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Letter from the Editor

Dear Readers,

Himalaya represents a brand new collaboration initiative between the Sunshine 100 group and KAIA properties, and seeks to revitalize the hospitality scene and to tap into the demographic changes in China. It is grounded in Chinese roots and imbued with Chinese philosophy, and more excitingly, with global aspirations extending far beyond the borders of the Chinese speaking world.

Tianjin Business Times interviewed Bhupesh Yadav, the Chief Operating Officer at Himalaya Hospitality International (HHI), and Augustine Markose Silva, the Regional General Manager of Northern China and the Vice President of Pre-Opening at HHI.

As a hospitality platform, Himalaya has designed several different product offerings to meet the multi-faceted needs of its customer base, including that of the Himalaya Serviced Residences, Himalaya Branded Residences, Himalaya Hotels and the Himalaya Club.

Although Himalaya has not emerged from the global pandemic unscathed, it continues to grow and expand, even if at slightly dampened rates. Right now, Mr Yadav and Mr Silva speak with enthusiasm about the opening of Himalaya's second property in Tianjin, the Himalaya Serviced Residences Tianta Tianjin. A sister project to their existing property in the Nankai District, the property at Tianta will further complement Himalaya's existing hospitality offerings in Tianjin come September 2020. The Himalaya at Tianta is the first-ever Himalaya Club in northern China. The Himalaya Club offers a range of facilities including dining, fitness, wellness and business, and this serves as a trendy and diverse platform for members to meet like-minded people and to form meaningful connections.

In economic news, the Chinese economy shrank by 6.8% in the first four months of the year, which is the first contraction on record. In the second quarter the gross domestic product (GDP) growth may return to 2% or 3% as factories step up production. There are still many challenges standing in the way of recovery, but China is doing all it can to climb out of that economic decline. In the remainder of 2020, the Chinese economy will need to show strong recovery, and the recent signs are positive.

You can read more in this month's interesting issue. The articles cover some of the positive impacts of this pandemic, such as the expansion of the digital economy of China—already a digital leader—with online sales, teleconferencing, and online entertainment amid social distancing conditions, accounting for 45% of global e-commerce transactions.

Visit our website www.business-tianjin.com and follow us on our official WeChat account (ID: **business_tianjin**) for a complete list of articles and information.

Mary Smith

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In 2020, a new set of recruitment trends has shown up that has been considerably impacting the recruiting process.



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LAST WORDS
A Delightful event Wine Lovers' Afternoon

Sipping a glass of ice cold French sparkling wine on a summer's afternoon, looking out at the Tianjin skyline - this is one of those precious moments that life sometimes throws at you, and that you should not let pass. On the afternoon of Saturday, 20 June, wine and food lovers came together to appreciate what life has to offer: good wine, good food and great company.

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Tianjin News

TIANJIN LOWERS COVID-19 EMERGENCY RESPONSE TO THIRD LEVEL



Tianjin has lowered its emergency response to the novel coronavirus epidemic from the second level to the third level starting from June 6th, 2020. The third emergency response level is the second-lowest. Prevention and control measures will be adjusted accordingly. Under the third level, residential areas will continue with code inspections and information registration, but body temperature checks won't be required. Public spaces such as libraries, museums, parks and scenic spots are opening, with visitors limited to 50% of the normal number.

THREE NEW COMPREHENSIVE BONDED ZONES APPROVED IN TIANJIN



Tianjin Municipality has received approval to set up three new comprehensive bonded areas in its Binhai New Area, according to local authorities. Comprehensive bonded areas are special commercial zones that enjoy favourable taxation policies and are managed by customs officials. The State Council approved the upgrade of the Tianjin Export Processing Zone, Tianjin Dongjiang Free Trade Port Zone, and Tianjin Bonded Logistics Park to

comprehensive bonded areas. Now, Tianjin has four comprehensive bonded areas covering 13.41 square km. As important platforms for an open economy, comprehensive bonded areas are significant to developing foreign trade, attracting foreign investment, and promoting industrial transformation and upgrade, said Liu Xintong, deputy director of Tianjin Customs, at a news briefing.

THE FOURTH WORLD INTELLIGENCE CONGRESS HELD ONLINE IN TIANJIN



Cutting-edge technologies such as artificial intelligence, augmented reality and virtual reality were leveraged to create a new platform to showcase China's technological prowess at the Fourth World Intelligence Congress, an online event held on 23-24 June in Tianjin. Jin Xiangjun, vice-mayor of Tianjin, said digital and intelligent technologies played a vital role in combating the novel coronavirus outbreak, and in the post-epidemic era, more AI-powered application scenarios and solutions that inject new impetus into economy and society are needed.

TIANJIN: MAN CLEANING FROZEN SEAFOOD AT HOTEL CATCHES COVID-19 VIRUS



Tianjin reported one new confirmed COVID-19 case—a 22-year-old man working at Tianjin's Conrad hotel. The patient has been washing dishes in the

hotel since 30 May, occasionally cleaning frozen seafood. Tianjin Centre for Disease Control and Prevention (Tianjin CDC) said that the man has no history of traveling in the 14 days prior to the onset of his illness, no contact history with confirmed cases or suspected cases. The patient had a fever on the Tuesday and went to three hospitals and received nucleic acid testing. He tested positive on the Wednesday morning, with light symptoms. Tianjin also suspended some cross-regional coach services to Beijing on Tuesday to avoid the spread of infection. The municipality requires citizens who have been to medium and high risk areas in Beijing in the past 30 days to report to their communities, and those who conceal their itineraries and cause the spread of the disease will be held accountable, local news reported. According to the report, people who travel from Beijing are allowed to enter Tianjin as long as their health QR code appears green. Those with red codes should be quarantined for two weeks in a designated spot, and those with yellow codes should quarantine at home for two weeks.

TIANJIN BASED CANSINO'S RECOMBINANT COVID-19 VACCINE APPROVED AS SPECIAL MILITARY DRUG



Chinese biopharmaceutical firm CanSino Biologics Inc announced on Monday that a recombinant novel coronavirus vaccine (Ad5-nCoV) the company developed with a military research team has received special one-year military drug approval. The approval for the military use of Ad5-nCoV was granted by the Health Bureau of the Logistics Support

Department of the Central Military Commission on June 25, for one year. Ad5-nCoV is currently limited to military use and cannot be expanded to a broader vaccination range without the approval of the Logistics Support Department, the statement said. Ad5-nCoV is being jointly developed by CanSino and a team led by military infectious disease expert Chen Wei from the Institute of Biotechnology under the Academy of Military Medical Sciences.

Finance

AMEX WINS CLEARING LICENSE FOR CHINA'S \$27 TRILLION MARKET



American Express Co. received approval to start bank card clearing services in China, making it the first foreign payments network to be allowed to process local currency transactions in one of the world's largest markets. The People's Bank of China granted a network clearing license to American Express's China joint venture, Express (Hangzhou) Technology Services Co., the central bank said in a statement. The company, which won initial approval in 2018, is required to start the clearing service within six months, according to the statement. The approval marks a win for the card giant amid rising political tension between the U.S. and China sparked by the coronavirus outbreak and a crackdown on Hong Kong. It underscores China's commitment to opening its US\$45 trillion financial markets this year, in a bid to attract foreign capital and support growth.

JPMORGAN GETS THE NOD TO TAKE FULL CONTROL OF CHINA FUTURES VENTURE



China's securities regulator approved JPMorgan Chase & Co.'s application to operate the country's first fully foreign-owned futures business in an industry currently dominated by local players. JPMorgan in December applied to increase its 49% stake in its futures joint venture in China to 100%. Before the change, Shenzhen Wallace Rand Equity Investment Fund Management Co. Ltd. held a 50% stake in the venture, and a local investment company in Jiangsu held 1%. The China Securities Regulatory Commission (CSRC) said in a statement posted on its website that China will continue to deepen the opening of the futures market and bring in more qualified foreign institutions. China agreed to scrap limits on foreign ownership of futures companies starting 1 January as part of the gradual opening-up of China's financial sector to foreign players as pledged in its phase one trade deal with the U.S.

DIDI TRIALS 'ROBOTAXI' SERVICE



Ride-hailing giant Didi Chuxing (DiDi) on Saturday launched the trial run of self-driving ride service on designated test roads in the eastern metropolis of Shanghai. Users who

have registered in advance on DiDi's mobile app can hail an autonomous vehicle for a free ride, as long as their points of departure and arrival are within the 53.6-km designated roads in Shanghai's Jiading District. DiDi said safety personnel have been deployed on the self-driving vehicles to respond to emergencies and take over the steering wheel if needed. In addition, DiDi has set up a safety center for monitoring the vehicle's operational status and provide remote assistance when necessary.

MASTER PLAN FOR HAINAN FREE TRADE PORT



China has released a master plan for the Hainan free port that aims to build the southern island province into a globally influential duty-free trading centre by the middle of the century. A trade port system focusing on trade and investment liberalization and facilitation will be "basically established" in Hainan by 2025, and become "more mature" by 2035, according to the plan jointly issued by the Central Committee of the Communist Party of China and the State Council. The plan aims to facilitate free trade, investment and cross-border capital flows in Hainan and says designated imported goods will be exempted from tariffs on the whole island. It lists plenty of work emphasis in periods stretching to 2035.

LUCKIN COFFEE ACCEDES TO DELISTING FROM NASDAQ



Luckin Coffee Inc. will be delisted from the Nasdaq after it received two notices from the New York-based stock exchange over failure to meet listing rules, the scandal-plagued Chinese coffee chain said Friday. The company originally scheduled a hearing on the issue for June 25. But the day before the hearing it withdrew the request and decided not to fight the Nasdaq's delisting decision, according to a statement issued Friday. The company's shares will be suspended at the opening of business Monday. The stock plunged more than 55% to \$1.32 Friday morning. Luckin was listed on the Nasdaq in May 2019 with an initial public offering price of \$17 each. At its peak, Luckin traded at just over \$50 a share with a market value of \$12 billion.

CHINA COMPLETES ITS GLOBAL SATELLITE NAVIGATION SYSTEM



China launched the last satellite of the BeiDou Navigation Satellite System on Tuesday, marking the completion of the deployment of its own global navigation system. The satellite, the 55th in the family of BeiDou that means "Big Dipper" in Chinese, was launched at 9:43am (Beijing Time) and sent into the preset orbit by a Long March-3B carrier rocket from the Xichang Satellite Launch Center in southwest China's Sichuan Province. The satellite, designated to enter the geostationary earth orbit (GEO), was the last one of the BDS-3 system, which started to offer countries and regions along the Belt and Road as well as the world basic navigation service in December 2018. BDS is one of four global navigation satellite systems in the world. The other three global navigation systems are GPS of the United States, Galileo of

the European Union, and GLONASS of Russia.

Law & Policy

BIG CASH TRANSACTIONS OVER 100,000 YUAN WILL BE RESTRICTED



China has designated three pilot areas to regulate cash transactions in large amounts amid efforts to strengthen cash circulation management and curb illegal activities, the central bank said. Hebei Province will start the two-year pilot program in July, while Zhejiang Province and the city of Shenzhen will start the experiment in October, according to a plan released by the People's Bank of China. All three pilot areas will regulate cash transactions of 500,000 yuan or above for business accounts. For personal accounts, Hebei, Zhejiang and Shenzhen have set the thresholds of regulation at 100,000 yuan, 300,000 yuan and 200,000 yuan, respectively. The pilot program will encourage reservation-based cash withdrawals in large amounts, establish a system that records, analyzes and supervises large cash transactions, and prevent risks related to such transactions.

CHINA TIGHTENS INTERNATIONAL STUDENTS' APPLICATION FOR UNIVERSITIES, COLLEGES



China will further tighten international students' applications for undergraduate programs in Chinese

universities and colleges in an effort to uphold education fairness, said a recently released circular. The circular, issued by the Ministry of Education, noted that students whose parents are both Chinese nationals, or have one parent who is a Chinese national, and who have acquired foreign nationality at birth are qualified for admittance to undergraduate programs of Chinese universities and colleges on condition that they have a record of actually living abroad for more than two years in the last four years, in addition to other application requirements prescribed by the universities and colleges. Those who have immigrated and acquired foreign nationality are qualified for admittance into the undergraduate programs of Chinese universities and colleges on condition that they have held valid foreign passports or nationality certificates for at least four years and have a record of actually living abroad for more than two years in the last four years, in addition to other application requirements prescribed by the universities and colleges.

BUSINESS TRIP WITHOUT VISA TO CHINA IS COMING



The Hainan authorities intend to lift a number of restrictions and simplify visa-free travel by 2025, states the "General Program for the Establishment of a Free Port on Hainan", announced by the Chinese State Council. According to the state plan, the local administration will allow citizens of other states to come to the island without any preliminary formalities for business trips, visiting relatives and acquaintances, undergoing a medical examination or treatment, participating in exhibitions and forums, as well as sports competitions.

Tourists aboard cruise ships will be allowed to stay on Hainan for 15 days without a visa. According to the document, the Hainan authorities plan to gradually extend the period during which foreigners can stay on the island without a visa. At the same time, the authorities intend to ease border control.

2 HOURS TIME LIMIT FOR KTV



No more never-ending nights filled with singing and drinking at the karaoke bar for now, as new pandemic containment measures put a time limit as to how long people can stay inside entertainment locations and wangba (internet cafes). On June 22nd, China's Ministry of Culture and Tourism issued an adjusted version to earlier published guidelines on Covid-19-related prevention and control measures for theaters, internet cafes, and other indoor entertainment venues. According to the latest guidelines, it will not be allowed for Chinese consumers to stay at various entertainment locations and wangba for more than two hours. Singing and dancing entertainment venues, such as KTV bars, can only operate at no greater than 50% maximum occupancy. This also means that private karaoke rooms will be much emptier, as they will also only be able to operate at 50% capacity.

General

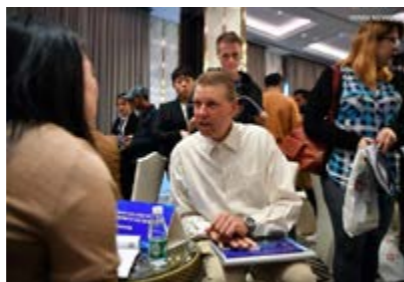
HK EXPECTED TO CANCEL BORDER CONTROL MEASURES IN PHASES

Hong Kong is expected to further relax social distancing restrictions and is considering cancelling border control



measures and 14-day compulsory quarantine in phases in the near future, as its COVID-19 epidemic situation continues to stabilize, Chief Executive of the Hong Kong Special Administrative Region (HKSAR) Carrie Lam said. Lam made the remarks in a Facebook post after the HKSAR government decided to roll out more measures to safeguard employment and create jobs to mitigate the impact of the COVID-19 pandemic. Small- and medium-sized enterprises (SMEs) make up over 90 percent of Hong Kong's business establishments and constitute the backbone of the society. The government has attached great importance to SMEs in relief measures to safeguard employment and support economy, as helping those enterprises survive means conserving strength for Hong Kong's economic recovery, Lam said.

FOREIGN TALENTS ONLY ACCOUNT FOR 0.04% OF POPULATION IN CHINA



The Ministry of Justice of China has published the full text of the draft version of the "Regulations of the People's Republic of China on the administration of permanent residence of foreigners". The regulations represent a concrete action for "widely attracting best talent from all over the world." According to statistics from several ministries and commissions,

the total number of international degree students in China has reached about 258,000 over the years. There are only a few hundred thousand foreigners working in China. The proportion of international talent in China's workforce is only 0.04 percent, the lowest in the world. In contrast, according to statistics from the Ministry of Education of China, in 2018 alone, 621,000 Chinese students went abroad to study, making China the world's largest source of international students and largest talent outbound country.

PEOPLE WHO "DEFAME" OR "STIGMATIZE" TCM WILL BE PUNISHED



Beijing traditional Chinese medicine (TCM) authorities addressed the controversy over draft regulations which appeared to indicate that people who question the efficacy of TCM would be punished, saying that it was a misinterpretation, and that they could revise or delete some clauses in the draft regulations in response to the controversy. Beijing is seeking public opinion on draft regulations on TCM which ban any person or organization from exaggerating the efficacy of TCM or using TCM to make improper profits, but also seek to punish those who "defame" or "stigmatize" TCM. The final version of the regulations is expected to be formally released in September.

China in the world

PANGOLIN OFFICIALLY REMOVED FROM TCM LIST

The latest version of the Chinese Pharmacopoeia for 2020 does not



include pangolins, which means the mammals will no longer be used in traditional Chinese medicine (TCM). The move came after China upgraded all species of pangolin from second-class to first-class protected animals because of their rapidly decreasing numbers due to over-hunting and habitat destruction. Pangolins are believed to be one of the world's most endangered animals and the world's most illegally trafficked mammal, according to TRAFFIC, an international wildlife trade research organization.

MANDATORY DIVORCE 'COOLING-OFF' PERIOD SPARKS ANGER



Chinese couples seeking a divorce must first complete a month-long "cooling-off" period, according to a new law that has sparked outrage over state interference in private relationships. The provision that requires couples filing for separation to wait for a month before their request can be processed—in a bid to reduce divorce rates—sparked widespread opposition when lawmakers first sought feedback last year. After it was passed, the law became one of the top trending topics on Weibo, with over 25 million views of posts using the hashtag "oppose the divorce cool-off period". The cooling-off period will not apply if one spouse is seeking divorce following domestic violence.

TICKETS FOR REGULAR-SPEED TRAINS GOING PAPERLESS



Railway passengers across China will wave goodbye to paper tickets as the country allows people traveling on normal-speed trains to use electronic tickets, according to the country's railway operator. The e-ticket system, which was previously limited to high-speed and intercity railways, will be promoted on rail lines running at normal speed, with over 1,300 such stations involved in the new arrangement, the China State Railway Group said. Passengers using the e-ticket system will be able to enter the station and check in with their ID cards and facial recognition without a paper ticket. The system will also reduce wait time and eliminate the risk of losing tickets or being sold fake tickets, it said, adding that the average time of ticket-checking will be shortened from 3.8 seconds per person to 1.3 seconds.

CHINESE MAN SENTENCED TO DEATH FOR MURDERING FOREIGNER



A Chinese man in Jiangsu Province was recently sentenced to death in a first-instance judgment for killing a foreigner. The man, surnamed Cong, 28, stabbed the foreign student in his chest with a knife on 11 July, 2018, following a quarrel. The attack ruptured the victim's heart and he bled to death, Jiangsu police said in a

statement later that day. The victim was a 26-year-old foreign student at a university. The police didn't release any further information and withheld his nationality and name. The quarrel ensued after Cong's scooter slightly rubbed against the expat, following which Cong bought a fruit knife from a nearby supermarket, and returned the spot to attack the expat, police said. The Nanjing Intermediate People's Court sentenced Cong to death for intentional homicide, turning down all arguments from the defence. Murder should be considered as intentional injury, the court held.

HEALTHY BABY IS BORN WITH ANTIBODIES AFTER HIS MOM CONTRACTED COVID-19



A baby in China has been born with coronavirus antibodies after his mother contracted COVID-19 when she was pregnant. The healthy boy was born to a woman who is originally from Hubei, where the pandemic started. Doctors said the child's coronavirus antibodies were 'a natural anti-virus ability' passed to him from the mother. The mother, known by her pseudonym Xiaoyu, tested positive for the coronavirus in early April despite showing no symptoms. Xiaoyu recovered from the deadly disease after being treated for ten days. She then gave birth to a healthy baby boy. The first-time mother received six nucleic acid tests after her labour and all the results came back negative.



NO ECONOMIC GROWTH TARGET FOR 2020

By Morgan Brady

The government has decided not to set an economic growth target for 2020. Cases of the coronavirus are resurging in Beijing and the world economic and trade environment is not supportive of growth. Many factors are standing as an obstacle in the face of growth.

The Chinese economy shrank by 6.8% in the first four months of the year, which is the first contraction on record. In the second quarter the gross domestic product (GDP) growth may return to 2% or 3% as factories step up production.

China was struggling with a slowing economy before the virus hit hard, and it is currently trying to spend its way out of the slump. The country will pump 3.6 trillion yuan (\$500 billion) into its economy this year, to be spent on infrastructure projects and tax cuts. The purpose is to create around 9 million jobs and mitigate the fallout from the pandemic. This will likely drive a strong recovery in imports.

Some analysts are predicting that the central bank will be cutting both the interest rates and the required reserve ratio (RRR). This will lower the amount of cash that banks are required to hold in reserves, and will also make borrowing more affordable.

THE CHINESE ECONOMY IS STARTING TO RECOVER

The Chinese economy did show some recovery when stores and factories reopened after witnessing a nose-dive when most businesses closed during lockdown. Despite this, many consumers are still concerned about getting infected and they have not spent money on products. The economy seems to be dipping a second time before embarking on a more sustainable recovery.

China has turned its factories back on after bringing the coronavirus outbreak largely under control within its borders, but weak sales at stores raise fears about a possible second downturn. Imports in May declined 16.7% from a year earlier. It was the deepest contraction since January 2016, suggesting domestic demand remains sluggish.

Shipments of smartphones to stores in China went up 17% from a year ago, and the country's industrial production increased very fast in May, as it was 3.9% higher than last year. Those developments make economists more optimistic.

FACTORIES OUTPUT RISES LESS THAN EXPECTED IN CHINA

The Chinese economy shrank in the first three months of this year, while inventories of unsold goods are piling up. As the virus spreads, factories are producing clothes and electronics faster than consumers in China or overseas want to buy them. China's industrial output growth quickened to 4.4% in May from a year earlier. It was the highest percentage increase since December, but the gain was smaller than expected.

Sales have fallen for four straight months as shops, restaurants and other crowded places closed during the coronavirus pandemic. A collapse in export orders amid global lockdowns has left factories more reliant on domestic demand, which is recovering at a more sluggish pace. Overseas orders dwindled, and the retail sales fell more sharply than expected.

CONSUMER PRICES AND THE EXPORT OF GOODS

In May, the consumer price went up by 2.4% year on year, and down by 0.8%



month on month. The prices for tobacco and food went up by 8.5% year on year, those of clothing went down by 0.4%, articles and services for daily use increased by 0.1%, health care went up by 2.1%. The investment in fixed assets was 19,919.4 billion yuan. It decreased by 6.3% from a year earlier.

The total value of exports and imports of goods in the first five months of the year was 2,469.6 billion yuan. This was a decrease of 4.9% year on year. The total value of exports was 1,456.2 billion yuan in May, which is a 1.4% increase, and the total value of imports was 1,013.4 billion as it went down by 12.7%.

There was a study increase in investment in education and the healthcare sector. There was also growth in production of information transmission, real estate, and financial intermediation services. The wholesale, accommodation, and retail trades suffered a decline from a year earlier. The total value added of the industrial enterprises above the designated size grew in May, indicating that the production machine is still working.

CONCLUSION

There are still many challenges standing in the way of recovery, but China is doing all it can to climb out of that economic decline. In the remainder of 2020, the Chinese economy would need to show strong recovery, and the recent signs are positive.

It is better to ease restrictions on financial services in Hong Kong and adjacent areas of mainland China in an attempt to increase the economic growth there. China has to step up government spending to

offset a possible further slowdown. Given the higher unemployment, China has lost some of the progress achieved on combating poverty. It will need to resume the battle to ensure the prosperity of the society.

■

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罕见！2020年不设GDP增速具体目标

政府已决定不设定2020年的经济增长目标。在受新冠病毒重创之前，中国一直在与经济放缓作斗争，而中国目前正努力摆脱萧条。今年政府将向市场注入3.6万亿人民币（约合5,000亿美元），用于基础设施建设和减税。

中国经济开始复苏

经历了大多数企业停业关闭之后，中国的经济确实出现了复苏。但销售疲软引发了人们对可能再次出现下滑的担忧。中国5月出口按美元计价同比下降3.3%，由于市场预期下降7%，进口同比下降16.7%，为2016年1月以来最大降幅，不及市场预期的下降9.7%。但5月份中国的工业生产增长非常快，比去年增长了3.9%，这使经济学家对经济复苏表示乐观。

消费价格与商品出口

5月份，全国居民消费价格指数(CPI)同比上涨2.4%，环比下降0.8%。扣除食品和能源价格的核心CPI同比上涨1.1%，涨幅与上月持平。从数据走势来看，CPI同比涨幅近几个月内呈现逐步回落走势，为货币政策打开更大空间。5月份，货物进出口总额24696亿元，同比下降4.9%。其中，出口14562亿元，增长1.4%；进口10134亿元，下降12.7%。进出口相抵，贸易顺差4427亿元，比4月份扩大1246亿元。

总之

复苏的道路上仍然存在许多挑战，但中国正在尽一切努力摆脱经济衰退。



By Rose Salas

TELECOMMUTING IS PART OF THE NEW NORMAL

The COVID-19 pandemic triggered many companies to start using telecommuting to continue their business and push through during the lockdown, since allowing employees to work from home helped these companies to continue to operate and survive.

Nevertheless, it became a huge struggle for most traditional businesses, especially in industries whose nature is not suited to online operations. The office workforce, on the other hand, has mixed emotions about telecommuting. While most of them are happy about it, some find that it becomes more difficult over time. Aside from the need for a basic workstation, stable internet and reliable computers, distraction is the biggest challenge to telecommuting.

WHAT IS TELECOMMUTING?

Telecommuting or Teleworking is a kind of work arrangement where people work from home with the aid of technology. An employee can do his or her work efficiently by basically setting up an office at home. It is not only due to the pandemic that this work set up has developed. In fact, telecommuting has been around for quite a while. The new industry sector known as online freelancing has been growing fast over the past few years. The effective output of tasks providing substantial income to an overseas workforce testifies to the success of the telecommuting industry.

Many companies are now transitioning to being virtual companies because they have found a lot of benefits to this. Here are few advantages:

1. Cutting the cost of overhead expenses for a physical office and operating expenses
2. Lowering labour rates by hiring virtual employees overseas who can produce the same output of work
3. Mitigating the effect of absences at work when weather-related issues are present

WILL TELECOMMUTING BE THE NEW NORM?

With technology becoming more efficient and advanced these days, working from home can be a viable option for many companies. If the majority of the tasks can be done online, this new approach will be efficient for some, although not for all types of jobs.

Employees are becoming more open to and cooperative in this kind of work set up because they can get plenty of benefits from it.

Traffic is the number one problem in a highly-populated country, so working from home means a lot less stress for employees, especially regular commuters. When an employee suffers from the daily stress of commuting, many factors are at stake, such as work productivity, health and wellness, and life and work balance. Thanks to technology, people who are working from home can now avoid long hours of commuting. They have more time to spend with their family because of flexible work hours, and if they have a stable high-speed internet connection and an efficient work device, they can be more productive in their work.

Also, with teleworking, the rate of daily commuters will be reduced and thus help eradicate traffic and street pollution.

TELEWORKING IN E-BUSINESS

Online business owners can attest that teleworking is a success. Nowadays, renting or leasing an office space can be burdensome and difficult, especially for start-ups, because real estate costs are rising every year. This financial concern can leave them with little to no profit, so setting up their offices at home and hiring

employees who could do the same will allow the employers to earn more revenue.

Even if you run a business from home, your workforce can be easily managed and handled. Provided you have the best team working for you, smooth business operation can be achieved through your agreements and policies.

During this pandemic, when so much has been restricted, relevant information and updates have become easier because of technology. With emailing, social media messaging, video conferencing, and work management and productivity apps that are available, you can plan, forecast, and foresee the next steps in your business.

LIMITATIONS AND DRAWBACKS

Like any other business or work set up, there are two sides of the coin. Depending on the needs of the business, telecommuting can also have disadvantages. If you are a career-oriented person wanting to move up a company's ladder, some companies who have this set up may have little to no opportunity for promotion. Also, if you do not have a proper home office, and distractions are everywhere, your productivity will be compromised. In places where an internet connection is a major problem, working will also be extremely difficult and discouraging.

In the case of employers, when their employees suffer from the factors mentioned above, management of a telecommuter workforce will be a growing challenge. Trust is essential to maintain a beneficial working relationship, and quality control measures must be established to ensure deliverables and deadlines. Since supervision is limited, planning, and hiring of only the most reliable and best talents, will be required.

If you are wondering if telecommuting is a perfect business strategy for your existing business, you need to weigh the different factors that are critical for your business needs. There are sure to be tasks that can be performed online and that can be arranged with either your employees or a freelance worker.

Today could be the time for a change! **E**

远程办公成为新常态

2020年新型冠状病毒肺炎疫情爆发，中国政府坚决落实“内防扩散、外防输出”，要求各地严格控制、审慎举办各类涉及人群聚集性的活动。在这种情况下，大部分企业都推出了远程办公、居家办公的临时解决方案。经过此次疫情，远程办公模式正在蓬勃兴起，很有可能成为新常态。

什么是远程办公？

远程办公是人们可以借助技术在家中工作。现在，许多公司正在过渡为虚拟公司，这有一些优点：

1. 削减实体办公室的成本和运营支出
2. 通过在海外雇用可以产生相同工作成果的虚拟员工来降低劳动力成本
3. 当存在与天气有关的问题时，减轻了缺勤带来的影响

电子商务中的远程办公

对初创企业而言，办公成本的减少可使雇主利润增加。在线企业所有者可以证明远程办公是成功的。即使您在家经营企业，也可以轻松管理您的员工队伍。

局限性和缺点

如果您是一个看中职业发展的人，远程办公可能晋升机会较少。

另外如果您没有合适的家庭办公室，家中到处都有干扰，您的效率将受到损害。

在互联网连接困难的地方，远程工作也将非常困难。

对于雇主而言，远程办公员工的管理将成为日益严峻的挑战。

Visit us online:
btianjin.cn/200702



HIMALAYA THE EXTRA MILE IN SERVICE EXCELLENCE

For Himalaya, pre-empting the needs of sophisticated world travellers and providing them with an exceptional, one-of-a-kind experience is of paramount importance. As a hospitality platform, it has designed several different product offerings to meet the multi-faceted needs of its customer base, including that of the Himalaya Serviced Residences, Himalaya Branded Residences, Himalaya Hotels and the Himalaya Club.

Business Tianjin Magazine sat down with Bhupesh Yadav, the Chief Operating Officer at Himalaya Hospitality International (HHI), and Augustine Markose Silva, the Regional General Manager of Northern China and the Vice President of Pre-Opening at HHI.

For Mr Yadav and Mr Silva, both trailblazers who ventured into the serviced residences industry when it was in its infancy three decades ago, Himalaya is one of their most exciting assignments yet. Having gained global experience as part of the core team responsible for establishing and growing worldwide brands such as Ascott, Frasers and Shama, they have now directed their focus towards the enigmatic Mainland Chinese market. With its dynamism, diversity, immense land size, its considerable population and its burgeoning middle class, China offers a plethora of as yet unexplored opportunities for the hospitality industry.

Himalaya, a brand-new collaboration between the Hong Kong Stock Exchange-listed Sunshine 100 group and KAIA properties, seeks to tap into the demographic changes of the second and third tier cities of China in

particular, to revitalize the hospitality scene in these cities that were once perceived as the hinterlands of the hotel industry. Furthermore, it endeavours to be a China-born hospitality company, grounded by Chinese roots and imbued with Chinese philosophy, and more excitingly, with global aspirations far exceeding the borders of the Chinese speaking world.

For the team at Himalaya, their strength lies in their flexibility, agility and diversity. With a specialized team consisting of members from an assortment of backgrounds, and most of the team under the age of thirty-five, Himalaya hopes to be at the forefront of the hospitality scene, and to be the most effective in pre-empting the needs of guests and the trajectory of the market. The hospitality scene is always evolving, and new trends are emerging every other day. With



HIMALAYA SERVICED RESIDENCES TIANTA TIANJIN



HIMALAYA SERVICED RESIDENCES NANKAI TIANJIN



guests becoming progressively younger and more cosmopolitan, and with a rapidly growing number of well-travelled and bright-eyed Chinese returning, guests' needs are becoming increasingly varied. HHI hopes to tap into its strengths to address these diverse expectations and to constantly remain at the cutting edge of the hospitality industry.

Of course, no hospitality story is complete without a focus on service. For Himalaya, service begins even before the guest sets foot on the property. Guests are contacted prior to their stay to determine their needs and their preferences. No request is too small to listen to—from breakfast and pillow choices, to transportation needs, to birthday wishes, the team at Himalaya will go the extra mile to meet and exceed these needs. After the check-in process, guests are served freshly brewed tea in their apartments, specially prepared by their assigned housekeeper. This housekeeper will remain at their service throughout their entire stay on the property, and will be the first point of contact for guests to address their needs.

A variety of orientation and guest activities are organized monthly as part of the Himalaya community. Such activities not only become an occasion for all guests to come together; they also provide opportunities for the staff to interact with the guests and to constantly stay in touch with their individualized needs.

As COVID-19 batters the hospitality industry around the world, Himalaya has not emerged from the global pandemic unscathed. However, Himalaya continues



HIMALAYA CLUB A TRENDY AND DIVERSE PLATFORM TO FORM MEANINGFUL CONNECTIONS

to grow and expand, even if at slightly dampened rates. Right now, Mr Yadav and Mr Silva speak with vigour about the opening of Himalaya's second property in Tianjin, the Himalaya Serviced Residences Tianta Tianjin. A sister project to their existing property in the Nankai District, the property at Tianta will further complement Himalaya's existing hospitality offerings in Tianjin come September 2020. With Himalaya Serviced Residences Tianta Tianjin, Himalaya will now become one of the dominant long-stay hospitality and accommodations providers in Tianjin. The Himalaya at Tianta will also be the first-ever Himalaya Club in northern China. The Himalaya Club is a one-stop shop with a range of facilities including dining, fitness, wellness and business, and this serves as a trendy and diverse platform for members to meet like-minded people and to form meaningful connections.





Simultaneously, Himalaya Wuxi will open in August 2020. This imposing, iconic building in the new commercial district of Wuxi will boast a Himalaya Serviced Residence, a Himalaya Hotel and a Himalaya Club, in addition to a myriad of third-party collaborations with forward thinking and innovative businesses in the neighbourhood and community. While the current COVID-19 economic and social climate brings with it an unforeseen amount of risk and uncertainty, serviced residences have in fact showed signs of being the accommodation of choice. The space and amenities offered allow travellers, guests and their families to carry out their everyday lives in a personal, private, clean space. With the standardized and efficient cleaning and sanitation practices of an established accommodations provider, guests are also more assured that their living spaces are free of infection.

On top of these developments, the Himalaya team is currently working on several other projects all around China, in cities as diverse as Beijing, Lijiang, Shanghai, Wenzhou, Weifang, Xinlong, Yantai and Yueyang. While the COVID-19 situation brought a period of global economic stagnation, particularly at the point of the brand's infancy, it has given the team an opportunity to regroup, reflect and reinvigorate. With the goal of opening fifty hotels in the next five years, the team at Himalaya is moving full steam ahead. Dedicated to service and innovation, and always striving to be, as their tagline indicates, above all, their projects will undeniably contribute to the vibrancy and the growth of the hospitality scene in Tianjin and China.



天津天塔喜马拉雅服务公寓

HIMALAYA SERVICED RESIDENCES TIANTA TIANJIN

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喜马拉雅 卓越服务的额外里程

对于喜马拉雅来说，抢占世界旅行者的需求，为他们提供独一无二的卓越体验至关重要。作为一个酒店式服务公寓，它设计了多种不同的产品来满足其客户群的多样化需求，包括喜马拉雅服务公寓、喜马拉雅品牌公寓、喜马拉雅酒店和喜马拉雅俱乐部。

《津卫商务》双语杂志专访了喜马拉雅国际酒店管理集团(HHI)首席运营官 Bhupesh Yadav, 和华北地区总经理 Augustine Markose Silva.

Bhupesh Yadav 先生和 Augustine Markose Silva 先生都是三十年前服务式住公寓的开拓者，喜马拉雅是他们接受的迄今为止最激动人心的任务之一。作为建立和发展全球服务式公寓品牌如雅诗阁 (Ascott)、辉盛坊 (Fraser's) 和莎玛 (Shama) 等品牌的核心团队成员，他们积累了丰富的全球经验，现在他们专注于神秘的中国大陆市场。中国的活力和多样性、以及巨大的土地面积、庞大的人口数量和不断壮大的中产阶级，为酒店业提供了大量尚未开发的机会。

喜马拉雅是香港证券交易所上市的阳光 100 集团和凯尔置业之间全新的合作，旨在挖掘中国二三线城市人口结构的变化，重振这些曾经被视为酒店业腹地的城市的酒店业。此外，它致力于成为一家在中国诞生的酒店公司，扎根中国，充满中国哲学，更令人兴奋的是，它的全球抱负远远超越了华语的边界。

对喜马拉雅团队来说，他们的优势在于他们的灵活性、敏捷性和多样性。喜马拉雅拥有一支专业团队，其中大部分年龄在 35 岁以下，喜马拉雅希望能站在酒店行业的前沿，并能有效地抢先占领旅客的需求和市场发展轨迹。酒店业总是在不断发展，每一天就会出现新的趋势。随着旅客变得越来越年轻和国际化，旅行者的人数迅速增加，回国的人也越来越多，旅客的需求日益多样化。喜马拉雅国际酒店管理集团希望利用自身优势来满足旅客的不同期望，并始终保持在酒店行业的前沿。

在喜马拉雅酒店，服务甚至在客人踏上酒店之前就开始了。客服人员在入住前会与旅客联系，以确定他们的需求和偏好，细致入微——从早餐到枕头的选择，到交通需求，再到生日祝福，喜马拉雅团队将不遗余力地满足和超越这些需求。办理入住后，旅客可在公寓内享用由指定管家准备的新鲜的茶水，这位管家将在旅客整个逗留期间为旅客提供服务，并将成为满足其服务需求的第一位联系人。

喜马拉雅社区每月安排了形式多样的互动活动，为所有住店客人之间，以及员工与客人之间互动创造了机会，使员工能够不断地了解客人的个性化需求。

当 COVID-19 重创全球酒店业之际，喜马拉雅并没有从全球大流行中毫发无损。然而，喜马拉雅仍在继续增长和扩大，即使增长率略有下降。Mr Yadav 先生和 Mr Silva 先生就喜马拉雅在天津的第二家酒店——天塔喜马拉雅酒店的筹备开业畅谈。作为南开区现有物业的姊妹项目，将于 2020 年 9 月开业。凭借天津天塔喜马拉雅酒店开业，喜马拉雅将成为天津占主导地位的长期住宿和服务式公寓供应商之一。天塔喜马拉雅也将是中国北方第一个喜马拉雅俱乐部。喜马拉雅俱乐部是一家一站式商店，拥有一系列包括餐饮、健身、商务等设施，为会员提供一个时尚多样的平台。

同时，喜马拉雅无锡将于 2020 年 8 月开业。这座位于无锡新商业区的标志性建筑将拥有喜马拉雅式服务式公寓、喜马拉雅酒店和喜马拉雅俱乐部，此外还与众多第三方合作。虽然目前 COVID-19 给经济和社会气候带来了不可见的风险和不确定性，但事实上，服务式公寓已经成为旅客入住的首选。它所提供的空间和便利设施使旅行者、家人能够在一个私人的、清洁的空间里进行日常生活。

除此之外，喜马拉雅团队目前还在中国各地开展其他项目，包括北京、丽江、上海、温州、潍坊、新龙、烟台和岳阳等城市。虽然 COVID-19 的情况带来了全球经济停滞时期，特别品牌起步阶段，但它给了团队一个重组、反思和振兴的机会。为了在未来五年内开设五十家酒店，喜马拉雅的团队正全力以赴。致力于服务和创新，正如他们的口号所示。至关重要是，他们的项目将无可否认地为天津和中国酒店业的蓬勃发展做出贡献。

Cover Story



RECOVERY STRATEGIES OF CHINA AFTER COVID-19

China stands in a distinctive position to lead recovery from the COVID-19 pandemic.

By Shanna Hester

China's economy suffered immensely over the course of the outbreak, no different from the rest of the world.

China's GDP went down by 6.8% year-on-year during the January–March period, including a massive drop of 39.2 in Hubei province where the epidemic originated.

However, China has managed to take control over COVID-19, re-opening the economic gateways, while the other countries are facing the worst of the virus, with their governments struggling to manage the crisis.

China is now looking at putting its economy back on track for the rest of 2020 and beyond, and appears to be well-positioned to achieve its goal with ambitious economic policies set to be released.

WHAT DOES THE ECONOMY IN CHINA LOOK LIKE TODAY?

As per official surveys, 99% of China's large industries and 84% of small- and medium-sized businesses had reopened by mid-April. Industrial production grew by 3.9% from a year earlier, recovering from a recent drop. However, the growth rate is twice as fast as most economists expected.

China's investment in fixed assets such as machinery and land, property investment, and infrastructure investment rose in April, even though they have still not reached the pre-pandemic levels. However, the recovery on the demand side appears to be slower.

Retail sales in April fell by 7.5% year on year. The battle against the coronavirus all over the world has resulted in a decline in overseas demand as well.

Many are looking to China's parliamentary "Two Sessions" to provide more fiscal measures to stimulate domestic consumption due to the uncertainties abroad.

The official urban unemployment number in April is 6%, slightly higher than 5.9% in March, given that this number may not include everyone who is out of work.

A positive impact of this pandemic, however, is the expansion of China's digital economy with online sales, teleconferencing, and online entertainment amid social distancing conditions, although China was already a digital leader, accounting for 45% of global e-commerce transactions.

FORTHCOMING AMBITIOUS ECONOMIC POLICIES

Economists expected China's GDP to grow by around 6% in 2020 before the outbreak of the pandemic.

According to statements made by Chinese officials, they may be laying the groundwork to achieve the targets by 2021, or by the end of 2021, as the previously set targets no longer seem to be practical.

China is focused on developing new

infrastructure, such as 5G networks, NEV charging stations, energy efficiency programs, and other initiatives that will help rebuild its future economy.

KEY ANNOUNCEMENTS MADE IN THE TWO SESSIONS MEETING 2020 REGARDING CHINA'S ECONOMIC RECOVERY.

Growth target

The GDP growth target in China is not just a predictor of growth output but also an input signal of forthcoming government credit and spending.

However, it was announced that due to the high level of uncertainty caused by COVID-19, China would not set a GDP growth target for 2020, making this the first time the government has not set a target since records began in 1990.

While it was also stated that the government will take strong measures to support employment, there remains uncertainty over how far they will go to stimulate the economy, possibly signalling that the government is prepared to accept a low level of growth in 2020.

Fiscal stimulus

A fiscal stimulus package of almost RMB 3.6 trillion (US\$506 billion) was announced to lead China's economic recovery following the COVID-19 pandemic. Accordingly, the government is increasing the budget fiscal deficit to an all-time high of 3.6% of GDP, compared to 2.8% in 2019.

As a part of this package, the government will issue special treasury bonds to the value of RMB 1 trillion (US\$140 billion) and increase the local government special bond quota to RMB 3.75 trillion (US\$27 billion), representing a RMB 1.6 trillion (US\$225 billion) increase year-on-year.

This is a key source of funding infrastructure, and is a method the Chinese government generally utilizes to stimulate growth.

Government planners are also hoping that the stimulus will help employment and, as a result, social stability. The Chinese government is looking at creating nine million new urban jobs in 2020.

China is limited by the high levels of debt it accrued to navigate the recent crisis. The central government has been leading a multi-year debt de-risking campaign and has attempted to reduce reliance on government spending for growth in order to eliminate this issue.



Other policy announcements

It was announced that China will establish more free trade zones (FTZ) and bonded areas in central and western regions, further shorten the negative list for guiding foreign investment, cut more taxes, and continue pushing the Belt and Road Initiative overseas.

Despite the economic disruption of COVID-19, the report reiterated the goal of eliminating rural poverty in 2020.

HOW WILL THE GLOBAL ECONOMIC RECOVERY PLAY OUT?

The global economic outlook is highly uncertain due to the unpredictable nature of COVID-19. Despite the contraction in China's economy during the first quarter of 2020, the IMF still projects the economy to grow by 1.2% for the year. And for 2021, the IMF predicts China's economy will grow by 9.2%. **B**

新冠病毒肆虐之后的复苏策略

5月22日, 2020年国务院政府工作报告全文公布, 其中对2020年的经济社会发展提出了目标和要求, 内容出现了显著调整, 包括首次未予设定GDP增速目标、提高目标财政赤字率、宏观政策优先稳就业保民生、侧重提振市场主体活力等多个方面。

即将出台雄心勃勃的经济政策

专注于发展“新基建”, 例如5G网络, 新能源汽车充电站, 能效计划以及其他有助于重建未来经济的举措。

增长目标

直面经济形势面临的困难, 1994年以来首次未设定GDP增速目标。2020年, 面对新冠肺炎疫情对全球经济的冲击, 国民经济正面临“世界经济严重衰退, 产业链供应链循环受阻, 国际贸易投资萎缩, 大宗商品市场动荡”的外部风险, 以及“国内消费、投资、出口下滑, 就业压力显著加大”的内部困难, 首次未提出经济增速目标。未设定目标并非没有目标, 2020年中国经济仍会在克服内外困难的基础上努力实现经济增长, 脱贫攻坚、全面建成小康社会离不开一定经济增长的支撑。

财政刺激

两会宣布了一项将近3.6万亿人民币(5,060亿美元)的财政刺激计划, 以带动经济复苏。因此, 政府将预算财政赤字增加至GDP的3.6%。

中央财政还将发行1万亿的抗疫特别国债。此外, 还将增加地方政府专项债规模1.6万亿元。

政府工作报告将今年的就业相关目标设定为: 城镇新增就业900万人以上, 城镇调查失业率6%左右, 城镇登记失业率5.5%左右。

其他政策

中国正在有序扩大全国自由贸易试验区数量和范围。一是增加中西部自由贸易试验区数量。我们应在新一轮高水平开放中给中西部更多发展机会, 通过建设自由贸易试验区提高中西部承接国际产业转移的能力, 带动区域开放型经济发展。二是建议设立北京自由贸易试验区。

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ORIGIN OF THE NOVEL CORONA VIRUS

Conspiracy Theories Versus Facts

By Rose Salas

Lab release, biocontainment lapse, biological warfare and even bat soup; you must have heard these conspiracy theories going around regarding the origin of the Novel Coronavirus. This article aims at bringing to light the evidence-based scientific facts we have so far regarding the origin of this virus, and refute false claims and accusations.


It is a well-known fact that the virus originated in Wuhan, China, and spread globally. Many conspiracy theorists or people who want a spicy story claim that the virus was intentionally released as a biological warfare weapon and was specially created for this very purpose. A renowned scientist in microbiology, immunology and paediatric infectious diseases at the University of Iowa, when interviewed, said that a good biological weapon should be well known and understood. Little was known to the world about this virus, and according to him, this makes it a bad candidate, and therefore highly unlikely to have been released as a means of mass destruction. He said it is "virtually impossible" to create such a virus from scratch in the lab, and all the evidence so far points to the fact that the origin is zoonotic and completely natural. Other scientific evidence also suggests that the virus was not 'engineered' in some lab.

Another theory circulating is that the virus was released as a result of a breakdown of the biocontainment in the lab of Doctor Shi Zhengli (Ph.D., director of the Centre for Emerging Infectious Diseases at the Wuhan Institute of Virology). These accusations not only have no evidence-based merit, they have also been denied by both the lab itself and various scientists across the world. Evidence instead points out that the genetic sequences of the Novel Coronavirus are not the same as the ones which were being studied in the lab, where the work they were doing was transparent, published and well known.

Flinders University published results of a study indicating that as the virus appears to infect humans much more potently than it does bats, there is little chance that it came from bats directly, and an intermediate host had therefore played a role. So the conclusion is that the virus 'jumped species' and 'mutated' to eventually infect humans. Some scientists have found evidence that the origin may not be bats at all, but pangolins.

It is noteworthy that this is not the first time such an incidence of a virus 'jumping species'

or 'spill over' has occurred. Measles, smallpox, SARS, and dengue fever all originated from animals and resulted in an epidemic/pandemic in some period of history.

Numerous studies are underway across the globe, and a race is on to find the true origin, as that would help in the development of a vaccine. But as trials are still going on, there is a scarcity of published data regarding these genetic studies. A lot of information out there is speculation, and the truth is that the exact origin of the virus remains a mystery to this day. 

新冠病毒的起源 阴谋论与事实

您一定已经听说过很多有关新冠病毒起源的阴谋论。本文旨在揭示迄今为止我们对这种病毒的起源知道的科学事实，并驳斥虚假的主张。

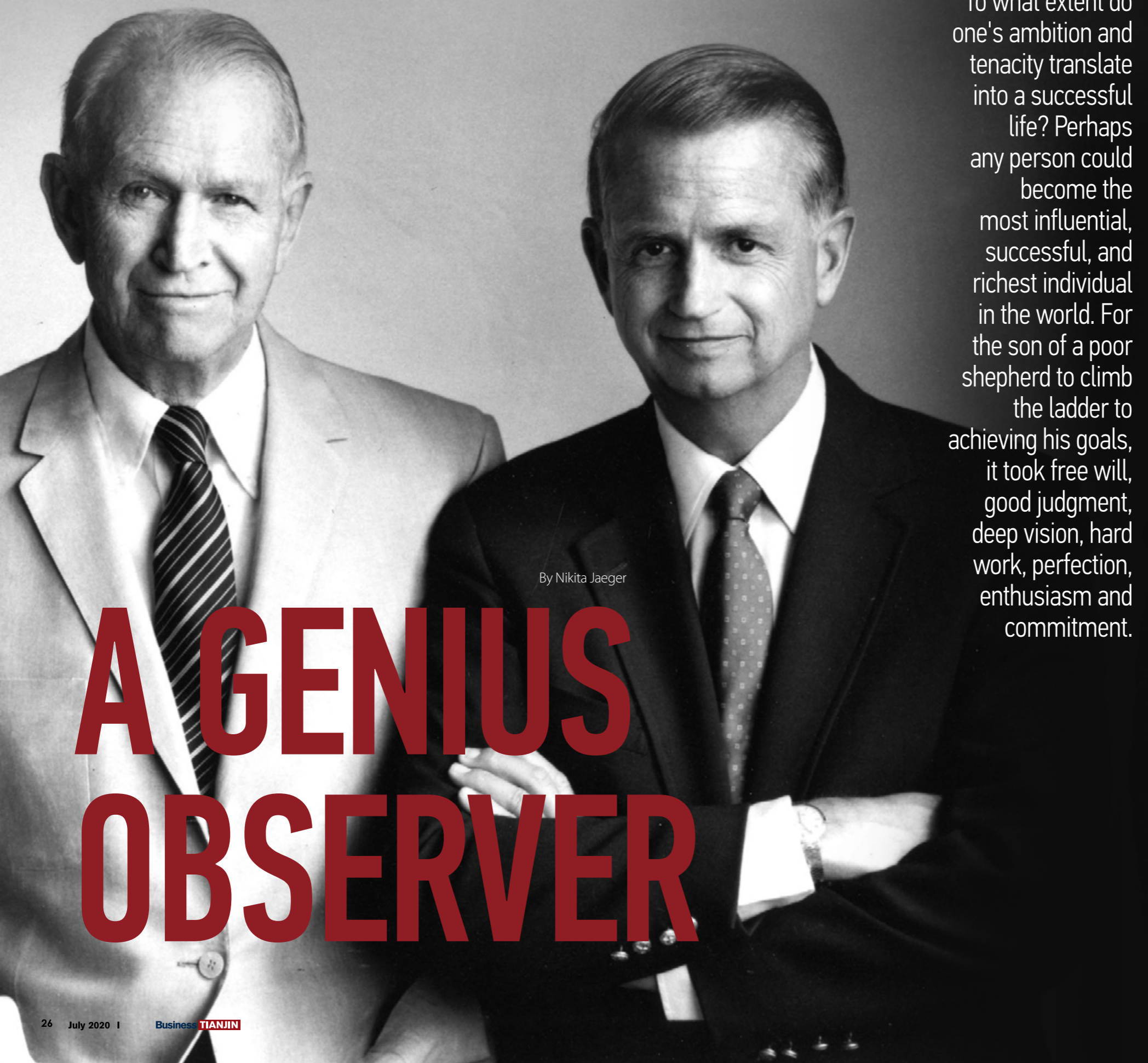
许多阴谋理论家或想发表辛辣故事的人都声称，这种病毒是作为生物战武器有意释放的，并且是专门创建的。爱荷华大学的微生物学，免疫学和小儿传染病领域的一位著名科学家在接受采访时说，迄今为止所有证据都表明该病毒是人畜共患的并且是完全自然的。

另一个流传的理论是，实验室中的病毒被释放。这些指控没有依据，相反有证据指出，新冠病毒的遗传序列与实验室正在研究的序列不同。

病毒会从蝙蝠身上传染并变异，最终感染人类。一些科学家发现证据表明病毒起源根本不是蝙蝠，而是穿山甲。

全球范围内正在进行大量研究，并且正在寻找真正的起源，因为这有助于疫苗的开发。但是由于试验仍在进行中，有关这些基因研究的公开数据很少。事实上病毒的确切来源至今仍是谜。

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By Nikita Jaeger

A GENIUS OBSERVER

To what extent do one's ambition and tenacity translate into a successful life? Perhaps any person could become the most influential, successful, and richest individual in the world. For the son of a poor shepherd to climb the ladder to achieving his goals, it took free will, good judgment, deep vision, hard work, perfection, enthusiasm and commitment.

His story of success continues to inspire the world. He is an innate genius whose entrepreneurial skills were revealed to his family at a very young age. As a young boy, he chose his path and recognized his leadership skills. He went to sleep every day full of ideas about what he wanted to accomplish the next day.

THE HARD-WORKING YOUNG BOY WITH INBORN TALENT

Born in the United States into a family of farmers, and the son of a poor shepherd, he had no means to get much education. At a very early age, he started supporting his father in farming and looking after the family. His father gave the children plenty of freedom and encouraged them to trust their own intuition, which made them self-sufficient at a very young age.

He was unstoppable, and at the age of 13 was already striving to excel. His first business endeavour was to produce lettuce on his father's farm, which could bring in \$2,000 as profit. Thus began the very first business attempt of the world's greatest entrepreneur.

THE EARLY JOURNEY OF THE WORLD'S MOST SUCCESSFUL ENTREPRENEUR

The most significant turning point of his life began when he enlisted for missionary work in the Mormon church in New England. Those two years changed his view on the world and inspired him to do something bigger, rising above his ordinary family background. He decided to pursue his studies, which he had stopped halfway. He graduated from Weber Junior College and then went to the University of Utah.

During his college days, he sold woollen underwear to lumberjacks to pay his tuition fees. He also taught theology at Weber college in exchange for tuition fees. The president of the college, who was his former high school teacher, assigned him a job on the campus after graduation, but he had already made up his mind to do something else, so he declined the offer.

HUMBLE BEGINNINGS OFTEN LEADS TO GREAT VENTURES

While thinking about a business strategy, he was clear about its success. In 1927, he saw a business opportunity in selling cold soft drinks; seeing a cart peddler making brisk sales of refreshing drinks and ice creams in Washington DC prompted him to secure the franchise of A&W Root Beer for Washington DC., and with a partner, he started a nine-stool root beer stand, which was his first business venture.

He then began to find new methods to expand his small business by engaging in several promotional activities. While the scorching summer benefited the soft drink business, winter made him think about restructuring his business. Acquiring permission from A&M, the shop began to serve food. His wife tried Mexican recipes for their customers, and as expected, it started to show results.

Soon, their focus shifted to catering, which resulted in the family restaurant franchise named Hot Shoppe, Inc. Promotion is important, and he took the initiative by doing several promotional activities to attract customers. His family restaurant chain began to expand to more locations.

THE INNOVATOR WHO SAW POSSIBILITY IN EVERYTHING

A successful business mind will always be innovative, and a genius observer will see possibilities in circumstances that seem invisible to the eyes of others. Even after establishing the restaurant chain with his efforts, he aspired to do more and was always keen to experiment with new ideas.

With the wholehearted support of his wife, the business began to grow, and in 1928 they started the first drive-in restaurant in Mississippi. When the eighth Hot Shoppe opened near the Hoover National Airport, he noticed that the passengers stopped at the restaurants to grab food boxes to eat from on the plane. Recognizing an in-flight opportunity, he began to sell meal boxes to the airlines, which led to the setting up of airline catering services.

天才观察家，万豪酒店创始人的故事

他成功的故事激励着世界。他是一个天才，他的企业家才能在很小的时候就展示了出来。

天赋异禀的小男孩

他出生于美国犹他州的 Marriott Settlement，是一个贫穷的牧羊人的儿子。他小时在自己家的小农场上帮助父母种植甜菜和喂养牲口。他的经商才能似乎是天生的。在他 13 岁的时候就开始了自己的第一单生意。那个时候他招集来自己的兄弟姐妹在农场上一块相对贫瘠的土地上种植生菜。在夏天结束的时候，这些生菜为他带来了 2000 美元的收入。他把这第一笔钱全部上缴给了父亲。也因此赢得了父亲的信任。

外出闯荡

他对于雄伟山脉和广阔空间的向往注定他不会一辈子生活在自己家的小农场。1921 年，他返回了犹他州，开始了在犹他大学的学习生活。在大学期间他开办经营各类小公司来赚取学费，他甚至曾经向伐木工人卖过毛纺的内衣。

瞄准商机

大学毕业以后，他来到几千英里以外的美国首都华盛顿，开始计划自己未来的生意。他走遍了华盛顿的每个角落，发现乐啤露的市场非常大。因此，他从 A&W 获得乐啤露的代理销售权。此后，他和合作伙伴筹集到 6000 美元用于购买机器设备和租赁店面。在 1927 年的 5 月 20 日，仅有九个座位的乐啤露小店开张了。就在小店开张的两个星期后，他又返回了犹他州完成了预示他生命中又一个重大变化的事情——与 Alice Sheets 结为了夫妻。

一切皆有可能的创新者

1928 年，他在密西西比州开设了第一家自助餐厅。同时他开始向航空公司出售餐盒，从而建立了航空公司的餐饮服务。一年之内，该服务扩展到了每天 20 个航班的餐饮销售。除了提供机上餐饮外，他还为多个场馆，学校和学院提供服务。

创建万豪

1957 年，他在维吉尼亚州阿林顿市 1 号公路上开设了万豪家族的第一家酒店——双桥汽车酒店，至此万豪家族才从餐饮业进军酒店业。从犹他大学毕业并服役两年兵役后，他回到了家乡，并接手了家族刚刚建立的第一家酒店。很快他们发现做酒店远比做餐饮赚钱，于是将重心转向了酒店业。

有爱心的雇主

作为一个亲力亲为的管理者，他喜欢造访公司旗下的每个店铺和员工一起吃饭，与他们谈心。“去关心你们的员工，你们的员工就会去关心你的顾客，”这是他经常和公司的管理人员说的一句话。这也是万豪公司一直恪守的公司文化。

万豪国际集团

他就是万豪酒店的创立者 J. Willard Marriott (约翰·维拉德·万豪) 先生，目前，万豪国际集团发展已然成了全球最大的酒店集团之一。公司目前共拥有 31 个酒店品牌，在 124 个国家和地区拥有超过 6100 家酒店，旗下汇聚了 JW 万豪、丽思卡尔顿、喜来登、威斯汀、W 酒店等多个著名酒店品牌，年营业额超过 200 亿美元，多次被世界著名商界杂志和媒体评为首选的酒店业内最杰出的公司。

Within a year, the service expanded to selling meals to 20 daily flights. Apart from in-flight catering, he offered his services to several venues, schools, and colleges.

By the time World War II broke out, he owned 24 Hot Shoppe family restaurants in several parts of the country. When the war halted the chance of growth, he found a new direction by starting cafeterias in several government buildings and factories. After the war, the restaurant chain progressed further. The company went public in 1953, and by that time, they had a total of 56 restaurants which served millions of customers every year.

CLIMBING THE LADDER TO MARRIOTT INTERNATIONAL, INC.

Continuing the success in the hotel/restaurant business, he shifted focus to the business of lodgings. In 1957, the company opened its first motel, Twin Bridges Marriott, in Virginia, and soon established two other hotels. By this time, he had become a millionaire, and the Marriott group had become the largest hotel business in the world. He changed the name of the company several times; it was Marriott Hot Shoppe Inc. in 1964, and Marriott Corporation in 1967.

The company also took over two big chains, Big Boy family restaurants in 1968, and Roy Rogers family restaurants the next year. They also ventured into the cruise ship and theme park businesses. However, the hotel business became the primary focus of the company.

A CARING EMPLOYER

He maintained excellent relationships with the employees and always gave priority to their requirements. He believed that if you treat your employees well, they will take care of customers well, which is the prime principle that is still followed by the company.

He even visited his employees when they were sick and provided them with the necessary help. He visited all the branches of the business four times a year and made sure everything was going well, and he continued to do this after his retirement and until his death.

Today Marriott International Inc. is at the top of the list for the most diversified employer, and is among the world's most innovative enterprises.

THE BRAND NAME MARRIOTT INTERNATIONAL, INC.

Marriot International, Inc. became immensely popular, and reached top position before his death. By that time, the company owned over 1,400 restaurant chains, 143 hotels and resorts worldwide, catering services for 150 airlines, and two theme parks. It had approximately 150,600 employees, and earned more than \$4.5 billion in revenue annually.

In 1993, the name of the company changed to Marriott International, Inc.. The name change drew its inspiration from the motto 'great companies are built by people who never stop thinking about ways to improve the business,' which shaped the company as one of the most notable brand names in the hospitality and hotel industry.

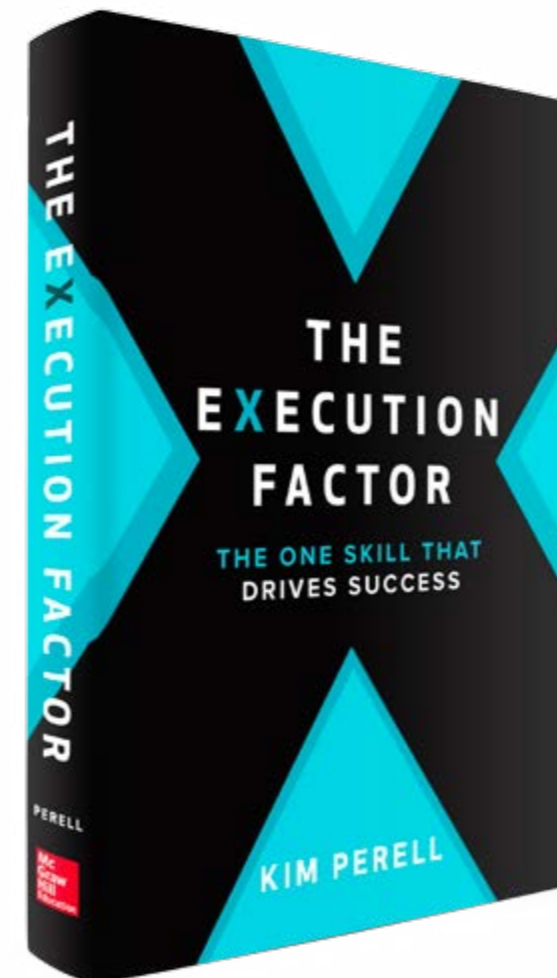
Marriott International, Inc. now owns over 6,000 properties worldwide, including hotels and resorts with more than one hundred thousand employees working under them. They operate several luxury and premium hotels and resorts in over 131 countries overseas, and manage 80 golf courses.

All the descriptions and achievements mentioned above can be attributed to one man, J. Willard Marriott, who relentlessly invested his energy for six decades to mould Marriot International as one of the world's largest hospitality companies. **J. Willard Marriott** is an American entrepreneur and businessman, and the founder of the Marriott International group. **B**

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THE EXECUTION FACTOR: THE ONE SKILL THAT DRIVES SUCCESS

By Kim Perell (2018)



执行力特性：如何才能不败给自己的惰性

本书作者是美国的金·佩雷尔 (Kim Perell)，她 23 岁创业，遭遇破产后，从厨房料理台重新起步，短短几年，成为全球营销技术公司 Amobee 总裁，被《广告时代》誉为“营销技术先驱”。通过书中内容让你习得 5 大特质，战胜惰性，从梦想家变成实干家。相信这本书能成为你身边的成功教练，实现个人梦想的训练手册。

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The Execution Factor is a book filled with the knowledge of the art of being an entrepreneur. It goes straight to the essentials of what makes a person in a leadership capacity successful or not. Many of the lessons discussed in the book are about the differences to take note of when building a great company/organization. A basic step that many people don't get right is making sure their vision is in alignment with their passion. Perell explains that neglecting this vital link often leads entrepreneurs down the path of tiredness and failure.

Perell tells about her real-life experiences in this book and further provides a step-by-step straightforward approach to success and how you can achieve your personal or professional goals. Her realistic philosophy, namely that execution is what truly drives success and separates the dreamers from the achievers, is applicable in all areas of life from business

to personal. This is evident in the admirable life she lives, as she has moved from being a start-up entrepreneur to an internationally renowned CEO and prominent angel investor.

The Execution Factor teaches how to transform from being a dreamer to becoming a doer. It serves as a guidebook/coach to teach you the approach to success in business and life in general. Kim talks about her five unique and result-driven traits of execution-vision, passion, action, resilience, and relationships. The chapters of The Execution Factor are a based-on-experience blueprint to show you how to achieve your dreams in business and in life.

This book is highly recommended for people who have trouble getting started, or can't figure out how to get to the next level in life and business. The book explains the need to strive to be extraordinary and not just settle for the ordinary. **B**

MALUKU

By Nikita Jaeger

THE DREAM DESTINATION IN INDONESIA

The Indonesian archipelago, Maluku, consists of the southern and central regions of the Maluku islands. It is popularly known as the Spice Islands, a land with the best production of cloves, mace, and nutmeg. Maluku has been a hideout for many travellers in search of full-grown spices. Located to the south of Sulawesi, Maluku attracts tourists with its beautiful gardens, history and natural beauty.

Apart from housing the Second World War memorial, Maluku is also home to many water recreation activities, attracting many tourists. Since the island is located in a remote area, tourist activity is low; however, the crystal-clear water, luscious gardens, and two national parks have everything for the visitor who wants to escape from hectic modern life. The best season to visit the area is November to March, so plan your trip accordingly.

VISA PROCEDURE

Getting a visa to visit Indonesia is relatively easy, and there are many types of visas available for tourists. Depending on the nature of the visit, you can apply for a single-entry visa or multiple entry visas. All passengers should have a valid passport with a minimum of 6 months' validity, and should also have a return or onward ticket.

30 days free entry visa for 169 nationals

Indonesia offers a 30-day free entry visa for nationals from the 169 countries which are on the visa free list. The tourist should have a return ticket or onward ticket, and this visa is non-extendable. Travelers who want to take advantage of the visa can apply to the respective Indonesian embassy in their home country by courier, or by visiting the embassy in person.

Visa on Arrival for 68 nationals

Another option is visa on arrival, which applies to citizens from 68 listed countries. It is a 30-day visa, extendable for an additional 30 days, but not beyond that. Tourists should hold a passport with a minimum of 6 months' validity as well as return or onward flight tickets.

Multiple entry visa

Tourists can also opt for a multiple-entry visa, which is suitable for frequent travel to Indonesia. Visitors are allowed to enter Indonesia several times before the visa expiration date (the visa is valid for a year), and may stay up to 60 days. For the multiple entry visa, the passenger needs to apply through the Indonesia embassy or consulate of the home country.

Visa fee

The cost of a single-entry visa is \$45, and a multiple entry visa is \$100. The validity of the visa is 90 days from the date of issue.

Overstay penalty

Overstay penalty is IDR 1,000,000 per day, and maximum permitted overstay with penalty is 60 days. Staying beyond 60 days will be considered illegal, and is an offense punishable with 5 years' imprisonment or a fine of IDR 5,000,000,000. Currency rate: US\$ 1: IDR 15,349.10



HOW TO REACH THERE?

Tourists can visit Maluku by air and sea. Depending upon the country that you reside in, you may choose the easiest option from the following:

By air

Apart from Sultan Baabullah Airport in Ternate and Pattimura Airport in Ambon, a tourist can also get flight connections from Pitu Airport in Morotai island and Karel Sadsuitubun Airport in the Kei Islands. Regular flights are available from Makassar, Manado, and Jakarta to Sultan Baabullah Airport and Pattimura Airport. Once you've arrived at the airports, it will be easier to explore the region with the local transport service.

By sea

Excellent ferry connectivity is available to Maluku from different islands. The Indonesian National Ferry service, 'PELNI,' and other private ferry service providers conduct regular services from Ambon, Ternate, Banda Naira, Tual, and many other ports. Apart from the ferry services, you can also find speed boat services between the islands.

How to go around Timor-Leste?

You can find several types of transport facilities, like buses, ojek, and bemos, to move around the island. At the Ambon airport one can hire a car with a driver and petrol, which will cost around IDR 600,000–750,000 per day. Alternatively, bike rentals are available for IDR 150,000 per day. You can reach out to any of the local transport stations in Maluku, and they will provide you with the vehicle you require. If you wish to go the traditional way, you can opt for a becak (rickshaw) in Ambon, or a local minibus which takes you to every attraction in the area.

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WHAT CAN YOU DO AT MALUKU?

Ambon

Ambon is the most developed island in Maluku, and its history dates back to the Dutch Colonial period. During the colonial struggle, the war took its toll on Maluku. Most of the historic monuments got damaged; however, Fort Benteng Victoria weathered all the atrocities and all the changes that the city had to take on. Since the fort is a 'no photography' zone, it would be better to have prior permits to avoid any bad experiences.

Pulau Seram

Pulau Seram is the main island and the largest in Maluku Island province, engulfed by a group of islands, and located on the northern side of the small Ambon Island. Its rich flora and fauna are among the reasons why tourists are attracted to this beautiful place. The island is a home for 14 endemic species of birds. You will have the rare chance to see the grey-necked friarbird, salmon-crested cockatoo, Eclectus parrot, etc.. It is the habitat for 117 species of birds, some of which are

endangered.

Dense forest makes it a safe home for many mammal species. You can find about 38 species here, of which 9 species are endemic. Commonly found mammal species are murid rodents, Australasian marsupials, Seram bandicoots, etc..

Pulau Seram is a beautiful location and home to many attractions around the main city of Mashoi. Sites like Sangar Budaya Seram museum and the less inhabited hinterlands of the island will give you a rare opportunity to meet the Nua-ulu tribes.

Tanimbar Islands

Tanimbar Islands, also known as Timur Laut, is a cluster of islands, part of the Lesser Sunda Islands. Yamdena, the largest island, is ideal for beach lovers. The island's identity is displayed in its cultural uniqueness, and the villagers are skillful in creating carved wooden items and ikat cloths. Like many island communities in Indonesia, Tanimbar inhabitants have unique music and dance that are worth enjoying up close. Apart from the pristine beaches, they are also home to rare endemic birds and animals.

Manusela National Park

One of the main national parks in Maluku is the Manusela National Park, sprawled over 189,000 hectares, located on the Seram Islands. It is famous for evidence of the evolution of a range of indigenous species. At the park, you will encounter 2,000 different butterflies, along with around 120 species of birds—a rare treat to soothe your soul.

Lava Flow

A main attraction in the Banda Islands, is Lava Flow, a dream diving location just in front of the Gunung Api volcano. It is famous for its exquisite table corals which can grow up to four meters in size, thus attracting aquatic life such as sharks and mandarin fish.

Pulau Hatta and Pulau Banda Besar.

The Banda Islands are known for scuba diving and snorkelling, and you will find gorgeous coral gardens as you dive. Some of the famous diving spots here include Pulau Hatta and Pulau Banda Besar. Spend your leisure time on the pristine beaches watching the turquoise water whispers. **B**



CONCLUSION

Maluku will touch the pulse of any ardent, nature-loving tourist. It offers both aquatic and natural enjoyment and unforgettable coral experiences, which, together with its colonial history, make it one of the best tourist attractions, and a 'must visit' location for many travellers.

印度尼西亚的香料群岛——马鲁古群岛

马鲁古群岛位于印度尼西亚的东北部，处于苏拉威西岛和伊里安岛之间，赤道从中穿过，面积 74,000 多平方公里，由大约 1,000 个小岛组成。这里气候炎热，潮湿多雨，适于香料作物的生长，是东方的主要香料产地之一。古时即以盛产丁香、肉豆蔻、胡椒闻名于世，被阿拉伯、中国和印度的商人称为“香料群岛”。香料生产和贸易繁荣到 16 世纪，现在香料生产已经没落。

如何到达？

游客可以乘飞机或轮渡访问马鲁古，根据您的所在地选择最简单的方式：

航空

除了特尔纳特的苏丹巴布机场和安汶的帕蒂穆拉机场外，游客还可以搭乘从摩洛哥岛的皮图机场和基伊群岛的卡雷尔·萨德苏托邦机场出发的航班。

海运

不同岛屿之间拥有出色的轮渡连接。

除了轮渡您还可以在两岛之间找到快艇服务。

马鲁古群岛推荐景点

安汶岛

安汶岛亦名“安波那”。印度尼西亚马鲁古群岛南部小岛。岛上地形多山，雨量丰富，土壤肥沃，产西谷、薯类、蔬菜和香料。地震频繁而强烈，房屋多用石建。安汶是马鲁古最发达的岛屿，其历史可以追溯到荷兰殖民时期。

塞兰岛

塞兰岛是马鲁古岛省的主要岛屿，也是最大的岛屿，它丰富的动植物群是吸引游客前往的原因之一。这里有 117 种鸟类的栖息地，其中有些濒临灭绝。在茂密的森林里您可以找到约 38 种哺乳动物。

塔宁巴尔群岛

塔宁巴尔群岛是印度尼西亚马鲁古省东南马鲁古县的岛群，约有 30

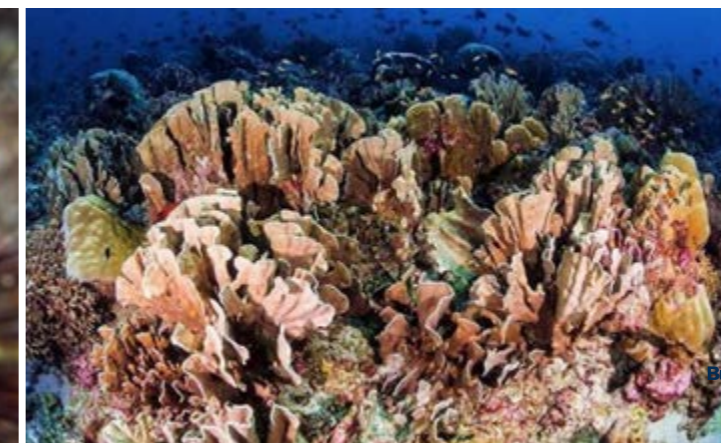
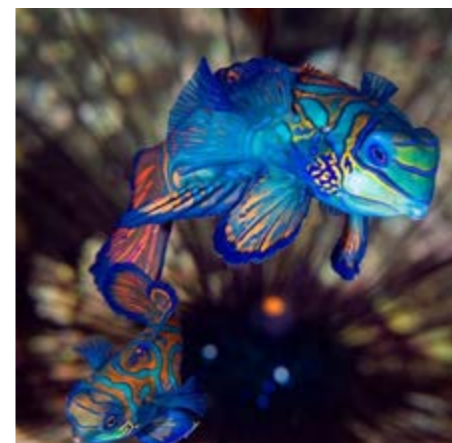
个岛屿。其中延德纳 (Yamdena) 岛最大，南岸港口萨翁拉基 (Saumlaki) 是岛上主要城市，东岸是长满稠密森林的丘陵，西海岸较低，多沼泽。包括延德纳岛北面的拉拉特 (Larat) 在内的周围岛屿，海岸多为岩石峭壁，沿岸植被浓密。

玛努塞拉国家公园

沼泽森林，山地雨林和沿海森林的并存为印度尼西亚的玛努塞拉国家公园带来了天然的吸引力。这里是喜欢野生动物摄影，攀岩或其他极限活动的背包客最爱的目的地。此外，也是鸟类学家和自然爱好者的理想之选。

班达群岛

印度尼西亚班达海东北部十余座小火山组成的岛群。3 座岛屿围绕海面形似小湖，风平浪静，海水清澈，珊瑚礁及水中生物甚多，为著名的“海底花园”。





By Michael Hart

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

HOW CONSTRUCTION PROJECTS BOOST THE ECONOMY

With the economy flagging, the national government has announced a number of large construction projects to help stimulate the economy. I recently visited one in Tianjin, the National Exhibition and Convention Centre located in Tianjin's Jinnan District. To be fair, this project has been under planning and construction for a few years, but it is part of the government-led investment theme. This project raised a number of questions I've had about these investment-led projects, but it also helped answer some questions I've had about other projects the government previously built.

ACTIVITY GENERATES GDP

Whenever anyone asks if a construction project is viable long term, as in, "who is going to use this?", I am usually asking that question too, but I am also then reminded of a lesson I learned in economics years ago, and that is that "activity generates GDP (Gross Domestic Product)." Professors like to say that if workers are hired to dig a hole and then fill it in, that has generated GDP or measurable economic activity. That was never very satisfying to me. And while it doesn't answer the question about the long-term success of a project, it does help explain that the construction project itself, if

completed, has already achieved part of someone's GDP target. By generating salaries for workers and by consuming construction materials, it has helped to boost the economy.

SATELLITE CITIES AND UNIVERSITY TOWNS

Until recently, calling a city a "university town" would indicate that there are a substantial number of students in that city as compared to its local population base. Austin in Texas, Heidelberg in Germany and Wuhan in China are examples. These cities often benefit from a cluster of universities or institutes of higher learning which generate good jobs, more sports and entertainment options per capita and a thriving bar and restaurant scene. And in most cases, the schools themselves

benefit from their surroundings. A decade ago, attending Nankai University or Tianjin Foreign Studies University meant living in the heart of a big city and being surrounded by buildings nearly a century old. So I was baffled a number of years ago when Tianjin started building "university towns" that were clusters of schools located on the outskirts of the city, and moving undergraduates to these campuses. In Tianjin there are at least four such clusters I can think of. A particularly large one is located east of the city in Jinnan District, the Haihe Education Park which has half a dozen schools.

I personally enjoyed my years at a university, partially as a result of its urban location, and I would certainly not choose a school located in a brand-new purpose-built campus located far from the city. However, as Tianjin built these far-flung campuses, they generated activity, and in the urban places that once housed students, a number of new, large projects, in some cases tall apartments and office buildings, have been built. These, again, generated economic activity.

INFRASTRUCTURE

I have spent hours poring over maps of Tianjin and am always curious and excited to discover what is being built. And I have a soft spot for trains and subway systems and so love to see these networks expanding, but I sometimes wonder about specific projects. Did you know, for instance, that Tianjin has eight high-speed rail stations in operation? One, Junliangcheng North Station (军粮城北站) has always been a mystery to me. And where is that Line 1 subway extension to the east going? And did we really need Tianjin Avenue (天津大道)? Well, actually, in the latter case, it does make sense to have a direct route from central Tianjin to Binhai's Yujiapu that doesn't drag you through the various industrial sites in Hedong and Dongli. And what was the side effect of building these roads, rail lines

and metro systems? You guessed it, economic activity and jobs.

SEEDING AN AREA

Besides the initial economic activity generated by their construction, many of these big infrastructure projects seed an engine of growth for their immediate surroundings. In terms of these remote college campuses, jobs are created for catering staff, security guards, cleaning staff and delivery folks. Additionally, people with good jobs, such as professors, spend more time and potentially money in these communities as they stop for gas, a meal or a coffee, or even decide to move to cheaper housing close by. And eventually, new restaurants, bars and entertainment options will be created to cater to the young and curious students.

THE CONVENTION CENTRE

Now how about more details of this new National Convention and Exhibition Centre that I mentioned earlier? The first phase is slated to open in June of 2021. Once the entire project is completed, it will have 1.34 million square metres of built space. This will include exhibition and meeting space as well as two office towers, a Marriott and a Four Points hotel, and a large retail area.

The meeting and exhibition space on its own is bigger than the Meijiang Convention Centre. It is a sight to behold. Upon arrival it looks like an airport terminal with its high roofs and vaulted ceilings.

And how do you get there? It is located along the still relatively new Tianjin Avenue between central Tianjin and Yujiapu. There are also two stations on the east extension of subway Line 1 (Beiyangcun or Guozhan lu stations) (北洋村或国展路). And although not many trains stop there right now, the high-speed rail station Junliangcheng North Station (军粮城北站) is curiously close by.



Will the convention centre be successful? I don't know; that is a lot of space to fill and it will certainly take an effort. They recruited a team that is currently reaching out to the community and has announced that the first exhibition will open in June, 2021, and will of all things be "the China Building Science Conference and Green Intelligent Building Expo." The hotels and office buildings are slated for completion in 2022, so economic activity generated by construction will continue there as the conference centre opens and seeds economic activity nearby. The project will certainly generate some jobs, likely even some part-time ones for the students located at the cluster of colleges located at the Haihe Education Park nearby.

THE ALTERNATIVE

Many folks are still not convinced that these types of projects are the best use of the government's money. That may be true, and it is great to start thinking of substitute uses of the money, land and construction materials,

but consider the alternative. If the economy is not growing and the government did nothing, that also would not generate a very satisfying result, especially if private firms were also sitting on the side-lines and conserving cash to wait out the economic storm. Many times in this market I have seen the government racing forward to build things no profit-minded developer would touch and crowding out good projects that these firms would have pursued. However, this is one of the times when the government should be stepping forward and taking on bold projects. It's even more satisfying to see past investment projects all being tied together in a way that I hadn't been able to see before, and illustrating that maybe someone actually did have a well thought out plan, and that maybe, yes, someone is actually going to use them. **3**

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基建如何促进经济发展

随着经济不景气，政府宣布了一些大型基建以帮助刺激经济。我最近访问了天津津南区的国家会展中心。这个项目引起了我许多疑问，但也回答了我对其他基建项目的一些疑问。

活动产生 GDP

尽管它没有回答有关项目长期成功的问题，但确实可以解释建设项目本身已经是 GDP 目标的一部分。通过为工人创造薪水和消耗建筑材料，它有助于促进经济增长。

卫星城和大学城

几年前当天津开始建造“大学城”时，我感到不解，这些“大学城”虽然是位于城市郊区的学校群，有相当数量的学生，周边建造了许多新的大型项目，包括高层公寓和办公楼，以及娱乐设施，但是这些再次促进了经济活动，创造了就业机会，除了基建产生的最初的经济活动外，这些大型基础设施项目还为周围环境带来了增长。

天津国家会展中心

位于天津津南区，项目总建筑面积 134 万平方米，项目建设内容主要包括大型展览馆、地下车库和设备用房，项目总建筑面积 134 万平方米，展馆面积 40 万平方米。综合配套区包括酒店、商业、会议、办公与餐饮，共约 31.7 万平方米。随着会展中心的开业以及附近经济活动的开展，建筑业产生的经济活动将继续进行。该项目将会创造一些就业机会，甚至可能为附近海河教育园区的学生的学生提供一些兼职工作。

此外

许多人仍然不相信这些类型的项目是政府资金的最佳运用，并且开始考虑资金，土地和建筑材料的替代用途。这是政府向前迈进并进行大胆改革的方向之一。

200 Billion

It has been forecast that China's film industry will expand further in 2020, with revenue reaching RMB200 billion. China will then overtake North America in box office revenue, becoming the largest film market in the world.



2.5

Day Weekends

2.5-day weekends have been proposed by local authorities in China in order to encourage consumer spending, and Jiangxi province in East China recently implemented the plan. Many other provinces have also recommended the 2.5 day weekend to stimulate the economy. Companies, however, are given independence to choose how to implement these new measures.

50%

Before the outbreak of the pandemic, the number of domestic trips in China was estimated to rise up to 2.38 billion trips by 2020, indicating an increase of over 50% compared to the number of trips made within China ten years ago.



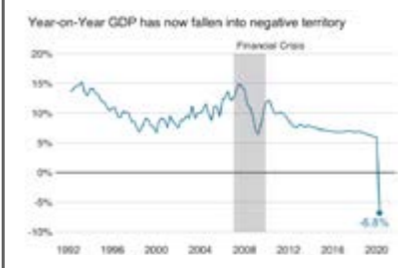
44.000

China has a total of nearly 44,000 companies that manufacture textile products, of which 21,000 companies focus on textile only, 15,000 companies focus on apparel and accessories, and 8,000 companies manufacture leather goods and footwear.



6.8%

The nationwide lockdown, which lasted for two long months, has taken a heavy toll on China's economy, which shrank 6.8% in the first three months of 2020—for the first time since 1976.



300.000

The live-streaming sales across Hubei province garnered 17.9m yuan and sold nearly 300,000 items in nine hours on the first day of a campaign hosted in the province during April on a provincial wide basis, with the intention of reviving the economy.



3.9 Million

Apple sold 3.9 million iPhones in China in April, according to research, showing an increase of 160% from March, when it sold 1.5 million smartphones.



30% Million

Air pollution levels in China have dropped dramatically by roughly a quarter over the last month, as coal-fired power plants and industrial facilities have ramped down, permitting employees in high-risk areas to stay home. Levels of nitrogen dioxide were down as much as 30%, as per NASA reports.



2% Million tonnes

It is expected that imports of wheat and corn in China would increase by 67.1% and 74.6% respectively. Imports of soybeans are expected to reach 99.52 million tonnes, and sugar imports continue to rise, with an expected growth of 142.7%.



A GLIMPSE OF KEY FISCAL AND TAX POLICIES IN CHINA'S GOVERNMENT WORK REPORT IN 2020



Kelvin Lee, PwC

On 22 May 2020, Premier of the State Council delivered the <Report on the Work of the Government> ("Report")¹ at the third session of the 13th National People's Congress (NPC). The Report reviews China's economic and social development work in 2019 and the first few months of 2020 and sets forth the main development targets and the overall plan for the next stage of work.

1. For the <Report on the Work of the Government in 2020>, please refer to: http://www.xinhuanet.com/politics/2020lh/2020-05/22/c_1126018545.htm



China has continued implementing proactive fiscal policies and a larger scale of taxes and levies reduction in 2019, with a major focus on relieving the tax and levy burden of the manufacturing sector and small and micro enterprises (SMEs). The tax and levy reduction measures which have been introduced includes: further lowering the Value-added Tax (VAT) rates, reducing the percentage of basic pension insurance contribution paid by enterprises, implementing the general preferential tax policies for SMEs and revising the Individual Income Tax (IIT) Law which encompass six types of special additional deductions. It is stressed in the Report that China has reduced taxes and levies in the total amount of RMB 2.36 trillion during 2019, exceeding the original target of around RMB 2 trillion, with the manufacturing sector and SMEs benefiting the most.

In response to the impact of the COVID-19 pandemic on the macro-economy and market players, the Report proposes to further reduce taxes and levies and aggressively implement current policies in conjunction with institutional arrangements to create a more enabling environment and help market players overcome difficulties and achieve development. The major taxes and levies reduction policies include: continue implementing reduction of VAT rates and the percentage of basic pension insurance contribution paid by enterprises, extending the expiry date of policies introduced earlier, such as: exempting medium enterprises and SMEs from contributing basic pension insurance, unemployment insurance and work injury insurance; reducing or cancelling VAT for small-scale taxpayers; exempting VAT on certain services; and reducing or cancelling civil aviation development fund contributions and port development fees, to the end of 2020. It is expected that these measures will additionally reduce the burden of enterprises by over RMB 2.5 trillion for the year.

In this article, we summarize the tax and levy reduction policies to be implemented in the second half of this year and share with you our observations.

HIGHLIGHT ONE: CONTINUING THE INSTITUTIONAL ARRANGEMENTS REGARDING VAT REDUCTION

Since the completion of the B2V Pilot Program in 2016, deepening the VAT reform and optimizing the structure of VAT rates has been the biggest fiscal and tax highlight of the Report in every year. In recent years, China has released a series of measures to deepen the VAT reform, including: simplifying and reducing VAT rates, further perfecting the VAT credit chain, implementing the refund policies for incremental excess input VAT and accumulative input VAT credit balance, optimizing the export VAT refund policies for goods and services and further improving the preferential VAT policies, etc. Continued implementation of the measures to deepen the VAT reform will have a cumulative effect on sustaining the reduction of tax burdens of enterprises, as well as help enterprises overcome difficulties and maintain sustainable economic development. It should be noted that the Report proposes to continue implementing reductions of VAT rates instead of adjusting the structure of VAT rates, which indicates that, in addition to the zero VAT rate, China may continue to adopt the prevailing three VAT rate brackets of 13%, 9% and 6% in the near future.

In November 2019, the Ministry of Finance (MOF) and the State Taxation Administration (STA) jointly released the consultation draft of China's VAT Law, which retains the prevailing three VAT rate brackets as well. Based on the background of reducing taxes and levies in recent years and the requirement of "simplifying the VAT rate brackets from three to two" by the State Council, it is well-worth monitoring whether the VAT rate brackets will be adjusted and simplified while China is moving forward with the enactment of the VAT law.

HIGHLIGHT TWO: EXTENDING THE VAT INCENTIVES FOR THE PREVENTION OF COVID-19 OUTBREAK

In response to COVID-19 outbreak and to support enterprises and economy development, the MOF and STA jointly released Public Notice [2020] No.8¹ and Public Notice [2020] No.13 in February 2020 to clarify certain preferential tax treatments as follows:

- Income derived from transporting key pandemic prevention materials are exempted from VAT;
- Income derived from public transportation services, consumer services and certain express delivery services are exempted from VAT;
- Key pandemic prevention manufacturing companies are allowed to apply for the refund policy of VAT credit balance on a monthly basis

1. For the <Public Notice Jointly Issued by the MOF and STA Regarding Tax Policies to Prevent and Control the COVID-19 Outbreak> (MOF and STA Public Notice [2020] No.8), please refer to China Tax and Business News Flash 2020 Issue 06.

- From 1 March to 31 May 2020, small-scale VAT taxpayers in Hubei province have been granted temporary exemption of VAT and those in other regions in China have been granted a reduced levy rate of 1%. For certain items subject to VAT prepayment, the levy rate is also reduced at 1%.

The Report proposes to extend the implementation period of VAT reduction for small-scale VAT taxpayers and VAT exemption on certain services, such as public transportation, catering and accommodation, tourism and entertainment, and cultural and sports to the end of 2020. This extension further supports small-scale VAT taxpayers and consumer service taxpayers that are greatly affected by the pandemic in resuming work and production.

HIGHLIGHT THREE: SUPPORTIVE TAX AND LEVY POLICIES FOR MEDIUM ENTERPRISES AND SMES

- **Continue to reduce social security contributions paid by medium enterprises and SMEs:** In order to support enterprises in the resumption of work and production, as well as stabilize and expand employment, the MOHRSS, MOF and STA jointly issued the <Notice to Cut Social Security Contributions Borne by Enterprises by Phases> (MOHRSS Fa [2020] No.11²) in February 2020, providing that from February 2020, enterprises of different sizes in different regions can enjoy reduction or exemption of the basic pension insurance, unemployment insurance and injury insurance (hereinafter referred to as "social security contributions"). The Notice also clarified that medium enterprises and SMEs were exempted from social security contributions, with the exemption period of not exceeding 5 months (i.e. due to expire in June 2020).

To help medium enterprises and SMEs get through this challenging time and to ensure employment and people's wellbeing, the Report proposes to extend the exemption period of social security contributions by enterprises to the end of 2020, which will further relieve their labor cost burdens. We anticipate that the MOHRSS, MOF and STA will issue a new circular in accordance with the Report to implement this policy before the end of June.

- **Postpone income tax payments of SMEs and sole proprietors:** Apart from exempting medium enterprises and SMEs from paying social security contribution, the Report also mentions that the income tax payments of SMEs and sole proprietors will be postponed to

2. For the <Notice Jointly Issued by the MOHRSS, MOF and STA to Cut Social Security Contributions Borne by Enterprises by Phases> (MOHRSS Fa [2020] No.11), please refer to the official link: http://www.mohrss.gov.cn/gkml/zcfg/gfxwj/202002/t20200221_360350.html

2021. This initiative will have a positive effect on relieving the cash flow pressure of SMEs and sole proprietors. It is expected that the MOF and STA will issue relevant regulations to clarify the applicable conditions, the specific procedures, etc., in relation to postponing income tax payments by SMEs and sole proprietors.

THE TAKEAWAY

"Taxes and levies reduction" has been a key phase of China's macro-economic control and proactive fiscal policies in recent years. In response to the changes in domestic and international economic landscapes, China has successively launched a series of policies and measures to reduce taxes and levies, so as to support the development of the real economy and vitalize market players. The total amount of taxes and levies reduction exceeded RMB1.3 trillion in 2018, and that amount reached to RMB 2.36 trillion in 2019. The 2020 Report further sets a target of over RMB 2.5 trillion for reducing taxes and levies for this year. These policies will relieve burdens on various market players, especially SMEs, which can stabilize employment, ensure living standards as well as keeping the fundamentals of the economy stable. The <Opinions of the Central Committee of Communist Party of China ("CCPC") and the State Council on Optimizing the Socialist Market Economy System in New Era>³, which was issued recently, also pointed out the direction for China's next-step tax reform, including: deepening the tax reform, advancing the direct tax system and gradually increasing its proportion, moving the levying of consumption tax (CT) to later stages, establishing and optimizing the aggregate and scheduler IIT regime, steadily promoting the enactment of the property tax law, improving

4. For the <Opinions of the CCPC and the State Council on Optimizing the Socialist Market Economy System in New Era>, please refer to the official link: http://www.gov.cn/xinwen/2020-05/18/content_5512696.htm

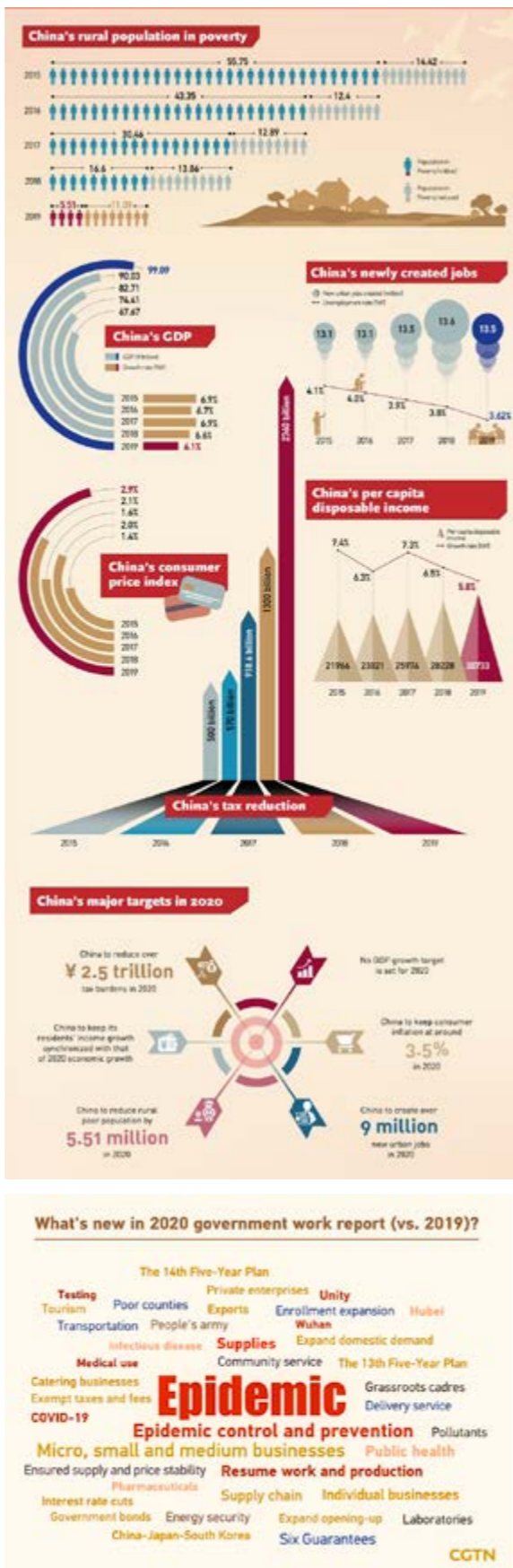
the local tax regime, adjusting and refining the local tax system to foster the sources of local tax revenue and to steadily expand the power of local tax administration.

So far, 9 out of the prevailing 18 types of taxes have been enacted (including Vehicle and Vessel tax, Environmental Protection Tax, Tobacco Tax, Vessel Tonnage Tax, Corporate Income Tax, Arable Land Occupation Tax, Vehicle Purchase Tax, IIT and Resource Tax), while the enactment of the other 9 types of taxes is undergoing. The draft Deed Tax Law and the draft Urban Maintenance and Construction Tax Law were passed to the Standing Committee of the NPC for the first review and also were issued to solicit public opinions. The MOF and STA jointly released the consultation drafts of the VAT Law and CT Law for public comments. It is also reported that the draft Stamp Duty Law is under legislative review by the Ministry of Justice. We note that in February 2020, the MOF issued a legislative work plan for 2020 which also mentioned that it is striving to complete the drafting of VAT Law, CT Law and Tariff Law for submission to the State Council in due course.

Under the current situation of great uncertainty due to the COVID-19 pandemic and the global economic and trade environment, the Report proposes to pursue a more proactive and impactful fiscal policy to support the reduction of taxes and levies and to release positive signals relating to helping market players to overcome difficulties, coordinating the advancement of pandemic control as well as promoting economic and social development. We will closely monitor the interpretations on the taxes and levies reduction measures covered in the Report and the upcoming circulars, and share with you our observations timely. [B]

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2020 GOVT WORK REPORT



2020年《政府工作报告》财税政策抢先看

2020年5月22日，国务院总理在第十三届全国人民代表大会第三次会议上作了《政府工作报告》¹（以下简称“报告”），回顾了2019年和今年以来中国经济社会发展工作，并对2020年发展主要目标和下一阶段工作进行总体部署。

2019年中国继续实施积极的财政政策，实施更大规模的减税降费，重点降低制造业和小微企业税费负担，推出了包括进一步降低增值税税率，下调城镇职工基本养老保险单位缴费比例，落实小微企业普惠性减税政策和修订后的个人所得税法及6项专项附加扣除在内的多项减税降费措施。报告指出2019年全年减税降费达到2.36万亿元，超过原定的近2万亿元规模，制造业和小微企业受益最多。

为应对新冠肺炎疫情对宏观经济和市场主体的冲击，报告提出将加大减税降费力度，强化阶段性政策与制度性安排相结合，助力市场主体纾困发展。今年将主要实施的减税降费政策包括：继续执行下调增值税税率和企业养老保险费率等制度；前期出台的免征中小微企业养老、失业和工伤保险单位缴费，减免小规模纳税人增值税，免征部分行业的增值税，以及减免民航发展基金、港口建设费的执行期限全部延长到2020年底。报告预计2020年全年将为企业新增减负超过2.5万亿元。

在本文中，我们总结了将在2020年下半年执行的减税降费政策，并与您分享我们的观察。

详细内容

看点1：延续增值税减税相关的制度性安排

自2016年“营改增”全面收官以来，深化增值税改革，优化增值税税率结构是每年政府工作报告中最大的财税亮点。近年来，中国出台了多项深化增值税改革措施，包括：简并和下调增值税税率、进一步贯通增值税抵扣链条、实施增量留抵退税和部分存量留抵税额退税、逐步优化货物及服务出口退税政策、进一步完善增值税优惠政策等。深化增值税改革措施在今年继续执行，将持续减轻企业税收负担产生叠加的累积效应，将助力企业渡过难关，保持经济持续稳定发展。

需要注意的是，报告未提及调整增值税税率结构，而是提出今年继续执行下调增值税税率制度，这意味着除零税率外，在未来一段时间内可能将继续实施13%、9%和6%三档税率。

2019年11月，财政部、税务总局公布了《中华人民共和国增值税法（征求意见稿）》（以下简称“《征求意见稿》”），《征求意见稿》也承袭了现行三档税率。结合近年来减税降费的大背景以及国务院提出的“按照三档并两档方向调整税率水平”的要求，未来在推进增值税立法过程中是否会同时调整和简并增值税税率，值得予以关注。

看点2：延长支持疫情防控增值税优惠政策

1 2020年政府工作报告
http://www.xinhuanet.com/politics/2020lh/2020-05/22/c_1126018545.htm

为应对新冠肺炎疫情，支持企业和经济发展，财政部、税务总局于2020年2月先后发布了2020年8号公告²和2020年13号公告，明确了相关减免税政策，具体包括：

- 纳税人运输疫情防控重点保障物资取得的收入，免征增值税；
- 纳税人提供公共交通运输服务、生活服务，以及为居民提供必需生活物资快递收派服务取得的收入，免征增值税；
- 疫情防控重点保障物资生产企业可以按月申请全额退还增值税增量留抵税额；
- 自2020年3月1日至5月31日，对湖北省增值税小规模纳税人免征增值税；除湖北省外，其他省份的小规模纳税人，减按1%征收率征收增值税；预缴增值税项目同步降低预征率。

报告提出减免小规模纳税人增值税，免征公共交通运输、餐饮住宿、旅游娱乐、文化体育等服务增值税政策的执行期限全部延长到2020年底，为小规模纳税人和受疫情影响较大的生活服务业纳税人在复工复产中给予进一步支持。

看点3：中小小微企业的税费扶持政策

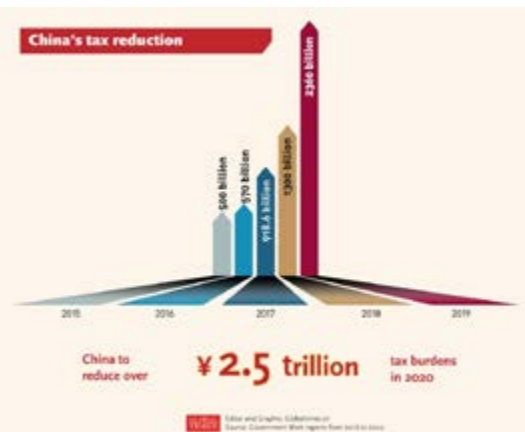
继续阶段性免征中小小微企业的三项社会保险：为推动企业有序复工复产，支持稳定和扩大就业，人力资源社会保障部、财政部、税务总局在2020年2月联合发布《关于阶段性减免企业社会保险费的通知》（人社部发[2020]11号³），规定自2020年2月起，对不同地区、不同规模的企业执行阶段性减免企业基本养老保险、失业保险、工伤保险（以下简称“三项社会保险”）的单位缴费，并明确中小微企业三项社会保险单位缴费部分的免征期限不超过5个月（即在2020年6月到期）。

为帮助中小微企业渡过难关，保障就业和民生，报告提出将免征中小微企业三项社会保险单位缴费的执行期限延长到2020年底，有利于进一步减轻中小微企业的人力成本负担。预计人社部、财政部、税务总局将在6月底前按照报告的部署发文落实继续阶段性免征中小微企业的三项社会保险的政策。

延缓小微企业、个体工商户所得税缴纳：除继续阶段性免征中小微企业的三项社会保险外，报告还提到延缓小微企业、个体工商户的所得税缴纳到2021年，这对于缓解小微企业和个体工商户的现金流压力具有积极作用。关于小微企业延缓缴纳企业所得税、个体工商户延缓缴纳个人所得税的适用条件、

2 财政部、税务总局关于支持新型冠状病毒感染的肺炎疫情防控有关税收政策的公告（财政部、税务总局公告[2020]8号），详细内容请参见普华永道《中国税务/商务新知》2020年第6期。

3 人力资源社会保障部、财政部、税务总局关于阶段性减免企业社会保险费的通知（人社部发[2020]11号）
http://www.mohrss.gov.cn/gkml/zcfg/gfxwj/202002/t20200221_360350.html



具体程序等问题，有待财政部、税务总局出台配套法规予以明确。

注意要点

减税降费是近年来中国宏观经济调控和积极财政政策的重要关键词。为应对国内外经济形势变化，中国陆续出台了一系列减税降费的措施，旨在支持实体经济发展，进一步为市场注入活力。2018年中国的减税降费总额约为1.3万亿元，2019年中国的减税降费总额达到2.36万亿元，2020年政府工作报告设定的减税降费的目标更是高达2.5万亿元，这有利于减轻各类市场主体、尤其是中小微企业的负担，以保住就业民生，稳住经济基本盘。

近期发布的《中共中央、国务院关于新时代加快完善社会主义市场经济体制的意见》⁴再次提及了中国税收制度改革下一步的方向：深化税收制度改革，完善直接税制度并逐步提高其比重。研究将部分品目消费税征收环节后移。建立和完善综合与分类相结合的个人所得税制度。稳妥推进房地产税法立法。健全地方税体系，调整完善地方税制，培育壮大地方税源，稳步扩大地方税管理权。

截至目前，中国现行的18个税种中，已制定法律的税种有9个（分别是车船税、环境保护税、烟叶税、船舶吨税、企业所得税、耕地占用税、车辆购置税、个人所得税、资源税），其余9个税种的立法工作仍处于进行时。其中契税法和城市维护建设税法草案已经全国人大常委会初次审议，并向社会公开征求意见；增值税法、消费税法草案征求意见稿已由财政部、税务总局向社会公开征求意见。据悉，印花税法草案送审稿正在由司法部进行立法审查。财政部在今年2月发布的2020年立法工作安排也提到将“力争在年内完成增值税法、消费税法、关税法的起草工作，并上报国务院”。

在当前全球疫情和经贸形势不确定性很大的情况下，报告提出积极的财政政策要更加积极有为，支持减税降费并加大减税降费的力度，释放了助力市场主体纾困、统筹推进疫情防控和经济社会发展的积极信号。我们将密切关注针对报告部署的减税降费政策的解读及相关具体政策的出台，并及时分享我们的解读和观察。

4 中共中央、国务院关于新时代加快完善社会主义市场经济体制的意见
http://www.gov.cn/xinwen/2020-05/18/content_5512696.htm

HOW ARE RECRUITMENT TRENDS CHANGING?

By Betsy Taylor

We all can see that the recruiting trends are changing, and HR departments must consider the list of recruiting trends as a guideline that will help them improve their recruiting strategies. These changing recruiting trends will significantly impact the recruiting process. Following these trends can certainly help a company lead right from the front and not be left behind.

In 2020, a new set of recruitment trends has shown up that has been considerably impacting the recruiting process. HR departments must be sure to start implementing these trends as quickly as possible; otherwise, the company will end up losing the best talent!

WE HAVE A CANDIDATE-DRIVEN MARKET TODAY!

The recruiting process has changed from the way it used to be a few years ago, and today, candidates enjoy more power during their job search. Research indicates that the current job market is 90% candidate-driven. This means that the company itself does not pick the talent, but rather, the talent picks the company!

Consequently, finding the best prospects, particularly the ones with in-demand skills, has become extremely costly and time-consuming. This approach has led to a major shift in the entire recruiting paradigm. Now, candidates are being treated as customers.

TOP RECRUITING TRENDS TODAY

1. Recruitment Marketing

A crucial strategy based on the implementation of marketing techniques during the recruitment process, recruitment marketing is the process of attracting and nurturing potential applicants using marketing tactics and techniques.

The prime objective of recruitment

marketing is to adopt the changing trends so that they are more likely to attract the best talent in the market.

2. Employer Branding

Employer branding is a terminology used to describe an organization's popularity and reputation as an employer, and its employee value proposition as opposed to its general brand recognition and value proposition for its customers.

LinkedIn research indicates that more than 75% of potential candidates research a company's reputation and employer branding before applying for a job. Companies with a bad reputation struggle to attract the best candidates, and also to retain them.

3. Inbound Recruiting

Inbound recruiting is a strategy where a company's recruiters proactively and continually attract the best talent with the objective to make them pick that company as their next employer. The goal is to attract, convert, and engage the prospects.

Earlier, it used to be outbound recruiting, where HR departments used to reach out to the prospects offering them an open position. This is not the approach anymore. For long-term solutions, inbound recruiting is the latest recruitment trend to adopt.

4. Candidate Experience

This involves the past, current and future prospects' overall opinion of a company's recruiting process. Candidate experience is all about how a candidate feels, and how they experience attitudes and behaviours during the recruiting process, from sourcing and screening till interviewing, hiring and being onboarded.

Why is candidate experience a crucial trend? It is because a candidate is looking forward to having a positive experience throughout the recruiting process. This will make them more likely to accept the job offer, come back and refer others to the same company.

If a candidate has a negative experience, it may cost the company a lot more than a few candidates—it can even make the company lose profits.

5. Candidate Relationship Management

Candidate Relationship Management, or CRM, is an approach for managing and improving relations not only with current candidates but with potential candidates as well.

Having a strong and robust CRM allows companies to explain to the world their concept of talent acquisition, or attracting the right talent, which has become one of the biggest challenges in the recruitment industry today.

6. Recruitment Automation Tools

Recruitment automation tools include software that makes use of advanced technology to automate the entire recruiting process. The automation process has been around for some time, but it has gone beyond HRIS, Recruitment Marketing Software and the Applicant Tracking System. The latest trends show that the best programs offer 2-in-1 tools, integrating both the Recruitment Marketing and ATS solutions in one package.

This type of tool assists HR managers in finding, attracting, engaging, and nurturing prospects, as well as converting them into applicants. It also helps simplify, streamline and automate the entire recruitment process, making it less time-consuming and more robust.

Companies that do not incorporate automation into their recruitment processes risk losing the best talent out there.

7. Employee Referrals

Employee referrals are one of the most productive means of hiring the best talent to fill open positions. Research shows that referred candidates take the shortest time to hire and get onboard, making the entire process less costly and time-consuming.

It's Time To Work on Your Recruiting Strategies!

The HR industry is continuously evolving. This change is certain because of the ever younger, global workforce. This is why it is imperative for recruiters to keep an eye on the growing and changing trends that will affect the recruiting industry in the coming years. To stay on top, a company must follow the latest recruiting trends and take its recruiting strategy to a completely different level! 

2020 招聘新趋势

2020 年出现了一系列新的招聘趋势，这些趋势已大大影响了招聘流程。

最热门的招聘趋势

1. 招聘营销

招聘营销是使用营销策略和技术吸引和培养潜在候选人的过程。其主要目标是采用不断变化的趋势，以便更吸引市场上的最佳人选。

2. 雇主品牌

组织作为雇主的知名度和声誉，及其雇员价值主张是雇主品牌的重要构成。

领英研究表明，超过 75% 的潜在候选人在申请工作之前会研究公司的声誉和雇主品牌。

3. 候选人体验

是关于候选人的感受，以及他们在招聘过程中的体验。

候选人在整个招聘过程中获得积极的经验。这将使他们更有可能接受工作机会，并将其他人推荐给同一家公司。

4. 候选人关系管理

拥有强大的 CRM 可以使公司解释其人才招聘的概念或吸引合适的人才，这已成为当今招聘行业最大的挑战之一。

5. 招聘自动化工具

最新趋势表明，最好的程序提供二合一工具，将招聘营销和 ATS 解决方案集成在一个软件包中。这类工具有助于简化、精简和自动化整个招聘流程，从而减少耗时。

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By Rita Koch

PREDICTING PREEMIES

Predicting preemies means recognizing the chances of a preterm baby. Usually, the standard period of gestation for a human being is 40 weeks. Babies that stay less than 37 weeks in the mother's womb are considered preterm babies. There are a lot of risks associated with preterm babies, primarily including their neural and physical growth, and the mortality rate of preterm babies is higher within the first five years of birth. Developed countries with better healthcare facilities often save the lives of preterm babies, but in the growing stages, these babies sometimes develop several disorders, including Down syndrome, which is genetic.

With these challenges in mind, bio technicians have worked on discovering a method of predicting preemies. In the past, genius minded Leonardo Da Vinci also endeavoured to discover possible reasons for a preterm baby, although he didn't write anything concrete about it. However, a biological engineer named Stephen Quake discovered a unique way to forecast preemies. It takes only a blood test to predict whether a baby will be born on time or preterm. Let's dive in to find out how this technology works and what it can bring to us.

HOW DOES THIS TECHNOLOGY WORK?

Before starting to work on predicting preemies, Quake was working on predicting the neural behaviour of humans through blood tests. He observed that every change happening in our body can be traced by studying patterns in the

blood, because blood goes to every part of the body. For predicting potential disorders in a baby, doctors used to take blood from the womb to study DNA patterns, but since this could lead to pregnancy failure in some circumstances, nobody dares to take this risk until very necessary.

Quake has found a concrete solution to these problems by inventing a method of predicting preemies through an ordinary blood test on the mother. He was motivated to research this issue after his daughter was born prematurely, and by the time his daughter reached the junior year of high school, he had discovered this method. In his study, he found that women who give birth to premature babies show a different pattern in their blood than do normal pregnant women.

Quake chose to study the pattern of RNA compounds in the blood instead of DNA to obtain results. This variance in RNA pattern between a healthy gestation and premature gestation is the result of the interaction between mother and children. For predicting preemies, samples of the mother's blood test are taken more than one time periodically during gestation. In those samples, seven types of RNA molecules are tested. In studies, it has been proved that these seven RNA molecules in blood are found in higher numbers in the case of preterm labour.

In his clinical trial, which was done on 38 African-American women, he could precisely forecast delivery dates. A new startup has been formed by his team to facilitate this testing worldwide to save millions of lives.

PREDICTING PREEMIES TO HEALTHIER BABIES

In preterm babies, several kinds of health disorders occur. The earliest recorded preterm baby who survived was 21 weeks. Now that baby has reached his twenties and is heading towards a healthy life. But many preterm babies are not as lucky as he

was. A lot of preterm babies are born with disabilities, like hearing or seeing impairment. Many of the children who are born preterm suffer from lifelong lung disease due to improper development in the womb. Babies who come out early may also suffer neurological injuries due to soft body parts.

If we can predict preemies, then we can be prepared for these challenges. Doctors can give appropriate medicine so that preterm delivery doesn't affect a baby's life. Also, after the initial detection of preterm babies, precautionary measures can be taken to avoid any miscarriage.

Scientists have also invented an artificial womb for preterm babies. This artificial womb can be used for babies being born too early, even before 30 weeks.

Preterm babies are a problem around the globe; predicting them at the right time can save millions of lives, and save millions of children from being physically or mentally challenged. This technology will be a revolution in the field of medicine. **B**

“全球十大突破性技术” 之早产预测

早产是指妊娠不满 37 周的分娩。积极开展早产的预测并及时提供预防性干预措施，对降低围产儿病死率及发病率有着重要意义。斯坦福大学的生物工程师 Stephen Quake 已经找到了一种方法来解决医学界最棘手的问题之一：大约十分之一的婴儿过早出生。

运作原理

自由漂浮的 DNA 和 RNA 携带者以前需要侵入性细胞抓取细胞的信息，例如对肿瘤进行活组织检查或刺破孕妇的腹部进行羊膜穿刺术。不一样的是现在更容易检测和分析血液中无细胞遗传物质。

在过去几年中，研究人员开始通过从血液中检测肿瘤细胞的 DNA，以及通过血液检测对孕妇进行唐氏综合症等疾病的产前筛查。这些检测依赖于寻找 DNA 中的基因突变。另一方面，RNA 是调节基因表达的分子物质，能够决定从基因中产生多少蛋白质。

通过对母亲血液中的自由漂浮的 RNA 进行测序，Quake 筛选出与早产有关的七种基因表达的波动。这让他可以识别可能过早分娩的女性。一旦被警告，医生可以采取措施避免早产，并给孩子更好的生存机会。

预测早产儿的健康状况

早产是导致新生儿死亡以及 5 岁以下儿童死亡最常见的原因，而存活下来的早产儿与足月儿相比，短期和长期并发症如呼吸窘迫综合征，支气管肺炎发育不良，坏死性小肠结肠炎，癫痫，脑瘫等的发生率明显增加。

早产婴儿是全球性的问题。在适当的时间进行预测可以挽救数百万的生命，这项技术将是医学领域的一场革命。

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By Karen Wang

In a world where you not only have to be at the top of the SERPs, but must also satisfy the search and user intent with your content, what you write, how you write, and for whom you write it matters to a great extent. We have all heard phrases like 'content is king,' 'content builds brands' and so on. But in a world where making a website for your product, or even an eCommerce store for your brand, is non-negotiable, why should content be an exception.

To deliver content and get the desired results, you need to be much more than a writer, a strategist, an artist, designer, or even an editor. In fact, a content marketer converses with the market on a whole new level. Let's understand what it takes to become a master at content marketing.

TALK TO THE READERS, DON'T BORE THEM WITH WORDS

Treat your content as if you are about to start a new relationship with the reader. How would you start, then? Will it be something like, "Here we are presenting a new software that you will love," or it will be, "We know how difficult it is to navigate through your daily life without a good tool in hand". Both of these sentences may talk about the same thing, but in the latter version, you are telling the reader that you understand their problem. And that is

when you talk about the solution. Liking it or not, let the reader be the judge of that.

EASY TO READ MEANS EASY TO UNDERSTAND

When writing content, keep it simple and easy to understand. You are not participating in a spelling bee. Since your content can be viewed, read, or listened to by a reader of any age or background, it is best to make it easier to read. It is not about decorating the article with complex jargon that is too convoluted for any layman to fathom. Instead, keep it as simple as possible, explaining everything in simple words. The benefit of this will be that the reader will stay on your page longer and even read the whole blog.

YOU NEED TO LEARN TO FIND A NEEDLE IN A HAYSTACK

Before becoming a master at content marketing, you need to be a master at researching information on the web. There is no doubt that the internet is the most potent and essential tool today for your marketing efforts. Learn to do research for things that others cannot find. And to do that, you need to think differently from others. Even though the information you are

about to share is similar to what others are saying, it's the way you present it that matters. And this brings us to our next point, creativity.

BE CREATIVE

Yes, you also need to be creative to be successful at providing good content. Understand that content marketing is not only about writing blogs and articles. It also includes images, videos, podcasts, and other such mediums through which you can address the reader. That is why you need to be creative. The phrase, "A picture is worth a thousand words", can be realized here very well.

DATA IS THE NEW OIL

There is a chronology to becoming a good content marketer. No matter which way you choose to address the people, data will always have a role to play. So, it is essential to be able to read and understand data. For instance, if you see that your blog does not have many views and has a huge bounce rate, this means that the readers are coming to your page, but they are leaving too early. Data will let you know where the problem is, and then it is up to you to find the appropriate solution.

SEO IS IMPORTANT TOO

For you to be a good marketer, SEO, or Search Engine Optimization is also important. Now, you may have a big team of SEO executives working for you, but that does not mean you should not learn a thing or two from them. More complex SEO strategies are best left to the experts, but if you want to be an all-rounder in the realm of content marketing, some basic knowledge of SEO is important. I am not saying that you need to know about all the improvements in the Google Core Algorithm of January 2020, but you do need to know about the major ones.

ARE YOU READY TO BECOME A CONTENT MARKETER?

Becoming a content marketer is an on-going learning process. With the field of content marketing always evolving, you also need to evolve and understand everything that is new about this industry. However, you also need to be well versed in the basics and develop the qualities that are required for you to become a master at content marketing. **B**

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内容营销这么做！ 人人都可以是内容营销专家！

内容营销专家会在全新的层面上与市场进行对话。让我们了解成为内容营销专家到底需要做什么。

与读者交谈不要让他们觉得无聊

如何开始于读者建立新关系呢？告诉读者您了解他们的痛点。

内容易于阅读

编写内容时请保持尽可能简单，用简单的单词解释所有内容。这样读者可以在您的页面上停留更长的时间。

学习大海捞针

在成为内容营销专家之前，您需要成为研究网络信息的专家。学习研究别人找不到的东西。您呈现它的方式也很重要。

有创造力

内容营销不仅涉及撰写博客和文章。它还包括图像，视频，播客和其他此类媒体，您可以通过这些媒体与读者互动，所以您需要发挥创造力。

SEO 也很重要

如果您想成为内容营销领域的全方位人士，那么 SEO 的一些基本知识就很重要。

CHINESE TECH GIANTS ANNOUNCE NEW DISTRIBUTED IDENTITY ALLIANCE

A new alliance of Chinese tech giants has been formed with a specific focus on distributed identity, in the latest collaboration to hit the blockchain scene.

In the latest example of major companies pulling together to drive innovation through blockchain, the Distributed Identity Alliance (DID Alliance) was founded by 17 Chinese firms across sectors. Among the big names to sign up to the alliance so far are Baidu, Tencent Cloud, WeBank, JD.com and UnionPay Electronic Payment Research Institute.

The group was set up to investigate and research distributed ID technology, with a view to developing commercial applications of the technology in various settings.



The alliance will ultimately work to create open source technologies, adopting international standards to help local businesses bridge the gap to international digital ID consortia.

Source: coingeek.com

MEDICAL ROBOTICS IN CHINA: THE RISE OF TECHNOLOGY

In 2006, China highlighted the importance of robotics in its 15-year plan for science and technology. In 2011, the central government fleshed out these ambitions in its 12th five-year plan, specifying that robots should be used to support society in a wide range of roles, from helping emergency services during natural disasters and firefighting, to performing complex surgery and aiding in medical rehabilitation.

Guang-Zhong Yang, head of the Institute of Medical Robotics at Shanghai Jiao Tong University, says that China's robotics research output has been growing steadily for two decades, driven by three major factors: "The clinical utilization of robotics; increased funding levels driven by national planning needs; and advances in engineering in areas such as precision mechatronics,



medical imaging, artificial intelligence and new materials for making robots."

In 2019, the number of da Vinci systems installed in Chinese hospitals that year leapt to 59, up from only 8 installations in 2018. This surge followed a 2018 government push to encourage research on robotics technology and its clinical application, according to Jian-Kun Hu, director of the Department of Gastrointestinal Surgery at West China Hospital in Chengdu. The central government's plan included an intention to purchase 154 new surgical robot systems by the end of 2020, and a breakdown of how the systems would be allocated nationwide.

Source: nature.com

CHINESE DNA SEQUENCING COMPANY RAISES A RECORD \$1 BILLION

Chinese gene sequencing technology developer MGI Tech has closed a \$1 billion series B round backed by IDG Capital and Citic Private Equity Funds Management, a record amount for China's genomics industry, as the company chases its goals of unlocking the doors to a crucial sector and helping to combat the spread of the coronavirus.

Spun off from genomics services provider BGI Group in 2016, MGI Tech develops gene sequencing systems and other products for use in the life sciences and health care sectors. The company develops, manufactures and sells an array of products, including DNA sequencers as well as sequencing reagents, materials and biochemical reaction systems. It offers digitization equipment and solutions to clients in



Scientists at this Wuhan lab have succeeded in significantly reducing the time required for RNA testing for the novel coronavirus. (Photo courtesy of MGI Tech)

the medical, agriculture and healthcare industries.

BGI Tech has elbowed its way into the upstream segment of the gene analysis market in China by leveraging its core technology to crack the dominance of foreign powerhouses and raised over \$200 million in series A funding.

Source: asia.nikkei.com

AI IS KEY TO CHINA INFRASTRUCTURE PLAN, AS IS AI TALENT

China's latest set of technology goals for the next decade have been assimilated into an initiative launched this spring under the rubric, "new infrastructure." Collectively, the aspirational blueprint includes 5G wireless and the Internet of Things, big data and AI as well as converged infrastructure aimed at a menu of smart applications ranging from energy and transportation to spurring R&D and product development.

Chinese technology giants such as Alibaba (NYSE: BABA) and Tencent (OTCMKTS: TCEHY) quickly jumped on the new infrastructure bandwagon. This week, Chinese AI and search conglomerate Baidu (NASDAQ: BIDU) joined the growing list by announcing plans to train five million AI developers by 2025 while deploying an equal number of AI cloud servers across its 10 data centres by 2030.



Beijing's infrastructure initiative "will be the new driver for China's economic development in the coming decades, and emerging technologies such as AI, cloud computing, 5G, IoT and blockchain are its key technological pillars," said Baidu CTO, Haifeng Wang.

"As an AI platform company, Baidu will use its many achievements and years of practical experience in AI technology to help speed up the development of new infrastructure and facilitate implementation of AI so that all industries can leverage it for unprecedented new momentum."

Source: enterpriseai.news

CHINA'S GPS COMPETITOR IS NOW FULLY LAUNCHED

For decades, the United States has had a monopoly on positioning, navigation and timing technology with its Global Positioning System (GPS), a constellation of satellites operated by the military that today provides the backbone for location on billions of devices worldwide.

Few countries, though, have made the investment that China has made into its Beidou (北斗) GPS alternative. Over 20 years, the country has spent billions of dollars and launched nearly three dozen satellites to create a completely separate system for positioning. According to Chinese state media, nearly 70% of all Chinese handsets are capable of processing signals from Beidou satellites.

Now, the final puzzle piece is in



place, as the last satellite in the Beidou constellation was launched into orbit, according to the People's Daily.

While the completion of the current plan for Beidou offers Beijing new flexibility and resiliency for this critical technology, ultimately, positioning technologies are mostly not adversarial—additional satellites can offer more redundancy to all users, and many of these technologies have the potential to coordinate with each other, offering more flexibility to handset manufacturers.

Source: techcrunch.com

BLACKSTONE INVESTS \$150M IN CHINESE DATA CENTRE FIRM 21VIANET GROUP

21Vianet Group (Nasdaq: VNET) has announced that investment firm Blackstone (NYSE:BX) has agreed to make a \$150 million investment in the company. The transaction is subject to the satisfaction of customary closing conditions.

As a result of this investment, Blackstone will become one of the company's largest institutional stockholders.

"We are delighted to welcome Blackstone, one of the world's leading investment firms, to partner with us to fuel our next phase of growth," said Josh Chen, Founder and Executive Chairman, 21Vianet.

"This investment is a valuable vote of confidence in the strategy being pursued by our team. Blackstone's experience, connections and knowledge of the data centre sector globally will help us embrace new infrastructure and digital



transformation opportunities to better serve our customers."

21Vianet intends to use the proceeds from the private placement on capital expenditures to reinforce its position in China's hyper-growth data centre market.

"China's public cloud is experiencing exponential growth and 21Vianet is positioned to meaningfully accelerate its deployment of data centre capacity," said Jasvinder Khaira, Senior Managing Director, Tactical Opportunities, Blackstone.

Source: data-economy.com

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MISSION ACCOMPLISHED: WELCOME BACK TO CHINA!

AHK Greater China, together with the German Diplomatic Mission and Lufthansa, are organizing **charter flights to help German companies in China** to return urgently required personnel and project specialists as well as their families back to China.

The first two charter flights were successfully completed on 29th May from Frankfurt to Tianjin and on 3rd June from Frankfurt to Shanghai. A total of around 400 managers, employees and their families were on board. In close cooperation with the Ministry of Foreign Affairs and Chinese local authorities, a comprehensive triple security procedure has been implemented (one COVID-19 test before departure, two tests after arrival) and all passengers have to undergo a 14-day quarantine in a designated hotel, according to the COVID-19 safety regulations. To facilitate the return to China and ease the time in quarantine, the German Chamber provided welcome-back goodie bags as well as an online entertainment program for the passengers during quarantine. The German Chamber would like to sincerely thank their members for supporting this important process.

To meet the high demand and support the Sino-German business community in the best possible way, three more possible charter flights from Frankfurt to Qingdao are planned in July. If you have any questions regarding the possible charter flights, please send an email to charter@bj.china.ahk.de or call us **+86-10 6539 6777**.

[WEBINAR] ADAPT AND IMPLEMENT CHINA'S NEW DATA PROTECTION AND CYBERSECURITY REGULATION TO YOUR BUSINESS

Date: June 4th, 2020

While companies are seeing great opportunities in the adoption of new digital technologies, they also face enormous legal and compliance challenges in cybersecurity, data and privacy protection, and compliance, etc.. To assist their members, the German Chamber of Commerce North China, Tianjin office, together with the Wirtschaftsuniere Beijing, a group of young managers and entrepreneurs, teamed up with experts in the field of cybersecurity and data protection for a webinar on 4th June, 2020.

After opening remarks by Ms Johanna Heinzmann, Regional Manager Tianjin, Dr Jian Hu, Attorney at Law at Commerce & Finance Law Offices (Beijing), provided insights on the current legal situation. Mr Jordan Dong, Director of Product Marketing at Microsoft, then gave recommendations on how to increase data and IP protection. Finally, Ms Verena Weinzierl and Mr Tim Naumann from Ventum Consulting Foshan Ltd. shared an example of best practice implementation.

For information on upcoming events and the latest updates regarding COVID-19, please scan the QR code to follow us on WeChat or visit our AHK website:

<https://china.ahk.de/membership/north-china>



AMCHAM CHINA GOVERNMENT AFFAIRS TRAINING Government Affairs and Comparison Between Chinese and Western Cultures

Date: 8th July, 2020

Time: 2:00pm - 4:30pm

Please Note: This webinar will be conducted in Chinese. Microsoft Teams (web or app) is required to access this webinar. A web link / URL will be sent to successful registrants to access the webinar through email.

请注意：此次活动语言为中文。活动链接将会以邮件方式发送到报名成功者的邮箱。活动平台为 Microsoft Teams。因此您需要稳定的网络环境连接到 teams app 或网页版。

As government affairs professionals, especially those who are working on the cooperation between multinational companies and the Chinese government, we know that the most important and difficult part of our daily work is the communication between Chinese and Western cultures. On the one hand, when we are faced with Chinese government officials, we introduce Western historical experience and are not good at communicating in localized languages; on the other hand, we can have a deep understanding of China's politics, economy, society, and industry. Communication is both an art and a theory.

This course aims to help government affairs professionals better understand the differences between Chinese and Western cultures based on their work background, job requirements, and job characteristics, and review issues from multiple perspectives to systematically analyse the causes of differences between Chinese and Western cultures. And from the perspective of government affairs, we will put forward suggestions on how to build consensus and promote work in the context of the intersection of two different cultures.

COURSE OUTLINE

Why Do Government Affairs Matter in China:

What kind of government affairs working system shall we build?

The scope and methods of our research
Special requirements and basic requirements for Chinese government affairs professionals

Comparison and Communication between Chinese and Western Cultures:

Why Is Chinese culture different from the West?

The formation of China's new cultural pattern
Comparison and analysis of differences between cultures in China and the West

Conclusion:

Recommendations on the government affairs work from a comparative perspective of Chinese and Western cultures



WHO SHOULD ATTEND?

Senior Executives of multi-national companies
GA professionals
Business people working in PR / Communications / CSR / Legal / Plant Operation and Management, etc...

This training will be moderated by **Mr Charles Shi**, VP of Development and Government Affairs of Universal Beijing Resort. He will also share his experiences and answer questions.

TICKETS

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Non-Members Standard Price: RMB 1,100

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EXECUTIVE BRIEFING: GO GREEN – POLICY, STRATEGY AND ACTION

16th June 2020

With the constantly changing circumstances taking place worldwide, the topic "How we go Green" is, and has always been, playing a vital role when making a corporate development plan for the next 5 or 10 years.

The European Chamber Tianjin Chapter heard the common voice from leading companies in various industries and organized a roundtable discussion in the hope of finding a common ground where the demand for green energy is raised, as well as possible solutions to tackle the challenges.

The discussion attracted GMs and high-level executives from Airbus Final Assembly (Tianjin) Co., Ltd., Volkswagen Transmission (Tianjin) Co., Ltd, Novo Nordisk (China) Pharmaceuticals Co., Ltd, etc., as well as Mr Li Jian Ning, deputy director of new energy and new materials industry promotion bureau, Tianjin, who shared their goals, ideas, concerns, approaches and suggestions with regard to Green Energy. The European Chamber Tianjin Chapter and FIEs will make a joint effort in following up on the concluded initiatives, and making the voices heard.



EUROPEAN CHAMBER WELCOME BACK SUMMER MIXER

12th June 2020

After enduring the COVID-19 pandemic for the past five months, the European Chamber Tianjin Chapter organized the first offline social networking event on the 12th of June, 2020, Dozens of executives from member companies, such as Volkswagen Transmission (Tianjin) Co., Ltd, Airbus Final Assembly (Tianjin) Co., Ltd, Novozymes (China) Biotechnology Co.,Ltd, etc., partners and friends of the chamber attended.

At the Mixer, a socially welcoming and relaxing atmosphere was provided for the distinguished guests, who not only networked with each other, but also enjoyed the fine food and wine on a wonderful summer's night.

UPCOMING EVENTS

**Supply Chain Management Training -
Material Requirement Planning (MRP)
(Chinese Session)**
供应链管理培训系列之“物料需求计划”
(中文授课)
Date: 10th July, 2020

**[Online Training]
Support Staff Essential
Communication (English)**
线上培训支持性岗位员工核心沟通能力培训(英文授课)
Date: 14th-16th July, 2020

**[Online Training] Building
Cultural Competency (English)**
线上培训提升文化融合力，凝聚
团队事半功倍(英文授课)
Date: 21st-22nd July, 2020,
Tentative

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



WALK IN THE PARK

Our daily life would never be the same without a few short walks. Getting out for some fresh air in the early morning or late afternoon is a refreshing experience. A park has always been an oasis in a bustling city. It is a place where stories are created, and countless memories are made. Let's talk about a walk in the park!



By Rose Salas

The simplicity of life is reflected for a child, a teen, a parent, or a grandparent in taking a stroll in the park almost every single day. While walking, looking at the beautiful scenery of flowers and plants and seeing all sorts of dancing or sports activities, you will be fully entertained.

In a highly-populated country, the provision for residential spaces is limited. Because of this, people experience boredom at home, and try to ease that by walking around the parks or public spaces. Therefore, parks are usually busy. The lack of opportunity for people to have a home garden because of their home set up encourages them to find leisure, relaxation, and health-related activities in the parks.

For the Chinese, spring is the best season for a great park experience. Viewing the greenery and the usual summer or spring activities makes it inviting and soothing for someone who wants a quick retreat. You will find people from all walks of life; individuals, groups or couples, or families enjoying an hour or two of their favourite pastime activities, such as martial arts, dancing, eating some snacks, and a lot more!

A walk in the park comes with amazing health benefits. In cool, mild weather, walking gives revitalizing energy for those wanting to de-stress, and has always been a relaxing way to build a habit of daily exercise without hard

workouts. This type of light cardio exercise has a strong, positive effect when it comes to strengthening bones and building muscle, and is an excellent therapy for older people with osteoporosis. Back in ancient times, people also used to do "retro walking" or walking backwards.

City parks provide a quick escape from the hustle and bustle of a busy life. When you get through another exhausting day of work or study, you can breathe some fresh air and recharge with a brisk walk. You might want to go fishing, sit and relax, play with your child, read books, enjoy a cup of tea, do some line dancing, or even go for a short run. Depending on what activity is available inside the park, you can find a spot that will help you relax and enjoy its benefits—a calmer mind, positive thinking, and a healthy body.

In the past few months, life has been rather dull for people without their regular walk in the park. Since life is not always about happiness and perfection, giving yourself a break will prepare you for another set of challenges for the next day. When a vacation is still far from reality, a daily walk in the park will give you a perfect alternative environment to relax in. You learn to adopt a new perspective when you see foreigners enjoying cultural activities and you provide them with a glimpse of your daily life. You more deeply understand and appreciate the growth of the city you live in, and

become part of a history that will repeat itself in the coming generations.

A walk in the park may be simple and ordinary for some, but for many, this represents a memory from their childhood and a foundation of their success. So the next time you take a quick walk, do not forget to appreciate the beauty of your community park, and take a photo for a lifetime memento! **B**

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A DELIGHTFUL EVENT

Wine Lovers' Afternoon

By Leoni Botha

Sipping a glass of ice cold French sparkling wine on a summer's afternoon, looking out at the Tianjin skyline - this is one of those precious moments that life sometimes throws at you, and that you should not let pass. On the afternoon of Saturday, 20 June, wine and food lovers came together to appreciate what life has to offer: good wine, good food and great company.

The venue was the CIELO Outdoor Terrace at the renowned Four Seasons Hotel Tianjin. Situated on the 9th floor and leading out of the famed CIELO Restaurant, the outdoor terrace offers a splendid view

of the city. It has ample outdoor seating that can accommodate either small groups for intimate conversations or larger groups of friends for a relaxing get-together. Beside the Outdoor Terrace you can find Aria on 9, Sky Garden that it is an outdoor bar offering refreshing cocktails, beer-on-tap and a variety of other drinks with an incredible view of Tianjin. For the peckish, the menu has a selection of snacks to enjoy with your favourite drinks.

The Outdoor Terrace was the perfect venue for the special event of the day - Wine Lovers' Afternoon, organized by Tianjin Plus Magazine and hosted at the Four Seasons Hotel Tianjin. Guests were welcomed with a perfectly chilled glass of bubbly, served from the ice buckets. It was a golden opportunity to meet new people from many different countries and backgrounds. The atmosphere was jovial, and strangers soon became friends.

The stars of the day were the superb wine selections from Australia, Chile, US and South Africa, complementing the delectable canapes and cheese platters prepared by the CIELO

restaurant's chefs and served at the long, elegantly laid table. Whether you prefer a dry white wine or a more fruity white wine, a dark ruby red or a lighter spicy red, there was something for every taste.

Good food and good wine go together. The buffet dinner, served inside the CIELO Restaurant, exceeded all expectations. The quality of the dishes lived up to the high standards the distinguished guests at the Four Seasons Hotel Tianjin have become used to. Diners could choose from the cold and hot buffet on offer, each dish with its own distinct flavours and tastes, prepared with care by the experienced chefs. The bread station had a huge selection of rolls and bread, with all the condiments you can think of, such as flavoured olive oils and herb butter. Fresh salads and vegetables were tastefully displayed. Guests were absolutely spoiled for choice, and their enjoyment and appreciation of the food was shown by their full plates.

The day faded into night, and dusk was replaced by the twinkling lights of the city stretching beyond the Outdoor Terrace. As the guests enjoyed the meal and the company they shared around the long table, you could hear the chatter and exchange of phone numbers, a sure sign that mere acquaintances had become friends. The clinking of wine glasses and toasts to a good life and future were accompanied by pleasant music in the background.

To round off a perfect evening, there was an opportunity to choose from the wide selection of sweets and desserts. The dessert station is housed in its own room, with glass shelves and a centre island on which some of the exquisite delicacies are displayed. Dainty meringues in all colours are served from huge glass jars. Again, there was something for every taste, from mini-crème brûlée to the ever-popular tiramisu, rainbow cake, cheese cake and melt-in-the-mouth chocolate truffles.

It was clear that the guests were not eager to leave, and the animated conversations went on deep into the balmy night. Even as the city below went to sleep, the wine kept flowing and invitations were exchanged. At last it was time to leave, and everyone reluctantly said their goodbyes. It was most certainly one of the best events so far this summer, and hopefully a prelude for many more such occasions to follow. In the light of renewed fears and uncertainties, we should grasp every opportunity to appreciate and enjoy life, family and friends. Without doubt, Tianjin and its very fine establishments also need our support during these times. **B**

Visit us online:
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舌尖品酒 焕活味蕾

葡萄酒爱好者的美好时光

6月20日下午,《津品生活》双语杂志主办的“葡萄酒爱好者的美好时光”的活动在天津四季酒店九层空中花园户展开,葡萄酒爱好者们齐聚在这个都市丛林中的空中绿洲,浅酌言欢,一起欣赏美景,享受美食。

当天的葡萄酒是来自世界各地的上等葡萄酒,与意荟餐厅餐厅厨师精心准备的精美小点和奶酪拼盘相得益彰。

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