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# Business

01/2021  
津卫商务

**TIANJIN**

*An interview with*  
**KEVIN CHEN**

与陈辉的访谈

**A PASSION  
FOR WINE AS  
A COMMUNICATION  
PLATFORM**

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The delicate Chinese pastry on the new year's table carries the good wishes for the day, which means flourishing, auspicious and happy.

新年餐桌上的精致面点，承载的是对日子的美好祈盼，寓意“蒸蒸日上，吉祥美满”。

Auspicious Ox Chinese Pastry Gift Box RMB 198/box (3kg)

“牛”转乾坤面点礼盒 人民币198元/盒（6斤装）



The crisp and oily skin is covered with tight and juicy duck meat; The thin and transparent cake skin rolls up crisp and refreshing fruits and vegetables.

香脆油亮的外皮，覆盖着紧致多汁的鸭肉；薄可透光的饼皮，卷起清脆爽口的蔬果；每一口都是酥香味蕾感受。

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Please reservation three days in advance

请至少提前三天预定



The delicacies stacked layer by layer with abalone juice, freshness and fragrance are harmonious and balanced here, which means prosperous and family reunion.

珍馐美饌层层叠加，佐以鲍汁，鲜与香在小火慢炖中达到了和谐与平衡，寓意团团圆圆，盆满钵满。

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Dear Readers:

### The world might not be much different in 2021. But will we be?

The new year brings positive thoughts as the world prepares to welcome a new US president, and a vaccine promises an end to the depredations of the pandemic.

We recently had the pleasure of speaking to Kevin Chen, cover person for this month's edition, and founder of Euphrosyne Wine Culture Communication Co., Ltd. that aims to pair culture and communication, and enable people to learn more about wine culture. Kevin is one of the last year's winners, as his company has been growing in spite of the COVID-19 epidemic during which many companies shut down or suffered a severe sales decline.

China's economic rebound from COVID-19 is gathering pace, as reflected by improvements in key growth figures, which, for many market watchers, are a boon for a world economy still scrambling to shake off the severest recession in nearly a century.

In the latest World Economic Outlook, the International Monetary Fund (IMF) projected China's economy to grow by 1.9% in 2020, 0.9% above its June forecast, making China the only major economy that will see growth in 2020.

Less than 10% of internet users look further than the first page of their search results, and more than 70% click on only the first three result items. To place a website on the first page is one of the primary goals of Social Media Marketing. The higher the traction and customer engagement, and the more visible the brand, the higher the website's position ascends on search engines across the world. Check this issue to discover some of the top steps to fire up your marketing campaign for 2021.

Finally, one of my favourite aspects of 2020 is local businesses making masks, face shields, and hand sanitizer for medical facilities, and local restaurants and shops preparing, collecting, and delivering food to healthcare workers as a "thank you" for their dedication. It often takes a crisis for people to do what needs to be done and to make one truly appreciate those who run ahead be first to face danger.

After an unusually quiet holiday season, we are focusing on refreshing, resetting and marching into 2021 with as much optimism as we can muster. In the spirit of this, I'm also sending messages to our editors about writing posts that are not too bleak nor too blindly optimistic, but rather inspirational and encouraging.

Visit our website [www.businesstianjin.com](http://www.businesstianjin.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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#### **A Passion for Wine as a Communication Platform**

An interview with Kevin Chen

We recently had the pleasure of speaking to Kevin Chen, founder of Euphrosyne Wine Culture Communication Co., Ltd. He also founded Ou Shang Yizu Import and Export Trade Co., Ltd. in 2005, and Joyous Wine Culture Communication Co., Ltd. in 2012.

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### ◀ REAL ESTATE

#### **Mall Landlords and retailers have diverged**

Winter in northern China can seem a bit dark, cold and desolate. One way to survive the season is to meet friends for an outing in a climate-controlled shopping mall over a hot meal or a warm cup of coffee, but recently the scene inside a number of the city's malls is nearly as bleak inside as the weather is outside.

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### MARKETING ▶

#### **Navigating the New Product Development Process (NPD)**

Before a product is set to hit the market, it requires a lot of invisible hard work. Navigating the new product development process may start with a simple base for the product.

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## Tianjin News

### NESTLE DEBUTS HARVEST GOURMET PLANT-BASED FOOD PRODUCTS IN TIANJIN



Nestle recently launched its plant-based Harvest Gourmet brand in China, moving into the country's meat substitute industry that has seen a surge of interest from investors and brands over the past year. The Swiss food and drink giant said the brand, which is available in Australia, would offer burgers, sausages, nuggets and mince, and will also sell dishes aimed to appeal to Chinese taste-buds, such as kung pao chicken, braised meatballs and pork belly. Demand for alternatives to regular meat is surging due to concerns about health, animal welfare and the environment. Harvest Gourmet products sold in China will be produced by Nestle's faux-meat factory in Tianjin, its first in Asia.

### TIANJIN LEGISLATION PROHIBITS THE COLLECTION OF FACIAL RECOGNITION DATA



A soon-to-be enacted regulation on social credit in Tianjin Municipality is expected to become the nation's first legislation on the prohibition of collecting biometric data—including facial recognition information—from citizens. The Tianjin Municipal Social Credit Regulations were passed by the Standing Committee of the 17th Tianjin Municipal People's Congress

and will take effect on January 1, 2021. The 16th clause stipulates that credit information providers have to obtain the person's acknowledgement and reach a mutual agreement on the usage of information before the information is collected, except for those already ruled by laws and administrative regulations. Such information includes a person's biometric information and blood type, as well as religious beliefs, diseases, and other personal information prohibited to be collected by laws and administrative regulations.

### 1 HOUR TO TRAVEL TO BEIJING, TIANJIN AND HEBEI



Beijing will have 1,174 kilometres of expressway in the city by the end of 2020, and the transportation circle connecting the city with neighbouring Hebei province and Tianjin municipality will be greatly improved, a senior city government official said. Rong Jun, deputy director of Beijing's transport commission, said at a news conference that it will take only one hour to travel between the core areas of Beijing, Tianjin and Hebei by the end of this year, thanks to recent construction upgrades of the transportation network in the region. Reaching a neighbouring city in the Beijing-Tianjin-Hebei region will take around 90 minutes by car by year's end, Rong said. The Beijing, Tianjin and Hebei governments have been working to establish regional standards in the transportation sector to raise efficiency, he said.

### TIANJIN FOREIGN TRADE UP 12.1%

Tianjin saw robust foreign trade growth in October as its economy further recovers from the COVID-19 epidemic. Its foreign trade grew for the



fifth straight month in October, rising 12.1 percent year-on-year to 61.82 billion yuan (\$9.45 billion), according to Tianjin Customs. With the trade recovery, its foreign trade grew 2.3 percent year-on-year to 607.2 billion yuan in the first 10 months of this year, customs data showed. The growth was mainly due to exports, which grew 5.2 percent year-on-year to 252.3 billion yuan, while imports edged up by 0.3 percent to 354.9 billion yuan, according to Tianjin Customs. Private enterprises have become a new engine to drive Tianjin's foreign trade growth. Their foreign trade rose at a faster pace of 5 percent year-on-year to 225.6 billion yuan, accounting for 37.2 percent of the city's total trade volume in the first 10 months.

### CHINA INTEGRATED CITY INDEX RELEASED: TIANJIN FALLS TO 8<sup>TH</sup> POSITION



The Cloud River Urban Research Institute recently released the China Integrated City Index for 2019, the fourth year in a row since its initiation in 2016. The top 10 cities in the comprehensive ranking are Beijing, Shanghai, Shenzhen, Guangzhou, Chongqing, Hangzhou, Chengdu, Tianjin, Nanjing and Wuhan. The ten cities are located in five megalopolises, including three in the Yangtze River Delta Megalopolis, two in the Pearl River Delta Megalopolis, two in the Beijing-Tianjin-Hebei Megalopolis, two in the Chengdu-Chongqing

Megalopolis, and one in the middle reaches of the Yangtze River Delta Megalopolis. Chongqing has seen significant growth in the comprehensive ranking, surpassing Tianjin and Hangzhou as it moves to the 5th from the 7th in 2018. On the other hand, Tianjin has fallen from 5th in the 2018 ranking to 8th, largely due to its drop in the environmental ranking from 21st to 40th. Hangzhou, Chengdu and Wuhan have maintained a steady performance.

## HELMETS REQUIRED FOR ALL SCOOTER RIDERS IN TIANJIN



Tianjin's new traffic policy requires helmets for all electric scooter riders from January 1st, 2021. If you commit the offence of driving without a helmet, you will immediately be charged with a fine of 5RMB—50RMB. If you refuse to pay the fine, the traffic police will confiscate your e-bike. Relevant research shows that the correct use of safety helmets and safety belts can reduce the risk of traffic accident deaths by 60 percent to 70 percent.

## WORLD ECONOMIC FORUM TO HOST SUMMER DAVOS IN TIANJIN AFTER DELAY

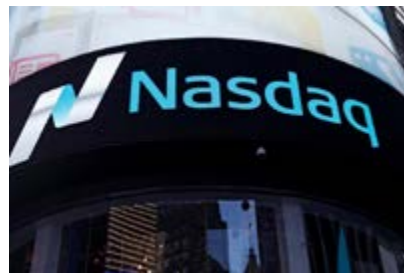


This year's annual meeting of the New Champions of the World Economic Forum in Tianjin, which was cancelled because of the coronavirus pandemic, will take place next summer in the city, the head of the World Economic

Forum in China said. The WEF is working with the National Development and Reform Commission to set a date for next year for what is widely known as Summer Davos, according to David Aikman, who is also the organization's managing director. Aikman also noted that the WEF will stage the Winter Davos in Singapore in May. That event is normally held early each year in Switzerland. The WEF is teaming up with the NDRC and foreign companies to hold a research meeting in Tianjin. Dalian has hosted Summer Davos in a biennial rotation with Tianjin since 2007.

## Finance

### NASDAQ TO REMOVE 4 CHINESE COMPANIES' SHARES FROM INDEXES AFTER U.S. ORDER



Nasdaq has said it will remove shares of four Chinese construction and manufacturing companies from indexes it maintains in response to a U.S. order restricting purchase of their shares. The securities, which are not traded on the Nasdaq exchange, will be removed from the indexes on December 21. They include China Communications Construction Co, China Railway Construction Corp, CRRC Corp and Semiconductor Manufacturing International Corp, Nasdaq said in a statement. A White House executive order last month barred U.S. investors from buying securities of blacklisted firms, starting in November 2021. The administration of President Donald Trump alleged the companies were linked to China's military. China condemned the move, saying the effort ran counter to principles of market competition. "The

U.S. should stop abusing national power and national security concepts to suppress foreign companies," Foreign Ministry spokeswoman, Hua Chunying, said on December 4.

### GOLDMAN TO ACQUIRE FULL CONTROL OF SECURITIES JV



US investment bank Goldman Sachs Group Inc is moving closer to gaining full control of its securities business in China after signing an agreement to buy out its local joint venture partner. The deal will likely make Goldman Sachs the first foreign bank to gain 100 percent ownership of its securities joint venture on the Chinese mainland after China's top securities regulator removed foreign ownership restrictions in April to further open the country's financial services industry to overseas investors. Under the agreement, Goldman Sachs will boost its current stake of 51 percent to 100 percent in its China securities JV. Industry experts said the move by Goldman Sachs highlighted foreign investors' bullish view on the Chinese economy and its financial market as the country is expected to be the only major economy to achieve growth this year.

### MICROSOFT PLANS FOR 2,000 NEW JOBS IN CHINA OVER 18 MONTHS



Microsoft Corp plans to create nearly 2,000 new positions in China in 18 months, which will bring its total

employees in the nation close to 10,000, as the US tech heavyweight sees strong opportunities from the accelerated digital transformation in the world's second-largest economy. Alain Crozier, chairman and CEO of Microsoft Greater China, said the company now has about 8,000 employees in China, and the number will be close to 10,000 in 18 months. "About 90 percent of the new positions will be engineers, and research and development staff. We keep investing in China for a lot of reasons, including the quality of the people and the necessity for us to support our customers and partners on innovation," Crozier said.

## HUAWEI TO BUILD ITS FIRST EUROPEAN MANUFACTURING PLANT IN FRANCE



Huawei has chosen the Business Park in the city of Brumath in France's northeast Grand-Est region as the venue for its first manufacturing plant in Europe, the global telecom leader and the local authorities of the French region announced in a joint statement released recently. The plant, with an investment of 200 million euros (US\$245 million), will create initially 300 jobs and 500 jobs in the long term. It aims to produce one billion euros worth of mobile network technology solutions for Huawei's European customers per year, said the statement. Brumath, situated 17 km north of Strasbourg, is a commune in the Bas-Rhin Department in the Grand-Est region near the border with Germany.

## LUCKIN COFFEE TO PAY \$180 MILLION PENALTY

Luckin Coffee has agreed to pay a \$180 million penalty to settle accounting fraud charges for "intentionally and



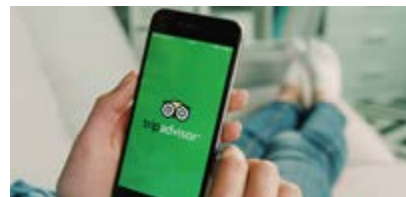
materially" overstating its 2019 revenue and understating a net loss, U.S. regulators said on Wednesday. The U.S. Securities and Commission (SEC) fine on the China-based rival to Starbucks comes after it said earlier this year that much of its 2019 sales were fabricated, sending its shares plunging and sparking an investigation by China's securities regulator and the SEC. Luckin has not admitted or denied the charges, the SEC said. The company has agreed to pay the penalty, which may be offset by certain payments it makes to its security holders in connection with its provisional liquidation proceeding in the Cayman Islands.

## VOLKSWAGEN TO BUILD \$3B EV PLANT IN EAST CHINA



Volkswagen AG will build an electric car plant at its controlling joint venture in Hefei, East China's Anhui province, with the first model to roll off the assembly line in 2023, according to the German carmaker's senior executives. Herbert Diess, chairman and CEO of Volkswagen, made the remarks in a video message recently, when the group and its partner JAC Motors announced that their joint venture has changed its name to Volkswagen (Anhui) from JAC Volkswagen. The joint venture's R&D centre was unveiled on the same day. It is expected to employ 500 engineers and technicians, said the carmaker.

## TRIPADVISOR'S APP AND MORE THAN 100 OTHERS BLOCKED IN CHINA



China says it has pulled TripAdvisor (TRIP) from mobile app stores in the country as the government embarks on a fresh bid to "clean up" the internet. In a recent statement, the Cyberspace Administration of China said it had removed 105 apps it considered to be "illegal," including that of the US travel giant. Most of the platforms belonged to local Chinese firms, and it was not immediately clear why TripAdvisor, which features reviews of hotels and holiday destinations, was caught up in the crackdown. The Massachusetts-based company did not immediately respond to a request for comment.

## Law & Policy

### HEALTH CODE IN LOW RISK AREAS IS NOT COMPULSORY



China's health authorities have called for universal recognition of health codes nationwide in a circular issued recently. All regional authorities should implement regulations for the mutual acceptance of health codes, so as to provide greater convenience for inter-provincial travellers, stressed the circular jointly issued by the National Health Commission, the National Healthcare Security Administration and the National Administration of Traditional Chinese Medicine. In low-risk areas, apart from key locations and personnel, the verification of health codes is not compulsory, the circular noted.

## REFUSING CASH IN TRANSACTIONS WILL BE PUNISHED



The People's Bank of China, the central bank, has said that it will investigate and punish institutions and individuals that refuse to accept valid bank notes and coins and reiterated that it would protect the groups/individuals who find it inconvenient to use electronic or other noncash payment methods. It is also a measure to ensure that physical money can continue to be in circulation and is protected by the nation's laws, even as the digital yuan trials are accelerating. In the long term, bank notes (or coins), electronic payment platforms and the central bank's digital currency will co-exist, said a senior PBOC official who did not want to be named. The PBOC said in a notice published recently that cash is the most basic means of payment in China and hence institutions and individuals should not refuse to receive it. The PBOC has taken a number of measures to standardize the management of cash, improve the efficiency of circulation of cash, and ensure the rational, safe and smooth use of cash by the public, it said.

## RULES GET TOUGHER FOR INTERNATIONAL FLIGHTS



China's civil aviation regulator has released tougher criteria for suspension of international flights to further curb imported COVID-19 cases. If five passengers on a flight test positive, flights will be suspended for two weeks, rather than the one week

specified in the previous policy, the Civil Aviation Administration of China (CAAC) said. The suspension will still last for four weeks if 10 passengers test positive. The CAAC launched its suspension mechanism for international passenger flights in June. At last count, 139 suspension orders had been issued to 54 domestic airlines and 85 overseas carriers. A total of 268 international passenger flights had been cancelled.

## DELETION OF PERSONAL DATA 60 DAYS AFTER HEALTH EMERGENCY ENDS



The State Council, China's cabinet, is considering a regulation that ensures designated institutions to delete personal information that was collected in response to public health emergencies 60 days after such emergencies are resolved, or within a certain time limit set by the relevant departments of the State Council, according to a draft regulation. Epidemic prevention and control measures in many Chinese cities require residents to register their personal information, including ID number, cell phone number and even facial recognition data. "Collecting personal information related to epidemic control is a reasonable use of information. After the incident is over, this data has no importance and should be deleted," said Zhu Wei, a professor at the China University of Political Science and Law in Beijing.

## GENERAL

### NEARLY 90% OF ALL CHINESE STUDENTS RETURN HOME AFTER STUDYING ABROAD

The number of Chinese students returning home reached 580,300 in 2019, up 11.73 percent year-on-year, the latest data released by Ministry of



Education of China (MOE) showed, while the number of students studying abroad also increased by 6.25 percent to 703,500. Studying abroad has become a very common occurrence for Chinese students. Since China's reform and opening-up in 1978, over 6.56 million Chinese students have studied overseas, and among them, about 1.6 million Chinese students are still studying or completing research abroad, according to data released by MOE. From 1978-2019, among the 6.56 million Chinese students, 4.9 million of them have completed their study, and 86 percent returned to China after graduating, according to MOE.

## CHINESE BIRTH CERTIFICATES TO INCLUDE PARENTS' FACIAL DATA



China is aiming to roll out digital birth certificates that include the biometric information of a newborn's biological parents in a bid to stamp out child trafficking, the country's top health authority announced. The digital birth certificates will include the facial data of both parents to deter the manipulation or fabrication of such documents, according to the National Health Commission. The certificates are slated to be introduced nationwide by the end of 2021. Since China began issuing birth certificates in 1996, they have become a key document for obtaining one's household registration, or hukou, another official document required for everything from going to school to receiving medical treatment and social security. **B**

## 28,000

Nearly 1,000 CR929 long-range, wide-body jetliners, the largest joint endeavour between China and Russia in the aviation industry, are expected to be sold globally from 2023 to 2045. The designer said that China is now the world's second-largest air transportation market, behind the United States. About 660 million flights were made on the mainland in 2019, with around 28,000 planes taking off from or landing at mainland airports each day. The nation is expected to become the world's largest air transportation market by 2023, he added.



## 0.9%

China saw another good grain harvest in 2020 with a 0.9% year-on-year increase in production, according to data released by the National Bureau of Statistics. The total yield of grain, including rice, wheat, corn and soybeans, reached 670 million metric tons this year, marking the sixth consecutive year with grain production of more than 650 million tons, the bureau said. Of all major crops, soybean has seen the fastest increase in production this year - 8.3% year-on-year, with a total production of nearly 20 million tons.



## 831

The number of school dropouts from China's nine-year compulsory education system had fallen to 831 by the end of November, marking a monumental 99.9% decrease from last year, the Ministry of Education said. The achievement is another significant step in the nation's goal to have zero dropouts among primary and middle school students. Last year, the dropout figure was 600,000, said Lyu Yugang, director of the ministry's department of basic education. Meanwhile, the number of dropouts from registered impoverished families has been reduced from 200,000 last year to zero, he added.



## 1.25 million yuan

Three scientists from the United States and Japan have won a quantum prize for their breakthroughs in quantum precision measurement, a Chinese foundation announced. The 2020 Micius Quantum Prize was awarded to Carlton Caves from the University of New Mexico, Hidetoshi Katori from the University of Tokyo, and Jun Ye from the University of Colorado Boulder. Each winner gets 1.25 million yuan in prize money and a gold medal. The foundation was established in 2018 and receives donations from private entrepreneurs in China.



## 2,500

More than 2,500 cultural relics dating back up to 2,200 years were unearthed in Guangzhou, capital of south China's Guangdong Province, local authorities said. Archaeologists with the Guangzhou Municipal Institute of Cultural Heritage and Archaeology have completed the excavation work at a key site in the city, which has been a commercial hub for more than 1,000 years.



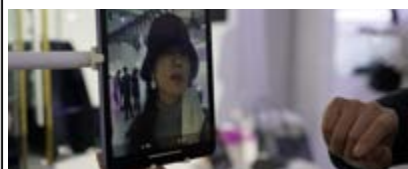
## 199

Shipments of 5G phones reached over 20.13 million units in China last month, taking a larger share of the mobile phone market, the latest data from the China Academy of Information and Communications Technology (CAICT) shows. The figure accounted for 68.1 percent of the country's total mobile phone shipments in November, up from 64.1 percent in October. A total of 199 new 5G models were rolled out in the January-November period, with total shipments at 144 million units, according to the CAICT.



## 1000

An application that allows people to try on jewellery virtually was featured at the 2020 BAZAAR Jewellery International Designer Salon in Shanghai Powerlong Museum. Called AISee Jewel, the app allows visitors to try on jewellery. Visitors simply need to take a photo of the jewellery using their mobile devices. The company was also a participant in this year's China International Import Expo. The 2020 BAZAAR Jewellery International Designer Salon is featuring 34 jewellery designers who have brought more than 1,000 exquisite jewellery pieces for the salon.



## \$113.23 billion yuan

China's postal industry has maintained robust expansion this year, with revenues and business volumes rising, data from the State Post Bureau shows. The industry's revenues rose to 992.85 billion yuan during the first 11 months, up 14.4 percent from a year ago. In November alone, the industry raked in 113.23 billion yuan, up 15.9 percent year-on-year. China's postal industry has been on the fast track in recent years as e-commerce activities continue to fuel the sector's growth.



## 30%

Sales of new energy vehicles in China are likely to grow more than 30% year-on-year in 2021 to hit 1.8 million units, as favourable market situations are expected to continue next year, a renowned automobile expert said at a salon organized by the Ministry of Industry and Information Technology. The total sales volume of NEVs in China is expected to hit 1.3 million this year, growing nearly 8% year-on-year despite the negative economic fallout from the COVID-19 outbreak.



# A PASSION FOR WINE

## AS A COMMUNICATION PLATFORM

We recently had the pleasure of speaking to Kevin Chen, founder of Euphrosyne Wine Culture Communication Co., Ltd. He also founded Ou Shang Yizu Import and Export Trade Co., Ltd. in 2005, and Joyous Wine Culture Communication Co., Ltd. in 2012.

Currently, Kevin cooperates with well-known wineries in France, Italy, Spain, Chile, Australia and many other countries, purchasing high-quality red wine from foreign wineries all the year round.

Kevin has also been honoured by the famous Bordeaux Zhuang Knight Zhang, and is a member of the Internet Chamber of Commerce, and of the West Youth Management Committee, as well as holding other high profile positions.

Telling us of his early career, Kevin said that when he graduated from school, he joined a foreign-owned enterprise company, Kimberly-Clark, where he was mainly responsible for the operation and planning of the entire market in Tianjin, including Beijing, which meant that he was responsible for the promotion of the entire Kimberly brand in China.

At that time, the company's products had just entered China, and although they were similar to some of China's own commercial products, there were definitely some differences. Many people didn't know much about the company, so Kevin and his colleagues promoted it in the market, leading more commercial merchants and enterprises of this kind to recognize the Kimberly brand and choose its products. When the Tianjin Development Zone was first established, they also started to cooperate with many foreign-funded enterprises.

A further challenge in setting up a wine company was that at that time, wine was still a luxury product and was relatively expensive. However, Kevin felt that red wine in particular could contribute to the etiquette and culture of dining and find a resonance in social interaction, so he gradually became interested in this type of wine.





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An interview with  
**KEVIN CHEN**



Kevin told us that he learned a lot from his work experience with Kimberley. American companies focus on communication with their customers about their product brands and after-sales services, and pay more attention to efficiency and practicality, as well as the user experience and the value of their products, which is different from the practice in state-owned enterprises. So, when they were positioning their new company, Kevin and his colleagues also applied their best service and the value and brand of their products in their business model. He thinks that this is part of the reason for their success, and that it will contribute to the development of the company in the future.

In 2005, the Ou Shang Yizu Import and Export Trade Co. Ltd. was established. This name shows the company's intention to use the European business system for commercial trade. The name also indicates the spirit of their team, so when they took this name, it had a deep meaning. At that time, they were mainly engaged in shipping logistics

## Concepts in winemaking are passed down from generation to generation

to Europe and the transportation of imported alcohol, so they also set up a department for customs declaration and inspection, and gradually established more business systems for cooperation with many shipping companies, such as MAERSK, CMA, and COSCO.

In 2012, the Euphrosyne Wine Culture Communication Co. Ltd. was established. It was a service chain, as well as a shipping and supply chain. They saw that China's wine market was growing rapidly, and there was a spurt of growth everywhere, but they

discovered a problem: Although the sales volume had risen and the import volume was large, many consumers, including their customers, had limited understanding of the entire wine brewing, craftsmanship, taste, catering, and etiquette services. Kevin explained that it was not that they didn't want to know more about it, but that there was no formal channel to get more information. This was why he decided to establish Euphrosyne Wine Culture Communication Co., Ltd. The aim was to pair culture and communication, and enable their customers to learn more about wine culture.

Talking of competition in the industry, Kevin said that that he thinks the term 'competitor' is actually a commendatory term, since competition is a force that allows one to continuously improve; there is no desire for progress without competition. He feels that over the years, he has learned a lot from competitors, both locally, in Tianjin, and in some external cities, including some southern enterprises, since they all have their own unique style and do not simply imitate,





and he also learned about some of the more advanced concepts.

Kevin said that every year, he and his colleagues visit wineries in Australia and in Europe (in countries such as Italy, France and Spain) to investigate and learn. They also talk to other wineries about some of their experience in communicating with each other, the future development of the domestic wine market, the Chinese people's gradual understanding of the concept, and changes in wine, including these winemakers' understanding of the future of red wine.

Kevin also explained that concepts in winemaking are passed down from generation to generation. For example, those born in the 80s and 90s have their own unique ideas, because their winemaking style depends more on the preferences and hobbies of their generation, and more innovation, so they continue to strive to understand the world and to understand their professional industry. Only then can they know about the development and future positioning of the entire market, and gradually change and communicate with Europe and China.

Kevin also emphasised the importance of packaging. He explained that even if the quality of the wine is very good, or the popularity is very high, if it doesn't have great packaging to set it off, the value of the wine will decrease. For this reason, his company has its own design team, and they also have a gift

box or outer box, and some related accessory products. In addition, they also have promotions. He added that in the New Year, they will have some high-quality products, including many award-winning products from France.

Describing strategies adopted to improve their business and promote it, and to achieve the firm foothold it has today, Kevin said that a new market is a new business. The market is constantly changing, and it is important to continue to move forward and learn. Although an economic situation may be a period of economic shock, or it may be a period of reform, they continue to eliminate old products, develop new products, and give their products new life.

The company's ranking in Tianjin is relatively high, being in the top one or two. Kevin feels that their company's biggest achievements so far is in growing in spite of the COVID-19 epidemic, during which many companies shut down or suffered a decline in sales. He is confident that the company can continue to survive.

Furthermore, they are now positioning red wine as a medium for communication between people, so in the future he also wants to provide a class on leisure, with training on red wine and foreign wine. They have also established cooperation with different industries, and they will build this platform so that everyone may find their ideal partners.





A major challenge that the company faced in the past was in the import and export of products, as the customs process was very long and difficult. There were a lot of delays at the Tianjin port customs, which affected their market promotion and sales. However, Kevin said that in recent years, it has been much better. There have been continuous reforms, including the improvement of some services, simplified procedures, and improved services.

Regarding advice to entrepreneurs, Kevin said that Chinese entrepreneurs face the most difficult challenges in the world. He said that whether you are a boss or an entrepreneur, you need to know a lot, including how to communicate with customers and how to ensure provision of the company's products. You need to focus on the positioning of the company and the direction it will take in the future. Furthermore, even if you have a lot of customers, you need to really understand them. You also need to focus on improvement of your own business ability and your own cultural accomplishment. All of this is important, because the market competition is fierce.

He added that as an entrepreneur, one should continue to improve oneself and continue to learn. If a person wants to do well in an industry, or add new things, they must learn first, and cultivate a spirit of continuous learning and continuous improvement. Then their goal is not only to maintain their current results, but also to continue to move to a higher level, striving to be a leader in their industry.

Kevin also said that it is important to keep in mind an enterprise's original intention, and not be tempted by the outside world. Everyone who starts a business should have a dream, especially young people who may come out of university and who have their own ideals.

He also mentioned that there are a few prerequisites for starting a business. First, you must have honest values, and your moral outlook must be ethical, although you will make mistakes when you start a business. Also, keep in mind that in accumulating wealth, you may also end up with several other challenges.

Second, you must be focused on your original goal, and you must continue to move forward with this goal, even if there are a lot of bumps on your road; there will be a lot of adjustments, and some possible garbage. Don't blind your eyes to short-term benefits. This is very important.

Finally, you must also have a sense of responsibility to employees, to the company and to your family, and you must also fulfil your social responsibilities.

One of Kevin's leisure time activities is enjoying pleasant wine after a meal with friends. In addition, he loves keeping fit and has been doing it for many years. When he is not busy, he will spend two or three hours a day in the gym. He feels that this is an indispensable part of life, because without it, one may not feel motivated to do anything else in a day.

The other thing that he really likes is traveling, and he has travelled to many countries. He feels that it opens one's eyes. He commented that it is especially good for young people





who have just started their business to go out and see the world. He said that in travelling, one may see the dark side of human nature, but one will also see sincere feelings among humans, and one's vision will be opened up. He thinks this is good for entrepreneurship, positioning, and life, and gives one a better outlook and psychological gains.

To sum up, Kevin said that he thinks the appreciation of red wine should not lie in its value. Someone who has a high income will drink more expensive wine, or if his income is low, he will drink cheaper wine. But one shouldn't use value to measure the quality of red wine; people shouldn't just look at the price when they choose wine, they should choose the one that is right for their life. **B**

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## 热爱红酒，广交朋友 与陈辉的访谈

最近，我们很高兴地与欢乐颂（天津）葡萄酒文化传播有限公司（EUPHROSYNE WINE CULTURE COMMUNICATION CO., LTD）的创始人陈辉进行了交谈。他还于2005年成立了欧商亿族（天津）进出口贸易有限公司（OU SHANG YIZU IMPORT AND EXPORT TRADE CO., LTD.），在2012年创立了JOYOUS WINE CULTURE COMMUNICATION CO., LTD。

目前，陈辉与法国、意大利、西班牙、智利、澳大利亚和许多其他国家的知名酒庄合作，全年从国外酒庄购买高品质的红酒。

陈辉还获得了著名的BORDEAUX ZHUANG KNIGHT的荣誉，并且是互联网商会和西方青年管理委员会的成员，担任了其他重要职务。

陈辉告诉我们，他毕业后加入了一家外资企业金佰利（KIMBERLY-CLARK），主要负责天津与北京市场的运作和规划。这意味着，他负责整个金佰利品牌在中国推广。

当时，该公司的产品刚刚进入中国。尽管它们与中国自己的一些商业产品相似，

但肯定存在一些差异。许多人对该公司不太了解，因此陈辉和他的同事在市场上推广了该公司，让更多的商人和企业认识到了KIMBERLY这个品牌，并选择了其产品。天津开发区成立之初，他们还开始与许多外资企业合作。

在当时，葡萄酒仍然是一种奢侈品，并且相对昂贵。但是，陈辉认为，红酒属于就餐的礼节和文化，能够在社交互动中引起共鸣。因此他逐渐对这种酒产生了兴趣。

陈辉告诉我们，他从在金佰利的工作经验中学到了很多东西。美国公司专注于与客户就其产品品牌和售后服务进行沟通，并更加注重效率和实用性以及用户体验和产品价值，这与国有企业的做法不同。因此，当他们在创立新公司时，陈辉和他的同事们也在他们的商业模式中，尝试去提供最好的服务，以及营造产品的价值和品牌。他认为，这是他们取得成功的一部分原因，并会为将来的公司发展做出贡献。

2005年，成立了欧商亿族（天津）进出口贸易有限公司。此名称表明，他们打算采用和吸纳欧洲的商业系统。这个名

字还表明了他们团队的精神，具有深层的含义。当时，他们主要从事到欧洲的运输物流和进口酒精的运输，因此他们还成立了海关报关和检查部门，并逐步建立了更多的业务体系，与很多运输公司都进行了合作，比如 MAERSK, CMA, 和 COSCO。

2012年，他成立了欢乐颂（天津）葡萄酒文化传播有限公司。公司提供了一整条服务链，包括一条运输和供应链。他们知道，中国的葡萄酒市场发展迅速，各地都有突飞猛进的发展，但他们发现了一个问题：尽管销量增加了，进口量很大，但包括他们的顾客在内的许多消费者对葡萄酒的了解都很有有限，包括整个葡萄酒酿造，工艺，口味，餐饮和礼节服务。陈辉解释说，这并不是人们不想进一步了解它，而是没有更多渠道。这就是为什么他决定成立欢乐颂葡萄酒文化传播有限公司。该公司的目的是将文化与传播结合起来，并使他们的客户更多地了解葡萄酒文化。

谈到行业竞争时，陈辉说，他认为“竞争者”一词实际上是一个称赞的术语，因为竞争是一种力量，可以使人们不断提高。没有竞争就没有进步的愿望。他认为，多年来，他从本地，天津和一些外部城市的竞争对手那里学到了很多，甚至包括南方企业，因为它们都有自己独特的风格，而不仅仅是模仿。他还学到了关于一些更高级的概念。

陈辉说，他和他的同事们每年都会访问澳大利亚和欧洲的酒庄（在意大利，法国和西班牙等国家）进行调查和学习。他们还会与其他酿酒厂讨论一些经验，以及国内葡萄酒市场的未来发展等话题。中国人对这一概念逐渐了解，葡萄酒也在不断地变化。

陈辉还解释说，酿酒的概念世代相传。例如，80年代和90年代出生的人有自己独特的想法，因为他们的酿酒风格更多地受他们这一代人的喜好影响。酒庄必须努力学习跟上这个时代的潮流，只有这样，他们才能了解整个市场的发展和未来定位，并逐步与欧洲和中国进行交流。

陈辉还强调包装的重要性。他解释说，即使葡萄酒的质量很好，或者受欢迎程度很高，如果没有很好的包装来衬托葡萄酒，葡萄酒的价值也会下降。因此，他的公司拥有自己的设计团队，还拥有礼品盒以及一些相关的配件产品。此外，他们也有促销活动。他补充说，在新年期间，他们将提供一些高质量的产品，包括许多法国获奖产品。

陈辉为我们讲述了为改善和促进

业务而采取的策略，目的是要继续在市场上立足。新市场意味着新业务。市场在不断变化，继续前进和学习很重要。尽管经济形势可能活跃，也有可能下行的情况发生，但他们将继续淘汰旧产品，开发新产品，并赋予其产品新的生命。

该公司在天津的排名相对较高，排名第一或第二。陈辉认为，尽管发生了新冠疫情，但到目前为止，他们公司还是在增长中。在此期间，许多公司倒闭了，或销售额下降了。但是，他对公司可以继续生存下去充满信心。

此外，他们现在将红酒定位为一个人与人之间交流的媒介，因此，将来他还打算提供休闲课程，包括红酒知识的培训。他们还与不同行业建立了合作关系，并将建立一个平台，以便每个人都能找到理想的合作伙伴。

该公司过去面临的主要挑战是产品的进出口流程，因为海关程序非常漫长且繁琐。天津的口岸海关有很多关卡以及阻碍，影响了红酒的市场推广和销售。但是，陈辉说，近年来，情况已经好得多。他们已经进行了持续的改革，改善了某些服务，简化了程序。

关于给企业家的建议，陈辉说，中国企业家面临着世界上最困难的挑战。他说，无论您是老板还是企业家，都需要了解很多知识，包括如何与客户沟通以及如何提供公司的产品。您需要关注公司的定位以及未来的发展方向。此外，即使您有很多客户，也需要真正了解他们。您还需要集中精力提高自己的业务能力和文化素养。所有这些都很重要，因为市场竞争非常激烈。

他补充说，作为一个企业家，你应该不断提高自己，继续学习。如果一个人想要在一个行业中做得很好，那么他们必须学习，并要养成一个不断学习和不断改进的精神。然后，他们的目标不仅是保持目前的业绩，而且是继续迈向更高的水平，努力成为其行业的领导者。

凯文还说，记住企业的初衷是重要的，不要被外界诱惑。每个创业者都应该有一个梦想，尤其是那些从大学毕业并拥有自己理想的年轻人。

他还提到，开展业务有一些先决条件。首先，尽管您在创业时会犯错误，但您必须具有诚实的价值观，并且必须符合道德。另外，请记住，在积累财富时，您可能还会面临其他一些挑战。

其次，即使您遇到许多挫折，也必须专注于最初的目标，并且必须继续朝着这个目标前进。不要为短期



利益蒙蔽双眼。这个非常重要。

最后，您还必须对员工，公司和家庭负有责任感，并且还必须履行社会责任。

陈辉的休闲活动之一是和朋友共进晚餐，享用美酒。另外，他喜欢保持健康，并且已经坚持了很多年。当他不忙时，他每天会在健身房里呆两三个小时。他认为这是生活中不可或缺的一部分，因为如果没有它，你可能就不会有动力去做其他事情了。

他真正喜欢的另一件事是旅行，他去过许多国家。他觉得旅游能够开拓人们的眼界。他说，这对于刚开始创业的年轻人来说尤其有益。在旅行中，人们可能会看到人性的阴暗面，但也会看到人间的真诚感情。他认为这对企业家精神，人生定位和生活都有好处，并且可以给人更好的心理收获。

综上所述，陈辉认为人们不应该只在乎红酒的价值。收入高的人会喝更贵的葡萄酒，收入低的人喝便宜的葡萄酒。但是，不应使用价值来衡量红酒的质量；人们在选择葡萄酒时不应该只看价格，而应该选择适合自己生活的葡萄酒。



# INTERNET COMPANIES FINED FOR VIOLATING PORTION OF ANTI-MONOPOLY LAW

China's antitrust regulator has fined three of the country's largest technology companies for failing to disclose acquisitions of smaller competitors, stepping up its enforcement against what it called monopolistic corporate behaviour to protect consumer interests.

A subsidiary of e-commerce giant Alibaba Group Holding, a unit of social-media and gaming juggernaut Tencent Holdings, and an affiliate of express delivery company SF Holding were fined 500,000 yuan each for a breach of China's anti-monopoly law, the State Administration for Market Regulation said in a statement.

The penalties came on the heels of increased scrutiny of China's largest technology companies and a

broader wave of antitrust efforts while preventing the disorderly expansion of capital.

The administration said in a release on its website that the decisions were made after investigations into three acquisition case – Alibaba's purchase of Intime Retail, China Literature's purchase of all shares of New Classics Media and Hive Box's acquisition of a subsidiary of China Post.



While the acquisitions were not reported, the government said the investigations failed to establish a prospective monopoly under the law and found no de facto elimination or restriction of competition.

The companies fined are Alibaba Investment, e-book publisher China Literature and express locker system operator Shenzhen Hive Box Technology. Tencent owns a 59 per cent stake in China Literature and SF Holding owns a stake in Hive Box's parent company.

The fines are a latest indication that Beijing was serious about reining in malpractice among China's fast-growing internet giants. The market regulator in November published a draft guideline that for the first time defined what constituted anti-competition practices among these internet companies.

They also come after China's Politburo, the Communist Party's top decision-making body, vowed to step up anti-monopoly efforts and prevent "disorderly capital expansion."

Hu Yue, a senior partner at Shanghai Jiehua Law Firm, anticipated more anti-monopoly efforts in the pipeline and highlighted that it is the timing that matters.

The anticipation of tighter rules for major technology players was also reinforced by Guo Shuqing, Party secretary of the People's Bank of China, the central bank, who recently urged regulators to "pay close attention" to the potential risks of Big Tech firms. Guo said timely and targeted measures should be prepared to prevent systemic financial risks should any failures occur.

The 500,000 yuan penalty is the highest stipulated by the law. Even though the fine was small, the disciplinary action sends a signal that enforcement against

internet monopolies was strengthening, the regulator said. It will stop companies from hoping they will not get caught for wrongdoings and will create a deterrence effect, it added. It was also looking into amending the penalty amount in an upcoming amendment of the antitrust law.

The latest developments sent shares of Alibaba down 2.63 percent and Tencent down 2.89 percent as trading closed in Hong Kong.

The market regulator said that it is also looking into other cases, such as the merger of two livestreaming sites - Guangzhou Huya Information Technology and Wuhan Douyu Network Technology.

In November, Beijing introduced a slew of draft rules aimed at curbing anti-competitive behavior such as forming alliances to squeeze out smaller players, plotting to share sensitive consumer data and forcing merchants to take sides among competing platforms.

"The strengthened anti-monopoly supervision will play a positive and stable role in restricting improper operations of platform operators, protecting the legitimate interests of trading participants as well as bolstering the healthy development of the platform economy," said Cui Zhijuan, a professor at the Beijing National Accounting Institute.

The regulator also pointed out companies operating under the so-called VIE (variable interest entity) structure are not exempted from the antitrust rules, as in the cases of Alibaba, China Literature and Hive Box.

This was a rare official comment about a corporate shareholding structure widely adopted by Chinese companies listed in the US and Hong Kong which has yet

to gain official or legal recognition. The companies use such a structure partly to allow overseas shareholders to own a stake in industries that are restricted to foreign investors. **B**

## 违反《反垄断法》，3家公司均被罚50万元

国家市场监督管理总局在官网发布消息，称根据《反垄断法》规定，市场监管总局对阿里巴巴投资有限公司收购银泰商业（集团）有限公司股权、阅文集团收购新丽传媒控股有限公司股权、深圳市丰巢网络技术有限公司收购中邮智递科技有限公司股权等三起未依法申报违法实施经营者集中案进行了调查，并于2020年12月14日依据《反垄断法》第48条、49条作出处罚决定，对阿里巴巴投资有限公司、阅文集团和深圳市丰巢网络技术有限公司分别处以50万元人民币罚款的行政处罚。

根据市场监管总局发布的消息，此次处罚的三家企业中包括阿里巴巴投资、阅文和丰巢网络，其中阿里巴巴投资是阿里巴巴集团开展投资并购的主要实体，阅文是腾讯的控股子公司，丰巢网络是顺丰的关联公司。三起案件调查基本情况如下：

- 一是阿里巴巴投资收购银泰商业股权案。
- 二是腾讯下属企业阅文收购新丽传媒股权案。
- 三是丰巢网络收购中邮智递股权案。

尽管罚款额度较低，但是上述三个案件的处罚可以向社会释放加强互联网领域反垄断监管的信号，打消一些企业可能存在的侥幸和观望心理，产生相应的威慑效果。

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# HYUNDAI

## HYUNDAI TO PHASE OUT GASOLINE VEHICLES IN CHINA BY 2040

**HYUNDAI MOTOR GROUP** is planning to stop selling conventional gasoline vehicles by 2040 in major markets including China, as the South Korean carmaker shifts its focus to electrification and fuel cell systems.

Starting from 2030, the company will gradually expand battery electric vehicle offerings in key markets such as the US, Europe and China, eventually aiming to fully electrify its product line-up in those major global markets by 2040.

Hyundai unveiled the goals last week when it released its updated strategy for the year 2025.

China has been the world's largest market for electric vehicles and plug-in hybrids since 2015. The China Association of Automobile Manufacturers estimated sales this year could reach 1.3 million, up more than 8 percent from 2019.

Hyundai is planning to introduce more than 12 electric models, including those built upon its dedicated E-GMP platform. The automaker expects to sell 560,000 electric vehicles per year by 2025. The carmaker said it targets an 8 to 10 percent of share in the global electric vehicle market by 2040.

The hydrogen fuel cell system is a newly added pillar in the company's updated strategy, joining the ranks of electric

vehicles, urban air mobility and autonomous driving, all three of which were unveiled by Hyundai in 2019.

Hyundai launched the world's first mass-produced fuel cell electric vehicle, the ix35, in 2013. The automaker has since been expanding its offerings, including the NEXO SUV, the XCIENT Fuel Cell heavy-duty truck and a fuel cell electric bus.

As a new part of its 2025 strategy, Hyundai will upgrade fuel cell system technology and expand fuel cell business beyond the development of fuel cell vehicles. It also plans to expand application of its fuel cell system in all transportation areas including ships, trains, forklifts and urban air mobility solutions. The carmaker said in November that it plans to sell at least 27,000 fuel cell vehicles in China by 2030. The country has set a target of having 1 million such vehicles on its roads by 2035. It will scale up its fuel cell vehicle production capacity to 2,000 vehicles in 2021, to expand its presence in Europe and China.

Hyundai said investments in electrification and fuel cell systems in its revised 2025 strategy will total 89.47 billion yuan by 2025, up from 62.45 billion yuan in the previous edition.

*Source: China Daily*





## **BOE TO SUPPLY 10 MILLION OLEDS FOR IPHONES IN 2021**

BOE Technology Group Co Ltd, a leading Chinese supplier of display products and solutions, is expected to provide 10 million OLED panels for Apple's iPhones next year, according to THE ELEC, a South Korea electronics industry media outlet.

Apple is expected to ship between 160 million to 180 million units of iPhones that use organic light-emitting diode panels in 2021, the website quoted sources with Samsung Display as saying. The figure combines the expected shipments for iPhones 12 and 13. Samsung Display is hoping to have around 140 million iPhones launching next year to use its OLED panels, the sources said.

LG Display is expected to provide its OLED panels for around 30 million iPhones and BOE is expected to take the remaining 10 million units, according to Samsung's estimation.

In LG's calculations, Samsung is expected to supply OLED panels for around 130 million units, with BOE supplying around 10 million.

Next year's OLED panel used for the iPhone 13 will be more technologically sophisticated compared to those used in iPhone 12. Two out of the four models launching next year will use low-temperature polycrystalline oxide thin-film transistors.



*Source: China Daily*



## CHINA IS SOWING SEEDS OF INDUSTRIAL AND SOCIAL CHANGE TO MEET CARBON NEUTRALITY PLEDGE BY 2060

China's renewable energy industry is poised to lead an unprecedented industrial transformation that would turn the world's largest greenhouse gases emitter into a carbon neutral country in less than four decades, at an estimated cost of US\$5 trillion.

The nation, already the biggest global producer of hydro, wind and solar power, will have to curtail most fossil fuel production and drastically install more equipment to harness nature's energy to meet the 2060 carbon neutrality goal pledged by President Xi Jinping to the United Nations General Assembly in September.

The uncertain journey to carbon neutrality, where residual emission is fully offset by amounts captured from the atmosphere, will be a gradual and at times painful process, because it

transforms livelihood in the tens of millions, involving trillions of dollars in funding, analysts said.

"The most challenging part of the shift is not the investment or magnitude of renewable capacity additions but the social transition," said Prakash Sharma, head of Asia Pacific markets and transitions at resource consultancy Wood Mackenzie in London. "[Slashing] coal capacity will result in loss of coal mining jobs, affecting provinces that depend on its revenues and employment generation."

To meet the goal, China must cut its reliance on fossil fuel to 25 per cent by 2050 from the current 85 per cent, removing much of the rest with carbon capture and storage technology, according to Sanford Bernstein's analysts Neil Beveridge and Wang Lu.



In the makeover scenario, natural gas, with a carbon footprint half of coal and a quarter less than petroleum, is the only fossil fuel that will grow in the energy consumption mix to 14 per cent from 8 per cent. Coal's contribution will shrink to 3 per cent from 57 per cent, while oil will decline to 8 per cent from 20 per cent.

Source: South China Morning Post



## SINGAPORE, SHANGHAI TO BOOST COLLABORATION IN FINANCIAL SERVICES, INNOVATION

Singapore and Shanghai will strengthen collaboration in financial services and innovation, as the latter develops the China (Shanghai) Free Trade Zone and spearheads the integration of the Yangtze River Delta region.

Second Minister for Finance Lawrence Wong, who is also Education Minister, has proposed that Singapore and Shanghai continue to bolster their hub-to-hub connectivity in the three key areas of financial connectivity, transport and supply chain, as well as enhancing innovation linkages, he said during the second Singapore-Shanghai Comprehensive Cooperation Council (SSCCC) meeting. Mr Wong said there had been concrete progress since the inaugural council meeting, especially in the area of financial services.

The second SSSCC meeting saw the signing of 10 memoranda of understanding (MOUs) from government organisations, Singapore banks, as well as the Singapore Exchange (SGX). SGX signed two agreements, including one with the China Central Depository & Clearing Co to enhance cross-border connectivity, jointly develop the bond market in the Shanghai Free Trade Zone, among other initiatives. The other was with Guotai Junan Securities to partner across fixed income, currencies and commodities-related businesses and promote listings of Chinese enterprises on SGX.



Among banks, DBS inked an MOU to expand its existing partnership with Shanghai Pudong Development Bank to include financial technology and its applications.

UOB signed an agreement with Shenergy Group to establish a company to offer consumer financing that will help to drive the adoption of green energy products and services.

Meanwhile, Enterprise Singapore tied up with the Shanghai Municipal Commission of Commerce to renew collaboration to facilitate investments and strengthen trade linkages.

*Source: The Business Times*

# ROMAN ABRAMOVICH

## THE SUCCESS STORY OF THE ORPHAN TURNED BILLIONAIRE

Stories of people who made a fortune from scratch are always awe-inspiring. Such stories give us a jaw-dropping experience when we learn that some of the present-day multi-millionaires were orphaned in childhood.

In this article, we learn more about a person who started his life with literally nothing and had no impressive financial background or favourable circumstances to build a business empire. His success was due not merely to luck or natural coincidence; he grasped the smallest opportunities and used them to build a business empire.

He is one of the wealthiest and most influential entrepreneurs in the world and is known as the Russian Oligarch. His influence is visible in all spheres of the country from administration to cooperative sectors.

The media commonly describe him as the Russian-Israeli billionaire businessman. Over the decades, his success has inspired many young minds, as well as business executives and entrepreneurs.

### THE RISE OF AN ENTREPRENEUR

His parents were Jews from Taurage, Lithuania, and he was born in Saratov, Soviet Union, but as he lost both his parents before he turned four, he was brought up by his paternal uncles in Ukhtas and later in Moscow. Immediately after leaving school, he joined the army as part of compulsory military service and returned to Moscow. He dropped out of college twice, and started working at a very early stage in life.

Even though he had no formal professional qualifications, he demonstrated excellent business skills. Initially, he engaged in some illegal trading activities such as selling gasoline and daily essential products to officers and locals. Then, after saving enough money, he turned his attention

to manufacturing plastic toys, and incorporated his first company, the Comfort Co-op, which was a huge success. Following this, he confidently engaged in several takeovers and investments, buying and selling companies, etc., and was eventually attracted to the aluminium, oil and gas industries in Russia, the most profitable sectors at that time.

## **BIRTH OF A BILLIONAIRE**

The turning point of his life was when he acquired Sibneft, the largest oil company in Russia, for a much cheaper rate than its original value. It was a time when the country was reeling under financial turmoil, and the government introduced a 'loan for shares' schemes in 1995. The Russian privation policy was the reason for the rise of many oligarchs like him. That was the beginning of new friendships, and better networking took him to new heights of business success. Later, he sold Sibneft for triple the amount he had spent to buy it.

Good networking is mandatory for reaching higher echelons in social life, and he knew the importance of having well respected people in his circle of friends. Soon after entering into business, he

## 罗曼·阿布拉莫维奇： 从孤儿到亿万富翁

从头开始发财的人的故事总是令人鼓舞，而这些故事给我们留下了令人震惊的经历。在本文中，我们会为您介绍一位俄罗斯商业大亨，他一无所有地开始了自己的生活，没有令人印象深刻的财务背景，或任何建立商业帝国的有利条件。他的成功不仅取决于运气或自然的巧合。他抓住了最小的机会，并利用它们建立了一个商业帝国。他是世界上最富有，最有影响力的企业家之一，被称为俄罗斯寡头。从行政管理到合作部门，他的影响力在该国的所有领域都可见。媒体通常将他描述为俄罗斯 - 以色列亿万富翁商人。在过去的几十年中，他的成功激发了许多年轻人，以及企业高管和企业家。

became acquainted with prominent corporate and political figures in Russia, and that helped him to become the richest and most influential person in the country. He had a good connection with the then-president Boris Yeltsin and his family, and even lived in the same apartment building at their invitation. And according to various media reports, he suggested Vladimir Putin to Boris Yeltsin as presidential successor.

## **GAINING INTERNATIONAL FAME**

Besides business, he was also very much into mainstream politics. His friendship with President Boris Yeltsin led him to try his luck in politics, and he was elected governor of Chukotka, an outlying, penurious region in Russia. He contributed more than \$1.3 billion for the development of the area both before and after serving as its governor. After 9 years of service, he resigned from the position and returned to business activities.

He bought Chelsea Football Club when it was on the verge of bankruptcy and heading for permanent closure, and developed it to become one of the top clubs in the world. The team won several tournaments in the following years, which was also a reason for his enhanced popularity outside Russia.

Somewhere around the same time, he moved to London and became a prominent figure there as well. Because of his association with Chelsea, he could expand his presence to more countries. By this time, he had already become a billionaire, and in 2020, Forbes listed him as one of the top 200 wealthiest people in the world. His estimated net worth in 2020 is somewhere between \$12.6 billion and \$16 billion.

His international popularity also continues to soar with Chelsea winning so many championships. Although he claims to have bought the club for fun, you should remember that he is a billionaire, and many believe that the real purpose of acquiring Chelsea was to reach to the international market. And ultimately, he was able to accomplish that objective within a short period.

## **LUXURY AT ITS HEIGHT**

He became a billionaire when he was only 30, without any third-party support. Subsequently, the world has witnessed him minting wealth from the most competitive regions in the world. He owns properties and homes in various countries. The most significant of these include the Kensington palace garden home, Chateau de la Croe on the French Riviera, a 70-acre luxury estate in St. Barts in the Caribbean islands,



properties in New York, Russia, Israel, and so on. After facing visa renewal issues in London where he had been staying since 2,000, he moved to Israel, and continues to live there up to now.

He is indisputably the last word in extravaganza, and even the Wall Street Journal labelled his possessions as 'The Roman Empire'. Apart from properties, he possesses the world's largest yachts and also private aircraft. He has the world's finest art collections, including paintings by Pablo Picasso, Francis Bacon and Lucian Freud.

## **ROMAN ABRAMOVICH AND HIS EMPIRE**

His name is Roman Abramovich, and he is the founder and CEO of Millhouse LLC, a private investment company. He became one of the wealthiest persons on the planet within a short period of time. In Russia alone, he owns power plants, insurance companies, banks, paper mills and car factories. Apart from these, he is also a shareholder in EVRAZ, the second-largest steelmaker in Russia and the stakeholder of Norilsk Nickel, the biggest nickel producer in the world. He contributes a gross of 3-4% to the GDP of Russia.

When Abramovich was at the peak of his career, he had an unsuccessful

family life. He was married three times and has seven children from these marriages. Despite the divorce settlements which consumed a significant portion of his wealth, he remains a successful entrepreneur, and his business continues to flourish, crossing all boundaries.

## **CONCLUSION**

At the time Abramovich was born, the Soviet Union was under severe economic and political crisis, and accomplishing a successful life was a distant dream. However, he set his objectives very clearly and applied his best efforts to become a successful entrepreneur.

He faced many ups and downs and became a hot media subject due to his lavish, flamboyant lifestyle, high connections and the controversies surrounding his life. However, he seldom made any media appearances and remained a mysterious personality.

Even after moving to Israel, he continues to develop and maintain his empire. He started his journey from nothing, literally as an orphan, but made it to the top, and he keeps inspiring youngsters all over the world. **B**

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# CHINA'S GROWTH TO BOOST WORLD ECONOMIC RECOVERY

As the year is beginning, China's economic rebound from COVID-19 is gathering pace, as reflected by improvements in key growth figures, which, for many market watchers, are a boon for a world economy still scrambling to shake off the severest recession in nearly a century.

In the latest World Economic Outlook, the International Monetary Fund (IMF) projected China's economy to grow by 1.9 percent in 2020, 0.9 percentage points above its June forecast, making China the only major economy that will see growth last year.

A set of early indicators showed that an across-the-board recovery of the world's second-largest economy was firmly on track.

Official data showed that China's economic activity rolled ahead in November 2020 as both retail sales and industrial output growth accelerated, while multiple sectors across private investment, industrial profits and the services industry reported growth for the

first time last year. This paints a picture of the country's robust economic recovery that has in no way slowed down in spite of external coronavirus threats and global political uncertainties.

Major industrial enterprises' output rose 7 percent in November 2020 from a year earlier, accelerating from 6.9 percent growth in October, beating the expectation of some foreign economists by one percentage point. Nationwide spending on consumer goods surged by 5 percent, quickening from a 4.3 percent growth in October 2020, while fixed assets investment grew by 2.8 percent in November from one month earlier.

In November of last year, the purchasing



managers' index for the manufacturing sector, the main gauge of factory activities, reached 52.1, well above the boom-bust line of 50 and representing the highest level of 2020.

Accounting for more than half of China's GDP growth, the service sector has long been one of its main economic barometers. The sub-index for business activities in the service sector rose to 55.7, also the highest level of last year.

In terms of foreign trade, the revival continued too, as both new export orders and import sub-indexes hit a year high and stayed in the expansion territory for three consecutive months.

Some China watchers are concerned that the country's recovery is unbalanced, with a faster rebound in the industrial sector and declining consumer spending, despite the latter being emphasized by the leadership as a leading driver amid a broader shift toward consumption-oriented growth.

More vigorous consumption recovery became apparent during this year's Singles' Day shopping festival, which yet again shattered a string of records from total sales volumes of participating brands.

Global chief financial officers (CFOs) have upgraded China's economic outlook, boosted on the rebound, to "Modestly Improving" for Q4 from "Stable" in Q3, as shown in a survey by the CNBC Global CFO Council, which gathers around 150 CFOs of some of the world's largest companies. The CFOs responding to Q4's survey feel more optimistic about the Chinese economy, the survey said.

Three economic fields--private investment, services industry revenues and industrial profits--jumped from negative into positive growth for the first time last year as China's economic recovery picked up. Private investment rose 0.2 percent year-on-year from January to November. Major industrial firms in China saw profits grow by 0.7 percent on a yearly basis during the first 10 months, while business revenue of service enterprises above the designated size grew by 0.3 percent year on year.

At a time when the coronavirus -triggered recession looms large globally, China's pace of expanding opening-up has

## Chinese economy bounces back into growth

Year-on-Year GDP has now fallen into negative territory



been accelerating, generating positive spill over effects on world economic recovery.

China signed the Regional Comprehensive Economic Partnership agreement with other participating countries in mid-November. The world's largest trade pact will likely open up more sectors and promote business flow among signatories.

It is conducive to boosting regional trade, and the spill over effects of China's growth will improve the economic recovery of participating countries, according to Steven Zhang, the chief economist at Morgan Stanley Huaxin Securities.

Amid efforts to nurture fertile ground for foreign businesses to thrive, China has last year implemented the Foreign Investment Law, trimmed the negative list for foreign investment, and eased foreign access to the financial market.

Focusing on future high-quality growth, China has put forward a new development pattern of "dual circulation," to forge better connectivity between internal and external markets.

China's massive demand is estimated to generate over \$27 trillion of imports of goods and services in the following 10 years. It will surely provide a lasting boost to global revival in the post-pandemic era, according to Huang

Qifan, vice-chairman of the China Center for International Economic Exchanges.

However, tougher measures to contain the coronavirus imposed by the country's trading partners have created shipping bottlenecks, pushing up transportation costs and capping the speed of China's recovery. **B**

### 中国经济回暖为全球经济复苏注入动能

世界银行1月5日发布最新一期《全球经济展望》报告，中国经济成为主要亮点之一。在新冠疫情阴霾之下，中国经济加速“回暖”，提振全球信心，持续为世界经济复苏注入强大动能。

世行预计，2020年全球经济将萎缩4.3%，但中国经济有望增长2%，成为全球唯一实现正增长的主要经济体。2021年，全球经济有望增长4%，中国经济将继续增长7.9%，是经济增速最高的主要经济体，并成功回归疫前增长轨道。

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# MICROSOFT TO CREATE 2,000 NEW JOBS

Microsoft is expecting to add almost 2,000 new positions in China in 18 months, as it sees strong opportunities in accelerated digital transformation in the world's second-largest economy.

The move is part of Microsoft's long-term commitment to the China market, and the strategy has not been disrupted by the COVID-19 pandemic, said Alain Crozier, chairman and CEO of Microsoft Greater China. Crozier said Microsoft now has about 8,000 employees in China, and the number will be close to 10,000 by end-June 2022. Microsoft continued hiring in China even amid the COVID-19 pandemic so as to meet surging demand for its technologies, he said.

When the pandemic hindered supply chains, Dynamics 365, another online platform developed by Microsoft to maintain customer relationship management and facilitate supply chains, grew more than 130 percent in China.



# In Depth

According to a joint study by market research company International Data Corp and Microsoft, as Chinese companies continue working to deal with the economic fallout of the outbreak, 63 percent of local organizations said they will further speed up digitalization to ensure business resilience.

Crozier said Microsoft enjoys a string of unique advantages that have enabled the company to have "a very good year" in China, and can help it to stand out amid intensified competition.

Microsoft's emphasis on helping small-and medium-sized businesses also differentiates it from competitors, he said. "SMEs account for 90 percent of companies in China and they were hit hard by the epidemic. We have launched a lot of free offers to help them resume business activities."

Charlie Dai, a principal analyst at Forrester, a business strategy and economic consultancy, said Microsoft was the first global vendor to commercialize its public cloud operations in China, and it has sustained its local expansion by continuing its ecosystem synergy between enterprise collaboration tools, digital operations platforms, and the Azure cloud solution.

Such advantages have helped Microsoft to increase its customer base during the pandemic. Crozier said Microsoft has booked more Chinese customers, which are chiefly from the gaming and entertainment industry, to embrace

its technologies to go global, as social distancing made more people embrace digital entertainment.

Meanwhile, multinational corporations are also placing greater emphasis on the China market where economic activities rebounded significantly and Microsoft's technologies can help them better innovate in China, and scale their solutions to global markets, he said. Both Chinese and foreign technology companies, including Alibaba Group Holding Ltd and Amazon Web Services, see solid opportunities in mounting enthusiasm for digitalization, and have devoted more resources to China's proliferating cloud computing market.

Despite geopolitical uncertainties, Crozier said many companies now look at China as a growth platform for not just this year but next year and beyond. China is also an important innovation platform where the products and technologies can be developed and taken to the rest of the world.

Matthew Margulies, vice-president of China operations at the US-China Business Council, said earlier that regardless of the hype over technological decoupling, US companies' commitment to working with Chinese partners remains as steadfast as ever. **B**

## 微软继续招兵买马

微软预计在 18 个月内将在中国增加近 2000 个新职位，因为它看到了中国在加快数字化转型时的巨大机遇。微软公司资深副总裁、微软大中华区董事长兼首席执行官柯睿杰 (ALAIN CROZIER) 表示，疫情之后，微软在中国聘用了 1000 名员工，并且计划 2021 年继续新聘用 1500 人。这意味着中国的经济仍在不断发展。微软表示，即使在疫情期间，微软仍继续在中国招聘员工，以满足其技术不断增长的需求。由微软开发的另一个在线平台 DYNAMICS 365 的规模在中国增长了 130%；该平台用于维护客户关系管理和促进供应链。根据 IDC 与微软面向亚太地区市场进行的一项为期六个月的研究显示，疫情爆发以来，有 63% 的中国企业加快了创新和数字化进程，以增强企业复苏的动力和业务韧性。

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# CIDADE VELHA

## THE CITY BEYOND MERE RUINS

By Nikita Jaeger

Cidade Velha is one of the oldest Portuguese settlement cities on Santiago Island, the largest island in the Republic of Cabo Verde, located on the western part of the African continent in the Atlantic Ocean. Cabo Verde is also known as Cape Verde. The dilapidated city was once the capital of the country until the Portuguese colonial rulers forced the shift of the capital to Praia because of power rivalry and attacks by British and French pirates. The continuous attacks led to the slow demise of Cidade Velha.



In 1462, the colonial rulers had established the city, and until the end of the 18th century, Ribeira Grande was the name of the town. The city is historically significant as the first colonial settlement and it is also famous for also for visits of navigators such as Columbus and Magellan.

## VISA FORMALITIES

The visa procedure for Cape Verde is not complex. To enter Cape Verde, your passport should have a minimum 6 months' validity. The visa requirements vary according to citizenship. Citizens of 61 countries are eligible to enter Cape Verde without a visa by registering online in advance. Tourists can stay for 30 days on a single visit. A visa is mandatory if the period of 30 days is exceeded. Those who are not from visa-free countries should obtain a visa upon arrival.

Visa cost: EU 25

## HOW TO REACH THERE

### By Air

Cape Verde has excellent international connectivity from most European countries, with direct flights to Santiago, Sal, Sao Vicente and the Boa Vista islands. In addition, flight services are available

## 佛得角的普拉亚老城，这里不只有遗迹

CIDADE VELHA 是位于非洲西岸佛得角共和国圣地亚哥的一座老城。旧城过去曾经一度是佛得角的首府，但后来被普拉亚取代。佛得角于 2009 年第 33 届世界遗产大会申请将旧城纳入世界遗产名录，最后成功通过，成为佛得角第一个，及唯一一个入选世界遗产名录的景观。本文为您介绍前往此地的签证信息，交通方式，以及当地的特色景点，遗迹。



from North and South America and African countries. The nearest airport to Cidade Velha is Praia, Cape Verde Praia International Airport, which is 18 km from the old city.

### **By Sea**

Maritime transportation is available for passengers to Cabo Verde islands, and ferry services are available from Europe. From Praia Harbour, tourists can travel to Cidade Velha by road, and the 15.5 km drive can be covered within 30 minutes.

### **By Road**

Taxis, minivans and aluguers are the primary mode of road transport in Cabo Verde. Taxis are relatively new and are metered. Aluguers are small open pickups with seating arrangements, and minivans are 15-seaters. Frequent taxi services are available from Praia to Cidade Velha, or you can rent a car with or without chauffeur service. Cidade Velha is 14.4 km east of Praia.

### **UNESCO HERITAGE SITES**

After the capital was moved to Praia in 1770, Ribeira Grande gradually lost its charm and the civil, military and religious structures started to become dilapidated due to poor maintenance. However, in

1960, local inland settlers started some restoration work, and because of its colonial architecture, in 2009 it was declared a UNESCO World Heritage site. Most of the old buildings have fallen into ruin; however, the preserved remnants of the 15th-century churches and houses in the city are a delightful treat for history lovers.

In the ancient settlement, located on the southern part of Santiago Island, one can see Pillory Square, with carved marble pillars dating back to the 16th century, a massive fortress and two churches. The remnants are time-tested historical evidence of European colonial influence. This was the first home of the Creole culture, an amalgamation of European and African civilization.

Ribeira Grande was notoriously involved in slave trading and human trafficking, which is a sad part of the colonial history.

### **FORTE REAL DE SAO FILIPE/ SAO FELIPE ROYAL FORT**

This fort was constructed during the late 16th century by the Portuguese under King Philip I. This UNESCO heritage site stands 120 metres above sea level. Sao Filipe Royal Fort, along with another six

small forts, was constructed to augment the defence of the city during the invasion period and during colonization.

### **PELOURINHO MONUMENT**

The monument is an early 16th-century construction located at the heart of the city, with beautiful carving on the white marble pillory. This monument, the oldest in Manueline style, stands in the middle of the slave market as a silent witness to the dark memory of slavery. During colonization, slaves were severely punished and executed in public.

### **SE CATEDRAL**

This is the first Mudejar style cathedral in west Africa, built in the 16th century. The abandoned cathedral is dilapidated as there has been no maintenance over the years. Only some of the tombstones and stonework still exist as a remaining reminder of the cathedral.

### **OTHER INTERESTING SITES RUE BANANA**

This is one of the oldest urban streets in Cidade Velha. As a reminder of the past, the authorities have preserved the 16th century stone houses and roads built by the colonial rulers. Strolling on the streets can take you back to ancient



colonial times. The panoramic view of the mountains on either side of the road is spectacular.

### **IGREJA NOSSA SENHORA DO ROSÁRIO/OUR LADY OF ROSARY CHURCH**

This church was built in the 15th century and is the only church in Cidade Velha that has survived. The church stands on the bank of the Ribeira Grande de Santiago. The gothic architecture and the Manueline style of the church is an eye-catching treat.

### **CONVENTO DE SAO FRANCISCO**

In 1640, the colonial rulers built this age-old monastery. In the 18th century, a massive fire broke out, and the church was severely damaged, but was renovated by the Spanish in 2003.

### **THINGS TO DO**

There are many activities to do in Cidade Velha, including the island tour from Cidade Velha to Santiago. Visitors can also take a city tour around Cidade Velha and even go trekking on Santiago island. A visit to

the famous UNESCO sites is a must on the itinerary.

One can also enjoy the nightlife of Santiago and visit the historical museums, frescoes and galleries that show the culture of the city. One can also visit the restaurants to enjoy the authentic cuisine and explore the local life and culture.

Most of the historical locations are within walking distance, so it would be a delightful experience to walk along the streets from the fort, visit the important sites on the way, and finish the trip at the seashore. The market in Praia is a fascinating experience for tourists and shopping lovers.

### **CONCLUSION**

Cidade Velha is full of colonial culture and history, and is a visual treat for history lovers. Apart from the historical relics, tourists can also indulge in beach activities for relaxing enjoyment. **B**

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By Michael Hart



## MALL LANDLORDS AND RETAILERS HAVE DIVERGED

Winter in northern China can seem a bit dark, cold and desolate. One way to survive the season is to meet friends for an outing in a climate-controlled shopping mall over a hot meal or a warm cup of coffee, but recently the scene inside a number of the city's malls is nearly as bleak inside as the weather is outside.





China's economy may have fared relatively well as compared to other major economies, but relatively is the key word. For retailers and mall owners, 2020 has been a big challenge. While there is plenty of activity in a number of malls, others have seen a large range of shop closures and anchor tenants aren't bringing in folks like they used to. One mall on Nanjing Road, a major shopping street in the heart of the city, has seen shops close on nearly every single floor of the mall. Empty units are starting to outnumber occupied ones. At another, a dozen restaurants have opened and

closed in their B1 food court, reportedly because the tenants haven't met sales targets set by the landlord. Neither of these bode well for the malls or retail in general.

## THE AGREEMENT

My two decades in commercial real estate taught me that retail landlords need to know how their tenants are doing and find ways to help them succeed. I also learned that tenants need to work hard to pay their fair share of rent and make themselves relevant to the overall performance of the mall and earn their place in it. It seems both sides have forgotten these rules.

## HOW LANDLORDS MAKE MONEY

It may seem obvious, but it's worth quickly reviewing how shopping mall landlords make money. Landlords make money by charging tenants rents (base rents and/or turnover rents) and by charging tenants or other groups to do promotions in the mall, either by renting specific space or selling internal or external advertising locations. Landlords also charge tenants property management fees to pay for things like common area cleaning and air conditioning and cover their own staff expenses. Water and electricity used by tenants is also charged back to them directly. Empty units not only hurt the image of the mall; they mean remaining tenants have to cover common area fees for the whole property. A tenant who only can afford to pay their property management fee might still be an asset in a tough market.

## HOW TENANTS MAKE MONEY

Again, it is probably straight forward, but worthwhile to review how tenants make money. Tenants only generate a profit if their sales, minus all costs including rents, property management fees, utility costs, staff salaries, head office costs, product costs and franchise fees generate a surplus. If you've been paying attention when visiting any mall in Tianjin this year, you've seen quite a

few stores close. This means that these stores are not making enough to cover all of these costs thanks to falling sales. Tenants who have seen sales fall during the pandemic have not had the power necessarily to decrease their other costs.

## CUSTOMER EXPERIENCE NEEDS TO BE GOOD

The debate about how e-commerce is killing traditional "bricks and mortar" stores has been around for a few years, and yet some retailers keep opening physical stores. I'm not sure why some of them try. What I've found is that the customer experience in some stores has grown worse, not better. A recent trip to a drugstore where staff used to pounce on customers the minute they walked in, which I found annoying, has now completely changed their strategy. Now staff stand around talking to each other, acknowledging customers only to encourage them to check themselves out at the self-service kiosks. I wonder if they realize they are making themselves irrelevant. As a landlord, I would be asking what the value is of this store and how they add value to the mall. With retailers like these, perhaps this is why some landlords see their tenants only as an income stream that can be interchanged with any other.

## UP OR OUT

For several stores we manage, we've been in lease negotiations recently, and I'm surprised at how aggressive some mall managers have been in trying to increase rents on tenants who want to stay. One leasing manager disclosed that they had suffered in 2020 because of COVID, and then suggested we pay 20 percent more in the next leasing cycle. It was an odd, but not surprising, expression of his lack of understanding that the reason his mall had suffered was because tenants had also suffered. Ideally most chain retailers want to increase their total number of shops, not change one location for another, so if a brand is closing in a mall, they are basically giving the mall a vote of no confidence at the current rental level. Many mall managers seem to want



retailers to increase their rents each year or move on. This lack of perspective comes from employees who think each year will always be better than the previous one.

## MOVING WITHIN A MALL

One of the largest costs for a retailer is decorating their store. For a fashion retailer, this could be RMB 50,000 for a small shop and four or five times that for a restaurant with more complicated kitchen, counter area and customer seating area. I've recently seen some landlords shifting tenants around, with the entire cost falling on the tenant. On paper, it seems like an easy way to freshen up the mall by shifting retailers to a new location within the property, but it isn't cost-free by any means. I predict that many of those retailers will struggle to stay afloat having invested large amounts of money to effectively stay in the same property but be moved away from locations where customers knew to find them.

## DELIVERY

In terms of the delivery business, let me start by saying that everything I've seen in with Meituan and Eleme in China and DoorDash and Grubhub in the USA leads me to believe that in the current format, these businesses don't make money for themselves. I also don't think they generally make money for the restaurants that use them. And when used in conjunction with malls, it is an even stranger combination. Some

malls bar delivery drivers from coming inside, even after the COVID scare has largely passed, meaning it is hard for restaurants to quickly get their orders out. Furthermore, these restaurants are generally relying on these delivery services because they don't feel they are making enough sales to make a big enough profit at their location. So, effectively, malls are trying to keep out the revenue that restaurants are trying to earn to pay rents to the malls. Odd. Additionally, mall owners often want restaurants to report their delivery sales, so they can charge the restaurants a percentage of rent on those sales, which the mall owner shouldn't rightfully have, because the sales necessarily were generated from outside the mall. This relationship is very dysfunctional.

## CONCLUSION

The year 2020 has been a tough one for most businesses and mall owners and tenants more than most. For their mutual benefit they should be working together, but I've seen more short-term thinking and ill-timed strategic changes that lead me to believe that a number of retailers who survived 2020 will struggle in 2021, and if they fail, their landlords may be next. Landlords need to realize that their success depends upon the success of their tenants. This means they need to be looking to develop healthy relationships with them and find ways to help them succeed, not consider them just a puzzle piece that can be moved around or swapped for another piece.

Tenants also need to realize that they need to earn a place in the mall and pay a fair rent. Reducing staffing levels and going to self-checkout defeats part of the purpose of having a physical store. Both parties will need to think clearly about delivery and its role for tenants and landlords. I'm not convinced that if the economy comes back to normal in 2021, retail will follow. The damage done by the pandemic is going to be long-lasting. It would be best for all parties involved to sit down and try to find a common strategy. **B**

## 购物中心业主和店主之间的分歧

与其他主要经济体相比，中国的经济表现可能相对较好；但，只是相对而已。对于零售商和购物中心老板来说，2020年是一个巨大的挑战。虽然许多购物中心都有很多活动，但却有大量商店倒闭，很多商店也不再像以前那样吸引人们。在某一个购物中心，几乎每一层都有关闭的商店。空的单位开始超过占用的单位。这次情况下，老板和店主之间的分歧，更加地扩大了。在了解这一冲突之前，我们需要了解一下他们的关系。阅读本文，以了解这一信息。

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## CHINA'S AGRICULTURAL PRODUCT WHOLESALE PRICES EDGE UP

The wholesale prices of China's agricultural products has edged up, according to the Ministry of Agriculture and Rural Affairs. The latest China agricultural product wholesale price index came in at 125.99, up 0.46 points from the previous working day.

The average wholesale price of pork, a staple meat in China, went up 0.1 percent to 43.43 yuan (\$6.6) per kg, and that of eggs kept unchanged at 7.97 yuan per kg. The average wholesale prices of 28 key types of vegetables tracked by the government increased 0.6 percent and that of six different types of fruits remained flat.

The wholesale price index is compiled on the basis of data collected from around 200 agricultural wholesale markets and is updated daily based on the weighted average of price indices for goods including vegetables, fruits, aquatic products, livestock products, cereals and edible vegetable oil.

Source: China Daily



## BITCOIN RISES ABOVE US\$20,000 FOR FIRST TIME AFTER SUSTAINED RALLY

Leading virtual currency bitcoin traded above US\$20,000 for the first time following a sustained run higher in recent weeks. Just 12 years old, bitcoin reached a record-high US\$20,398.50 before pulling back to US\$20,145, which was still an intraday gain of nearly 4 per cent.

It has seen a meteoric rise since March, when it stood at US\$5,000, spurred by online payments giant PayPal saying it would enable account holders to use cryptocurrency. A number of central banks have meanwhile responded to the rise of cryptocurrencies and the dwindling global use of cash by announcing plans for bank-backed digital units.

Several central banks including those of China and Sweden, but also the US Federal Reserve, are also testing digital applications in response to Facebook's recent moves to produce its own digital unit, Libra.

Source: Southern China Morning Post



Unregulated by any central bank, bitcoin emerged as an attractive option for investors with an appetite for the exotic, although criminals have also seen its under-the-radar appeal.

Debate has meanwhile raged over the status of the digital asset, launched in late 2008, as to whether it should be seen as a form of money, an asset or a commodity.

## CHINA LEADS AUTO INDUSTRY RECOVERY AS SALES TOP EXPECTATIONS

China's vehicle sales are likely to hit 25 million units this year, an industry body said, as the world's biggest vehicle market continued to lead the global auto industry recovery from lows hit during the COVID-19 pandemic.

Fu Bingfeng, executive vice chairman of the China Association of Automobile Manufacturers (CAAM), told an annual conference of the association in Beijing that CAAM expects Chinese sales this year of over 20 million passenger vehicles and 5 million commercial vehicles, which include trucks and buses. China sold 25.77 million vehicles last year.

Bai Hua, an official at China's Ministry of Industry and Information Technology, said China expects to



sell over 1.3 million new energy vehicles (NEV) this year, up from 1.2 million units last year. NEVs include battery-powered electric, plug-in petrol-electric hybrid and hydrogen fuel-cell vehicles.

CAAM also expects Chinese sales to modestly grow next year and hit 30 million units in 2025, Mr Fu said.

Source: *The Business Times*

## CHINA LEADS AUTO INDUSTRY RECOVERY AS SALES TOP EXPECTATIONS

China's consumer prices are likely to rise at a relatively low level in the short term, the country's top economic regulator said.

"The plentiful supply of industrial and agricultural products provides a firm basis for overall prices remaining stable," Meng Wei, spokeswoman with the National Development and Reform Commission said at a news conference in Beijing.

Looking ahead, Meng said prices may rise during the peak sales periods surrounding the New Year and Spring Festival holidays. "However, due to the continuous live pig supply and plentiful supply of vegetables, prices are unlikely to rise sharply during the holidays." To keep up the supply of daily necessities and maintain stable prices, the



NDRC will work with different departments and local governments to continue to closely monitor price changes, provide frozen pork from the central reserves, better regulate the market and offer subsidies for those in need.

Source: *China Daily*

## CHINA LAUNCHES ONLINE PLATFORM TO FACILITATE FOREIGN INVESTMENT

China has launched a new online platform to facilitate investment into the country, according to a trade and investment promotion agency.

Overseas investors can get a better understanding of China's business environment, investment policies and specific project information via the website [www.investchinaccpit.com](http://www.investchinaccpit.com), the China Council for the Promotion of International Trade (CCPIT) said.

The platform has released information on 1,186 projects and 157 policy measures and will continue to update relevant tips, the CCPIT said.

China has been encouraging the use of the internet to promote trade and investment as part of its efforts to offset the impact of COVID-19. Among the measures, the country has held various online exhibitions and rolled out policies to support cross-border e-commerce.



Foreign direct investment (FDI) into the Chinese mainland, in actual use, expanded 5.5 percent year-on-year to 98.7 billion yuan in November, the eighth consecutive month that the country has witnessed FDI growth, official data showed.

Source: China Daily

## TEA-OIL TREE HELPS ALLEVIATE RURAL POVERTY

With a long history of tea-oil tree cultivation, Longlin county has a total cultivation area exceeding 11,333 hectares, with an estimated annual output value of more than 80 million yuan. It has become a key force to help local poverty alleviation.

To further boost the development of its tea-oil tree planting industry, the county established an industry-focused poverty alleviation demonstration area in 2018.

Joining hands with local enterprises, cooperatives and farmers, the demonstration area works to expand tea-oil tree cultivation and improve the growing environment of low-production trees. It has helped farmers increase their income in the tea-oil industry by 500—600 yuan per mu (666.67 square metres).

Kaichong village is notable for its tea-oil tree planting in Longlin county.

"In the past two years, by expanding the planting area of oil tea, more than 40 poor households have achieved an increased



income. In the future, we will promote this project to encourage more locals to plant tea-oil trees," said Huang Jinliang, director of Kaichong village.

Now, the village has a total cultivation area of 733.6 hectares, involving 2,279 residents from 503 households.

Source: China Daily

# REUSABLE ROCKETS

By Rita Koch

Since rocket launching is a costly procedure, only a few countries are able to launch their own satellites into space, and those countries who can launch cannot do it frequently, which restricts further space expeditions. The world therefore needs a cost-effective rocket launching technique. This has been a long aspired to dream of space scientists, but they were not able find the solution until a private American space research firm, SpaceX, founded by Elon Musk, came up with an innovative idea of a reusable rocket. To reduce satellite launch cost, they have proposed making a carrier like an aeroplane so that satellites can come back to earth and be reused.

In this way, they could decrease costs by a factor of 100. However, making exactly that kind of launch vehicle is not possible, so they have turned their focus to making rockets whose parts can be reused. The first reusable rocket launched was 'Falcon9', which was a two-stage rocket. In that launching, the rocket's reusable first stage engine with its fuel tank successfully returned and was reused in making another rocket. According to the owner, just reusing the early stage engine has significantly decreased rocket launching expenses.

## HOW DO REUSABLE ROCKETS WORK?

Every rocket consists of several stages, and each stage boosts the rocket's speed up to a certain level. The aim of these stages is to provide the rocket with the required velocity to escape the earth's gravity. Each stage has a booster which consists primarily of a jet engine and a fuel tank. After reaching the designated speed, that stage gets separated, and a new stage starts working. The final stage of the rocket gets separated after reaching the maximum required speed.

Generally, after getting separated, parts of each stage fall into the sea and become debris. In reusable rockets, scientists aim to recover separate parts and reuse those parts, especially the costlier ones such as the booster and the fuel tank. In reusable components of the rocket, nozzles are placed on the top edges through which nitrogen is released, and this propels that part toward the pre-planned landing destination. Landings are generally made in the sea, from where parts are recovered using a drone barge.



The recovered stage is then reused in other rockets, which drops the manufacturing cost. Using this method, more rockets could be launched in the future. Scientists are working to reuse other parts as well. However, reusable rocket technology is in the development stage, and many more developments will be seen in the future.

What would be changed after reusable rockets? The more this technology is developed, the less the rocket launching expenses will be in future. Less expenditure will involve more countries in the space race. When space exploration is affordable, we will be able to explore it more; now, however, countries cannot launch fully-fledged space programs because they have to focus on



## 可回收火箭

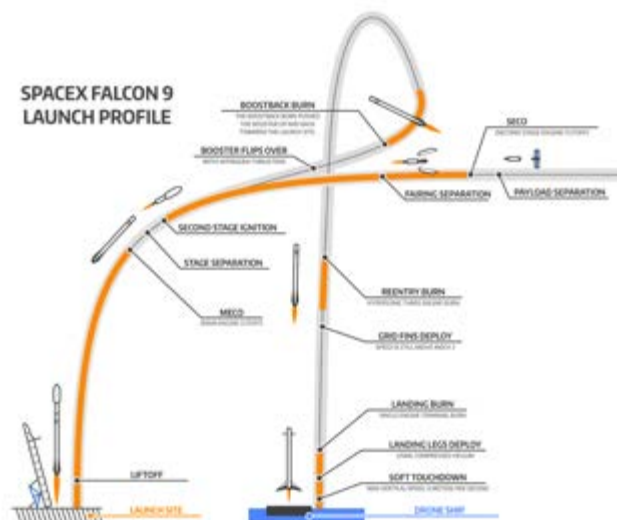
每一款火箭的发射对于国家来说都是至关重要的，它标志着一个国家的科技实力。因为研制火箭不仅得有优秀的科研人员，还得有雄厚的资金作为支撑。一直以来，火箭就像“昂贵的一次性用品”。如果成功就能给国家带来荣誉，如果失败则会损失惨重，这使得很多国家都对火箭研究望而却步。直到特斯拉公司创始人埃隆·马斯克创办的太空探索技术公司发射的“猎鹰 9”火箭在佛罗里达州卡纳维拉尔角成功实现第一节火箭软着陆，从而开创了火箭从太空直接垂直回收的历史。可回收火箭如何工作？发射之后会有什么变化？让我们一起来了解一下！

basic necessities. When the cost of rocket launching is lowered, we will be able to send more astronauts into space, and they will be able to live and work there for a longer time because the cost of cargo transportation to space will be lowered.

In making rocket engines, a lot of equipment must be built using precise processes, which takes time. Reusing this equipment means that time will be saved, and relaunching could be done in a shorter interval and at a

lower cost, less than half that of a conventional launching. Moreover, in conventional launching, as stages fall, they are deposited on the ocean's bed as garbage, so they may impact the ecosystem; however, using reusable rockets, we will be able to reduce the amount of garbage that falls, thus influencing changes to the environment. **B**

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# HOW IMPORTANT IS IMPROVING EMPLOYEE EXPERIENCE?

If you ignore your employees' experience, you are missing a significant aspect. Employee experience has a substantial impact on every sector of the business, ranging from workplace culture to business productivity and even customer retention.

If your business hasn't yet been focusing on employee experience, it is time that you start doing so. Your employees have a crucial role to play in the business. More than your clients, your employees are an asset to your business, and it is essential to focus on their needs and requirements.

Business owners are always concerned about what their customers think of them, but how many of these business

owners are worried about what their employees think of them? Only a handful, maybe. If you want a high-quality customer experience, you should also provide a high-quality employee experience.

Sir Richard Branson correctly pointed out, "Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients."

Hence, the first step to a great customer experience and



customer satisfaction is to ensure employee satisfaction.

## WHAT IS EMPLOYEE EXPERIENCE?

Employee experience refers to the process of every employee's journey within the company. The employee experience begins when the particular individual joins the company (irrespective of their position) and ends on their last day of work. The employee experience focuses on the employee's entire journey and their role in helping in the organization's growth.

Employee experience also focuses on what the employee feels, observes, and goes through when he/she is part of the particular organization. An employee's contribution either increases the value of the organization or brings it down. It is thus no wonder that employee experience is crucial for businesses.

## IMPORTANCE OF EMPLOYEE EXPERIENCE

If a customer isn't happy with your service, they won't come back. Similarly, if the employee does not experience any growth, they won't stay, and this has a substantial negative impact.

Some of the significant benefits of a good employee experience include the following:

- **Reduced employee turnover**

Most employers think their customers are their assets, but it is their employees who are their assets. High employee turnover can have a substantial negative impact on your business. If your employees continue to leave within a short period, you will have expenses all over again in hiring, training, and more.

- **Productivity**

Happy employees create a boost in productivity. They are active the entire day. If your employees work hard and smart, you are the one who will get the benefits.

- **Good customer experience.**

If employees are happy and engaged in their work, it has an impact on your customers. When pleased with the experience you provide, the employees will go the extra mile for you.



- **Better profits**

As a business, you always want profits, and a good employee experience has an impact on this. Business owners should therefore invest in a good employee experience to generate better returns. The more effort you put in for your employees, the more return they will bring in for you.

## HOW TO IMPROVE THE EMPLOYEE EXPERIENCE?

As defined earlier, a significant employee experience can bring a massive boost to your business. Some tips to improve employee experience include the following:

- **Get good technology**

Technology has a significant impact on businesses. Having the right technology plays a vital role in improving your company's engagement and culture. The right technology makes work easier for employees, and reduce their workload.

- **Enable your managers**

Leadership and management have a huge role to play in businesses. If you are a business owner, you should encourage your managers to interact with the employees and let them know what is expected of them. If employees understand what the company expects from them and know that they can expect good things in return, they will surely stay loyal to your business.

- **Encourage communication**

Communication is the key. In a business space, everyone should communicate with each other. As business owners,

you should encourage communication and allow employees to feel safe. If trust goes both ways and there's open communication, you will know what your employees expect from you.

## TAKEAWAY

If you want a successful business, you need to keep your employees happy before keeping your customers happy. It's time that you check your employees' experience and work towards achieving a productive work environment for them. **B**

## 改善员工体验有多重要

员工的体验感对企业的每个部门都具有重大影响,从工作场所的文化,到企业的生产力,乃至客户的留存度。如果还没有专注于员工体验,那么就该开始了。您的员工在企业中扮演着至关重要的角色。员工比客户更重要,是您企业的资产,因此必须专注于他们的需求。企业主总是担心客户对他们的看法,但是有多少企业主担心员工对他们的看法?也许只有少数。如果您希望获得高质量的客户体验,还应该提供高质量的员工体验。理查德·布兰森爵士正确地指出:“客户不是第一位的。员工是第一位的。如果您照顾好员工,他们会照顾客户的。”因此,获得良好的客户体验和客户满意度的第一步是确保员工满意度。

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By Betsy Taylor

## HOW TAKING SMART BREAKS CAN INCREASE PRODUCTIVITY

The world has moved at a fast pace, but suddenly it slowed down due to the COVID-19 breakout. China was the first country in the world as a whole to face the devastation of the pandemic.

As the virus grew, every country started implementing ways to boost productivity. But no matter how hard you try, you can never be 100% productive all the time. Moreover, staying at work all the time will make you stressed and impact your output.

Working from home isn't something new, but now many people are doing it. Amidst this new work-from-home scene, those who

usually work in an office tend to think many things, such as, 'Would I have done this if I was at the office?', or 'Why am I so distracted?'

We are under stress and pressure, and it is because we aren't giving ourselves enough breaks. It's not possible to be productive all the time, but you need to maintain productivity whenever you are at work.

No matter what your work is, it would help if you took short breaks in between. However, your breaks should be scheduled in such a way that it doesn't impact your work. Never take breaks simply on impulse because they can be disruptive.

## WHAT KIND OF BREAKS ARE THE BEST?

Breaks from work imply a break from work-related stuff. Taking a break and then indulging yourself in some other work isn't a break. Also, complaining about your workplace and co-workers isn't a break either.

### Two of the most commonly asked questions regarding breaks are:

- How often should I take a break during work?
- How long should the break be?

Experts recommend taking short intermittent breaks rather than following a one or two-hour-long break. If your work involves sitting for the entire day, you should go for microbreaks and stand during intervals. Taking a walk for one or minutes during your five- or ten-minute break is an excellent idea.

So take microbreaks, along with some stretching and standing up to boost movement. This further plays a vital role in enhancing circulation, comfort and performance, and also lowers the risk of injury.

## HOW TO TAKE SMART BREAKS?

Not every break is ideal. The longer we remain focused on one task, the more our performance value decreases. Not everyone has the patience and time to create breaks. Mentioned below are a few tips that you can implement in your break schedule to boost productivity within a shorter time.

### Know your peak focus time

Before you prepare a break schedule, you will need to identify your peak focus time. According to experts, there are three chronotypes: lark, owl, and third bird. Larks experience high levels of focus during the morning and then become weaker by the later part of the day. However, in the later parts of the day, larks experience a boost in mood and creativity. Owls are the opposite of larks, while third birds experience a mixture of patterns.



### Schedule a break for 10–15 minutes

If you have to perform a rigorous task, your mental and physical energy becomes drained. According to specific research, most people need to charge up their mental energy every 90 minutes. As a result, you should schedule a break of 10–15 minutes every 90 minutes. This helps to boost focus and creativity. As a result, you will eventually experience a boost in productivity.

### Treat breaks like you would treat a meeting.

Your breaks aren't casual but something you need. Breaks between work are meant to rejuvenate your drained mental energy. It's all about productivity. Having a consistent schedule can play an essential role in boosting productivity and ensuring proper time management.

Schedule consistent breaks for yourself and adhere to this. The main aim of a meeting is to boost work effectiveness. Similarly, the main objective of a break is to increase productivity and work effectiveness.

### Socialize during breaks

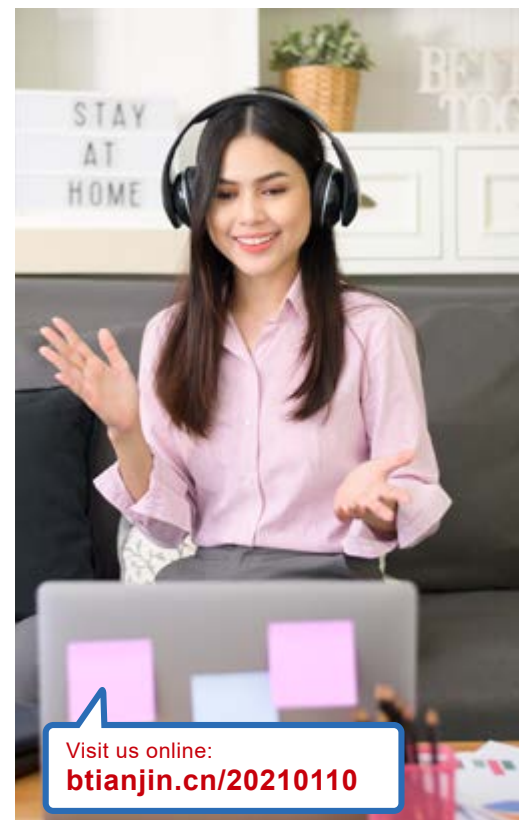
Taking a break from work to check your emails and social media will result in zero productivity. When you take a break, you should stay away from your desk, and use your break to socialize and interact with people. You can take some fresh air outside or enjoy a more organic environment.

### TAKEAWAY

Breaks during work are helpful not harmful, provided you schedule them the right way. Taking breaks from a heavy work schedule will indeed get the work done faster than usual. **B**

## 为什么劳逸结合会提高生产力

每个人都想提高自己的生产力。但是，无论您多么努力，都不可能始终保持精力充沛。此外，一直工作而不休息，会使您感到压力。我们承受着压力，因为我们没有给自己足够的休息时间。无论您从事什么工作，如果您休息了，都会对您的生产力有所帮助。但是，您的休息时间安排不应该影响您的工作。切勿只因一时冲动而休息，因为它们可能对您没有好处。本文为您解答诸如：“我应该什么时候休息”，“休息应该多久”等问题。



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# NAVIGATING THE NEW PRODUCT DEVELOPMENT PROCESS (NPD)

By Naomi Dickson

Before a product is set to hit the market, it requires a lot of invisible hard work. Navigating the new product development process may start with a simple base for the product. However, you will require concrete measures and a fool proof plan for its execution. This will help in converting the product idea into a huge marketable opportunity.

The first phase of your product cycle involves market analysis and research. Then you can move on to establish a concept and test the product's impact before launch. You may need to focus on the unknown and unexpected territories of product development to ensure success, along with persistent hype among the masses.

As per the 2015 Catalina survey, an average new product can successfully generate more than \$30.5 million in the initial 26 weeks of launch, so it becomes extremely crucial to understand consumer desires while developing a new product. The marketing and research phase of the product may be challenging, but it is an important factor in getting customers to invest and repurchase any new product.

There are no shortcuts in navigating the new product development process, as the failure rate for new products is about 40%. Therefore, each move at every stage should be calculated and assessed to get the desired numbers in the targeted market.

## THE RIGHT PRODUCT DEVELOPMENT MODEL

Your focus can be to create new-to-the-world or new-to-firm products or add more to the existing ones. Besides, you may also choose to improve an old product to reposition and reduce costs in the form of a new one. For this, you need a



model that will open your gateway to success without risking too much failure.

A definitive strategy will be to create management steps against common challenges. Here's a list of some of the tried and tested ways for product development. Meanwhile, you can read about what product development looks like with changes in IT capabilities and business strategies.

- **The Stage-Gate model:** One of the most popular methods with an eight-step method until the last launch product step.
- **The IDEO process:** This method works along user-centric strategies and consumer behaviour.
- **The Booz, Allen, and Hamilton (BAH) model:** This method has seven stages that guide development and focus on reducing risks.

Independent of the choice of method, your goals and results will require comprehensive planning and time. It could be weeks and months of hit-and-miss testing to find something that actually works. However, this will depend upon the new product and its complexity. Here is how you can reduce the time in new product development.

## 5 STAGES OF PRODUCT DEVELOPMENT

### STAGE ONE: IDEA GENERATION

Brainstorming and generating an idea is the first step towards new product development. You may find your new ideas through employees, rivals, or failed potential products. This is not limited to your own brain; instead, you can go through customer reviews and suggestions on past products or competitive products and services. The

idea you choose is crucial in establishing the foundation for other stages of your project.

### STAGE TWO: SCREENING

The shortlisted ideas need to go through screening to pick the ones that are the most viable. These promising ideas should be judged in all aspects by all the people involved in the development. You cannot possibly work on all the ideas, so it is important to narrow down on a few with the vital statistics. Consider things like competition, demand, and accessibility before selecting an idea for further steps.

### STAGE THREE: CONCEPT DEVELOPMENT

After selecting a viable idea, you come to the R&D stage. This comprises the cost for developing the product along with its needs in the market. Also, you will need to look into the competitor products to provide something extra along similar lines. Besides, having a prototype of the product will help you analyse and refine your design to another level.

A SWOT analysis and revenue expectations may also help target the shortcomings and targeted goals. Working in a particular niche will establish the product in the dedicated customer segment and significant influences in the market.

### STAGE FOUR: PRODUCT DEVELOPMENT

This is when the product is in its final form and ready to be mass-produced. After conducting tests on the prototype, the product can be set for large-scale production. The first product batch can be further tested with focused customers and existing ones. They can contribute to the development with honest reviews

and logical expectations about the product.

### STAGE FIVE: COMMERCIALIZATION AND ROLLOUT

The last stage is a large scale roll-out where the production is at a commercial level. It is after all things have been rectified to suit the targeted as well as the potential new customers. This can include ad campaigns and commercials to promote the product for more people to purchase.

All these marketing techniques will help in making your launch a success. You can get the user feedback and reviews online and offline to expand more.

## CONCLUSION

Keep in mind that a successful new product may result from hundreds of evolutions between each stage of development. Therefore, the strategic moves and navigating the new product development process is vital, regardless of the previous results. Ensure that your objectives and goals remain the same and customer-centric to get the best out of the new product. **B**

### 如何引领新产品开发流程 NPD

在产品投放市场之前，背后有着大量无形的努力。引领一个新产品的开发过程可能会从简单的产品基础开始。但是，您将需要采取具体措施。只有这样，才能将产品创意转化为具体的市场机会。产品周期的第一阶段涉及市场分析和研究。本文将会指导您如何引领新产品的开发流程。

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## TOP STRATEGIES TO FIRE UP YOUR SMM CAMPAIGN FOR 2021

Less than 10% of internet users look further than the first page of their search results, and more than 70% click on only the first three result items. To place a website on the first page is one of the primary goals of Social Media Marketing (SMM).

SMM strategies use social networking sites to promote/market their products/services, interact with customers, and above all, optimise traction. The higher the traction and customer engagement, and the more visible the brand, the higher the website's position ascends on search engines across the world.

Here are some of the top steps to fire up your SMM campaign for 2021.

### THE # STRATEGY

Just because you can use as many as 30 hashtags, it doesn't mean that you should. Seeking out every kind of audience will not yield favourable returns. Instead, it might dilute the impact and focus of your content. Keep it simple, and more importantly, make

it unique. Create 2–3 hashtags that work as an identifier for your brand and would help distinguish you.

### ENGAGE

If you receive a prompt reply on a comment you posted on an Instagram account, chances are you will pay closer attention to it. You might even be more likely to engage with that person again. Similarly, as a brand, you need to be in constant communication with your customers.

### FROM THE ORGANIC TO THE PAID

Whether a certain kind of content does or doesn't work on social media can be fickle at times. Pay close attention to the blogs/posts that are attracting attention. Use the organic

data and optimise it. Paid promotions/advertising will work better and be more cost-effective if you first invest in the content that has generated traffic organically.

## FACEBOOK

Facebook advertising campaigns can help both attract and create customers for your brand. However, much how real estate is all about location, Facebook ads are all about their placement. Ensure that the vision that you have for your brand and the marketing campaign is aligned with the ad placements.

## GO BEYOND THE "LIKES"

Garnering "Like"s on your brand content is only one metric of customer engagement. And, in all honesty, it is a somewhat ambiguous one. Does the "Like" mean they are bookmarking the post? Is it a way of associating simply with the message of the content or with the brand itself? Most importantly, it doesn't say much or anything at all about the Why?

Replies and comments are a better yardstick to judge customer engagement. It reflects people's opinions more clearly. Moreover, it is a validation of the brand and its content. Curating blog posts and testimonials from social media comments is an effective strategy. Your brand's blog should be interactive and allow readers to express their points of view.

## SPLIT TEST

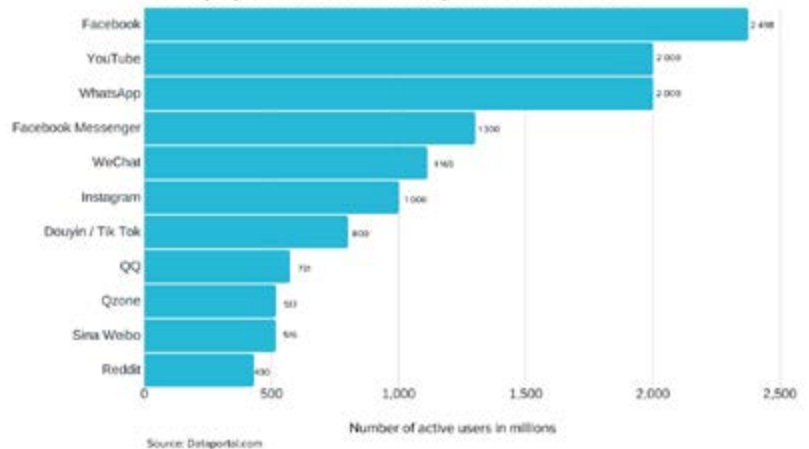
Split testing is one of the simplest and most effective social media marketing strategies. It optimises both traction and content consistency.

This strategy is more commonly known as A/B testing, where two different web page versions are tested simultaneously. One version will likely perform better than the other. Having a difference between the versions will allow you to pinpoint what worked and what didn't. The version that worked better will generate more post-click landing page conversions than the other.

For the best results, ensure that you aren't testing everything on the page at the same time. Use a split test to find the most effective written content, in all its variations. Split test your visual content next. Merge the two results to find the most practical combination of written and visual content that will help you increase conversions.

Another point of caution when split testing is to get the time period right. If not enough time is spent on the tests, the results will be inconclusive. If too much time is spent on split testing, the money will be wasted.

Most popular social media platforms in 2020



## DIFFERENT KINDS OF MEDIA

The beauty of social media is that there is a platform for every form of expression. You and your brand's content need not be limited to just a staid image and words. You can experiment with videos, animation and infographics to get your content across. Live videos have an exceptional rate of efficacy when it comes to announcement posts. Instagram stories help you provide your customers with a behind-the-scenes look of the work that goes into your products/services.

Ensure that the logistics like sound, lighting, visuals, and the technology being used are well in hand before you live stream. You want to represent your brand in the best possible way. **B**

## 在 2021 年能够让您成功实施社交媒体营销的策略

有 10% 的互联网用户在搜索过程中，会点击进入搜索结果的后几页。而超过 70% 的用户仅点击搜索结果的前三个。在首页上放置自己的网站连接，是社交媒体营销 (SMM) 的主要目标之一。本文为您介绍几个策略，它们能够让您在 2021 年里，成功实施社交媒体营销。

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## 2020 ANNUAL GENERAL MEETING AND WINTER HOLIDAY PARTY

**Date:** 15 December, 2020



AmCham China Tianjin held its 2020 Annual General Meeting and Winter Holiday Party on Tuesday, December 15th at the charming Tianjin Juilliard School. The grand event featured yearly review and awards, a delightful concert provided by the Tianjin Juilliard School, and a heart-warming tree-lighting ceremony, followed by a reception. With December's holiday spirit, members and guests gathered to appreciate the business community's resilience in the unpredictable year, and together send their best wishes for the upcoming New Year of 2021.

At the Annual General Meeting, AmCham China, Tianjin Chairman, Michael Hart, presented a review of the chapter's work in 2020, highlighting a step-up in engagement with local government and an upgrade in information-sharing and member interaction through breakfast briefings, member visits, and signature events. Despite this year's hardships, the Tianjin chapter saw its membership grow in 2020, with continued strength of the manufacturing community. The chapter also welcomed twelve new corporate members from diverse industries.

With sincere appreciation, the 2020 awards are as follows:

### **Sponsorship Awards 2020**

- Tianjin United Family Hospital Co., Ltd.
- Tianjin Select-Share Enterprise Management & Consulting Co., Ltd
- Schneider Logistics (Tianjin) Co., Ltd.
- Boeing Tianjin Composites Co., Ltd.
- Farragut (Tianjin) Education Consulting Ltd.

### **Forum/Committee Award 2020**

- Tianjin Culture and Lifestyle Committee

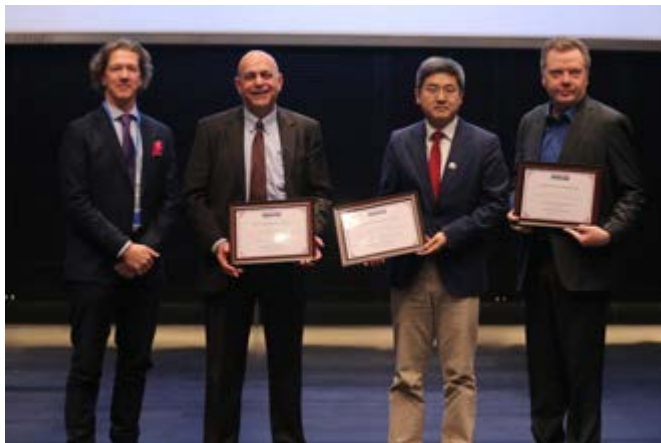
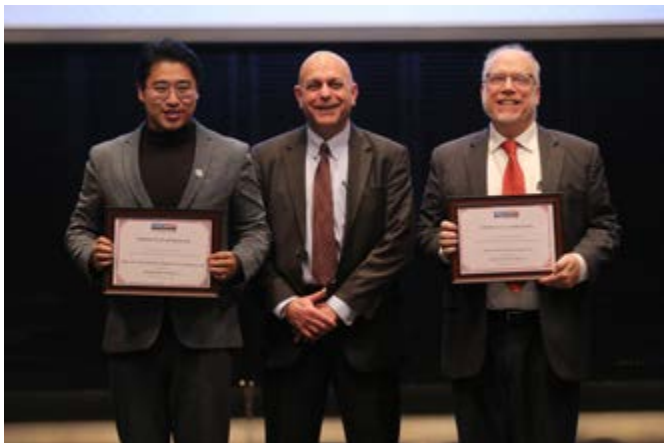
### **Long-term Membership Awards 2020 20-year Member**

- International School of Tianjin
- Leadership Development International Inc. Tianjin Branch
- Sino-American Tianjin SmithKline and French Lab., Ltd.

### **10-year Member**

- Cintas (Tianjin) Enterprise Services Co., Ltd.
- Goodrich Aerospace Technologies (Tianjin) Co., Ltd.
- Halliburton Energy Services (Tianjin) Limited
- Oshkosh JLG (Tianjin) Equipment Technology Co., Ltd
- Schneider Logistics (Tianjin) Co., Ltd.
- United Conveyor Corporation (Tianjin) Ltd.
- Wellington College International Tianjin





**Alexander Brose**, who is also a member of AmCham China, Tianjin's Executive Committee.

As opening remarks, representatives of our 2020 corporate partners, **Mr. Wang Ke** from Select-Share and **Mr. Joseph Shumway** from Tianjin United Family Hospital delivered keynote speeches reflecting on the community's persistence and achievement and sending their best wishes for 2021. Following a celebration toast, this year's Tree-Lighting Ceremony surprised guests with projected lights resembling a starry-night Christmas Tree. Santa Panda and candy fairies further spread happiness with hugs and cookies when guests enjoyed a delicious dinner from InterContinental Tianjin. The night concluded with rounds of lucky draws to wish guests good fortune in 2021.

AmCham China, Tianjin was proud to hold this magnificent event, and it would not be possible without the generous support of our Golden Sponsors, the Tianjin Juilliard School, Tianjin United Family Hospital, Select-Share, and our Silver Sponsors, Boeing Tianjin Composites and Nice Wedding Planner. AmCham China, Tianjin wish to express sincere gratitude to our sponsors and guests for making the event a marvellous success, and we hope to continue to bring our members opportunities and services for exchange and success in Tianjin in the new year of 2021.





European Chamber  
中国欧盟商会

41F, The Executive Center, Tianjin World Financial Center.  
2 Dagubei Lu, Heping District, Tianjin 300020.  
Tel: +86 22 5830 7608  
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Website: [www.european-chamber.com.cn](http://www.european-chamber.com.cn)

## THE EUROPEAN CHAMBER TIANJIN 2020 ANNUAL GOVERNMENT APPRECIATION RECEPTION

DATE: 3 December, 2020



The European Chamber's 2020 Annual Government Appreciation Reception took place on December 3rd at Ritz Carlton Hotel Tianjin. Mr. Jin Xiangjun, Vice Mayor of Tianjin participated in the exchange session with a delegation of representatives from departments of the Tianjin Municipal Government, including the Tianjin Development and Reform Commission, the Tianjin Commission of Commerce, the Tianjin Municipal Science and Technology Bureau, the Tianjin Industrial and Information Technology Bureau, Foreign Affairs of Tianjin Municipal People's Government, the Tianjin Ecology and Environment Bureau, etc.

This closed-door members-only session was attended by more than 10 general managers of EU companies, including AIRBUS, Veolia, Novo Nordisk, who raised questions ranging from carbon neutral, renewable energy access with regard to their operations in Tianjin, the latest policies for foreign employees' return, and the 14th five-year plan. Every question was addressed appropriately. Mr. Jin Xiangjun, on behalf of the Tianjin Municipal Government, highly commended the exchange and said, "This is the best exchange I have had in 2020".



The exchange session was followed by the appreciation reception where Mr. Massimo Bagnasco, Vice President of the European Union Chamber of Commerce, delivered the opening speech. In this speech, he expressed his gratitude to the Tianjin Municipal Government for their great efforts in establishing and developing a favourable business environment, as well as for their strong support in helping the local foreign enterprises in need.

Moreover, he also stated, "At the closed-door meeting this afternoon, over 10 member companies had candid and in-depth exchanges with Mr. Jin Xiangjun, Vice Mayor of Tianjin and government officials from different bureaus and departments who not only made replies to the issues raised by the participating member companies and expressed their willingness to keep further communication with them. For that, we feel honoured and encouraged, and we highly appreciate the Tianjin Municipal Government's open and inclusive work attitude and pragmatic work style."

The EUCCC Tianjin Member Company representatives, Dr. Lu Zaiping, General Manager of Tianjin Laird Technologies and Mr. Gao Jiangang, General Manager of Schlote Automotive Parts (Tianjin), comprehensively introduced their companies respectively and expressed their appreciation to the government.

Mr. Zhang Aiguo, Director of the Tianjin Commission of Commerce, shared the latest policies related to foreign investment in Tianjin, saying, "We will formulate guidelines for the confirmation of foreign-funded enterprises' encouraged projects in Tianjin, and work with Tianjin Customs to further straighten out the application process for tax reduction and exemption of imported equipment for foreign-funded projects, so as to ensure that foreign-funded enterprises can smoothly handle business under the new foreign-funded management system. We will establish and improve the complaint mechanism for foreign-invested enterprises."





European Chamber  
中国欧盟商会

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Website: [www.european-chamber.com.cn](http://www.european-chamber.com.cn)

Later the same day, general managers representing their respective companies at the closed-door exchange session in the afternoon were invited to a dinner where they networked with each other. The event was concluded in a harmonious atmosphere.





Room 4216, 41F, Tianjin World Financial Centre, 2 Dagubei Road, Heping District  
 Tel: +86 22 5830 7962  
 tianjin@bj.china.ahk.de

## TIANJIN CHRISTMAS CHAMBER DINNER

On December 4, 2020 the German Chamber of Commerce in China | North China invited its members and friends to attend the Tianjin Christmas Chamber Dinner at Four Seasons Tianjin.



After a warm welcome address by **Mr. Christoph Kaiser, Member Advisory Council Tianjin of the German Chamber of Commerce | North China**, **Jens Hildebrandt, Executive Director of the German Chamber of Commerce | North China** took the stage to deliver an interesting speech covering “Economic Update and Business Outlook for German Companies in China”.

Thereafter, **Dr. Björn Lindemann, General Manager at Haver Technologies (Tianjin) Ltd** and **Ms. Johanna Heinzmann, Regional Manager Tianjin at German Chamber of Commerce in China | North China** took a closer look at the Chamber’s work in Tianjin and gave a brief recap of 2020.

At the end of the meeting, guests enjoyed culinary delicacies and drinks in a festive atmosphere and celebrated Christmas with their loved ones, friends and colleagues.



We would like take this opportunity to sincerely thank our sponsors, **Four Seasons Hotel Tianjin** and **Business Tianjin**, for supporting this evening.



We also want to thank our guests and valued members for making this Christmas Chamber Dinner a success. We wish you all a Merry Christmas, and hope to see you at our next Tianjin Chamber Dinner!



For registration and more information on upcoming events in Tianjin, please scan QR code to follow us on WeChat or check our events website here:  
<https://germanchambernorthchina.eventbank.cn/org/germanchambernorthchina/>

DINING

TIANJIN

Chinese

天泰軒

TIAN TAI XUAN

Tian Tai Xuan

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

New Dynasty

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

Qing Wang Fu

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

Riverside Chinese Restaurant

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

JIN House

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



YING

Ying

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

Jin House Tea Lounge

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



Japanese

Café Vista

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

SôU

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

Southeast Asian



Bam Bou

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

Bakeries & Desserts

Gang Gang Bread & Wine

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



LE CROBAG – Tianjin Store

Le Crobag 德国面包房  
A: Room 109, Buliding A2, Binshui West road, Nankai District, Tianjin  
南开区奥城商业广场A2商9  
T: +86 22 23741921



Western

Promenade Restaurant

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

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



Riviera Restaurant

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

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



ZEST

A: 1 F, The Ritz-Carlton, Tianjin No. 167 Dagubei Road, Heping District, Tianjin  
T: +86 22 5809 5109  
香溢 - 全日餐厅  
和平区大沽北路167号天津丽思卡尔顿酒店一层



Cielo Italian Restaurant

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



La Sala Lobby Lounge

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

Brasserie Flo Tianjin

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



Drei Kronen 1308 Brauhaus

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



blue frog (Riverside 66)

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

Prego Italian Restaurant

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

Qba - Latin Bar & Grill

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

Pizza Bianca

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

Churchill Wine & Cigar Bar

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

Browns Bar & Restaurant

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

## DINING

**Brasserie on G**

**A:** 1<sup>st</sup> Floor, Conrad Tianjin, No. 46, Tianta Road, Nankai District, Tianjin  
**T:** +86 22 5888 6666  
 美庭  
 南开区天塔道46号  
 天津康莱德酒店一层

**1863 Bistro & Terrace**

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

**Café Majestic**

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

**Café Venice**

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

**THE CORNER·CHANCE**

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

**The CORNER·ACADEMY**

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

**Habuka the Butcher**

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

## Bars

**CHA Lounge**

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

**The St. Regis Bar**

The most beautiful bar in town with stunning river view. A rare haven of refined luxury, **The St. Regis Bar** is a place for guests to enjoy the enduring tradition of St. Regis Afternoon Tea and a wide selection of refreshing drinks.  
**A:** 1F, The St. Regis Tianjin, No. 158 Zhang Zizhong Road, Heping District  
**T:** +86 22 5830 9958  
**O:** 09:30 - 01:30.

瑞吉酒吧  
 和平区张自忠路158号天津瑞吉金融街酒店一层

**FLAIR Bar and Restaurant**

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

**The Lobby Lounge**

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

**Gusto Bar**

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

**China Bleu**

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

**WE Brewery**

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

**SITONG BAR**

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

## Wine



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

## Fitness

**Fitness Center**

**A:** B1<sup>st</sup> Floor, Conrad Tianjin, No. 46, Tianta Road, Nankai District, Tianjin  
**T:** +86 22 5888 6666  
 健身中心  
 南开区天塔道46号天津康莱德酒店地下一层

**Ai Dong Li Fitness (Meijiang Exhibition Center Store)**

**A:** B4, Section 2, Phase II, Meijiang Exhibition Center, Huichuan Road, Xiqing District  
**T:** +86 22 2628 9999  
 梅江会展中心店(山姆超市四楼)  
 西青区汇川路梅江会展二期二区B4

**Ai Dong Li Fitness (Meijiang Jiangwan Store)**

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

**Ai Dong Li Fitness (Share Time Store)**

**A:** 3F, Share Time Shopping Mall, Weishan Nan Road, Jinnan District  
**T:** +86 22 8897 9567  
 禧悦时光店  
 津南区微山南路首创禧悦时光商业广场3楼

## SERVICES

## Golf

**FYLA GOLF**

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

## Education

**UPI**

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

## International Schools



法拉古特学校天津校区  
 Admiral Farragut Academy Tianjin

**Admiral Farragut Academy Tianjin**

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



INTERNATIONAL SCHOOL OF TIANJIN

Working Learning Acting TOGETHER

**International School of Tianjin**

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

**Wellington College International Tianjin**

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

**Tianjin International School**

**A:** No.4-1, Sishui Dao, Hexi District  
**T:** +86 22 8371 0900 ext. 311  
 天津思锐外籍人员子女学校  
 河西区泗水道4号增1  
**W:** www.tiseagles.com

SERVICES

Hotels

★★★★★ Hotels



**Renaissance Tianjin Lakeview Hotel**

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



**THE RITZ-CARLTON**  
TIANJIN

**The Ritz-Carlton, Tianjin**

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



**ST REGIS**  
TIANJIN

**The St. Regis Tianjin**

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

**The Westin Tianjin**

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



**HYATT REGENCY**  
TIANJIN EAST

**HYATT REGENCY TIANJIN EAST**

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



**Four Seasons Hotel Tianjin**

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

**The Astor Hotel, Tianjin**

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



**BANYAN TREE**  
TIANJIN RIVERSIDE

**Banyan Tree Tianjin Riverside**

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



**Holiday Inn Tianjin Xiqing**

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

**Holiday Inn Tianjin Riverside**

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

**Holiday Inn Tianjin Aqua City**

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



**Shangri-La hotel**

TIANJIN

**Shangri-La Hotel, Tianjin**

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



**PAN PACIFIC**  
TIANJIN

天津泛太平洋大酒店

**PAN PACIFIC TIANJIN HOTEL**

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

**Hotel Indigo Tianjin Haihe**

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

**Tangla Hotel Tianjin**

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



**天津燕园国际大酒店**

**Tianjin Yan Yuan International Hotel**

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



**Conrad Tianjin**

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



**WandaVista**  
Tianjin

天津富力万达文华酒店

**Wanda Vista Tianjin**

**A:** 486 Bahao Road, Da Zhi Gu, Hedong District, Tianjin 300170  
**T:** +86 22 2462 6888  
**F:** +86 22 2462 7000  
天津富力万达文华酒店  
中国天津市河东区大直沽八号路 486 号



**COURTYARD**  
Marriott

TIANJIN HONGQIAO

**Courtyard by Marriott Tianjin Hongqiao**

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

**Radisson Tianjin**

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

**Serviced Apartments**

**Ariva Tianjin Binhai Serviced Apartment**

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

**Ariva Tianjin Zhongbei Serviced Apartment**

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



**SERVICES**

**HEALTH**



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



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



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



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



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

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



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

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

**INDUSTRY**

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



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



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

**Serviced Office**



**The Executive Centre  
 德事商务中心**

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



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

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

**Chamber of Commerce**

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

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

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

**Hospitals**



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



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

**Women's and Children's  
 Specialized Health**  
**A:** No.21, ShuiShangGongYuan  
 East Road, Nankai District  
**T:** +86 22 5898 2012  
 400 10000 16  
**W:** amcare.com.cn  
 美中宜和医疗集团天津美中宜和妇  
 儿医院  
 南开区水上公园东路 21 号



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

**Real Estate**



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

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



**DINING**

**TEDA & TANGGU**

**Chinese**



**Cai Feng Lou Chinese Restaurant**

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

**Western**

**Brasserie Restaurant**

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



**Bella Vita Italian Restaurant**

**A:** Florentia Village Outlet Mall, North Qianjin Road, Wuqing District, Tianjin  
**T:** 15222574660



**W:** www.bellavitaconcept.com  
 美好生活意大利餐厅  
 武清区前进道北侧  
 佛罗伦萨小镇 Food-5



**Commune Dine**

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

**BARS**



**Commune Bar**

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



**Happy Soho Live Music & Dance BAR**

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



**Sky Lounge**

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

**Education**



**Beijing International Bilingual School-Tianjin**

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

**Tianjin Juilliard 天津茱莉亚学院**

**The Tianjin Juilliard School**

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



**TEDA GLOBAL ACADEMY**

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

**SERVICES**

**HILTON TIANJIN ECO-CITY**

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

**Holiday Inn Binhai Tianjin**

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



**INTERCONTINENTAL**  
 TIANJIN YUJIAPU HOTEL & RESIDENCES  
 天津于家堡洲际酒店及行政公寓

**InterContinental Tianjin Yujiapu Hotel & Residences**

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



**RENAISSANCE**  
 TIANJIN TEDA CONVENTION CENTRE HOTEL  
 天津万丽泰达酒店及会议中心

**Renaissance Tianjin TEDA Convention Centre Hotel**

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

**Sheraton Tianjin Binhai Hotel**

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

**Apartments**



**Ascott TEDA MSD Tianjin**

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



**Ariva Tianjin Juchuan Hotel & Serviced Apartment**

**A:** 33 Jizhi Dao, Xiang LuoWan, Binhai New Area, Tianjin 300452  
**T:** +86 22 6688 8888  
**W:** www.stayariva.com  
 天津巨川艾丽华酒店及服务公寓  
 天津市滨海新区响螺湾集智道 33 号

**HEALTH**



**Fraser Place Binhai, Tianjin**

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

**TEDA, Tianjin – Marriott Executive Apartments**

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

**Office Space**



**TEDA MSD**

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

**Office Space**

**THE EXECUTIVE CENTRE 德事商务中心**

**The Executive Centre 德事商务中心**

**Innovative Financial Building 新金融大厦 18 层**

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

**TEDA MSD C1 Tower 泰达 MSD-C1 座 17 层**

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

**Shopping Mall**



**Shui On Veneto**

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

**TIANJIN-BEIJING AIRPORT Shuttle Bus ¥82 one way**

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

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

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

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

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

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

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

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

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

**BULLET (C) TRAIN**

**TJ ~ BJS (¥54.5 - ¥174.5)**

Train	Tianjin	Beijing
C2202	06:16	06:53
G44	22:33	23:06

**BJS ~ TJ (¥54.5 - ¥174.5)**

Train	Beijing	Tianjin
C2551	06:02	06:32
C2667	22:41	23:13

**TG ~ BJS (¥65.5 - ¥208)**

Train	Tanggu	Beijing
C2554	07:31	08:23
C2594	20:48	21:40

**BJS ~ TG (¥65.5 - ¥208)**

Train	Beijing	Tanggu
C2557	07:10	08:08
C2561	19:07	19:58

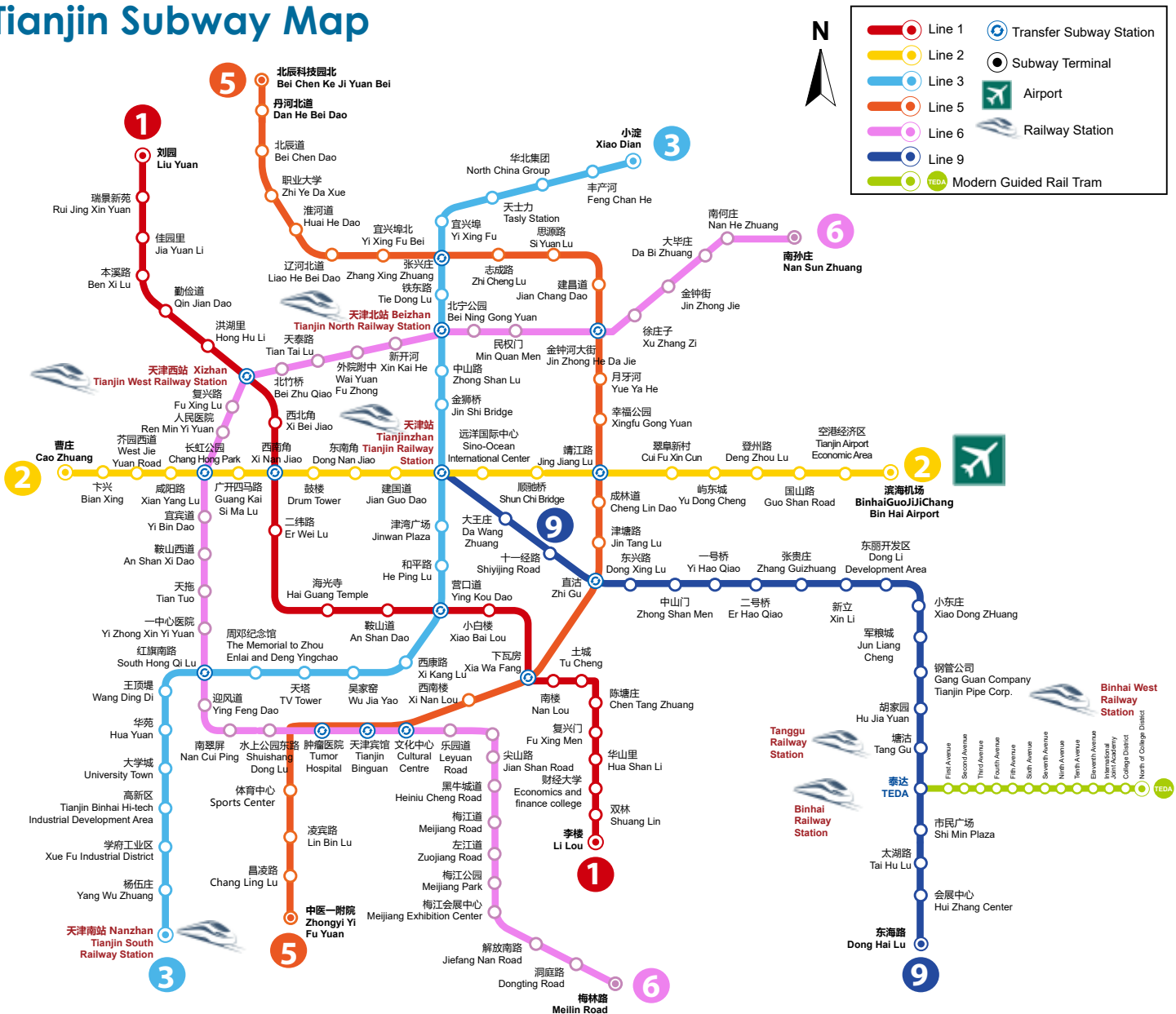
**Wuqing ~ BJS (¥39 - ¥122)**

Train	Wuqing	Beijing
C2202	06:31	06:53
C2226	18:25	18:47

**BJS ~ Wuqing (¥39 - ¥122)**

Train	Beijing	Wuqing
C2201	06:22	06:43
C2219	18:37	18:58

**Tianjin Subway Map**





## A SUCCESSFUL NIGHT AT BINHAI CHRISTMAS CHARITY BALL

A long-existing tradition of gift-giving during Christmas time brings out the generous hearts of people who want to give back to those in need. The expat community in Binhai, along with the support of some local people, organized a wonderful charity ball in the spirit of the season to support the Tanggu Xiang Yu Autism School.

The Tanggu Xiang Yu Autism School was founded by Li Guojuan, the parent of an autistic child, in March of 2012. This school is a non-profit organization whose philosophy is to foster social awareness, acceptance and understanding of autistic children so that they can live in a society where they have opportunities to aid their survival. This school relies a lot on their low-cost tuition fees, the support of the local government, and the donations given by the businesses and people of Binhai.





Yini, Natalia, and Wang Jin came together to organize this event in order to offer something a bit different from the regular weekend routine at a time when traveling back home to see family or escaping the winter chill is not an option. They actively look for ways to support their community, and are happy to have found ways to sponsor and donate to this school.

When the day of the event finally arrived, people showed up with big smiles. The room was brightly decorated, with the sound of good music in the background. There was a festive air among the guests. The expat community of Binhai has organized other charity events in the past, but it has been a while since they hosted a Christmas ball. They were all enthusiastic to have one this year which served to bring friends and families together

for a night of great food, fun and entertainment, all for a good cause.

The event provided lots of entertainment, with games, live music, raffle, prizes and auctions, and there's no question that all the work done by the organizers paid off. It was pleasing to see the support from the expat community and everyone else who sponsored this charity ball. With the proceeds from this event, it will be possible to help the Tanggu Xiang Yu School with school supplies and other materials that can make learning more interesting for their students.

Yini, Natalia and Wang Jin are greatly appreciative to everyone who contributed to make this charity event a success. They raised almost 18000 rmb, and this would not have been possible without everyone joining in to support them. **B**



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# SUCCESS IS IN YOUR SPHERE

## LEVERAGE THE POWER OF RELATIONSHIPS TO ACHIEVE YOUR BUSINESS GOALS

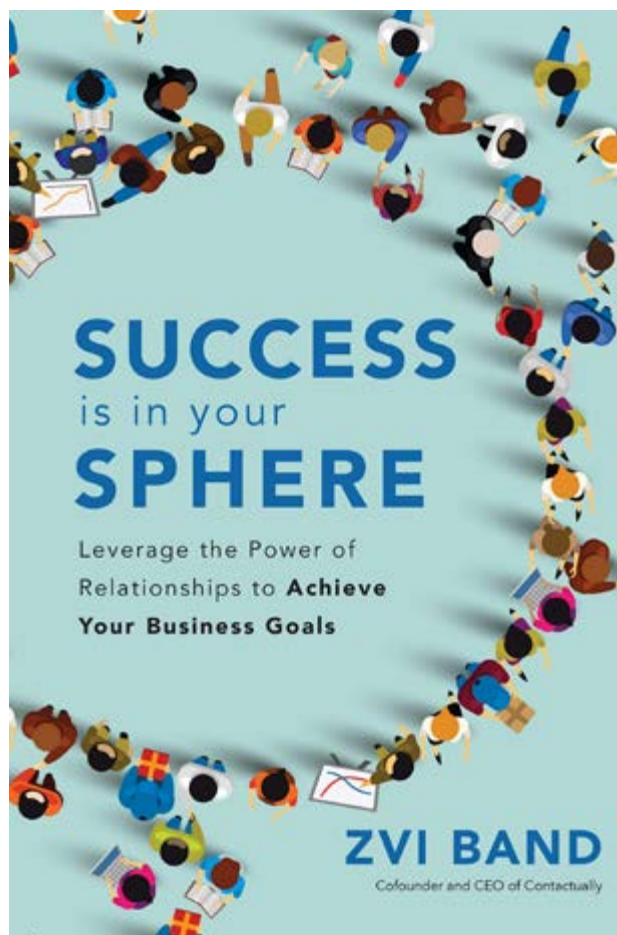
*By Zvi Band (2019)*

The book is an intriguing and counterintuitive one on how relationships can help your business goals. It focuses on understanding human lives in more open ways. In this book, Band reveals the best-kept secrets of some famous companies. He also describes time-saving hacks for achieving similar results with your own prospects. The book emphasizes the importance of relationships in your business, and how you can leverage this power. Simple human connections make everything worthwhile. In life, and business, the quality of your relationships with people matters. According to this insightful piece, when the right people are on your side, Success Is in Your Sphere.

Relationships are an important parts of our lives whatever the industry and in whatever role. Band explains that when building a relationship, you can find a way to add value for everyone, even those who seemingly already have it all. In his swift, engaging way, Band breaks down the abstract concept of what defines a positive relationship into its key components and describes practical steps for each. He explains the need for timely engagement to produce new contacts, life development and business growth.

A great read for everyone who wants to leverage relationships to build their careers and lives. It is recommended for any career sector. Success Is in Your Sphere presents a no-fail, actionable guide to developing positive, fruitful, personal and professional relationships. **B**

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这本书讲述人际关系如何帮助您实现业务目标。它有趣，反传统，着重于以更开放的方式理解人类的生活。在本书中，作者 Band 为您揭示了一些著名公司的机密，强调了业务关系中的重要性以及如何利用这种力量。在生活和商业中，人与人之间关系的至关重要。无论是哪个行业，无论扮演什么角色，人际关系都是我们生活中的重要组成部分。

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