite food delivered by a drone to your high-rise window in less than 20 minutes! Sounds surreal, right? Well, this is what the online food industry looks like in China, where it has come up with a unique way to serve foodies across the nation. Food delivery drones were launched in China in 2018, but they are still in the experimental phase in the U.S. and Europe.

Picture this: numerous fleets of autonomous drones taking to the skies to deliver food! Yes, it may seem sci-fi, but it is also one of the best ways to revolutionise a country's food takeout market. And China is among the first countries to test run this method.

WHY FOOD DELIVERY COMPANIES IN CHINA ARE OPTING FOR DRONES

A fleet of new, autonomous cargo drones, fast quadcopters and robotic trucks are making China a future world leader in robotics. More and more Chinese companies are opting for unmanned systems in delivery logistics to save on labour costs, time and traditional delivery mechanisms. By using drones, delivery services can skip China's traffic-clogged routes, saving on time by cutting total delivery time to 20 minutes. Currently, drone delivery is available only in selected areas such as the Shanghai Jinshan Industrial Park and Guangzhou province, but there are plans to expand the program to other cities in coming years.

ELE.ME BRINGS A NEW ERA OF FOOD DELIVERY

The Alibaba-owned delivery service Ele.me provides drone-delivered meals from various restaurants along 17 routes in Shanghai's Jinshan Industrial Park. The service aims to help food businesses in the Shanghai area beat traffic and reach customers faster. The drones do not land at customers' doorstep, but fly between two fixed spots for each route. That means the restaurant will launch them from a specific spot, and the delivery staff will meet them at another designated landing zone from where the orders will be delivered to the respective customer address.

The drone-delivered meal service currently covers approximately 100 restaurants and vendors, and caters within

58 sq mi along 17 routes in the Jinshan District. The company fully embraces technology. It has a track record of sourcing new ways to infuse innovation into food service. Last year, Ele.me also unveiled meal delivery robots for indoor deliveries in more than 500 office buildings throughout China.

HOW EXACTLY DOES ELE.ME WORK?

To use this service, place your order through the app as you usually would. You will receive notification once your order has been prepared, and the restaurant staff will then place your food in the delivery box attached to the drone at the distribution point and dispatch it to the designated pick-up location. From there, another delivery rider will complete the final stretch of the order by bringing it right to your doorstep.

While it's not nearly as cool as having the drone deliver to your doorstep, this move will significantly cut down on the total distance physically travelled by a delivery rider by about 15 per cent of the route. With this advancement, Ele.me aims at reducing its operating costs while boosting the income of existing deliveries by up to five times.

KFC IS THE NEW ENTRANT IN THE DRONE DELIVERY BUSINESS

Drones delivering piping hot meals in China is nothing new, with various companies already operating in the market. And now fast-food giant KFC is the new entrant in this business. The brand has started delivering its 'finger-licking good chicken' in association with the Chinese start-up Antwork in a bid to give the country's food takeout market a facelift!

Ordering food online in China has now become convenient and easy. Your favourite cuisines are just a click away. And it even gets delivered within 30 minutes. Hangzhou-based start-up Antwork aims to improve this trend further by building low-altitude airspace logistics networks in urban areas that can replace human labour while cutting costs in China's multi-billion food delivery markets.

THE LATEST COMPETITOR IS AIRBUS AND XAG

Joining the drone-delivered meal race is XAG and Airbus that are running trial initiatives in the Guangzhou province before going all-out with their final plan. During the trial run, bowls of noodles were



picked up from a restaurant and delivered to specialized lockers in a designated location 1.6 kilometres away for customers to collect. The first round of delivery saw one of XAG's plant-protection drones, the P30, deliver a meal on a pre-determined, one-mile route to a rooftop landing pad in under 5 minutes.

THE WAY AHEAD

With most online food services to be backed up by Chinese tech giants, new players in the food industry should start researching and adopting this technology. With the industry biggies like Baidu, Tencent and Alibaba already racing ahead, many of the inventions set to revolutionise logistics are already mature and waiting to be deployed. It's just a matter of time until the safety and regulation of routes will catch up and allow the intelligence to be unleashed. **B**

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无人机送餐服务

想象一下，用无人机在不到 20 分钟的时间内将您最喜欢的食物送到您居住高层的窗口！这就是外卖行业在中国的样子。

为什么中国的外卖公司选择无人机？

越来越多的中国公司选择无人值守的物流配送系统，以节省人工成本，时间和改变传统的配送机制。

饿了么开创食品配送的新纪元

饿了么旨在帮助上海地区的食品企业赢得更多客源。无人机不是降落在客户家门口，而是在每条路线的两个固定点之间飞行。送货员在另一个指定的区域与无人机对接，再从那里将订单送达各自的客户。

饿了么如何工作？

通过应用程序下订单，餐厅工作人员将您的食物放在与无人机相连的交付箱中，然后将其发送到指定的提货地点。在那里送货员将完成订单的最后一部分，把订单送到您家门口。虽然不像无人机送餐到您家门口那样酷，但此举将大大减少送货骑手实际行驶的总距离，饿了么旨在降低运营成本，同时将现有交付的收入提高五倍。

未来之路

大多数外卖服务得到了中国科技巨头的支持，随着像百度，腾讯和阿里巴巴这样的行业巨头进入，许多旨在彻底改变物流的发明已经成熟，正在等待部署。





ENHANCED SUPER-CREDIT VALUE-ADDED TAX POLICY FOR LIVELIHOOD SERVICES

In order to ensure that the tax burden of all industries is reduced in the deepening of the VAT reform, the Ministry of Finance (MOF), State Taxation Administration (STA) and General Administration of Customs (GACC) jointly issued MOF/STA/GACC Public Notice [2019] No. 39 (PN 39) in March this year, stipulating that as from 1 April 2019 to 31 December, 2021, taxpayers who are mainly engaged in postal services, telecommunication services, modern services and livelihood services will be granted an extra 10% current-period input VAT to offset their VAT payable (Super-credit Policy). Based on this foundation, the MOF and STA recently issued the Public Notice Regarding Input VAT Super-Credit for Livelihood Services (MOF/STA Public Notice [2019] No. 87, PN 87) to provide taxpayers engaging in livelihood services with

an enhanced Super-Credit Policy which increases the super-credit rate of input VAT to 15% for the period from 1 October 2019 to 31 December, 2021, so as to further alleviate the tax burden of such taxpayers and to encourage them to provide better services to meet the needs of urban and rural residents.

From 1 October 2019 to 31 December, 2021, taxpayers providing livelihood services are allowed to credit an extra 15% of current-period input VAT against their VAT payable. The details are provided as follows:

1. To enjoy the favourable policies, taxpayers shall meet the following conditions: The sales turnover from the provision of livelihood services has to account for more than 50% of its total sales turnover.

The scope of livelihood services includes cultural and sports services, educational and medical services, tourism and entertainment services, catering and accommodation services, daily services for residents and other livelihood services.

DETERMINATION OF SALES PERIOD

- For taxpayers established prior to 30 September, 2019, if sales turnover for the period from October 2018 to September 2019 (if the operating period is less than 12 months, it will be based on the sales turnover for the actual operating period) meets the above condition, they will be eligible for the 15% Super-credit Policy from 1 October, 2019;
- For taxpayers established after 1 October 2019, if sales turnover for the first three months after establishment meets the above conditions, they will be eligible for the 15% Super-credit Policy from the date of registration to be a general VAT taxpayer.

2. Calculation of super-credit amount

Current-period super-credits = Current-period creditable input VAT × 15%.

Current-period creditable super-credits = Balance of super-credits at the end of the previous period + Current-period adjusted super-credits reduction. Current-period adjusted super-credits reduction = If the input VAT is transferred out as required, the super-credits corresponding to such amount of input VAT should also be transferred out accordingly in the current period based on its super-credit rate.

3. Applicable period: Once the taxpayer is confirmed to be eligible for the Super-credit Policy, the

eligibility will not be adjusted in the current year. The eligibility for Super-credit Policy in the following year will be determined based on sales turnover of the previous year. The year here refers to calendar year.

THE TAKEAWAY

Compared to PN 39, PN 87 increases the super-credit rate for taxpayers engaged in livelihood services from 10% to 15%, bringing more good news to the livelihood service sector. Taxpayers should pay attention to the following aspects in practical application:

1. Taxpayers should determine whether they meet the conditions for applying the preferential policy as stipulated in PN87 by correctly calculating the proportion of sales turnover from the provision of livelihood services based on their actual business operation;

2. Taxpayers should be mindful that the proportion of sales turnover from the provision of livelihood services in each fiscal year should account for over 50% of the total sales turnover in order to be eligible for the preferential policy in the next year;

3. Taxpayers should pay attention to how to calculate the super-credit correctly. The corresponding super-credits for the current-period transfer-out of VAT input shall be differentiated: those provided for at the 15% super-credit rate shall be reduced by 15% when being transferred out, and others shall be reduced by 10% when being transferred out;

4. The amount of super-credits shall be accounted for as other income and included in the taxable income for CIT calculation. **B**

生活性服务业加计抵减更加优惠

为确保各行业税负在深化增值税改革过程中只减不增，在2019年4月1日起执行的深化增值税改革政策（财政部、税务总局、海关总署公告[2019]39号，以下简称“39号公告”）中，规定了自2019年4月1日至2021年12月31日，允许主要提供邮政服务、电信服务、现代服务和生活服务的纳税人按照当期可抵扣进项税额加计10%，抵减应纳税额（以下简称“加计抵减政策”）。在此基础上，近日财政部、税务总局发布了《关于明确生活性服务业增值税加计抵减政策的公告》（财政部、税务总局公告[2019]87号，以下简称“87号公告”），给予生活性服务业纳税人更加优惠的加计抵减政策，将加计抵减率提高到15%，以进一步减轻生活性服务业的税收负担，鼓励企业更好地提供生活服务以满足城乡居民的日常生活需求。

详细内容

自2019年10月1日至2021年12月31日，允许生活性服务业纳税人按照当期可抵扣进项税额加计15%，抵减应纳税额。具体内容如下：

一、企业可以享受该政策的条件：提供生活服务取得的销售额占全部销售额的比重超过50%

生活服务的范围：包括文化体育服务、教育医疗服务、旅游娱乐服务、餐饮住宿服务、居民日常服务和其他生活服务。

销售额期间的确定：

- 2019年9月30日前设立的纳税人，自2018年10月至2019年9月期间的销售额（经营期不满12个月的，按照实际经营期的销售额）符合上述规定条件的，自2019年10月1日起适用加计抵减15%政策。

- 2019年10月1日后设立的纳税人，自设立之日起3个月的销售额符合上述规定条件的，自登记为一般纳税人之日起适用加计抵减15%政策。

二、当期计提加计抵减额和当期可抵扣加计抵减额的计算

当期计提加计抵减额 = 当期可抵扣进项税额 × 15%

当期可抵减加计抵减额 = 上期末加计抵减额余额 + 当期计提加计抵减额 - 当期调减加计抵减额

当期调减加计抵减额 = 已按照15%计提加计抵减额的进项税额对应的当期转出进项税额 × 15% + 除此之外的其他符合条件的当期转出进项税额 × 10%。

三、该政策的适用时限：纳税人确定适用加计抵减15%政策后，当年内不再调整，以后年度是否适用，根据上年度销售额计算确定。此处年度指自然年度。

注意要点

87号公告与39号公告相比较，对于主要提供生活服务的纳税人将加计抵减率从10%提高到了15%，给生活性服务业带来利好。企业在具体适用时应注意以下要点：

5. 应对照自身情况及业务内容，正确计算生活服务销售额比例，以确定自身是否符合87号公告规定的优惠政策条件；

6. 应注意每个会计年度生活服务的销售额比例是否高于50%，以确认是否可以持续享受该优惠政策；

7. 应注意区分当期转出进项税额所对应的已计提加计抵减情况，已按照15%计提加计抵减额的进项税额转出时按15%调减，其他进项转出金额按10%调减，以正确计算可抵减加计抵减额；

8. 相应的加计抵减额在会计核算时应作为其他收益入账并参与企业所得税的计算。

CAN 3D SKIN BE PRINTED ON HUMANS NOW?



By Amber Oneal

WHAT IS 3D PRINTING AND HOW DOES IT WORK?

3D printing involves making 3D solid objects from a digital file. Initially, it was used to produce moulds to make jewellery, but it has also been used to make art and models. Objects of metal and plastic are made with 3D printing, and consumable art such as 3D printed chocolate has also been created.

A 3D printer uses melted plastic and other materials, with the most commonly used material being PLA or Polylactic acid filament. Other materials used are:

- Acrylonitrile Butadiene Styrene filament
- Wood fibre filament
- Polyethylene Terephthalate filament
- Polyvinyl Alcohol filament
- Nylon filament
- Ninjaflex and Thermoplastic Urethane filament

The choice of material is used based on what one wishes to print. The attributes of the end product determine the material to be used, based on longevity and durability etc.

On the surface, the 3D printer squeezes out molten plastic to form layers, one on top of the other, to make a model or mould. It is controlled by the computer and waits for the first layer to cool down before printing another layer on top of or beside the first one. But the actual process requires

more attention and delicacy. One has to make the model on a computer, decide on the material, and then send the file to the printer. After the printing is done and the model has cooled off, there is cleaning of the model to be done as well.

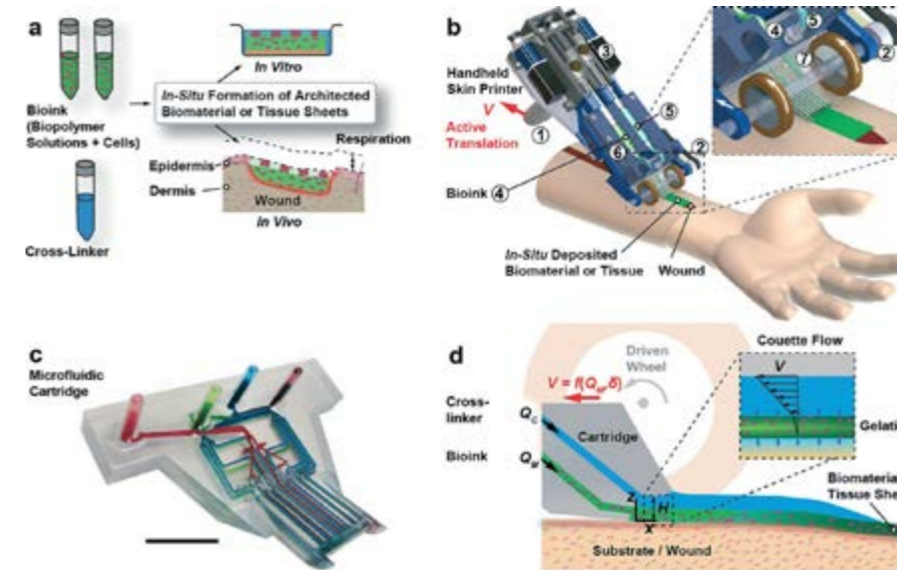
HOW IS 3D PRINTING USED IN MEDICAL SCIENCE?

3D printing, as explained above, is used for producing art and models. However, in recent years, it has also been used as an educational instrument. In construction and various other industries, 3D printing has been used for research and to gain a better understanding of industrial manufacturing.

In medical research, 3D printing has proven to be extremely useful, and 3D printing has further revolutionized the medical industry. Organs have been printed for education and training purposes. Similarly, prosthetic limbs are now being printed and used, and wearable, affordable and durable prosthetic limbs can be printed by anyone. People are also experimenting with printing "do-it-yourself" assistive devices and different designs of artificial limbs.

THE AMAZING DEVELOPMENT OF 3D PRINTED SKIN

3D printing technology can be used to make medical procedures simpler and less painful. As we have witnessed, 3D printing is used for making organs of the body for educational purposes. Now, it is also being tested in making artificial skin to replace the grafting procedure. 3D printing



and 3D bioprinting are allowing scientists to engineer the complex biological architecture required to develop tissue that can be used on humans. This can be an amazing development for burn victims.

Skin grafting is a very complex and painful procedure that involves removing skin from one part of the body and surgically transplanting it into a damaged area. This damage occurs when the skin loses its protective cover due to burning, injury, accident, and disease.

Commercially made grafts are available, but the issue with those is that since they have no blood vessels, they eventually fall off as the body rejects them. To solve the problem, scientists have now developed (or rather, printed) artificial skin that contains blood vessels.

To make the host body accept the artificial graft, more cells are combined with melanocytes, endothelial cells, and pericytes, making a functional vasculature in the lab. When this tissue was experimentally printed and grafted on a host, in this case, a rodent, it integrated very nicely. A connection was formed between the host blood vessels and the printed graft.

In addition, in the latest development by researchers at the University of Toronto, a handheld 3D printer has been made. Using this, artificial skin will be directly printed on the human body. This lightweight handheld machine can print skin on humans in around two minutes. This machine has not yet been tested on humans, but other hosts like pigs and rodents have been successfully experimented on.

At this rate, sooner rather than later, this type of skin graft will be possible for humans as well. Imagine the possibilities it opens up for further research and development in the field of medicine, not to mention how easy and affordable grafting will become for burn patients and accident victims! **B**

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在人体上直接 3D 打印皮肤是否可行？

植皮是非常复杂且痛苦的过程。它涉及从身体的某一部分切下皮肤，并通过外科手术将其移植到受损区域。市面上也有其它人造移植产品，但这类产品没有血管，最终会因人体排斥而脱落。科学家已经开发出了人造皮肤并打印上血管来解决这个问题。3D 打印技术使其更简单，更轻松。

3D 打印技术及其工作原理？

3D 打印最初用于制造珠宝模具或艺术品模型。3D 打印机使用熔化的塑料和其他材料。您根据要打印的产品选择使用何种材料。首先必须在计算机上制作模型，然后确定材料并将文件发送到打印机，最后在完成打印并冷却模型后，还需要清洁模型。

3D 打印技术在医学上如何应用？

3D 打印彻底改变了医疗行业。可负担和耐用的 3D 打印产品适用于任何有需要的人。人们正在尝试定制打印辅助设备以及假肢。

3D 打印皮肤的惊人成绩

3D 生物打印使科学家能够设计出复杂的生物结构并用于人类。对于烧伤患者来说，这是一个了不起的发展。

多伦多大学研究人员的最新研究成果，一种手持式 3D 打印机。使用这种打印机，人造皮肤将直接在人体上打印。这款轻巧的手持机器可以在 2 分钟左右的时间完成在人体上打印皮肤。该机器尚未在人体上经过测试，但是在动物身上的实验已取得了成功。



E-NETWORK MARKETING

By Rose Salas

The traditional Network Marketing has been used for decades to spread the word about a new business or a new company by reaching out to invite business professionals and prospective clients to become part of a circle or network. Through networking, you can develop or establish a beneficial relationship that will help your business expand, widen your scope by partnering or venturing with other businessmen, and meet endless opportunities for growth.

In networking, you personally meet key people to discuss a business. Visibility is important, and every minute is valuable. Prospects are educated about the business platform and model, and they participate in brainstorming sessions on how to develop a successful marketing plan.

In today's digital age, the rise of e-Networking has made reaching out to leads, clients and business partners easier and more convenient. It basically involves doing traditional network marketing over the internet via a computer or smart phone! As we become accustomed to digital technology as part of our lifestyle, e-Networking provides a more viable, practical and time-efficient way to grow a business!

ADVANTAGES OF E-NETWORKING:

Cost effective and time-saving

When you want your business to grow and you want to get it widely known among the public, you need to spend a lot of money to present it to people. Setting up the venue and time is not always easy, especially if your audience comes from different locations or groups. With e-Networking, you can easily set up a virtual meeting with anyone, or with a group of people at a time which is most convenient for them. There are helpful resources that you can use to set up the meeting, such as a Skype call, a webinar, or video conference call in WeChat. You'll never



run out of options. You'll save money, effort, and most of all, TIME!

Wider Range of Contacts

In traditional marketing, you need to have connections to reach your target network. You can send out invitations and do more work than you expected, only to find out most of the time that you haven't met your expectations due to a lack of contacts. With e-Networking, you can do so much! On social media platforms, joining your target groups or online forums is a major advantage. You'll get a wider range of connections, not just locally but even outside your own country, and you can find many effective ways to talk to your potential leads or business partners.

Ease of Conversation

Not everyone has the skill required to speak confidently in a LIVE setting. If you are someone who feels anxious and fears answering on-the-spot questions, e-Networking gives you ease when conversing. You'll feel less pressure when talking, and if you need any notes to guide you, you can prepare all your materials with easy

clicks on your computer. You have the option to do a webinar without seeing your audience's faces. In time, you'll get more skilful with your webinar sessions. You can maximize the use of technology and enhance your skills in using it!

No more paperwork!

Sharing of information and business materials is easier with e-Networking. You can use email, blogs, and private direct messages to send your files to others. For added security, you can limit the people who can receive your messages by configuring private settings when sending files. For information that is meant for public viewing, sharing content is just a click away on their smart phones!

IS E-NETWORK MARKETING A GOOD INVESTMENT?

Not all businessmen have the gift of public speaking, and this could potentially affect the business and its rate of growth. If you are looking to take your networking strategies to

another level, then that certainly is a good investment!

There are also online agencies who have expertise in this field of marketing. You can outsource a service to them to help you get leads and connect with potential clients, and even take your business to other possible places. For instance, Pulse Marketing offers digital services for delivering e-Network marketing to any client globally. For cross-border marketing strategies in China, Westwin offers strategic consulting so you can penetrate your target audience using the most appropriate solution for your business model.

TIPS FOR MAKING YOUR E-NETWORK MARKETING SUCCESSFUL

E-Networking is an advantage for businessmen or entrepreneurs who don't have the chance to meet all prospects and clients face-to-face. Here are a few things to remember to achieve success:

1. When finding or connecting to people, spend time researching the "right" ones. Connect only with the people who you

think share the same passion and will work with you towards the same goal.

2. Establishing a business relationship starts by proving yourself worthy of trust. Be genuine and make a personalized approach. Let prospects or clients know how you were able to reach them, and make sure that they see a good and reputable profile on your social media platforms.

3. Make your presentation precise and professional. Since prospects or clients cannot meet you personally, the way you present your business will create an impression. Remember, a First Impression Lasts...

4. Get in touch and do a follow up appropriately. Avoid being pushy, and keep a good database of all your connections to keep track of what you've been working on. Nurture your leads and grow your online relationships the way you want your business to flourish.

Are you ready to take your business to the next level? E-Network Marketing could be the right solution for you... **B**

网络营销

数字时代的今天，电子网络的兴起使得与业务合作伙伴的联系变得更加轻松便捷！电子网络已成为我们生活方式的一部分，为发展业务提供了一种更可行，更实用，更省时的方法！

电子网络的优势：

- 有效节约成本和节省时间
- 接触面更广
- 轻松对话
- 减少使用纸张！

电子网络营销是不错的投资吗？

如果您希望将您的网络策略提升一个层次，无疑这是一个不错的投资！

在线代理机构在营销领域具有专业知识。您可以从他们那里获得外包服务，以帮助您获得潜在客户，将您的业务拓展到所有可能的地方。

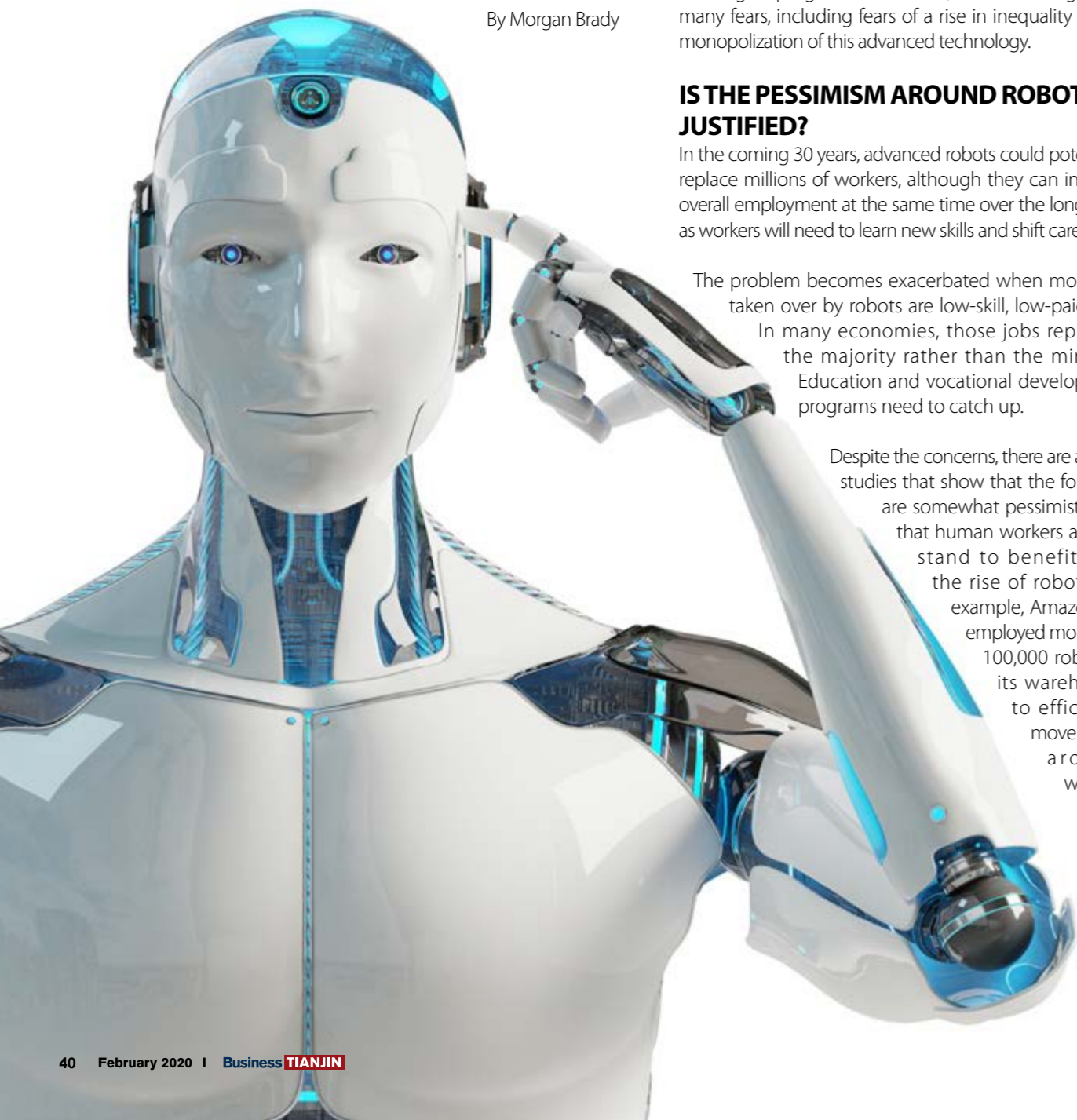
您准备好将您的业务提升到一个新的水平了吗？网络营销可以为您提供合适的解决方案.....

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THE RISE OF ROBOTS

How will the story develop?

By Morgan Brady



The debate surrounding the loss of human jobs to robots has been a prominent one for a while. This is understandable as robots have been marching into our lives. Recently, however, robots are being used to perform tasks that require greater and greater levels of precision. Soon they are expected to act as career companions, security guards, and soldiers, to name just a few examples.

Today, over one million household robots, and a further 1.1 million industrial robots, are operating worldwide. The field of Robotics has exhibited the potential to positively raise efficiency and provide enhanced levels of service.

In the workplace, technology has already changed the way we work, with machines assuming work that had become a routine for humans. Machines are already learning to program themselves, and this is triggering many fears, including fears of a rise in inequality and of monopolization of this advanced technology.

IS THE PESSIMISM AROUND ROBOTS JUSTIFIED?

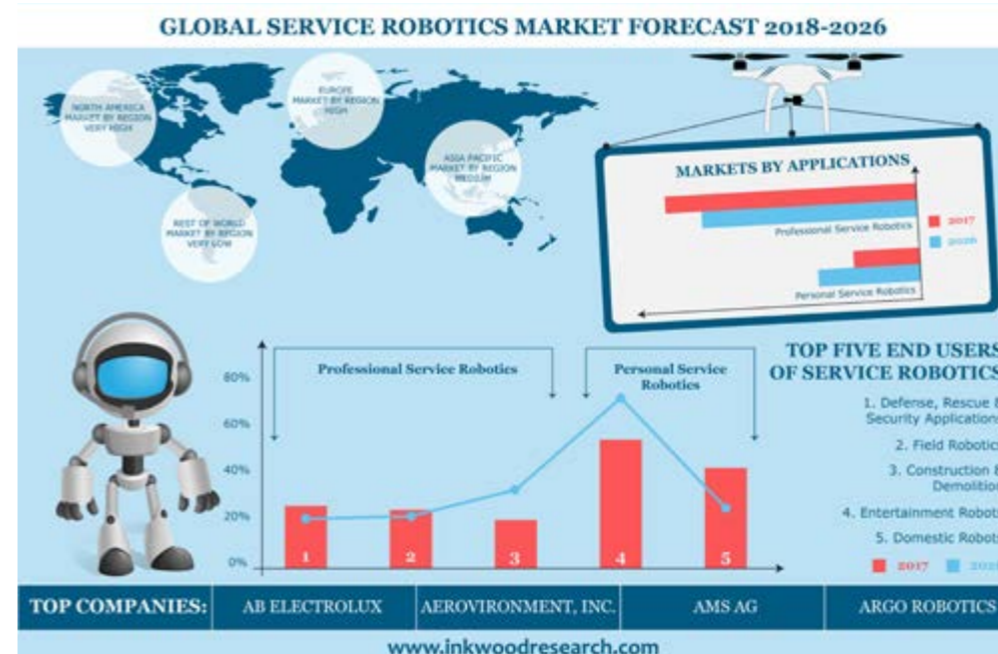
In the coming 30 years, advanced robots could potentially replace millions of workers, although they can increase overall employment at the same time over the long term, as workers will need to learn new skills and shift careers.

The problem becomes exacerbated when most jobs taken over by robots are low-skill, low-paid jobs.

In many economies, those jobs represent the majority rather than the minority.

Education and vocational development programs need to catch up.

Despite the concerns, there are already studies that show that the forecasts are somewhat pessimistic and that human workers actually stand to benefit from the rise of robots. For example, Amazon has employed more than 100,000 robots in its warehouses to efficiently move things around, while its



warehouse workforce has increased by more than 80,000. Humans, in Amazon's case, do the picking and packing of goods that consist of more than 480,000,000 items on its shelves. The machines make the processes more efficient, faster, less expensive to create, and are financially viable for companies.

THE WORLD ADOPTS ROBOTICS

The Boston Consulting Group estimates that "more than \$67 billion will be spent worldwide in the robotics sector by 2025, compared to only \$11 billion in 2005."

Across 17 countries, the increase in use of industrial robots over a period raised the annual growth of the GDP by 0.37%. This substantial growth can be compared to the boosts in productivity that occurred at the turn of the 20th century after the introduction of steam technology.

MACHINES WILL DO MORE TASKS THAN HUMANS BY 2025

A World Economic Forum (WEF) study says that "by 2025 more than half of all current workplace tasks will be performed by machines as opposed to 29% today."

A statement by the Swiss non-profit organization further said that "simultaneously, rapid changes in machines and algorithms could create 133 million new roles in place of 75 million that will be displaced between now and 2022,"

COLLABORATIVE ROBOTS (COBOTS): MACHINE WORK WITH PEOPLE

We are also seeing the rise of collaborative robots, or cobots, which are now available from at least half a dozen firms. With every job taken over by machines, there will be an equal number of opportunities for jobs to be done by people. Some of these human jobs will be of the creative type, and in many cases, humans and machines will find themselves in symbiotic relationships, helping each other do what they do best.

Cobots can also be adapted to help human workers in a wide variety of manufacturing environments. For example, At MS Schramberg, a mid-sized magnet manufacturer in Baden-Württemberg, Germany, multiple collaborative robots have been deployed to relieve workers of some of the most repetitive assembly tasks.

CHINA WANTS TO REPLACE WORKERS WITH ROBOTS

According to the International Federation of Robotics (IFR), China is the world's largest buyer and producer of industrial robots, supplying about 27% of the global market since 2015. China's factories spent over \$3 billion acquiring industrial robots in 2015.

China is one of the countries where the adoption rate of robots is at its highest level. Recently, the rate was 152% higher than expected. Based on its "made in China 2025" initiative, and its subplan, China's Robotics

机器人崛起 故事将如何发展?

围绕机器人使人类失业的辩论一直以来非常激烈。如今,全球范围内有超过一百万个家用机器人和另外一百一十万个工业机器人在投入使用。机器人已经开始学习如何编程,这引发了许多担忧。

对使用机器人的悲观情绪是否合理?由机器人代替的大多数工作是低技能,低薪的工作,在许多国家,这些工作代表了多数人,所以教育和职业发展计划需要跟上。

世界各国采用机器人技术
“波士顿咨询集团估计,到2025年,全球机器人领域的支出将超过670亿美元,而2005年仅为110亿美元。”

2025年机器人将承担比人类更多的任务
世界经济论坛的一项研究表明,到2025年机器人将处理当前工作任务总量的52%,几乎是现在的两倍。

协作机器人(Cobots):与人一起工作的机器人
我们现在也看到了协作机器人的兴起。很多情况下人类和机器人将发现自己处于共生关系,互相帮助,共同努力。

中国计划用机器人代替工人
中国是机器人采用率最高的国家之一。中国正在分配大量财政资源并为有补贴的公司提供支持,以提高机器人技术的采用率。

缩小差距
中国只能制造简单的机器人,而不能制造与日本,美国和德国相同的复杂机器人。这有多种原因,主要的原因是注重只项目数量而不是质量。为了解决这个问题,中国的高科技公司投资了世界领先的机器人公司。

结论
中国抓住机遇将逐渐成为世界上最大的先进机器人生产国,但是,这需要足够的技术和能力来支持。这一领域的竞争异常激烈,未来我们将看到这场竞争的发展方向。



Industry Development Plan (2016–2020), China is allocating extensive financial resources and supporting companies with subsidies to increase the adoption of robotics. Although provisional governments may augment the numbers, the efforts are still massive and significant. Statistics include Guangdong province, which will supposedly invest 943 billion yuan (approximately \$135 billion) for the purpose of “machine substitution”, and the provincial government of Anhui, which has the intention of investing 600 billion yuan (approximately \$86 billion) to subsidize industrial upgrading of manufacturers in its province. Overall, China seems to provide greater subsidies for robot adoption than any other nation. If we assume that the past growth rates will continue, by 2026 China will lead the world with the highest number of industrial robots forming a share of its industrial workers.

According to the International Federation of Robotics, China added 87,000 industrial robots in 2016, slightly below the number in Europe and the United States combined.

China needs advanced robotics to help balance its economic and technological ambitions with continued growth. It is laying the groundwork for a robot revolution by planning to automate the work currently done by millions of low-paid workers.

CLOSING THE GAP

One disadvantage remains, however, which is that although China can manufacture simple robots, it is not able to make complicated robots such as those produced in Japan, the U.S., and Germany. It is difficult for China to fill this gap for several reasons, the main one being projects that focus on quantity over quality.

To address this issue, Chinese tech companies have invested in leading robotics companies. Last year, Midea, an electrical appliance manufacturer, purchased the German robotics company, Kuka. The firm’s CEO, Till Reuter, told CNBC that it wanted to be number one robotics company in China, where a market growth rate of 20% to 25% is expected. The company intends to make their robots as common as smartphones are today.

China has voiced its desire to welcome robot experts and entrepreneurs from all over the world to communicate and cooperate in order to push forward the development of robot technology and industry. The objective is for China itself to become a producer of a more advanced robot system.

CONCLUSION

China is able to see the opportunity and is gradually becoming the world’s biggest producer of advanced robots. Robots are gaining higher penetration rates in all jobs and tasks, and China wants to develop its robotics industry to enhance the efficiency of work and reap the benefits. However, it requires adequate skills and competencies to deliver on this effort. The race to become competitive in this area is crowded with competent rivals. The years ahead will show which direction this race will take. **B**

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SALES AND MARKETING EVENTS & CONFERENCES

TO LOOK FORWARD TO IN CHINA IN 2020



By Naomi Dickson

CHINA DIGITAL MARKETING SUMMIT

To be held on June 4th and 5th, 2020, in Shanghai, this event focuses on digital transformation and the upgrading of marketing skills and techniques. The event venue is the Shanghai Marriott Hotel in Hongqiao, China. You can expect attendees and speakers who are there to share their experiences in exploring the field of digital marketing. From big data to AI and the golden rules of marketing, this event covers some of the most debated and hot topics of the marketing world.



When it comes to setting up shop in one of the largest countries in the world (population-wise), you need to take the first steps very carefully. Attending conferences, summits and other such events provides multifaceted benefits. From learning new things about the market to building your network and clientele, hacking your way into capturing the audience, and much more, everything that you could want for a business to succeed is available here. Events like the China Digital Marketing Summit, the Marketing Chief Congress, the Digital Innovation Summit and a few others will certainly provide you with the jumpstart that you have been looking for till now.

ITB CHINA

ITB is focused mainly on the travel industry. In China, ITB China runs for three days and showcases businesses and travel technology from all over the country. ITB China strives to connect handpicked Chinese buyers with travel vendors. It will be held from 13th May to 15th May, 2020, at the Shanghai World Expo and Convention Centre, 1099 Guozhan Road, Pudong, Shanghai. All in all, you can expect to increase your network, along with encountering limitless opportunities.



CHINA NEW RETAIL AND DIGITAL INNOVATION SUMMIT

The 5th summit in the segment, this summit gathers businesspeople on a single platform, and is poised to be held on April 15th and 16th, 2020, in Shanghai at the Crowne Plaza Shanghai Pudong. At this summit, you can find answers to some of the major hurdles preventing businesses from moving ahead. The discussion will stem from the need for transformation in the digital age and will deal with how to integrate ecommerce in today's business. Further concepts like Omni-channel marketing and the benefits of 5G in the world of the internet will be some of the major highlights of this event.



ASIAN BUSINESS CONFERENCE AND EXHIBITION 2020

To be held at the Shanghai Hongqiao International Airport, Shanghai, from April 21st to 23rd, 2020, this conference caters to businesses in the aviation industry. The event attracts high-level attendees and stakeholders from the aviation industry, and showcases business aviation products and services.



CHINA DIGITAL MARKETING AND ECOMMERCE INNOVATION SUMMIT

This is a new-age conference and summit for everyone who wishes to explore the wide scope of digital marketing and how businesses can set up their own internet marketing portfolio. To be held between 9th and 11th March, 2020, this summit is one of the largest conferences in this niche. Some topics that will be addressed in the event include private traffic operation, social media, cross-border brands, short video, and content seeding. Most of all, it is here that you will get to look at and understand China's digital marketing and ecommerce development.



INTERNATIONAL SIGNS AND LED EXHIBITION 2020

ISLE is a popular trade show that will be held from 24th to 27th February, 2020, at the Shenzhen World Exhibition and Convention Centre. This event is focused on showcasing everything related to digital signage, illuminated graphics and video displays. Moreover, you will meet a lot of industry experts and other industry partners, and come to know more about the advanced technologies and innovations of this niche. The latest products will be shown, and there will be exhibits and networking opportunities for the attendees which gather here from 50 different countries.

CHINA OUTBOUND TRAVEL AND TOURISM MARKET

COTTM is a major travel and tourism event that will take place in the New Hall, National Agricultural Exhibition Centre, Beijing, from 1st to 3rd April, 2020. This is a B2B event that focuses on outbound tourism and its growth and expansion. The discussion deals with the reasons for outbound tourism to the most-visited and popular places across the globe. The motto of COTTM is to promote and develop China's outbound tourism.



SOME OTHER EVENTS TO LOOK OUT FOR:

- **Shenzhen International Advertising Exhibition:** To be held from February 24th to February 26th, 2020, at the Shenzhen Convention & Exhibition Centre, Guangdong China.
- **Shanghai APPPEXPO:** To be held from March 4th to March 7th, 2020, at the National Convention & Exhibition Centre in Shanghai, China.
- **Chengdu International Advertising Festival:** To be held from April 10th to April 12th, 2020, at the Century City International Exhibition Centre, Sichuan, China.
- **Argus Asia Fertilizer:** This event that promotes and highlights the fertilizer industry will be held at the Four Seasons Hotel, Shanghai, China.
- **China Marketing International Conference:** To be held from June 4th to 7th, 2020, in Nanchang, China.

CONCLUSION

A McKinsey Report has cited that by 2020, all the marketing trends of the Chinese consumer will radicalize. Earlier, 82% of Chinese customers were barely able to fulfil their daily needs. But this is expected to change in upcoming years. Thus, if the market itself is about to undergo a change, then as a businessperson or a marketer, you need to be well-informed about your niche and how best to approach the market in 2020. So, it is essential to participate in these events, experience what is driving the market, and how best to approach the 21st Century customer. **B**

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展望中国 2020 年 营销活动会议

当您在中国投资时，需要非常谨慎地采取第一步。参加会议、峰会和其他类似活动可以带来很多好处。中国数字营销峰会，营销首席代表大会，数字创新峰会等活动可以帮助您快速入门。

中国数字营销峰会
该活动将于 2020 年 6 月 4 日至 5 日在上海举行，专注于数字营销技巧和技术的提升。活动地点是虹桥上海万豪酒店。

中国国际旅游交易会
专注于旅游业，展会连续举行三天，展示来自全国各地的旅游业务，致力于将精选的中国买家与旅行社联系起来。将于 2020 年 5 月 13 日至 5 月 15 日在上海浦东国展路 1099 号上海世博展览中心举行。

中国新零售与数字创新峰会
第五次峰会定于 2020 年 4 月 15 日至 16 日在上海浦东东皇假日酒店举行，全渠道营销以及 5G 在互联网世界中的优势等更多概念将是本次活动的主要亮点。

2020 年亚洲商业会议与展览
此次会议将于 2020 年 4 月 21 日至 23 日在上海虹桥国际机场举行，汇集了航空业的企业，本次活动将展示商务航空产品和服务。

中国数字营销与电子商务创新峰会
此次峰会将于 2020 年 3 月 9 日至 11 日举行，是该市场中规模最大的会议之一。您将在这里了解中国的数字营销和电子商务发展。

2020 年国际标志和 LED 展览会
将于 2020 年 2 月 24 日至 27 日在深圳世界展览会议中心举行。本次活动的重点是展示与数字标牌、照明图形和视频显示器有关的所有内容。来自 50 个不同国家/地区的与会者可以在此找到最新的产品并进行交流。

中国出境旅游市场
是一项重大的旅游盛事，将于 2020 年 4 月 1 日至 3 日在北京国家农业展览馆新馆举行。这是一个 B2B 展会，它讨论出境旅游并关注其增长和扩展。

其他可以留意的活动：
• 深圳国际广告展览会：将于 2 月 24 日至 2 月 26 日在中国广东深圳会展中心举行。
• 上海广告展：将于 2020 年 3 月 4 日至 3 月 7 日在中国上海国家会展中心举行。
• 成都国际广告节：将于 4 月 10 日至 4 月 12 日在中国四川世纪城国际展览中心举行。
• 阿格斯亚洲肥料展：将在中国上海四季酒店举行。
• 中国营销国际会议：2020 年 6 月 4 日至 7 日在中国南昌举行。



Make Performance Management A POSITIVE ASPECT OF YOUR COMPANY CULTURE

By Betsy Taylor

Over the last few years, the significance of company culture has skyrocketed. It has been the subject of a number of discussions, and experts have been discussing its importance and how a strong company culture can positively influence productivity, retention, employee performance and overall company reputation.

THE FUTURE OF WORK

In current times, the employee experience has been considered as the 'future of work', and it is quite evident that the smartest companies always prioritize the development of an outstanding company culture which eventually ensures long-term success.

The issue with most companies is that they do not know where to start from. They do acknowledge the importance of a strong company culture, but taking the right steps that help develop one is a different story, especially when both HR and management are uncertain as to what elements are the most crucial.

The good thing here is that with enough dedication and effort to achieve positive change, the management can develop a healthy company culture that helps attract the best talent while retaining the existing ones. However, it all starts with following certain performance management trends that are being adopted by the most influential and trending companies worldwide.

Regular Performance -Based Discussions

We all know that great communication is crucial to the smooth and effective running of an entity; however, the relationship an employee shares with their manager makes a great difference in the engagement levels. This has led to a shift in performance management in the last few years, with some leading companies, such as Microsoft and Adobe, abandoning yearly performance appraisals. In their place, organizations have been incorporating the concept of continuous performance management, which involves monthly performance check-ins.

Such monthly performance check-ins allow employees and managers to develop more productive relationships. They encourage frank discussions that foster progress and allow employees to give managers the right feedback on how the company should run. If the managers think that a certain process is obsolete or not conducive to a happy,

engaged workforce, they are more likely to get in touch with a manager they trust the most. This allows the company and its culture to experience continual improvements.

Recognition Makes A Huge Difference

When talking about company culture, the aspect of perks makes a considerable difference. Most small enterprises are concerned that in order to develop a strong culture, they will have to start handing out huge bonuses or pay increases that they just cannot afford for long.

The good news is that most of the time, employees are not motivated only by the concept of getting a pay raise. Rather, they just want their hard work and efforts to be appreciated and acknowledged. Frequent expressions of encouragement can do a lot towards having a strong company culture, and this is the best place to begin. It is imperative for an organization to show their employees that they are a vital part of their team, and as crucial a part of the company as any other.

Should Performance Be Rated or Not?

Like yearly performance appraisals, performance ratings have also seen their day. It appears that on a daily basis, organizations today are abandoning their rating systems or their obsolete ranking practices. This is because these systems have a significant negative impact on motivation levels. A performance rating leads to a 'fight or flight' response in most employees, and even the best ones grow concerned about the outcome should their number be docked the following year.

Ranking systems have been quite detrimental, as employees get to compete against each other. This practice suggests that for one employee to do well, another one has to fail, which is extremely de-motivating and, inevitably, crippling for the company's culture. This is why companies are



better off not employing ranking and rating systems, but rather encouraging an atmosphere of teamwork.

Flexibility

The flexibility feature is considered to be a prime workplace perk today. The conventional 9 to 5 working hours are redundant in situations where constant communication is required. Flexibility allows employees to work from home if necessary, which allows them to perform more efficiently and experience better overall morale.

For this reason, companies that intend to develop a strong company culture should seriously consider integrating more flexibility and autonomy into their performance management system. This will allow those companies to build a high level of trust among employees, which they will be keen to repay through their performance.

Invest In Your Workforce

Millennials are truly dominating employment today, and despite everything one may have heard - this generation is keen to learn and explore. Employees who are not provided with an opportunity to grow are more likely to make a switch to competitors who are willing to invest in them. If, on the other hand, an organization helps its workforce to develop their strengths and skills, it will surely benefit from fostering skilled, engaged employees who are very likely to stay with the organization for years to come. **B**

绩效管理影响公司文化的积极方面

专家们一直在讨论企业文化的重要性，以及强大的公司文化如何能够积极影响生产力，保留率，员工绩效和公司整体声誉。

新的趋势

管理层致力于积极的变革，可以塑造出健康的公司文化，全球最有影响力的公司有哪些绩效管理趋势。

• 基于绩效的定期沟通

员工与经理的关系对敬业度有很大的影响。微软和 Adobe 等一些领先的公司放弃了年度绩效评估。取而代之的是，采用持续绩效管理的概念，该概念涉及每月的绩效检查。这样的每月绩效检查可以使员工和经理建立更有效的关系。

• 认可带来很大的不同

在大多数情况下，员工并不完全以加薪为动力。相反，他们只是希望他们的辛勤工作和努力得到赞赏和认可。鼓励的话语可以对建立强大的公司文化起到很好的作用

• 是否应该对绩效进行评级？

当今的组织正在放弃其评分系统或过时的排名做法。评分排名系统中一名员工做得好，则另一名员工就必须失败，这极大地降低了员工的积极性，并且不可避免地损害了公司的文化。

• 灵活办公

灵活办公使员工甚至可以在家中工作，这使他们的表现更好并拥有更高的整体士气。

• 投资员工

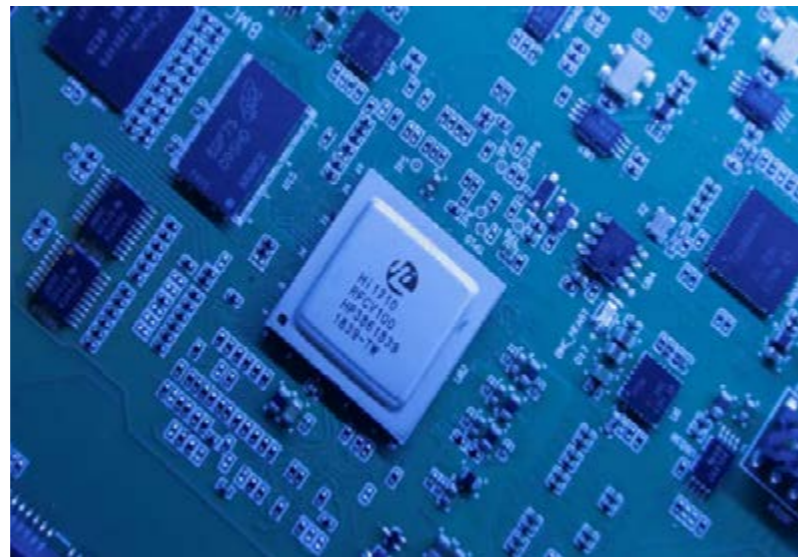
没有获得成长机会的员工可能转投你的竞争对手。如果您的组织帮助员工发展自己的优势和技能，那么您一定会从熟练、敬业的员工身上受益，员工很可能会在组织中待很多年。

CHINA AIMS TO REPLACE UP TO 30 MILLION PIECES OF FOREIGN TECH IN GOVERNMENT OFFICES WITH CHINESE TECH BY 2022

The Chinese government has instructed its offices to phase out technology produced outside of China, including hardware and software, by 2022, according to the Financial Times. The move is partly designed to make China less reliant on foreign-made technology, according to the report. The directive could mean that US companies such as Dell, HP, and Microsoft could suffer a blow in China.

According to China Securities analysts, it's estimated that 20-30 million computers and other forms of tech hardware will be replaced. Thirty percent of this hardware is expected to be replaced by 2020 and 50% by 2021, with the remaining 20% being replaced by 2022.

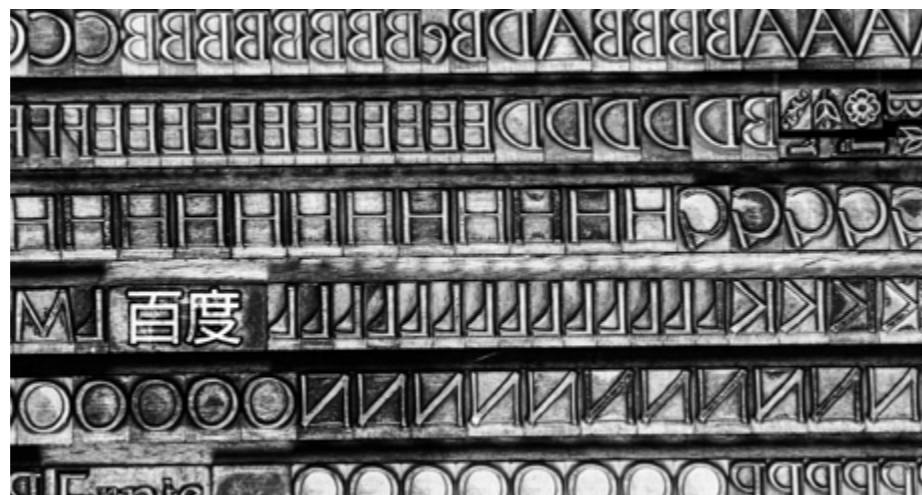
Source: Business Insider



A Hi1710 BMC management chip is seen on a Kunpeng 920 chipset designed by Huawei's Hisilicon subsidiary, on display at Huawei's headquarters in Shenzhen

BAIDU HAS A NEW TRICK FOR TEACHING AI THE MEANING OF LANGUAGE

Earlier this month, a Chinese tech giant quietly dethroned Microsoft and Google in an ongoing competition in AI. The company was Baidu, China's closest equivalent to Google, and the competition was the General Language Understanding Evaluation, otherwise known as GLUE. GLUE is a widely accepted benchmark for how well an AI system understands human language. It consists of nine different tests for things like picking out the names of people and organizations in a sentence, and figuring out what a pronoun like "it" refers to when there are multiple potential antecedents. A language model that scores highly on GLUE, therefore, can handle diverse reading



comprehension tasks. Out of a full score of 100, the average person scores around 87 points. Baidu is now the first team to surpass 90 with its model, ERNIE.

Baidu's researchers had to develop a technique specifically for the Chinese language to build ERNIE (which

stands for "Enhanced Representation through kNowledge IntEgration"). It just so happens, however, that the same technique makes it better at understanding English as well.

Source: technologyreview.com

CHINA NEARS COMPLETION OF ITS GPS COMPETITOR, INCREASING THE POTENTIAL FOR INTERNET BALKANIZATION

On Friday (27 December), China announced that it would complete its competitor to the U.S.-operated global positioning system network by the first half of next year, increasing the pace of its decoupling from U.S. Technologies. China's Beidou network of satellites — named after the "Big Dipper" constellation — will be the first service to compete with the U.S. Air Force's global positioning system and already has a potentially massive user base, since over 70% of Chinese smartphones are now ready to use its positioning services, according to a report in the Nikkei Asian Review.

The Beidou network is integral to China's long-term plans to dominate the next generation of telecommunications services and — coupled with China's advances in fifth-generation wireless communications technology — represents a significant challenge to the U.S. hegemony over



Image Credits: Wang Yulei/CHINA NEWS SERVICE/VCG (opens in a new window)

telecommunications infrastructure. China plans to launch the final two satellites needed to make the Beidou system operational by June 2020, according to a statement from the project's director, Ran Chengqi, as quoted by The Associated Press.

Source: Financial Times

REPORT FINDS THAT HALF OF CHINA'S 600+ MILLION GAMERS ARE NOW FEMALE

The China Gaming Industry Annual Conference took place on Christmas day, and the "2019 China Gaming Industry Report" is out. Among the report's findings is evidence that women now account for a solid 46 percent of China's gamers, indicating that it might be time to ditch the "nerdy gamer dude" cliché. Out of a total of approximately 640 million Chinese video game users, 300 million are female. One reason behind this number is China's mobile-focused gaming industry, functioning on a platform that is common across genders instead of on video game consoles which traditionally skew male.

The total number of gamers represents an increase of 2.5 percent from 2018. Other data from the report include an overall gaming industry revenue increase of 7.7 percent to 230.88 billion RMB (about 33 billion



USD), a mobile gaming revenue increase of 18 percent to 158.1 billion RMB (about 22.6 billion USD), and an esports revenue increase of 13.5 percent to 94.73 billion RMB (about 13.5 billion USD). According to the report, mobile gaming accounted for nearly 70 percent of total gaming revenue in 2019, and role-playing was the most popular type of game, beating out games in categories such as strategy, card, casual, and shooting.

Source: radiichina.com

CHINA IS BUILDING MORE POWERFUL JET ENGINES

Chinese engineering has become so advanced that German jet engines could soon get a major boost from China. Officials in China have begun talks to sell sophisticated aerospace technology and manufacturing equipment to Germany for the production of high-performance jet engines.

As China moves to rapidly build its commercial and military aviation industry, the nation has made significant engineering breakthroughs, most notably in turbine blades, which convert the heat from fuel combustion into thrust. Turbine blades are among the most critical components of an airplane, determining a jet engine's safety, power and endurance.

Engineers in China have developed new processes that can make lighter and stronger blades using a hollow structure as well as single-crystal alloys that can withstand high temperatures and a special coating to facilitate cooling. These advances



mean Chinese-made turbine blades are able to withstand temperatures several hundred degrees Celsius higher than the melting point of metallic alloys.

Source: Business Insider

CHINA LAUNCHES ITS LARGEST ROCKET EVER, THE LONG MARCH-5

China launched its largest-ever rocket this week. The Long March-5 Y3 rocket took off from the Wenchang Space Launch Centre in south China's Hainan Province, carrying a Shijian-20 satellite. The launch took place at 8:45 p.m. Beijing time on Friday (27 December). Just over half an hour later, the satellite reached its planned orbit and the China National Space Administration (CNSA) declared the mission a success.



China's newly-developed heavy-lift carrier rocket, Long March-5, in transit at the Wenchang Space Launch Centre in south China's Hainan Province, Oct. 28, 2016.

The rocket stands 57 metres (187 feet) tall, and is 5 metres in diameter around its core stage, with four boosters, each of which is 3.35 metres in diameter. This makes the Long March-5 the largest Chinese carrier rocket to date, with a total weight of 870 tonnes and producing thrust of over 1000 tonnes at take-off.

The two-stage rocket can carry a payload of up to 25 tonnes into low Earth orbit. Alternatively, for more distant launches, it can carry 14 tonnes into geostationary transfer orbit, which is an elliptical orbit that is used to reach the geosynchronous orbit which

holds most satellites. Looking ahead to potential missions to the Moon and Mars, the rocket is also designed to carry up to eight tonnes into Earth-Moon transfer orbit, or up to five tonnes into Earth-Mars transfer orbit.

Source: digitaltrends.com



ADDRESS
Olympic Tower
No.104, Chengdu Road
Heping District, Tianjin
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Qianjin Rd., Wuqing District,
Tianjin
店铺电话Tel: +86 022 59698238
店长Shop GM 周先生: 15222537660

DINING

TIANJIN

Chinese

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

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

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

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

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

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

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

Japanese

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

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

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

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

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

Southeast Asian

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

Bakeries & Desserts



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

Western

Promenade Restaurant
Featuring gorgeous views of the Hai River, Promenade provides the exclusive dining experience with South East Asia flavors, Indian gourmet, Chinese and Western traditional cuisine and more.
A: 1F, The St. Regis Tianjin No. 158, Zhang Zizhong Road Heping District
T: +86 22 5830 9959
O: 06:00 - 22:00
河岸国际餐厅
和平区张自忠路158号天津瑞吉金融街酒店一层(哈密道正对面)

Riviera Restaurant
Riviera brings the casually elegant refined dining experience to Tianjin featuring modern Mediterranean -French dishes paired with selections from an supurb list of international wines.
A: 1F, The St. Regis Tianjin. No. 158, Zhang Zizhong Dao, Heping District
T: +86 22 5830 9962
O: 11:30 - 14:30; 17:00 - 22:00.
蔚蓝海餐厅
和平区张自忠路158号天津瑞吉金融街酒店一层



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

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

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

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

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

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

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

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



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



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



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

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

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

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

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

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

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

DINING

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

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

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

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

Le Rosso Pizza & Steak
A: 24 Ying Chun Li, Wu Jia Yao Er Hao Road (near Xi Kang Lu) He Ping District
T: 15602172289, 17526573687
Le Rosso 意大利餐厅
和平区吴家窑二路迎春里24号楼底商(靠近西康路)



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

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



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



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

Bars

The St. Regis Bar
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T: +86 22 5830 9958
O: 09:30 - 01:30.
瑞吉酒吧
和平区张自忠路158号天津瑞吉金融街酒店一层

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

The Lobby Lounge
A: 1st Floor, The Ritz-Carlton, Tianjin, No. 167, Dagubei Road, Heping District, Tianjin
T: +86 22 5857 8888 ext. 5091
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



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E: thestinos@msn.com

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

Education



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

International Schools



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



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



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



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

SERVICES

Hotels

★★★★★ Hotels


Renaissance Tianjin Lakeview Hotel
 A: No. 16, Binshui Dao, Hexi District
 T: +86 22 5822 3388
 万丽天津宾馆
 和平区赤峰道 138 号


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


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


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


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


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


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


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


Banyan Tree Tianjin Riverside
 A: No. 34, Haihe Dong Lu, Hebei District, Tianjin
 T: +86 22 5883 7848
 W: www.banyantree.com
 天津海悦悦悦酒店
 河北区海河东路 34 号


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


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


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


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


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


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


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


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


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


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


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


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

Serviced Apartments


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


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


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


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


The Lakeview, Tianjin-Marriott Executive Apartments
 A: No. 16, Binshui Dao, Hexi District
 T: +86 22 5822 3322
 天津万豪行政公寓
 河西区滨水道 16 号


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


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


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



 Sunshine100 Tianjin Tianta Himalaya
 A: Weijingnan Road and Tianta Road, Nankai District
 T: +86 22 2310 0100
 阳光100天津喜马拉雅-天塔
 南开区卫津南开与天塔道交汇天塔喜马拉雅


 Sunshine100 Tianjin Nankai Himalaya
 A: Fukang Road, Nankai District
 T: +86 22 2361 3888
 阳光100天津喜马拉雅-南开
 南开区复康路南开喜马拉雅


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


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
 T: +86 22 2315 9629
 A: 4402-2, Building 4, No.19, Xinhuan West Road, 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/



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


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


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


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


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


Arrail Dental Tianjin International Building Clinic
 A: Rm 302, Tianjin International Building, No. 75 Nanjing Rd, Heping District
 T: +86 22 2331 6219/32
 24Hr Emergency Line: 150 0221 9613
 W: arrail-dental.com
 瑞尔齿科
 和平区南京路 75 号
 天津国际大厦 302 室


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


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


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


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


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: 雷格斯金谷大厦中心
 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 瑞尔
 International Dental Clinic 专业口腔医疗机构
Arrail Dental Tianjin International Building Clinic
 A: Rm 302, Tianjin International Building, No. 75 Nanjing Rd, Heping District
 T: +86 22 2331 6219/32
 24Hr Emergency Line: 150 0221 9613
 W: arrail-dental.com
 瑞尔齿科
 和平区南京路 75 号
 天津国际大厦 302 室


Arrail Dental Tianjin International Building Clinic
 A: Rm 302, Tianjin International Building, No. 75 Nanjing Rd, Heping District
 T: +86 22 2331 6219/32
 24Hr Emergency Line: 150 0221 9613
 W: arrail-dental.com
 瑞尔齿科
 和平区南京路 75 号
 天津国际大厦 302 室


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


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

DINING

TEDA & TANGGU

Chinese



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

Western

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



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



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

BARS



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



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



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

Education



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



The Tianjin Juilliard School
A: Shuang Chuang Building, 3699 Xinhua Road, Binhai New Area, Tianjin 300452, China
O: 9:00-17:00
T: +86 22 2576 4890 (8829)
E: dmissions.pc@tianjinjuilliard.edu.cn
W: www.tianjinjuilliard.edu.cn
 天津茱莉亚学院
 中国天津滨海新区 新华路 3699 号 双创大厦



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

SERVICES

Hotels

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

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



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



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

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

Apartments



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

HEALTH



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



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

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, 2nd Avenue, TEDA
T: +86 22 6570 9504
 开发区第二大街 29 号天津万丽泰达酒店及会议中心

Hospitals

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

Library

Binhai Science and Technology Museum
A: No. 347, Xusheng Road, Binhai New Area
O: Tue - Sun, 10:00-17:00
 16:30 Stop entering, close on Mondays
T: +86 22 25623399
 滨海科技馆
 滨海新区旭升路 347 号

TIANJIN-BEIJING AIRPORT Shuttle Bus ¥82 one way

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

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

TEDA-BEIJING AIRPORT Shuttle Bus ¥90 one way

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

Beijing Airport Terminals 2/3 - TEDA

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

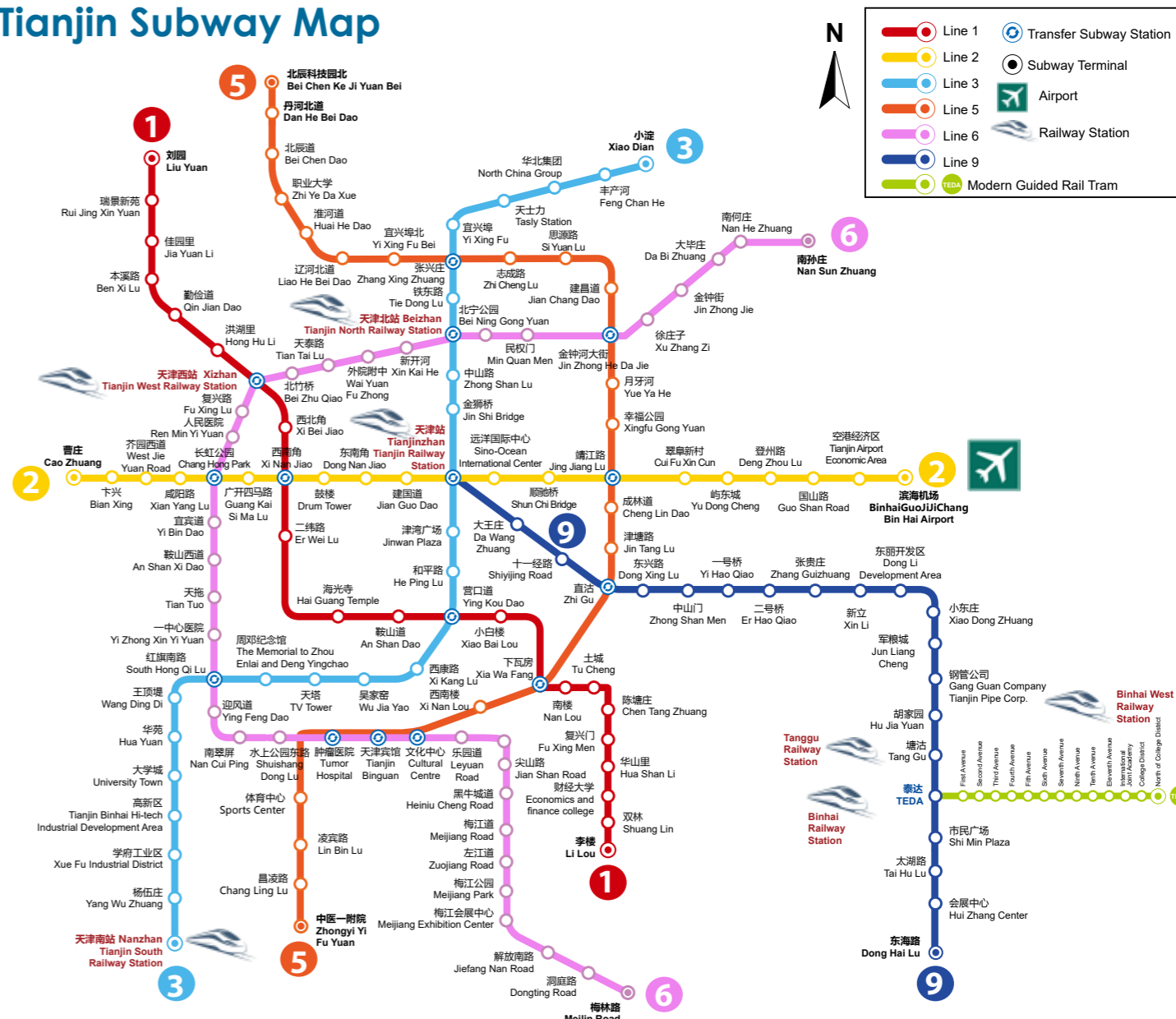
BULLET (C) TRAIN

TJ ~ BJS (¥55 - ¥93)			BJS ~ TJ (¥55 - ¥93)		
Train	Tianjin	Beijing	Train	Beijing	Tianjin
C2608	05:50	06:30	C2551	06:02	06:32
C2090	22:39	23:09	C2669	22:46	23:18

TG ~ BJS (¥66 - ¥93)			BJS ~ TG (¥75 - ¥239)		
Train	Tanggu	Beijing	Train	Beijing	Tanggu
C2554	07:31	08:23	C2553	06:07	06:58
C2594	20:48	21:40	C2597	21:39	22:30

Wuqing ~ BJS (¥39 - ¥66)			BJS ~ Wuqing (¥39 - ¥66)		
Train	Wuqing	Beijing	Train	Beijing	Wuqing
C2608	06:08	06:30	C2201	06:22	06:43
C2230	21:51	22:13	C2595	21:27	21:48

Tianjin Subway Map



Tai Chi Chuan

THE BOUNDLESS FIST

By Rose Salas

Taken from the Taiji symbol known as "Yin-Yang", Tai Chi Chuan means boundless fist or supreme ultimate fist. The theory and practice of this philosophy evolved as a scientific way of strengthening one's physical and mental health. It is time-honored and one of the famous ancient Chinese martial arts.

The physical movements in this martial art are composed of unified opposite actions, such as forward and backward, right and left, advance and retreat, slow and fast, upward and downward, releasing and withdrawing, pull and push, stretching and bending, opening and closing, inhale and exhale, and rising and falling. Though contradictory, this art is significant because of its two aspects: the essence is spiritual, while the application is martial.

WHY DID IT BECOME FAMOUS GLOBALLY?

Tai Chi Chuan, when performed, can help the performer learn self-defense as well as improve and maintain their health. In the early 20th century, the health benefits of this martial art were promoted, so many people around the globe were influenced to try it. Due to proof from medical studies, Tai Chi came to be seen as beneficial in maintaining one's physical fitness while also providing the ability to protect one's self in case of unexpected attack or danger. As your mind focuses on the movements, you develop a state of mental clarity and calmness.

THE MODERN FUNDAMENTALS OF TAI CHI CHUAN

The five traditional elements of Tai Chi are still followed today:

- **Taolu** - refers to the solo hand and weapons, routines, forms
- **Neigong & Qigong** - involves breathing, movement/awareness exercises, and meditation
- **Tuishou** - Response drills
- **Sanshou** - Self-defense techniques

Some advanced students have also been introduced to traditional Chinese medicine as part of their learning. Tai Chi is the harmony of the mind, body, and soul. Like the principle of Yin-Yang, neither one can exist without the other. If you want to be a student of this martial art, the three major aspects must be present: health, meditation, and martial arts skills.

Your health is very important. Without good physical fitness and sound mind, it is impossible to overcome the challenges of combat in self-defense. It requires disciplined and skillful training so you can respond quickly and appropriately to the attack using the "yielding and sticking" techniques.

According to an article from the Cochrane Library that was published in March 2018, Tai Chi is a good remedy to improve recovery after a stroke. This is how the intervention works:

The psychological benefits reported for Tai Chi include improved attentiveness and sleep, and reduced stress and anxiety. Cardiovascular functions that have been reported to change following Tai Chi include reduced heart rate and blood pressure, increased vagal activity, and reduced cholesterol.

Tai Chi has also been reported to reduce pain in people with fibromyalgia, osteoarthritis, and rheumatoid arthritis.

Clinical studies have reported that Tai Chi is an intervention that may benefit many chronic diseases, including Parkinson's disease, depression in the elderly,

chronic heart failure, chronic obstructive pulmonary disease, and rheumatoid arthritis.

There are many health-related advantages that you can get from Tai Chi aside from those mentioned above. If you are dealing with sleeping problems, this exercise can help you establish a good sleeping pattern. For the elderly, the risk of falling and breaking bones will be avoided. Through breathing and meditation, you will see improvement in your digestive and respiratory systems.

Tai Chi Chuan may be a centuries-old exercise, but the benefits are still potent and highly effective for many. It continues to grow in different parts of the world because of its holistic approach to wellness. Since it is ideal both for the young and old, you can learn it at any phase of your life. If you are looking for an activity that will relax your body and mind while improving your concentration, Tai Chi is the best choice. You will develop flexibility and allow the internal energies to flow while you align yourself in harmony with the universe! **B**

太极拳 无上之上的拳法

太极拳是增强人身心健康的科学方法。它有悠久的历史，是中国古代武术之一。

为什么它在全球闻名？

太极拳表演时可以帮助表演者学习保护自己，并改善和保持健康。在 20 世纪初这种武术的健康益处得到了推广，影响了全球各地的许多人。

太极拳的现代基础

太极拳的五个传统元素

- 套路 - 指形式
- 内功和气功 - 涉及呼吸，运动 / 意识的锻炼等
- 推手 - 反应练习
- 散打 - 自卫技巧

太极拳是心灵，身体和灵魂的和谐。据报道太极拳对心理的好处包括改善注意力和睡眠，减轻压力和焦虑。另据报道，太极拳可以减轻纤维肌痛，骨关节炎和类风湿关节炎患者的疼痛。临床研究表明，太极拳可能还有益于许多慢性性疾病。

太极还可以帮助您建立良好的睡眠模式。降低老年人跌倒和骨折的风险。通过呼吸和冥想，您会发现消化系统和呼吸系统得到改善。

太极拳运动可能已经有数百年历史了，由于采用整体性的健康方法，它在世界各地持续增长。如果您正在寻找一种可以放松身心，提高注意力的活动，那么太极拳是最佳选择。

Visit us online:
btianjin.cn/200216

DOING BUSINESS IN CHINA

4TH EDITION

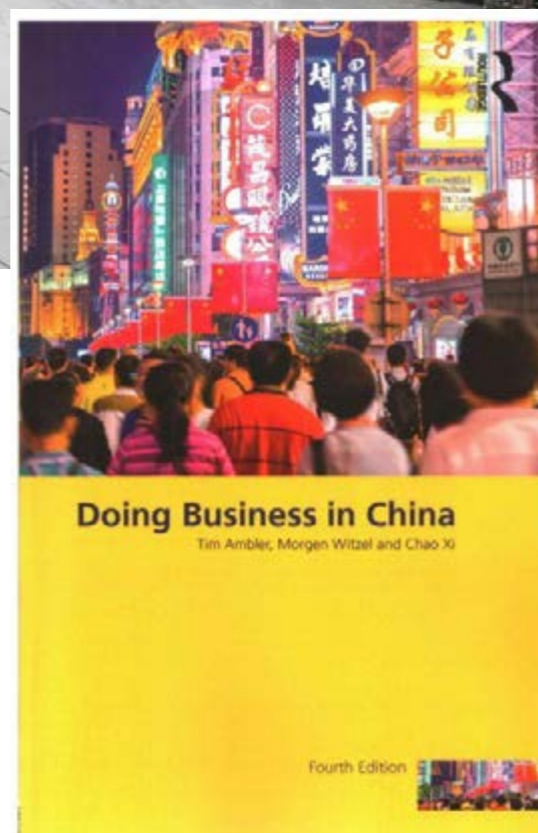
By Tim Ambler, Morgen Witzel, and Chao Xi (2018)

Change in China since the publication of the first edition in 2000 is tremendous, though subsequent editions have kept pace with this development. China is an international market, sharing the common basics of business culture. The new edition of this essential business book provides guidelines to non-Chinese business people to help them understand the context of business in China, and includes business practices, markets, negotiations, and networks.

The book provides a detailed guide to marketing and managing business operations in China. It includes several factors that contribute to the success of a business, with topics of discussion such as issues in marketing, various notable products, their pricing, distribution and advertisement, rules for choosing business partners, as well as negotiation, including how to cultivate

a good relationship with distributors, suppliers, customers, local government, and the community in general.

The book also emphasizes how to compete effectively in China, the world's most competitive market. Business opportunities in China are extensive due to the fact that it is home to one-quarter of the population of the world. On the other hand, China is well known for its complexities of culture and government, and this book will help foreign and multinational businesses to understand the current development stage in China, and to develop efficient strategies to compete successfully. Since there is constant evolution in China, this fourth edition of the book *Doing Business in China* will be a valuable guide for international students of Chinese business and for business people who hope to do business in China. **B**



在中国做生意 第4版

自2000年第一版出版以来，中国发生了巨大变化，本书的新版本为外国商人了解中国的商业环境新变化提供了指导。

本书探讨了包括诸如如何分销，如何制定广告策略，如何选择业务合作伙伴和如何进行谈判，以及如何与供应商、客户，地方政府和整个社区建立良好的关系等问题，为希望在中国开展业务的外国企业和个人提供很好的指导。

LIMITING THE IMPACT OF THE CORONAVIRUS SPREAD

By Morgan Brady

On 31 December, 2019, WHO was alerted to several cases of pneumonia in Wuhan City in the Hubei Province of China. The virus that caused this did not match any other known viruses. The local health authority later identified it as a new virus named 2019-nCoV belonging to the family of Coronaviruses, which includes the common cold virus and viruses such as SARS and MERS.

Nearly 60 million people are under partial or full lockdown in Chinese cities. Moreover, the virus has spread globally to more than 25 countries. The number of infections and deaths related to the outbreak of this mysterious virus in China keeps rising, but economists and analysts have counselled caution, saying it's too soon to sound the alarm about the impact on the global economy.

China's authorities have confirmed that the virus can be transmitted by "respiratory droplet transmission" or by touch. Some types of corona viruses are more transmittable, and others are not.

ORIGIN OF THE CORONAVIRUS

There are two possible origins of the coronavirus. Both MERS and SARS, two deadly respiratory diseases caused by this virus, were also suspected to have been caused by bats.

The first cause: Scientists believe it is either bats or snakes that carried the deadly coronavirus, causing it to spread in inexpertly run live animal markets in Wuhan or other parts of China.

The second cause: In 2017, China established the Wuhan National Biosafety Laboratory to study some of the world's most virulent viruses, and biologists said that in testing pathogens on animals like monkeys, there was a possibility these pathogens could leak through in various ways.

Because of the SARS leak in 2004, scientists are reluctant to completely dismiss a facility leak as a potential cause of the coronavirus outbreak. Indeed, there's increasing speculation that the Wuhan Institute of Virology may have inadvertently leaked the coronavirus. However, based on the development of the virus and several studies, cross-species transmission from bats or snakes to humans is more likely than a possible facility leak to be the cause of the coronavirus.

FOREIGN COMPANIES TEMPORARILY SUSPEND OPERATIONS

Foreign companies with significant footprints in China, such as Toyota, Hyundai, Airbus, McDonald's, Starbucks, Boeing and Disney, are suspending operations, and many



countries are instituting travel restrictions as they respond to the outbreak of the coronavirus.

As of Saturday morning, February 8th, China has over 34,500 confirmed cases of the Wuhan coronavirus, leading to 722 deaths, and it has 724 deaths and infected nearly 35,000 persons worldwide.

SCIENTISTS RACE TO PRODUCE A CORONAVIRUS VACCINE

Government scientists, as well as scientists in the U.S and Australia, are working on producing a vaccine to stop the spread of the coronavirus.

The hunt began on 10 January, when Chinese scientists posted the genetic makeup of the virus on a public database. Following this, researchers at the National Institutes of Health's Vaccine Research Center in Maryland pinpointed the letters of the genetic code that could be used to make a vaccine.

Last Words

CONCERNS INCREASE THE OUTBREAK'S ECONOMIC IMPACT

After sharp losses around the world, investors continue to assess the long-term economic effects of the coronavirus epidemic. Currently, the coronavirus is the Number 1 threat to financial markets as global investors are becoming jittery regarding the uncertainty. Investors have abandoned stocks in Asia, while markets in Europe have steadied. In the United States, the S&P 500 was up by more than 1%. Japan's and South Korea's stocks fell as futures trading in China slumped. Money poured into safe-haven assets like gold and pushed up the value of the USD.

THE ECONOMIC IMPACT ON CHINA

Due to the virus, China and other Asian economies face losses in the aviation, retail and entertainment sectors.

Touted as China's Chicago, fast-growing Wuhan was expected to record a regional economic growth rate of up to 7.8% in 2020, according to local government estimates. This would make it a key pillar of growth in China's sluggish economy, which is expected to grow by 6% according to central government figures.

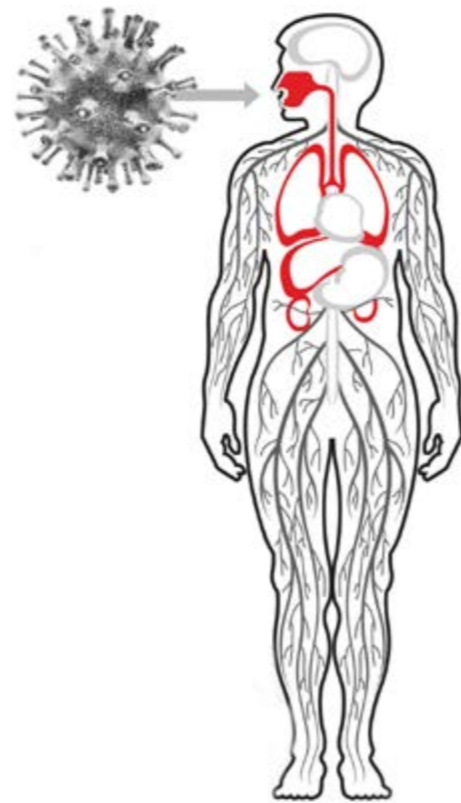
However, the Coronavirus outbreak could erase 0.5-1% points off China's GDP growth this year against a baseline forecast of 5.9%. The total value of imports and exports reached 244 billion yuan (US\$35.3 billion) last year, a record high that was 13.7% above the previous year and accounted for 61.9% of Hubei province's overall foreign trade value.

The Finance Ministry and the National Health Commission have extended 60.33 billion yuan (\$8.74bn) to help contain the virus. The markets opened on Monday on a decline following the lunar year holiday. The Chinese government prevented short selling and notified brokers of this to hinder further decline. It remains to be seen what other measures the government will take to offset the negative effects.

CONCLUSION

The outbreak will have a negative impact in China, but the lack of understanding about how the virus spreads and how bad it might be is adding uncertainty to the mix and compounding investor concerns.

The Chinese economy and the stock market have trembled following the outbreak, causing significant instability in the country. In order to stimulate the economy, the government needs to reduce the tax burden for small and medium-sized enterprises, among other measures. For the time being, the impact of the disruption to various businesses will be coupled with the psychological impact of fear and panic. Those effects will most likely ease, but gradually, rather than suddenly, and in the meantime, the government will have to race against time to limit the impact. **B**



降低新型冠状病毒传播的影响

2019-nCoV: 新型冠状病毒, 已波及全球 25 个国家, 中国城市中有将近 6000 万人处于部分或全部隔离状态, 病毒引发的感染和死亡人数一直在上升, 但经济学家和分析家建议人们谨慎, 称现在就对全球经济的影响发出警报为时过早。

多家外资公司暂停营业

麦当劳, 星巴克和迪斯尼等外资在华公司正暂停运营, 许多国家也因冠状病毒的爆发对中国游客实行了旅行限制。

科学家加速研制冠状病毒疫苗

中国科学家在公共数据库中发布了该病毒的基因组, 中美和澳大利亚的科学家正在努力生产一种疫苗来阻止冠状病毒的传播。

对疫情的经济影响担忧加剧

随着全球经济的不确定性, 冠状病毒成为金融市场的头号威胁。投资者放弃了亚洲股票, 在美国, 标准普尔 500 指数上涨了 1% 以上。随着中国期货交易的下滑, 日本和韩国股票下跌。资金涌入黄金等避险资产, 推高了美元的价值。

对中国的影响

病毒威胁中国和其他亚洲经济体, 航空, 零售和娱乐领域面临较大亏损。冠状病毒的爆发可能使中国今年的 GDP 增长降低 0.5-1%。政府将采取什么其他措施来抵消负面影响还有待观察。

总之

疫情将对中国产生负面影响, 对病毒的传播方式和危害程度缺乏了解, 增加了不确定性, 加剧了投资者的担忧, 政府必须要与时间赛跑以降低其负面影响。

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