

ECONOMY • FINANCE • MARKETING

# Business

11/2022  
津卫商务

**TIANJIN**

**JOOMA美仁**

INTERVIEW WITH

**DR STEFAN SCHMALE**

*Founder and CEO, NOIX*

**美仁**

健康食品产业领导者

采访德国 NOIX 公司创始人及  
董事 Stefan Schmale 博士



# JOOMA

**A MARKET LEADER IN HEALTHY FOOD**

ISSN 2076-3735





# Tianjin International School

*I'm proud to be  
an eagle!*



**IST is currently ranked #6 in China; #69 in the world out of the 3000+ schools that offer the IB Diploma, the world's premier university matriculation examinations.**







## BAM BOU SPECIALTY RESTAURANT 竹影特色餐厅

Enjoy a culinary journey through South East Asia sampling our selected specialties with creative and trendy presentations from the region, in a cozy and intimate atmosphere both indoor and outdoor. Great care has been taken in preparation and selection of ingredients to offer the most realistic recreations of perhaps your favorite dishes from home or the region.

在温馨舒适的环境中开启东南亚美食之旅，寻味创意时尚的特色佳肴。  
精心挑选新鲜食材，供应地道的东南亚美食，在这里，您可体验东南亚家庭式的用餐氛围，让您在这里拥有一个充满灵感的用餐体验。

CONRAD

TIANJIN  
天津康莱德酒店

NEVER JUST STAY. STAY INSPIRED.

灵感的驻留，不止于驻留。



No. 46, Tianta Road, Nankai District, Tianjin, 300381 China 中国天津市南开区天塔道46号 邮编300381  
+86 22 5888 6666 | conradtianjin.com



ASIA EUROPE AFRICA MIDDLE EAST AMERICAS  
CONRADHOTELS.COM #STAYINSPIRED



THE RITZ-CARLTON

TIANJIN

# 万味 TASTE OF WONDERS 奇遇

奢味探享 GOURMET REIMAGINED

天津丽思卡尔顿酒店中餐行政总厨吴伟杰师傅联手著名干邑品牌马爹利，精心呈现万豪旅享家奢华品牌酒店“奇遇菜单”。吴师傅以经典复创新，以万味鉴奇遇，为食客重构味蕾之旅。

Chinese Executive Chef Goh presents the Taste of Wonders menu at The Ritz-Carlton, Tianjin, to reimagine taste buds beyond expectations, as part of the culinary journey of Marriott Bonvoy China Luxury Hotels.



人民币 1,288元/位 | 提前24小时预约  
RMB 1,288 per person | Advance order of 24 hours prior to the date  
有效期至2022年12月31日 | Valid Date: December 31, 2022

菜单包含一杯马爹利蓝带干邑白兰地配搭40毫升  
Including One Glass of Martell Le Cordon Bleu 40ml

天津丽思卡尔顿酒店 | The Ritz-Carlton, Tianjin  
中国天津市和平区大沽北路167号 No. 167 Dagubei Road, Heping District Tianjin, China  
预订或咨询 Reservations: 86-22-5809-5098/5196

天泰軒  
TIAN TAI XUAN







## A SWEET AUTUMN FAMILY STAYCATION

Staying at Four Seasons Hotel Tianjin as a family is not just about taking a holiday but taking time to slow down, reconnect and savor precious moments together. Choose the Family Staycation Package, stay in our modern luxurious guest room or suite to enjoy quality sleep on Four Seasons bed, selected tent & toys, pastry deco DIY welcome amenity, essential oil bubble bath with toys, access to swimming pool with picturesque view & toys and 3-hr fun time in the popular Mamakids playground for two adults and one child.



Scan and find the special offer from CNY 1,588 net per room night  
Valid during 1 - 31 Oct, 2022. Subject to government policy and hotel availability  
Welcome to book in advance: (022) 2716 6688

# 万味奇遇

TASTE OF Wonders



## 蔚蓝奇遇“鲜”市场

2022



[万豪中餐厅 Man Ho]  
江河海味，精致佳肴 6-8人套餐，人民币2888元  
Seasonal seafood Chinese set menu for 6-8 persons, with a modern twist in elegant interior RMB2888

[贡厨 Goji Kitchen+Bar]  
缤纷海鲜 半自助晚餐晚餐328元/位  
Wild selection seafood semi-buffet from RMB 328/person

[玩啤食社 The Mesh]  
西式双人海鲜套餐 人民币328元  
RMB328 Western seafood set menu for two

TEL: 022-28730000/022-28731111



开启 **Start your**  
**2023** 全新奢华商旅  
**business travel in style**

  
中国大饭店  
China World Hotel  
BEIJING  
AT CHINA WORLD TRADE CENTER  
A SHANGRI-LA HOTEL

  
FRASERPLACE  
TIANJIN  
天津招商美伦辉盛坊国际公寓



Stay at Gold Standard service residences in Tianjin

Featuring 192 Gold-Standard serviced residences, Fraser Place Tianjin has been designed to offer complete facilities for both business and leisure travellers, whether for short or long-term stays.

No.34 Xing Cheng Towers Ao Ti Street, West Weijin South Road, Nankai District, Tianjin. 300381  
reservations.tianjin@frasershospitality.com | tianjin.frasershospitality.com

加入香格里拉会员，尊享白金五星中国大饭店客房预订特惠  
Join Shangri-La Circle for special deals on rooms

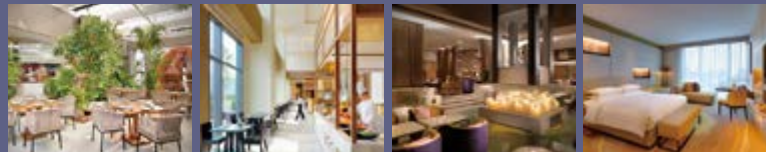






**HYATT  
REGENCY  
TIANJIN  
EAST**

The first Hyatt hotel in mainland China, Hyatt Regency Tianjin, opened in 1986 and closed in 2009. The opening of this 5 star luxury hotel Hyatt Regency Tianjin East marks the return of the Hyatt Regency brand to Tianjin on May 20, 2014. Located on Weiguo Road in the Hedong District, Hyatt Regency Tianjin East is a new landmark and part of a quickly emerging business hub connecting the east area of Tianjin and Binhai New Area. Hyatt Regency Tianjin East features 299 well-appointed guestrooms with premium amenities for a relaxing and comfortable stay. Since 1st Jan 2022, you need book dog friendly room package when you stay with your dog, other rates are not applicable. Relaxed, harmonious and highly functional, the design blends modern and traditional Chinese decor with taupe and leaf-green highlights. Contemporary sculptures by famous Chinese artist Xie Aige from her 'Tai Chi White Series' add a touch of agility and fun to every guestroom.



For reservations, visit  
[tianjin.regency.hyatt.com](http://tianjin.regency.hyatt.com)

HYATT REGENCY TIANJIN EAST  
126 Weiguo Road, Hedong District,  
Tianjin, China. T:+86 22 2457 1234

The HYATT trademark and related marks are trademarks of Hyatt Corporation or its affiliates.  
©2019 Hyatt Corporation. All rights reserved.



**随波荡漾 身心平衡**  
Go with the flow and  
find your balance.

**感受前所未有的入住体验**  
Embrace the ultimate stay experience

酒店319间现代客房包括30间高级服务公寓，无论是短期或长期入住，天津泛太平洋大酒店皆是理想之选。  
319 modern rooms including 30 luxury serviced suites.

**非凡的活动场地**  
Exceptional Meeting Experiences

640平米无立柱宴会厅，7米挑高设计及9间多功能会议室，无论是会谈、会议或展览，酒店专业的策划师将帮助您选择绝佳场所，打造完美体验。  
640 pillarless ballroom with seven metres high ceiling and nine versatile meeting rooms.

中国 天津市 红桥区张自忠路1号 邮编 300091  
1 Zhang Zi Zhong Road, Hongqiao District,  
Tianjin, China 300091  
电话 Tel: +86 22 5863 8888  
邮箱 Email: [info.pptsn@panpacific.com](mailto:info.pptsn@panpacific.com)





# 北京以北 太舞最美

CONRAD®

BEIJING

北京康莱德酒店



Conrad Beijing is strategically located in the vibrant Chaoyang District with the Central Business District and Embassy District within walking distance. The hotel's 289 spacious, contemporary guest rooms, including 14 Suites, feature three-meter ceilings, and floor-to-ceiling windows with picturesque views of Tuanjie Lake Park, the iconic CCTV building and the captivating Beijing skyline.

Conrad Beijing's four innovative and trendy restaurants and lounges are set to become destinations for hotel guests and city residents alike. Enjoy our spa, fitness center, heated indoor pool, dedicated concierge, and on-site dining.

Conrad Beijing is the contemporary hotel of choice for the global travelers, who appreciate worldly style and sophistication with local inspirations.

北京市朝阳区东三环北路 29 号  
29 north dongsanhuan road, chaoyang district, Beijing  
☎ 010-6584 6000



太舞滑雪小镇历时多年打造的最具特色的酒店群太舞南山里酒店群即将开业, 让我们在北国冬季的太阳下尽情舞蹈! 敬请期待...

Thaiwoo Nanshanli Hotel Group, the most distinctive hotel group built for years by Thaiwoo Ski Resort, will soon be grandly opened, and let's dance under the sun in the north China! Look forward to your attendance!





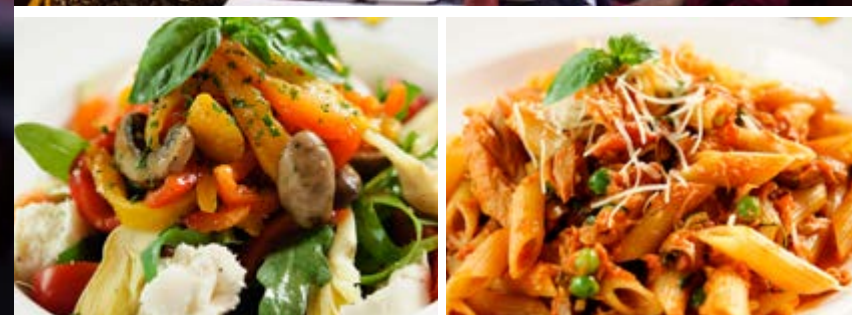


ST REGIS

TIANJIN  
天津瑞吉金融街酒店



Original Italian ingredients • No artificial flavours  
Handmade pizza and pasta • Imported natural  
steak, ham and cheese.



**POMODORO RESTAURANT (TEDA)**

小番茄意大利餐厅 (天津开发区店)

2-01 Binhai Sky Fashion Boulevard, TEDA, Tianjin (beside  
Decathlon)

天津滨海新区滨海时尚天街2-01 (智选假日酒店北侧, 近迪卡侬)

Telephone: +86 22 59999191 - 18920218583



The St. Regis Tianjin  
No.158 Zhangzizhong Road, Heping District, Tianjin, China 300341  
022 - 5830 9999





# Contents

Business **TIANJIN**  
2022  
NOVEMBER

Letter from the Editor



## COVER STORY

### JOOMA

A Market Leader in Healthy Food  
*Interview with Dr. Stefan Schmale  
Founder and CEO, NOIX*

The key components of a healthy plant-based diet are fruits, vegetables, whole grains and beans, in approximately equal proportion, a small portion of nuts and seeds on most days, and water as the main beverage. All animal-derived foods are removed or minimised.

See Page 26

## MARKETING

### How to use NFTs to build your brand

If you wish to build your brand, you should consider using NFT (non-fungible tokens). These are a great way to create unique digital assets that will help you stand out from the crowd.

See Page 54



## TECH

### A new all-surface printer that fits in the palm of your hand

Gone are the days when you needed huge printers in your office and home. Those are not only large but are costly, as well. They take up a lot of space and require constant maintenance.

See Page 56

## 18 BIZ BRIEFS

## 21 NUMBERS

## 22 FEATURE STORY

China's congress presents road map for future

## 24 ECONOMY

Global Inflation and economic development

## 26 COVER STORY

JOOMA: A Market Leader in Healthy Food

## 34 FOCUS

China becomes the second largest vehicle importer in September 2022

## 36 IN DEPTH

Biodiversity threatened in Poyang Lake

## 38 VISION

## 42 TRAVEL

Ukraine

## 46 INNOVATION

You can carry this inflatable scooter in your bag

## 49 BUSINESS NEWS

## 52 MARKET

Tibet spends 5b yuan on sports over ten years

## 54 MARKETING

How to use NFTs to build your brand

## 56 TECH

The new all surface printer fits in the palm of your hand

## 58 HR

Why do organizations need talent philosophy today

## 60 CHAMBER REPORT

## 64 LISTING

Business  
**TIANJIN**



## Recent Past Editions



## ADVERTISING AGENCY

InterMediaChina  
advertising@businesstianjin.com

## PUBLISHING DATE

November 2022

Business Tianjin is FREE  
For Members ONLY

ISSN 2076-3735

Dear Readers

Plant-based products have been popular among Chinese consumers for a long time, but an unprecedented rise in demand for plant-based foods has given rise to the term "The Protein 2.0 Era".

The key components of a healthy plant-based diet are fruits, vegetables, whole grains and beans, in approximately equal proportion, a small portion of nuts and seeds on most days, and water as the main beverage. All animal-derived foods are removed or minimised.

This segment is facing explosive growth in China, and the country is set to become a global leader in plant-based food. The production of dairy-like yogurt was just the beginning for JOOMA, and this product was chosen based on consumer awareness and the size of the market.

We are fortunate to have in Tianjin the main manufacturing hub and China headquarters of NOIX AG, the parent company for JOOMA, and Asia's brand leader in plant-based food, and we had the opportunity to talk to the founder, Dr Stefan Schmale, who has a lot of experience in the Chinese market.

In other news, the global economy may be on the cusp of a new crisis while still recovering from the pandemic. The war in Ukraine has upended the fragile global recovery, triggering a devastating humanitarian crisis in Europe, pushing up food and commodity prices, slowing growth globally and exacerbating inflationary pressures worldwide.

Global economic activity is experiencing a broad-based and sharper-than-expected slowdown, with inflation higher than seen in several decades, which is posing an additional challenge to an inclusive recovery as it disproportionately affects low-income households that spend a much larger share of their income on food items.

Global growth is forecast to slow from 6.0% in 2021 to 3.2% in 2022 and 2.7% in 2023. This is the weakest growth profile since 2001, other than the global financial crisis and the acute phase of the COVID-19 pandemic.

Only successful multilateral cooperation will prevent fragmentation that could otherwise reverse gains in economic well-being from 30 years of economic integration.

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

Managing Editor | Business Tianjin Magazine  
ManagingEditor@BusinessTianjin.com



[www.BusinessTianjin.com](http://www.BusinessTianjin.com)



## TIANJIN NEWS

### TIANJIN LOWERED INTEREST RATE FOR HOUSING FUND LOANS



As of October 1, the central bank cut the loan interest rate for the housing provident fund for first-home buyers by 0.15%age points, while the Ministry of Finance will refund the individual income tax for qualified home buyers from the same day to the end of 2023. That suggests the city has cut the interest rate for loans with a term of five-plus years from the housing provident fund to 3.1%.

### TIANJIN TO LAUNCH DIRECT AIRLINE TO SERBIA IN DECEMBER



A new airline connecting Tianjin and Belgrade, the capital of Serbia, is scheduled to open in December, according to the Foreign Affairs Office of Tianjin. The direct flight will further promote Tianjin's relations with Serbia and other Central and Eastern European countries, said Luan Jianzhang, Director of Tianjin's Foreign Affairs Office. Serbian President Aleksandar Vucic said this is big news for Serbia, which is not a member of the European Union.

### TIANJIN WEST - CENTRAL EXPRESSWAY ACROSS THE HAIHE RIVER

On October 14, 2022, the construction of the largest single-span bridge



under construction in Tianjin, the Xizhonghuan Expressway cross-sea River Bridge, was officially started by China Railway 18th Bureau Group on the eve of the Party's 20th victory. The project starts from Jintang Highway and ends at the second phase of Haihe River south section of West Central District, with a total length of about 2.5 km.

### AIRBUS, CHINA EASTERN HOLD FIRST DELIVERY FLIGHT WITH SUSTAINABLE AVIATION FUEL FOR A320NEO



Airbus said recently that its Tianjin plant delivered an A320neo to China Eastern Airlines that used 5% Sustainable Aviation Fuel (SAF) as the fuel for the delivery flight. Flying from Tianjin to Xi'an in Northwest China's Shaanxi Province, it will be the first SAF delivery for a single-aisle aircraft assembled by Airbus in China, opening the green journey of Airbus in China.

## FINANCE

### CPC UNVEILS NEW TOP LEADERSHIP FOR NEXT 5-YEAR TERM



The Communist Party of China (CPC) has unveiled its new top leadership, which will lead the world's most populous nation on its journey toward becoming a great modern socialist country in all respects. Xi Jinping was elected General Secretary of the CPC Central Committee at the first plenum of the 20th CPC Central Committee following the Party's twice-a-decade national congress. Greeted by rapturous rounds of applause, Xi led Li Qiang, Zhao Leji, Wang Huning, Cai Qi, Ding Xuexiang and Li Xi onto a red-carpeted stage in the Great Hall of the People. They are members of the newly-elected Standing Committee of the Political Bureau of the CPC Central Committee.

### CHINA'S ECONOMY GREW BY 3.9% IN THIRD QUARTER



China's economy rebounded at a faster-than-anticipated clip in the third quarter, but a more robust revival in the longer term will be challenged by persistent COVID-19 curbs, a prolonged property slump and global recession risks. Helped by a raft of government measures, the world's second-biggest economy expanded 3.9% in July-September from a year earlier, official data showed, outstripping the 3.4% pace forecast in a Reuters poll and faster than the 0.4% growth in the second quarter.

### CHINA CALLS FOR FACILITATED ENTRY FOR FOREIGN BUSINESS EXECUTIVES



China has said it will promote foreign investment with a focus on manufacturing industries. The statement also promised support for foreign enterprises posting personnel to China. "China will facilitate the entry and exit to the country of multinational companies' executives, technicians and their families, under the prevention and control of COVID-19."

### FOREIGN-FUNDED TRAVEL AGENCIES ALLOWED TO DO OUTBOUND TOURISM



Service sectors, including tourism and elderly care, in some of China's largest cities will be allowed to open to foreign investment, the State Council, the country's cabinet, has announced. Qualified foreign-invested travel agencies in Shanghai and Chongqing will also be allowed to offer overseas tours, excluding Taiwan.

### GOOGLE SHUTS DOWN TRANSLATION FEATURE IN MAINLAND CHINA



Google has shut down the Google Translate service in mainland China, citing low usage. The dedicated mainland China website for Google Translate now redirects users to the Hong Kong version of the service. However, this is not accessible from mainland China. As a result, local competitors such as search engine Baidu and social media and gaming

giant Tencent have come to dominate the Chinese internet landscape in areas from search to translation.

### VOLKSWAGEN TO INVEST \$2.3 BILLION IN AUTONOMOUS DRIVING VENTURE IN CHINA



Volkswagen has said that its software unit Cariad will spend more than USD 2 billion and take a 60% stake in a new venture with Horizon Robotics, the Chinese technology company. The carmaker will invest USD 1 billion in Horizon Robotics and a further 1.3 billion euros (USD 1.26 billion) in the joint venture, with the transaction to be completed in the first half of 2023.

### BMW TO MOVE PRODUCTION OF THE ELECTRIC MINI TO CHINA



BMW insists Oxford will "remain at the heart of Mini production" despite its moving the manufacture of some of its electric cars to China. The first electric Mini was built at the city's Cowley plant in 2020. All Minis will be electric by 2030. BMW said its hatchback and small SUV electric Minis will start being built in China. Its electric Countryman model will be built in Leipzig, Germany.

### ALIPAY HAS SUPPORTED TRANSFER TO WECHAT / QQ FRIENDS

Since October 16th, Alipay can transfer money to WeChat friends. It will not



be a direct transfer, but will generate a QR code after the amount has been entered, and then WeChat / QQ can scan the code to collect it. Money that has not been collected after 24 hours will be automatically returned. A maximum of RMB 2,000 can be transferred in a single transaction.

### WECHAT LAUNCHES PALM PRINT PAYMENT



WeChat has recently launched a new mini-program enabling palm print payment, giving users yet another way to settle transactions in addition to passwords, fingerprints and facial recognition. WeChat has already tested the mini-program among selected merchants in Shenzhen with access to an accompanying palm print payment device, and their customers can now pay for orders by swiping their hand. The function is still in the process of improvement, and it will take some time before widescale operations can be realized.

### FOXCONN TARGETS 5% OF EV MANUFACTURING BY 2025



Foxconn has said that it hopes to one



day make cars for Tesla as it ramps up electric vehicle (EV) manufacturing in a strategy to diversify its business. Speaking at the company's annual Tech Day, Chairman Liu Young-way said Foxconn, the world's biggest contract electronics maker, wants to replicate its level of success in assembling consumer gadgets as it expands into building EVs for auto brands.

## CHINA TO ALLOW FOREIGN MULTINATIONALS TO DIRECTLY SET UP INTERNAL FINANCE FIRMS



China's banking regulator will allow foreign multinational groups to directly establish internal finance companies from next month, in an effort to widen market access for overseas investors. Multinational groups incorporated outside the Chinese mainland will be able to directly set up internal finance companies on the mainland, according to updated rules released by the China Banking and Insurance Regulatory Commission (CBIRC) recently, which will take effect as from Nov. 13. Internal finance companies provide financial services to the groups' local member firms.

## FIRST C919 JET TO BE DELIVERED TO CHINA EASTERN AIRLINES IN DECEMBER

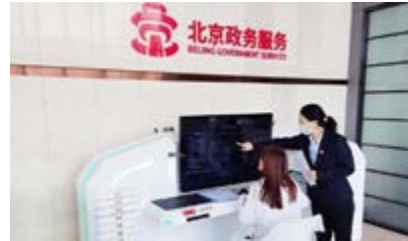


China's aviation administration (CAAC) has confirmed that China Eastern Airlines will receive the first Comac-built C919 aircraft in December. The C919 is designed to compete with popular

single-aisle models made by Airbus and Boeing. China Eastern has purchased the first batch of five C919s, thus becoming the jet's first operator.

## CHINA IN THE WORLD

### "NEW" LANGUAGE CODE FOR GOVERNMENT SERVICE STAFF



"What's the hurry? Can't you see I'm busy right now?"; "None of my business. Ask someone else."; "Haven't I just told you that? Don't you understand Chinese language?"; "Chop chop, I'm off work": Beijing government service staff will not be allowed to use these responses when providing service to the public, according to a new requirement. The Beijing Government Service Administrative Bureau recently released its newly crafted draft of the Ability Specification for Government Service General Counter Staff, and has sought public comments through email and fax to further improve the working ability and service attitude for frontline Beijing government service staff at all levels.

### CHINA ONE OF WORLD'S SAFEST COUNTRIES



China is widely acknowledged as one of the safest countries in the world, Xu Ganlu, Vice Minister of Public Security, told a press conference recently. Noting that China is one of the countries with the lowest homicide rate and the lowest number of gun- and

explosives-related cases, Xu said the country has witnessed significant drops in the numbers of criminal cases and safety accidents over the past decade. According to a survey conducted by the National Bureau of Statistics in 2021, some 98.6% of those polled felt safe living in China, up by 11%age points from 2012, he said.

### CHINA TO IMPOSE CONSUMPTION TAX ON E-CIGARETTES, EFFECTIVE IN NOVEMBER



Three Chinese government departments have issued a notice imposing an excise tax on e-cigarettes starting on November 1, which will be categorized under the consumption tax on cigarettes, with the tax rates on production and imports set at 36%, and 11% on wholesale. The cigarette market supervisor, China Tobacco, announced in September new requirements mandating that domestic e-cigarette manufacturers and traders obtain a license before operating their business, a measure that took effect on October 1.



# 1,000

Asia Digital Art Exhibition 2022 at the Beijing Times Art, now in its third edition, is curated by Qiu Zhijie, Deputy Director of the Central Academy of Fine Arts, and Chen Baoyang, a professor of CAFA's School of Experimental Art. Spaceship Earth is this year's theme, with a focus on the ecosystem on Earth and in outer space. This attracted nearly 1,000 entries by artists from 13 countries, including China, Italy, Greece, Australia, Germany and South Korea.



# 3.4 trillion yuan

China has ramped up its tax and fee incentives and supporting policies to enterprises, a move that has not only offered a "timely rain" to companies in financial drought but also served as a shot in the arm for the economy. Official data from the State Taxation Administration showed that China's tax refunds, as well as tax and fee cuts and deferrals, had exceeded 3.4 trillion yuan by Sept 20.



# 63

A news conference for the ninth Wuzhen Theatre Festival was hosted on Sept 29 in Beijing, at which three founders, Huang Lei, Stan Lai and Meng Jinghui, together with the festival's Executive Director, Nai-chu Ding, introduced the festival's theme, productions and highlights. According to Meng, the festival's co-founder and Artistic Director, this year, the festival has invited 22 theatre productions, and will hold a total of 63 performances in Wuzhen's nine venues.



# 1 billion yuan

As the latest big-budget movie to retell China's effort to evacuate nationals overseas from turmoil, *Home Coming* has soared as a runaway hit to top the box office charts during the National Day holiday. The 137-minute movie, which was released on Sept 30, grossed around 1 billion yuan during the first week, accounting for around 70% of overall ticket sales during the week-long festival.



# 287.2 billion yuan

About 422 million domestic trips were made in China during this year's National Day holiday, according to the country's Ministry of Culture and Tourism. Domestic tourism revenue generated during the weeklong holiday totalled 287.2 billion yuan, statistics from the ministry showed.



# 115%

Chinese mobile gaming apps are getting more popular in overseas markets, with their total installation volumes growing by 115% in the past five years, according to a latest report. The report, published by AppsFlyer, an Israeli mobile marketing analytics company, has studied about 5,200 Chinese gaming apps and more than 4.6 billion installations of these apps in overseas markets, revealing how Chinese gaming apps are going global.



# 70

An original Chinese dance drama, *Sing A Song for the Party*, by Beijing Dance Academy, was staged at the National Centre for the Performing Arts in Beijing on Oct 7 and 8. The dance drama marked the 70th anniversary of the peaceful liberation of Tibet autonomous region by telling stories of families in Tibet who witnessed and experienced the liberation. Traditional songs and dances from the Tibetan ethnic group were featured in the dance drama.



# 3

China claimed its 3rd consecutive win at the FIVB Women's Volleyball World Championship, beating Japan 28-26, 25-17, 29-27 to take a sole lead in the pool. Rio Olympic champions overcame strong fighting back from their opponents in the third set, coming back from 23-20 down and converting their second match point to wrap up the tough victory.



# 65%

Travelers across China are showing a growing preference for camping and self-driving tours on the back of the increasing popularity of short-distance trips, with many of those made over the recent National Day holiday, according to the latest industry figures. About 65% of Trip.com users travelled to places near their work areas and homes during the seven-day holiday, with expenditures on related tours rising by 30% from the same period last year, according to figures from the online travel group.





# CHINA'S CONGRESS PRESENTS ROAD MAP FOR FUTURE

The 20th National Congress of the Communist Party of China (CPC) marked the start of a new journey for China's development and its role in international affairs, and the event took place at a time when the world is experiencing profound changes not seen in a century. For people around the globe observing the historically significant political event, how China, under the strong leadership of the CPC, overcomes challenges to the country's development and contributes certainty to a world in turbulence was a key interest. The event opened in Beijing on 16 October 2022 and closed on 22 October 2022.



In 2021, the CPC accomplished the First Centenary Goal for China, building a moderately prosperous society in all respects. The 20th CPC National Congress was held at a historic juncture as the Party and the country continue marching forward to the Second Centenary Goal based on the achievements and experience gained from its past journey.

A total of 2,338 of the 2,378 elected and specially-invited delegates to the congress attended the closing session. The number of delegates present exceeded half of the aggregate, which was in accordance with the electoral rules of the congress.

Under the supervision of the general scrutineers and scrutineers, the delegates and specially-invited delegates elected by secret ballot the 20th CPC Central Committee,

with 205 members and 171 alternate members, and the 20th CPC CCDI consisting of 133 members.

The session adopted the Resolution on the Report of the Party's 19th Central Committee. It approved the report presented by President Xi Jinping on behalf of the 19th CPC Central Committee. According to the resolution, the report of the 19th CPC Central Committee adopted at the congress is the crystallization of the wisdom of the Party and the people. It is a political declaration and a program of action for the Party to bring together the Chinese people of all ethnic groups and lead them in securing new success for socialism with Chinese characteristics.

The delegates believe that the theme expounded in the report is the soul of the congress and a general platform for the

development of the cause of the Party and the country. Every one of the Party must hold high the great banner of socialism with Chinese characteristics and develop a deep understanding of the decisive significance of establishing President Xi Jinping's core position on the Party Central Committee and in the Party as a whole and establishing the guiding role of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era.

The congress has established that, from this day forward, the central task of the Communist Party of China will be to lead the Chinese people of all ethnic groups in a concerted effort to realize the Second Centenary Goal of building China into a great modern socialist country in all respects and to advance the rejuvenation of the Chinese nation on all fronts through a Chinese path to modernization.

The congress concluded that Chinese modernization is socialist modernization pursued under the leadership of the Communist Party of China; it contains elements that are common to the modernization processes of all countries, but it is more characterized by features that are unique to the Chinese context; it is the modernization of a huge population, of common prosperity for all, of material and cultural-ethical advancement, of harmony between humanity and nature, and of peaceful development.

The essential requirements of Chinese modernization are as follows: upholding the leadership of the Communist Party of China and socialism with Chinese characteristics, pursuing high-quality development, developing whole-process people's democracy, enriching the people's cultural lives, achieving common prosperity for all,

promoting harmony between humanity and nature, building a human community with a shared future, and creating a new form of human advancement.

The congress states that a two-step strategic plan has been adopted to build China into a great modern socialist country in all respects: first, basically realizing socialist modernization from 2020 through 2035; second, building China into a great modern socialist country that is prosperous, strong, democratic, culturally advanced, harmonious, and beautiful from 2035 through the middle of this century. The next five years will be crucial for getting our efforts to build a modern socialist country in all respects off to a good start.

The congress emphasizes that, on the journey ahead, they must firmly adhere to the following major principles: upholding and strengthening the Party's overall leadership; following the path of socialism with Chinese characteristics; applying a people-centered development philosophy; remaining committed to deepening reform and opening up; and carrying forward our fighting spirit.

The congress endorses the strategic plans set out in the report for advancing the cause of the Party and the country in the period to come.

After all agendas of the 20th CPC National Congress were concluded, the president delivered an important speech amid warm applause. Thanks to the concerted efforts of all delegates, the congress has been a complete success, and have realized our goals of unifying thinking, fortifying confidence, charting our course, and boosting morale.

Visit us online:  
[btianjin.cn/20221101](http://btianjin.cn/20221101)





# GLOBAL INFLATION AND ECONOMIC DEVELOPMENT

The World Economic Situation and Prospects report warns that the global economy may be on the cusp of a new crisis, while still recovering from the pandemic. The war in Ukraine has upended the fragile global recovery, triggering a devastating humanitarian crisis in Europe, pushing up food and commodity prices, slowing growth globally and exacerbating inflationary pressures worldwide.

Global economic activity is experiencing a broad-based and sharper-than-expected slowdown, with inflation higher than seen in several decades. Global growth is forecast to slow from 6.0% in 2021 to 3.2% in 2022 and 2.7% in 2023. This is the weakest growth profile since 2001 except for the global financial crisis and the acute phase of the COVID-19 pandemic.

The forecast for 2023 is 0.2 percentage point lower than the July forecast, the weakest rate since the 2.5% growth during the global slowdown of 2001, with the exception of the growth rates during the global financial crisis in 2008 and the COVID-19 crisis in 2020.

In a discussion with World Bank Group President, David Malpass, IMF Managing Director, Kristalina Georgieva, said the risk of recession has gone up.

The weeklong annual meetings of the IMF and World Bank are being held in person in Washington for the first time since the pandemic started.

Rising inflation is posing an additional challenge to an inclusive recovery as it disproportionately affects low-income households that spend a much larger share of their income on food items. The decline in real incomes is particularly pronounced in developing countries, where poverty is more prevalent, wage growth remains constrained, and fiscal support measures to alleviate the impact of higher oil and food prices on the vulnerable groups are more limited. Surging food inflation is worsening food insecurity and pushing many below the poverty line as developing countries are still struggling with economic shocks from the pandemic.

"We have calculated that the equivalent of about one-third of the world economy would have at least two consecutive quarters of negative growth this year and next

year, and that the total amount that would be wiped out by the slowdown of the world economy is going to be, between now and 2026, \$4 trillion," Georgieva said.

That is the size of Germany's gross domestic product gone, she said.

The IMF report said that, for many emerging markets and developing economies, the sharp appreciation of the US dollar adds significant domestic price pressures and to the cost-of-living crisis.

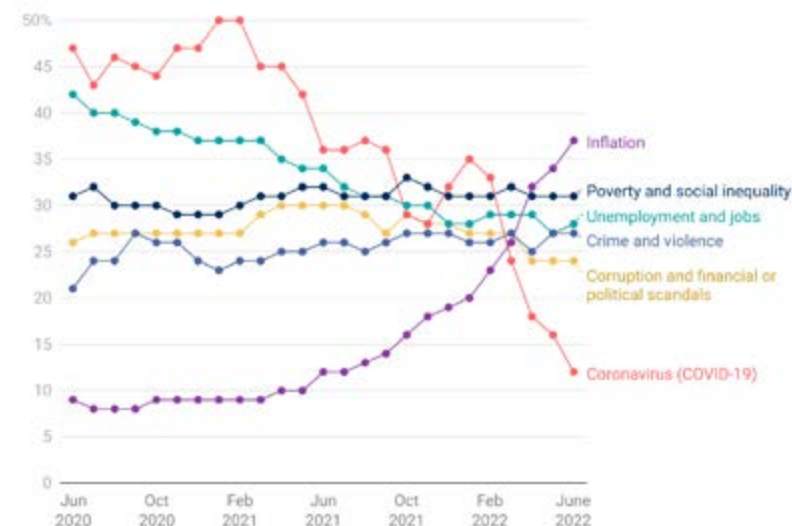
Georgieva said that strong action is needed to contain global inflation, which is forecast to rise from 4.7% in 2021 to 8.8% in 2022, but to decline to 6.5% in 2023.

In a poverty report released recently, the World Bank estimated that the pandemic pushed about 70 million people into extreme poverty in 2020, the largest one-year increase since global poverty monitoring began in 1990.

The advanced economies are taking a lot of the world's capital in the form of fiscal deficits, by heavy borrowing by big corporations and by the central banks themselves, buying only the bonds of the very advanced countries, which puts a strain on development from the macro side.

## Top global concerns over the past two years

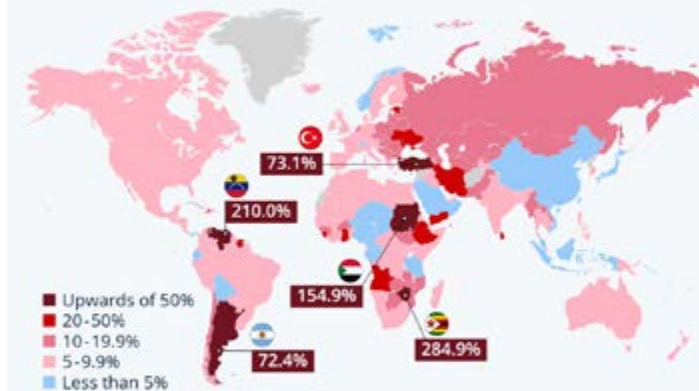
June 2020 - June 2022 (Global country average)



Base: Representative sample of c. 19,000 adults aged 16-74 in 27 participating countries. June 2020 - June 2022  
Source: Ipsos Global Advisor - Created with Datawrapper

## The Global Inflation Outlook

Projected annual inflation by country in 2022



Annual average. Projection as of October 2022  
Source: IMF



The IMF foresees China's overall GDP growth aligning with the global projected pace in 2022, but it is expected to rise to 4.4% in 2023. The revisions are 0.1 and 0.2 percentage point lower than projected in July.

Growth in the US is forecast to decline from 5.7% in 2021 to 1.6% in 2022 and 1% in 2023, with the fourth quarter of showing no year-on-year growth.

US growth in 2022 has been revised down by 0.7 percentage point since July, reflecting the unexpected real GDP contraction in the second quarter, the IMF report said.

The slowdown is most pronounced in the eurozone, where the energy crisis, following the conflict in Ukraine, will continue to take a heavy toll, reducing growth to 0.5% in 2023.

The priority in fiscal policy is protecting vulnerable groups through targeted near-term support to alleviate the burden of the cost-of-living crisis felt across the globe, but its overall stance should remain sufficiently tight to keep monetary policy on target, the report said.

In addition, policies to fast-track the green energy transition will yield long-term payoffs for energy security and the costs of ongoing climate change, it said.

In conclusion, it said, successful multilateral cooperation will prevent fragmentation that could otherwise reverse gains in the economic well-being from 30 years of economic integration.

Visit us online:  
[btianjin.cn/20221102](http://btianjin.cn/20221102)







**INTERVIEW WITH**

**DR STEFAN SCHMALE**  
*Founder and CEO, NOIX*

# JOOMA美仁

## A Market Leader in Healthy Food

The key components of a healthy plant-based diet are fruits, vegetables, whole grains and beans, in approximately equal proportion, a small portion of nuts and seeds on most days, and water as the main beverage. All animal-derived foods are removed or minimised.

Plant-based products have been popular among Chinese consumers for a long time, but an unprecedented rise in demand for plant-based foods has given rise to the term “The Protein 2.0 Era”.

Right now, in China, there are fewer than five brands of plant-based dairy products. In comparison, there are over 25 such brands in Europe and the US, and more than 40 in the market as a whole.

However, this segment is facing explosive growth in China, and the country is set to become a global leader in plant-based food. The production of dairy-like yogurt was just the beginning for JOOMA, and this product was chosen based on consumer awareness and the size of the market. More than 160 million Chinese opt for plant-based yogurt every day.

Currently, JOOMA’s product portfolio includes coconut-based and almond-based yogurts that are 100% natural, non-GMO, and have by far the highest coconut or almond content of any similar product in the market.

JOOMA products are packaged in distinctive black containers that are easy to open and equipped with their own small plastic spoons. The yoghurts come in a variety of flavours, including strawberry, kiwi-avocado and calamansi. The flavours are all derived naturally from the fruits themselves, with a nice creamy texture lent by the use of coconut or almond cream.

JOOMA coconut yogurt is sourced from Indonesian coconuts, the cream of which is used in the final product. Each product is packed with probiotics that improve gut flora to help with digestion and overall gastrointestinal health.

JOOMA’s motto is “Innovative Food for an Active Life”, and the brand employs a distinct and iconic design for most of its product lines to create recognition value.

We are fortunate to have in Tianjin the main manufacturing hub and China headquarters of NOIX AG, the parent company for JOOMA, and Asia’s brand leader in plant-based food, and we had the opportunity to visit the factory, meet the management team and talk to the founder, Dr Stefan Schmale, who has a lot of experience in the Chinese market.

Describing his career journey, Dr Schmale told us that it was somewhat unusual by European standards. After studying and earning his doctorate at renowned universities in Germany, the U.S., France and Switzerland, he switched several times between very large companies



# Cover Story

with more than 80,000 employees, and small companies. He has worked in the energy, telecommunications, biotech and automotive industries, finally ending up in the food industry. The advantage of this varied career, he feels, is that he was able to gain a lot of different types of experience. In telecommunications, for example, he learned a lot about electronic media, in the biotech industry about cutting-edge research, and in the automotive industry about highly efficient production. Finally, as Managing Director of the Paulaner brewery and board member of the Meggle dairy, he learned a great deal about food production and branding. All this experience now helps him a lot, as do the contacts he has been able to make.

Asked about his decision to return to China and set up JOOMA, Dr Schmale said that in terms of modern plant-based nutrition, the so-called Protein 2.0, China is just at the beginning of the journey, but analysts predict that it will soon be one of the largest markets in the world for these products. Therefore, because his company's technologies allow for exceptionally high quality, he thought it would be a good idea to create a market leader in this area in China.

Explaining the origin of the name, JOOMA, Dr Schmale told us that it is a made-up word based on the German spelling for yogurt ("Joghurt") and the German word for almond ("Mandel"), because that was

their first product, "and then somehow, an "o" slipped in there."

Describing the biggest challenge he has faced, Dr Schmale said that one is, of course, the Covid pandemic and its consequences. The pandemic started just as his company entered the market, so they had to discard their entire go-to-market concept. In addition, since then, they have experienced problems such as factory closures and supply bans, as well as stock shortages due to lack of supplies both from abroad and from within the country. Furthermore, he was unable to get back into China for a year and a half, and had to run the company via video conferences. This was a completely new situation for which no one had any experience and which therefore slowed down the company's development enormously.

Despite these challenges, JOOMA is now the brand leader for plant-based yogurt in China, holding approximately 70% of the market. Asked about the secret of this outstanding success, Dr Schmale explained that what's special about Protein 2.0 products versus normal plant-based diets is that with the help of modern technology, it's possible to create things that didn't exist before. He told us that he likes to say that if your grandmother could make it, it's not Protein 2.0.

As regards JOOMA, they have special, proprietary technologies that allow them

to make, for example, plant-based yogurt of particularly good quality, without any additives. In his opinion, no matter how healthy a product is, in the end, most people judge it by taste and how it feels in the mouth. If that doesn't appeal to them, they won't buy it. And he feels that this is exactly where the strength of NOIX technologies lies: very healthy ingredients, good taste, good texture, and all without chemicals.

Also, Protein 2.0 technologies are still young and constantly evolving. Therefore, it is very advantageous that the company has its own factory and can thus always develop and expand their know-how. This is not possible with products produced by an OEM, and this is why JOOMA has a huge pipeline of readily developed products.

According to Dr Schmale, the company's first notable accomplishment is certainly that they proved that they could transfer a modern, complex technology from the laboratory to industrial production, which is why they are also a popular development partner for large companies. The second is that, at least in the circles interested in Protein 2.0, they are a recognized, valuable brand and have won many comparative competitions. And thirdly, they have a strong network in China, which companies from abroad often lack.

When it comes to status, Dr Schmale





THEY WANT TO LAUNCH NEW PRODUCTS IN NEW PRODUCT CATEGORIES AS QUICKLY AS POSSIBLE, AND THEN MAKE THE LEAP INTO OTHER ASIAN COUNTRIES



said that his company is the clear market leader in the Protein 2.0 yogurt segment, despite much larger and older companies already being in this market. This month, JOOMA is launching a new, non-chilled, non-yogurt product. They will be the first company in China, and probably the whole of Asia, to do this, which means they will automatically be the market leader there as well.

Due to their proprietary technologies, they have great confidence in the quality, health and taste of their products. They have also won several competitions so far, the most recent being the Wow Food Award from the Food & Beverage Innovation Forum. In particular, many expats have also asked if they can buy JOOMA products in America or Europe because there is nothing comparable there.

To achieve the company's mission of changing the way people eat and delivering an awesome experience with healthy and innovative plant-based products, they focus on specific products. Their market is primarily snacks, 'in-between' meals and deserts. For this, they have technologies and a long line of ready-developed products waiting to be brought to market. Dr Schmale highlighted that they are explicitly not going into the plant-based meat, plant-based fish and plant-based egg sectors, because it is difficult to build a lasting brand there.

He explained that he could not name specific new products from JOOMA yet, because they want to enter the market not only with particularly good quality, but also as the first.

On the topic of measures to minimize the company's carbon footprint, Dr Schmale said that as a Protein 2.0 company, they care a lot about sustainability and animal welfare, which is part of the Protein 2.0 philosophy

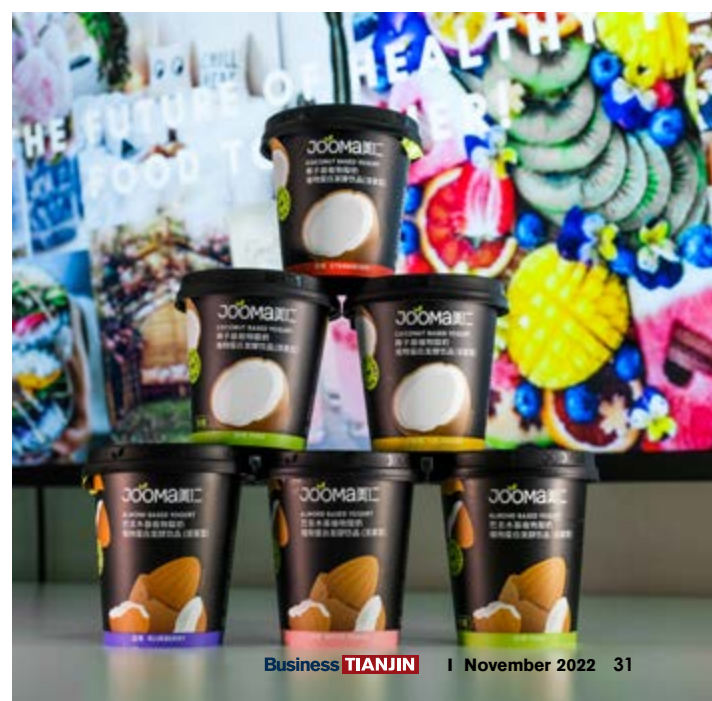
worldwide. Protein 2.0 products are not only much more sustainable, in themselves, than meat-based products, but his company also strives to produce their products sustainably.

In 2021, this earned them the Good Food Award from the Good Food Fund as an example company for China in the area of sustainability. In 2022, they again won this award.

Describing new plans and goals for the future of his company, Dr Schmale said that as mentioned above, they want to launch new products in new product categories as quickly as possible, and then make the leap into other Asian countries where the Protein 2.0 market is either more developed or just starting to take off. They think that as the market and technology leader in China, they are well positioned to do that.

Finally, as founder and CEO of a very successful business, Dr Schmale offers two items of advice for future business leaders, especially for startup founders. One is that it's not just about making quick sales with aggressive marketing and then selling the company. In his opinion, if they really want to build a healthy, long-term successful business, they also need good products, and more so in China than in other countries, because Chinese people like to try out new things.

Second, he feels that the team is important, since no one can do everything alone. He said that at JOOMA, they have a more European culture, where everyone can and should say what they think, and also feel free to criticize or contradict someone, including Dr Schmale himself, if they think that person is making a mistake. "That is explicitly encouraged, he said. "We simply don't have enough resources to waste them in mistakes."







## 美仁 健康食品产业领导者

### 采访德国 NOIX 公司创始人及董事 Stefan Schmale 博士

多数情况下，健康的植物基膳食模式构成的主要成分是水、水果、蔬菜、全谷物，还有比例大致相等的豆类和小部分的坚果、各类种子和水，基本不吃或者少吃动物源性食品。

长期以来，植物基食品在中国消费者中就广受欢迎。当下，中国消费者对植物基食品的需求空前增长。但放眼市场来看，在中国植物基乳制品品牌不足五个，相比之下，欧美国家有超过 25 个此类品牌，全球市场有超过 40 个品牌。

这一细分市场在中国正面临爆炸式增长，每天有超过 1.6 亿中国人选择植物基酸奶，这意味着，中国将成为植物基食品的全球领导者。基于消费者意识和市场规模，NOIX 公司研发出美仁产品 (JOOMA)，这款类似乳制品的植物酸奶对公司来说只是一个开始。

目前，美仁产品组合包括椰子基植物酸奶

和巴旦木基植物酸奶，纯天然、非转基因，椰子和巴旦木含量是迄今为止市场上类似产品中最高。美仁产品采用独特的黑色包装，便于打开，瓶内装有小塑料勺。酸奶有多种口味，包括草莓、奇异果牛油果、卡曼橘等，另外，椰浆和精细研磨的巴旦木，让口感更加细腻。美仁椰子基酸奶选自印度尼西亚椰子，每种产品都富含益生菌，可改善肠道菌群，帮助消化和整体胃肠道健康。

我们有幸见证美仁母公司 (NOIX AG)、亚洲植物基食品品牌领导者选择天津作为主要生产中心以及在华的全资子公司。我们参观了美仁天津工厂，并采访了在中国市场拥有丰富经验的创始人 Stefan Schmale 博士。

Stefan Schmale 博士工作经历丰富，在多个知名大学学习并获得博士学位后，辗转于能源、电信、生物技术和汽车行业，最后进入食品行业。他认为自身多样化职业

的优势能够让他获得不同行业的经验，这些经验对他有很大帮助。

Schmale 博士认为中国植物基食品行业有巨大潜力，公司的技术可以为这一市场提供高品质的产品，因此决定来到中国创建美仁食品。

但公司成立以来也面临了三大挑战：  
一、新冠疫情带来的影响。公司刚进入市场，就赶上了新冠疫情，因此他们不得不放慢整个进入市场的计划。

二、公司经历了疫情防控要求的封控，以及由于国内外供应不足而导致的库存短缺等问题。

三、由于有一年半的时间无法回到中国，Schmale 博士不得不通过视频会议来指导运营。

这是一个全新的局面，没有人有任何应对经验，这些因素阻碍了美仁的高速发展。

尽管面临这些挑战，但美仁品牌现在已是中国的植物基酸奶的品牌领导者，占据了约 70% 的市场份额。美仁拥有独特的专有技术和优势，可以在没有任何添加剂的情况下生产出高质量、口感好的植物基酸奶。

与此同时，美仁也取得了不错的成就。首先，美仁证明了可以将现代复杂的技术从实验室转化为工业生产，因此美仁也是颇受大公司欢迎的开发合作伙伴。其次，至少在对新蛋白 2.0 感兴趣的圈子里，美仁品牌受到了认可，在多次比赛中摘得荣誉，最近一次荣获了食品和饮料创新论坛授予的最



佳食物奖。再有美仁在中国拥有强大的网络，这一点正是外国公司所缺乏的。

为了实现通过健康和创新的植物基产品给消费者带来绝佳体验的使命，Schmale 博士表示公司会专注于特定产品，市场目标主要是零食、“餐间”的甜点。他还表示公司不会涉足植物性肉类、鱼类和鸡蛋行业，他认为在这些行业很难建立持久品牌。

2021 年，美仁获得由良食基金授予的年度食物友好奖，表彰其在可持续发展领域做出的典范。2022 年，美仁再次荣获此殊荣。

关于公司未来的新计划和目标，Schmale 博士表示，美仁希望尽

快推出新产品，以进军到其他亚洲国家。作为中国植物基市场和技术领导者，Schmale 博士表示美仁完全有能力做到这一点。

Schmale 博士为未来的商业领袖、尤其是初创企业创始人提供了两条建议：  
一、一个的公司目标不能是仅仅通过快速营销赚钱，然后卖掉公司，在他看来，如果真的想要建立一个健康的、持久的企业，好的产品是重点，这一点在中国尤为关键，中国的消费者喜欢尝试新事物。

二、团队很重要，没有人可以独自完成所有事情。他表示，在美仁，他们有更多的欧洲企业文化，员工可以自由发表自己的观点，也可以评论或反驳，包括 Schmale 博士本人。







# CHINA BECOMES THE SECOND LARGEST VEHICLE IMPORTER

China's exports of passenger cars totalled 1.59 million units in the first nine months, surging 60% year-on-year, earning the position as the world's No 2 vehicle exporter, as local carmakers step up efforts. This indicated that Chinese brands have made a major breakthrough in comprehensively entering the international market.

China's exports of passenger cars increased 85% year-on-year to 250,000 in September, of which domestic brands' exports grew 88% to reach 204,000 vehicles, according to data from the China Passenger Car Association (CPCA). September data showed a 2.6% dip from the record high in August, but vehicle exports were still up almost 74% year-on-year.

Total exports in the first three quarters reached 2.12 million units, up 55%

year-on-year, and more than the total in 2021, the first year China's vehicle exports reached 2 million units.

Chinese domestic auto brands have made marked breakthroughs in entering the European and American markets, as well as markets of developing countries, and international car brands are increasingly using an export strategy through bases in China, the CPCA said in a statement.

China overtook Germany as the world's second-largest vehicle exporter in August, and is now second only to Japan. Some 1.82 million units were shipped out of China in the first eight months of this year.

Exports from Germany in the same period stood at 1.66 million units, according to the German Association of the Automotive Industry.

Chinese carmakers are revving up their exploration of global markets. In September, Great Wall Motors, the country's largest SUV and pickup maker, sold over 18,000 vehicles overseas, accounting for one-fifth of its total sales in the month.

So far this year, it sold 112,000 units overseas, up 14% year-on-year. The carmaker said it is accelerating its go-global strategy, with electrification as one of its pillars.

Domestic brands have gained significant market share in new-energy vehicles (NEVs), with BYD, Changan Auto, Chery and Geely Auto leading the trend, the CPCA said.

Since the start of the COVID-19 pandemic, the advantages of the resilience of China's automobile supply chain have been proved,

with the country's auto exports recording strong growth in the past two years, Cui Dongshu, secretary general of the CPCA said.

The nation's surging NEV export is a major driver of the overall export growth, Cui said, noting that both the number of exports and average prices of exported NEVs had grown strongly.

In the first three quarters, NEV exports totalled 389,000 units, double the figure in the same period last year. The top three destinations of such vehicles were Belgium, the United Kingdom and Thailand.

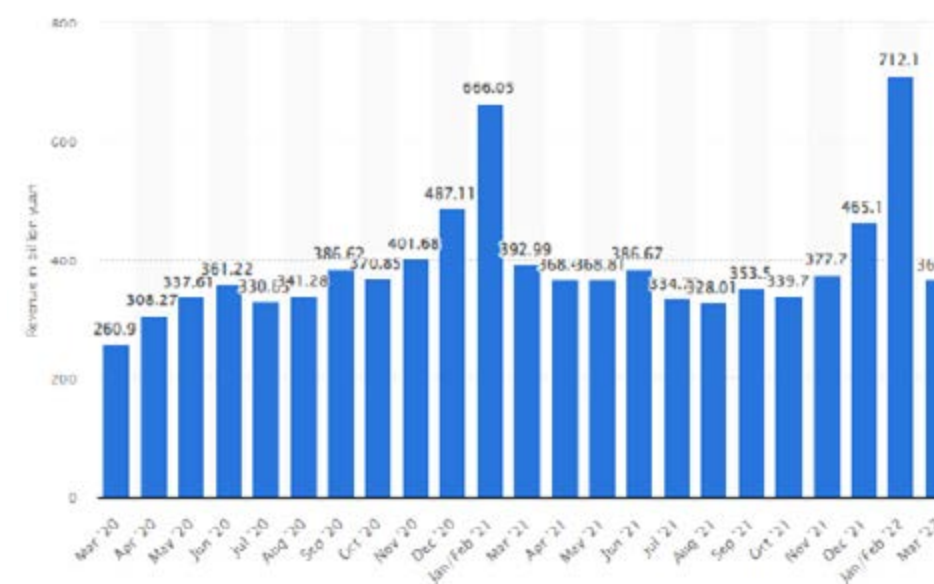
China has become the largest market for NEVs, with both domestic and foreign brands competing and growing vigorously, experts said. They pointed out that a series of government policies have been supporting the rapid growth of the industry.

Both central and local governments have rolled out new measures to boost the development of auto sector, leading to a consumption peak starting the second half of the year.

With steady policy support, both production and sales of automakers in China are expected to see continuous and strong growth, experts said.

October will be a great time for auto sale, the CPCA said. Moreover, with rapid technology development, Chinese NEV makers have expanded their footprint in overseas markets.

The entire NEV industrial chain has seen comprehensive development in recent years, which will lay a solid foundation for the sector's future growth, experts said.



Monthly retail trade revenue of cars in China from March 2020 to March 2022 (in billion yuan)

Visit us online:  
[btianjin.cn/20221104](http://btianjin.cn/20221104)



to help the 4.8 million people in the province affected by the drought sustain crop production.

Some aquatic plants, fish and animals that live on the lake bed, such as freshwater mussels, crabs and shrimp, have died. Entering the dry season too early will significantly influence the biodiversity of the lake and the wetland.

However, aquatic creatures are not the only casualties of the persistent drought. More than 700,000 migratory birds also face great peril as they fly to what has long been their lakeside habitat from October to March.

Poyang Lake attracts 98% of the world's 4,000 White Cranes, 95% of the oriental White Storks and 70% of White-naped Cranes, according to Beijing News. It is one of the most important wintering grounds for such birds on their long seasonal journeys between East Asia and Australia.

Some ecologists said the impact of the drought on migratory waterbirds needed to be further observed.

Yang Xiaohong, research director at the China Biodiversity Conservation and Green Development Foundation, an NGO, said it was too early to say if the

situation at the lake was particularly serious for migratory birds.

Saucer-shaped lakes are seasonal sub-lakes at Poyang. They appear when the main lake area dries up and provide abundant food and habitats for migratory birds. About 80% of the birds wintering at the lake do so in the saucer-shaped lake region.

Zhou Haixiang, an ecologist in Liaoning province and a former professor at Shenyang Ligong University, said the drought was a natural phenomenon, suggesting it might not be a totally bad thing for the lake.

"Some lakes need these changes to renew themselves," he said. "What worries me most is not the changes of the natural rhythms but the irreversibly accelerated deterioration of our environment."

Local authorities in Jiangxi began making preparations for wintering birds in the middle of last month before observing nine migratory bird species in the lake region on September 21.

Visit us online:  
[btianjin.cn/20221105](http://btianjin.cn/20221105)



# BIODIVERSITY THREATENED IN POYANG LAKE

Poyang Lake, located in Jiujiang, is the largest freshwater lake in China. The lake is fed by the Gan, Xin, and Xiu rivers, which connect to the Yangtze through a channel.

The area of Poyang Lake fluctuates dramatically between the wet and dry seasons, but in recent years the size of the lake has been decreasing overall. In the dry season, the size of the lake shrinks to less than 1,000 sq. km, leaving a complex of wetlands and mudflats which attracts up to half a million waterfowl, among them remarkable species such as the Siberian Crane with more than 4,000 specimen (95 % of the world's population) and the White-naped Crane with more than 2,000 individuals. In the rainy season (late summer) the size of the lake grows up to 4,400 sq. km.

The average depth is 8.4 m and the maximum depth is 25.1 m. The lake is connected to the Yangtze River (Chang Jiang) through a 1 km-long channel and serves as a natural overflow reservoir.

Because of scorching heat waves and scant precipitation since July, around half that of normal years, the lake's surface area has shrunk by more than 90%.

The vast waterbody was transformed into small streams, and some parts had dried up, exposing the lake bed. A severe drought has now shrunk the lake to just 28% of its normal size for this

time of the year, turning much of the area into grassland.

China Central Television reported that Poyang Lake measured just 638 sq km (246 square miles) late last month, while the historical average for the same period was 2,252 sq km.

In September, the lake's Xingzi hydrological station measured its lowest water level since record-keeping began in 1951, as the lake encountered the dry season more than two months earlier than the average from 2003 to 2021, according to the provincial meteorology department.

Authorities in Jiangxi province issued a red alert for dwindling water supplies and came up with countermeasures, including the release of water from reservoirs,





### CHINA SOFTWARE SECTOR SEES REVENUE GROWTH IN JANUARY-AUGUST

China's software industry reported a 9.8% year-on-year increase in business revenue in the first eight months of the year, according to official data.

Revenue of this sector totalled 6.44 trillion yuan from January to August, data from the Ministry of Industry and Information Technology shows.

Companies in the sector gained 695.2 billion yuan in combined profits during the period, up 3.6% year on year.

During the period, exports of China's software services amounted to 34.4 billion U.S. dollars, up 4.8% year on year.

Source: China Daily



### VOLKSWAGEN PLANS OVER 1B EURO INVESTMENT IN SOFTWARE JV IN CHINA

Volkswagen is planning a significant investment in a joint venture in China for software production, sources with knowledge of the matter said. Two sources said the investment would be above 1 billion euros.

The carmaker was waiting for the results of the elections taking place in the state of Lower Saxony, Volkswagen's second-largest shareholder with two seats on its supervisory board, before making the announcement official, the sources said.

Volkswagen, which makes about 40% of sales and half of its profits in China, already carries out research and development for vehicle technology in the country, seen as a more advanced market on digital innovation than Europe or the United States.

Volkswagen operates numerous joint ventures in China, holding a 75% stake in its venture with JAC, a 50% stake with SAIC and 40% with FAW.

In Germany, the carmaker's software subsidiary, Cariad, has a partnership with autos supplier Bosch to develop software for automated driving.

Source: The Business Times



### CHINA MUST SACRIFICE GDP GROWTH TO REBALANCE ITS ECONOMY

China was once blessed, and now is cursed, with an extraordinarily high investment share of GDP. According to the World Bank, investment comprises around 25% of global GDP, ranging from the high teens and low 20s for more mature economies to the high 20s and low 30s for developing economies during their high-growth stages.

China is different. For decades it has invested an amount equal to 40%-50% of its annual GDP. This is an astonishingly high level, but whether it is a good thing or a bad thing depends, like much in economics, on underlying circumstances.

When China began its reform and opening up four decades ago, its economy was so severely underinvested for its level of social development that it benefited enormously from the high investment that propelled growth forward and accommodated the

rising needs of Chinese businesses and workers.

By definition a good growth model is one that resolves the imbalances that have repressed development. The very success of China's growth model, in other words, rapidly closed the gap between China's actual level of investment and the level of investment its businesses and workers could productively absorb.

As the productivity benefits of additional investment declined, China's high investment level would necessarily lead to a rising debt burden. This is what eventually happened to every country that has followed this growth model: a period of rapid, sustainable growth was followed by a period of still rapid but unsustainable growth, driven by surging debt. This started to happen to China at least a decade ago.

That is why one way or another, even if it is possible to move some non-productive investment into more productive sectors, the investment share of China's GDP must decline sharply in the next few years. Historical precedents suggest that the sooner this happens, the better for the long-term health and stability of the economy.

But this adjustment, which in every previous case in history has been very difficult, is much more difficult when a country starts from such a high investment base. This is probably because of the relationship between high investment levels and the financial, business and political institutions that drive the economy, with each reinforcing the other.

Source: South China Morning Post





### DATABASE TO HELP RESOLVE DISPUTES

A law database regarding the Belt and Road Initiative is expected to be established to help Chinese courts better resolve international commercial disputes and improve the quality of relevant case handling, according to an official from China's top court.

In June 2018, the top court opened its first international commercial court in Shenzhen, Guangdong province, and the second in Xi'an, Shaanxi province, and then set up an expert committee to serve as a think tank to mediate between litigants in international commercial disputes and advise the two courts.

In the two courts, how to resolve disputes, whether through mediation, arbitration or litigation, depends on litigants, or the courts will integrate the three resolution methods into one platform, which is China's innovation in settling international commercial cases.

So far, the two international commercial courts have dealt with 27 cases, of which 11 have been concluded, according to the top court.

An expert said that the cases heard in the two courts involved litigants from a number of countries, such as the United States, Japan, Italy and Thailand, and encompassed a variety of issues, including the distribution of a company's surplus and the confirmation of a shareholder's qualification.

Source: China Daily



# Business TIANJIN

## BEST GIFT TO YOURSELF AND YOUR FRIENDS

# SUBSCRIBE TO BUSINESS TIANJIN MAGAZINE

SUBSCRIBE



Take a photo of your business card and send to us by WeChat scanning this QR Code

ADD our WeChat or send email to: [subscribe@businesstianjin.com](mailto:subscribe@businesstianjin.com)





# UKRAINE

## AN UNDISCOVERED EASTERN EUROPE COUNTRY

With over 603,700 square kilometres and a population of 50 million, Ukraine is the second-largest country in Eastern Europe. It was formerly part of the Soviet Union, becoming an independent sovereign republic in 1991. The country shares its land borders with Russia, Belarus, Moldova, and Romania, and a coastline with the Sea of Azov and the Black Sea.

### VISA FORMALITIES

Citizens from 82 countries, including the European Union, and all citizens of North America, the UK, Australia, Japan, and part of South America, including Brazil, can enter Ukraine without a visa and stay 90–180 days, subject to national eligibility and bilateral country agreements.

Citizens from India, China, Central American countries, South Africa, and a few Far Eastern countries can enter Ukraine on an e-visa. Citizens not falling under the above categories need to get a pre-approved visa from their homeland's respective Ukraine mission. As from 1st January, 2019, Ukraine withdrew facilities for visas on arrival.

### HOW TO REACH THERE

Because of the ongoing war in Ukraine, many countries have issued travel advisories. Presently, Ukraine is not a safe zone for travel. However, the following are the best travel options to reach Ukraine once the political situation improves.

#### By Air

Ukraine has many international airports, making it easy for tourists to reach the country. The most economical way to fly into Ukraine is through Zhuliany or Boryspil international airports. Both airports are located very close to Kyiv. Other international airports with

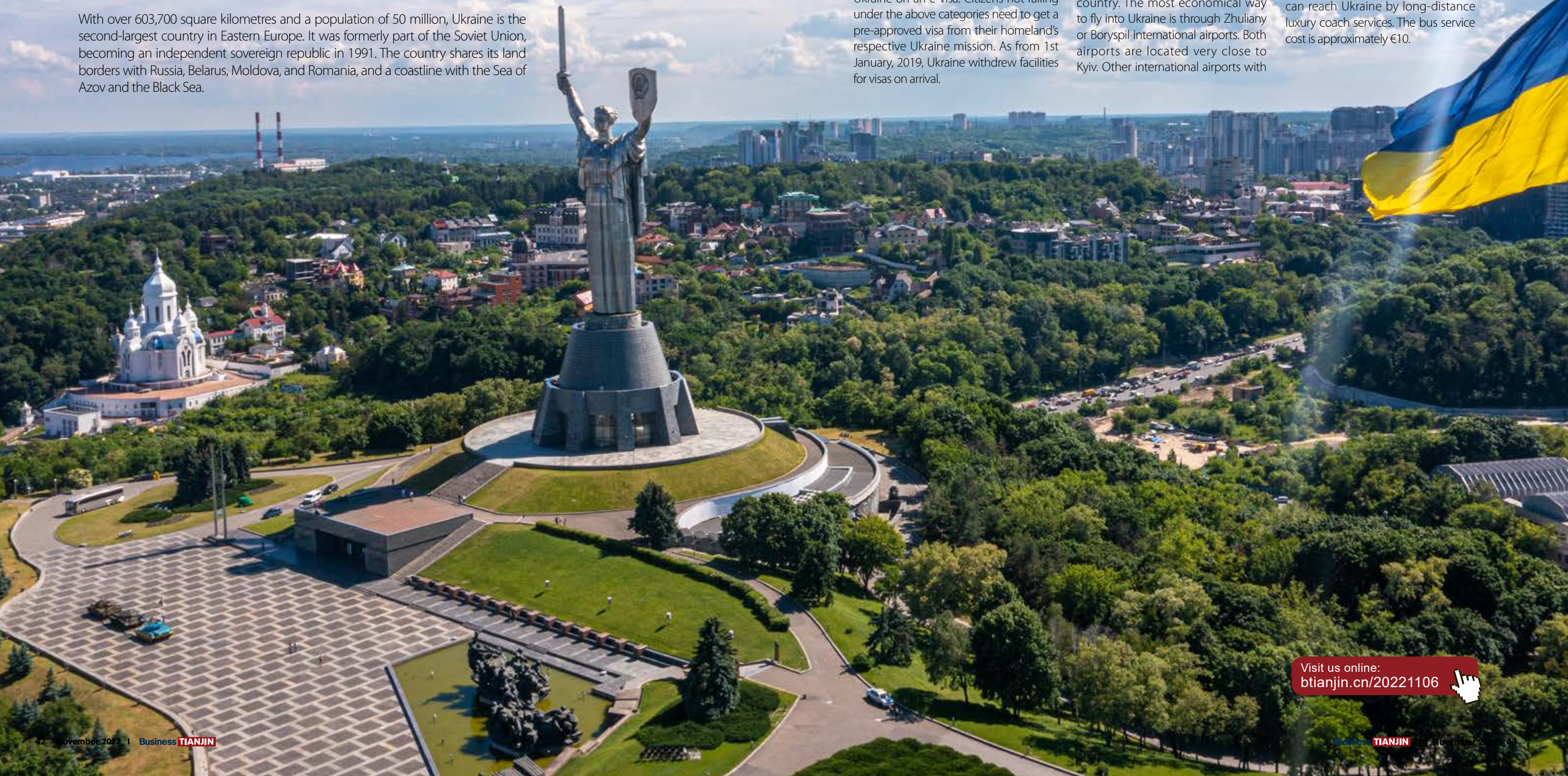
direct entry facilities are Odesa, Lviv, Zaporizhia, Knipro and Kharkiv.

#### By Train

Train services are cheap and comfortable. Tourists from Europe can travel by direct overnight trains from neighbouring countries. Passengers from Western Europe will need to wait 2–3 hours at the border for train transit.

#### By Road

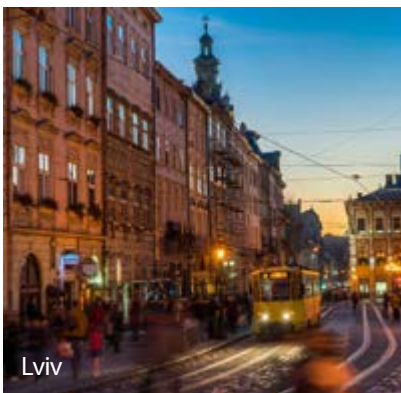
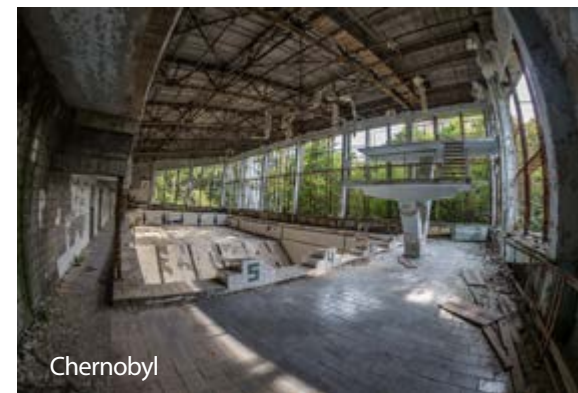
From neighbouring countries, tourists can reach Ukraine by long-distance luxury coach services. The bus service cost is approximately €10.



Visit us online:  
[btianjin.cn/20221106](http://btianjin.cn/20221106)







Chernobyl

Kyiv

Lviv

## MOVING AROUND

The best way to move around Ukraine cities is by minibus or metro services, and minibuses operate with request stop service. The rates are fixed for unlimited distances.

## BEST TOURIST DESTINATIONS

### Chernobyl

When you consider visiting Chernobyl, you are probably reminded of the nuclear disaster. This is the notorious site of the technology failure in 1986 that killed thousands of people due to nuclear proliferation. Today, it is a ghost city.

The nearest International Airport is Boryspil, located at Boryspil very close to Kyiv; the distance from the airport to Chernobyl is 168.2 km, which can be covered within 2:45 hours by road.

### Kyiv

Ukraine's capital city, Kyiv, is rich with brilliant Russian Architecture buildings, golden-domed churches, cobbled promenades, and roads. Kyiv's history dates back to AD 482 and is one of the oldest cities in Eastern Europe. As a result of frequent German and Russian invasions at different times of history, their cultural influence is visible in the city, which has developed a unique Ukraine identity. One of the biggest attractions in Kyiv is the Kyiv Pechersk Lavra monastery. Similarly, for people interested in architectural relics and ethnography, the best gallery to visit is the open-air Museum of Folk Architecture and Ethnography.

### Lviv

Lviv, in Western Ukraine, was established in 1240. The city was under the rule

of Poland and Russia until it became independent in 1991. Lviv is renowned for art and cultural galleries. The Lviv National Art Gallery exhibits more than 50,000 art pieces. It is the most famous cultural centre in Ukraine, and there are a lot of entertainment activities daily.

### Kamianets-Podilskyi Fortress

This magnificent fortress is in western Ukraine, facing the famous Smotrych River. Historical evidence indicates that the fort dates back to the early 14th century. It is the main attraction for people visiting the city. It was built as a defensive fort to protect the city from the invaders. At the time of construction, it had 12 towers, but only 7 towers have been adequately maintained and are open to tourists. Make it a point to visit the city during Spring and be part of the hot air balloon festival.

### Chernivtsi

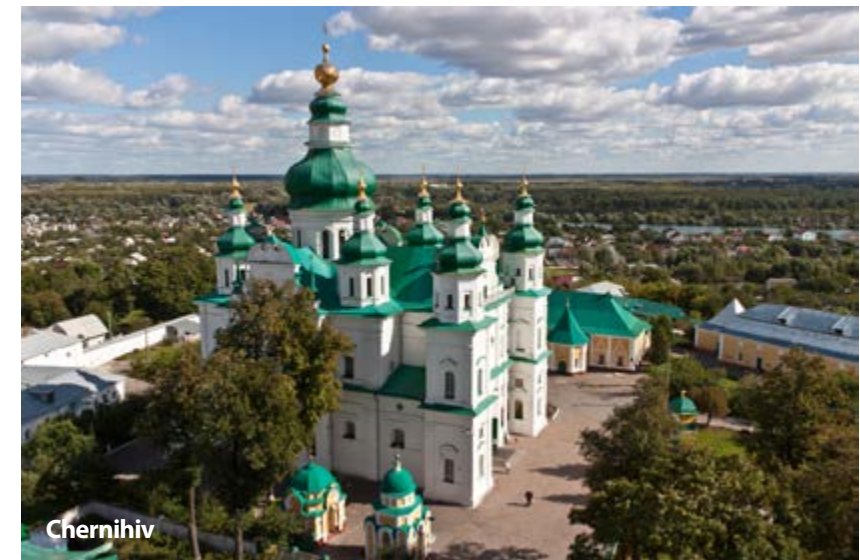
Chernivtsi is located in the valley of the Carpathian Mountains in Western Ukraine. The city has a remarkable resemblance to Vienna and its architectural culture. For an extended period, it was part of the Austro-Hungarian Empire; hence the influence of Vienna is visible in many structures here. The cobbled streets add beauty to the city, and the café culture provides a fascinating experience. While at Chernivtsi, visit the National University, a prominent university in Ukraine.

### Chernihiv

With colourful medieval architecture, Chernihiv, located on the banks of the Desna River, is one of the best-preserved ancient cities in Ukraine. The historical reference to the city inscribed in the document of the treaty between Byzantium and Prince Oleh dates back to 907. Catherine's Church, one of the many attractions, stands tall with its elegance and golden cupolas. Other attractions include Transfiguration Cathedral, a five-domed construction that dates back to the 11th century. You can find more historical attractions on the city's outskirts, and visit the beautiful Kachanivka Palace, depicting neoclassical construction techniques dating back to the 18th century, as well as the historical cave monasteries.

### Conclusion

Ukraine is a multicultural country. Apart from Ukrainians, Moldovans, Greeks, Russians, Jews, Germans, Belarusians, Romanians, Poles, and Tartars live here. The diverse population drawn from the different ethnic communities make the country an ideal society reflecting the true spirit of unity in diversity.



Chernihiv





# AN INFLATABLE SCOOTER YOU CAN CARRY IN YOUR BAG

Commuting is a big issue, especially for people who are doing more than one job or whose job requires them to move a lot. It is also a problem for students and daily-wagers. They are short on cash and have to take the metro or subway to work. Metro and subway stations are not on your doorstep, either. You have to walk a lot to get to the stations or bus stops.

## HOW DOES IT WORK?

The total weight of the scooter is just 5.5kg. You can easily deflate it and fold it to be put inside an average backpack or tote. Soft robotic technology enables it to be lightweight and comfortable to ride. To further reduce weight, a wireless and batteryless powering system was developed for this device.

Many people use bikes and scooters for this purpose. Driving bikes and scooters is convenient and easier than subways and metros, but parking can be a hassle. Sometimes the parking is full; sometimes there is no shelter from the rain. Theft is another issue that you might have to face. Whatever the reason, using a bike or scooter can be troublesome.

The scooter is made from drop stitch material which is lightweight yet strong. Poimo developers have confirmed that it is strong enough for a person to ride without any problem in carrying body weight. The inflatable part is made from thermoplastic polyurethane, the same materials that air beds are made from. Other components, like the wheels, handlebars, battery, electric motor and wireless controller, are attached to the thermoplastic polyurethane body.

So what is the solution? The answer is the new inflatable scooter that you can fold and put in your bag. Poimo (standing for portable and inflatable mobility) is the answer to all your problems. It is an electric scooter that can be inflated and deflated as needs be.

Poimo officials say that you can easily inflate the scooter and attach its components in five minutes. It is comfortable to ride and convenient to carry. The soft body makes it not only a comfortable ride but also safe for pedestrians.

This inflatable scooter was developed by Mercari R4D in collaboration with the Kawahara and Niiyama labs of the University of Tokyo.





**CHINESE DEVELOPER CIFI HOLDINGS' SHARES SLUMP TO RECORD LOW ON DETERIORATING FINANCES**

The crisis in China's housing market is deteriorating quickly, with yet another developer in the firing line.

The latest to get engulfed in the crisis is Shanghai-based CIFI Holdings, whose shares and bonds plunged after analysts downgraded the developer's outlook because of its deteriorating finances.

"Although CIFI has raised a few billion yuan in the past 12 months through equity, asset disposals and onshore debt issuance, the efforts seem insufficient to meet its liquidity needs," said Raymond Cheng, head of China and Hong Kong research at CGS-CIMB Securities, who downgraded the stock from "buy" to "hold".

The target price was lowered to HK\$0.920 from HK\$3.70 due to a higher probability of the company delaying debt repayments, CGS-CIMB said.

CIFI's shares fell 8%, closing at a record low of HK\$0.66. The shares have lost 64.04% in the past month.

A senior note due in January 2023 traded at 26.7 cents on the dollar, sliding from 80.8 cents on September 27, before credit intelligence provider Reorg reported that it had missed payment on certain non-standard debt at a joint venture



property project in the northern Chinese city of Tianjin.

CIFI, along with Longfor Group Holdings, Country Garden, Midea Real Estate Holding and Seazen Group, is regarded as an example of a good developer, having been picked by the government to support onshore bond issuance amid the ongoing housing crisis.

The company issued a three-year 1.2

billion yuan note with a coupon of 3.22% guaranteed by the state-owned China Bond Insurance on September 21.

In a filing to the Hong Kong stock exchange, CIFI admitted that it was facing difficulties and had missed cash distribution with regard to an investment trust product used to raise funds for the project in Tianjin, as sales were not good.

Source: South China Morning Post

**TIBET'S ANNUAL GDP GROWTH REACHES 9.5% OVER 10 YEARS**

The gross domestic product of southwest China's Tibet autonomous region grew by an annual average of 9.5% from 2012 to 2021, 2.9 percentage points higher than the national average.

In 2021, the region's GDP exceeded 200 billion yuan, according to a press conference held by the Regional Development and Reform Commission.

The per capita GDP exceeded 56,800 yuan in 2021, realizing an average annual growth of 7.6% over the decade, 1.5 percentage points higher than the national average.

Tibet's industrial structure has been constantly optimized, and its primary, secondary and tertiary industries have been more integrated, said Tian Guanghua, Deputy Director of the commission.

Source: China Daily



**THE FUTURE**

This is just the beginning of the project. The inflatable prototype was made to be tested for its ease of use, comfort, and durability. The prototype was a success in all of these aspects. The developers and designers are now taking it further by customizing the size and design according to users' bodies and riding styles.

The development software automatically adjusts the changes so that the softness, durability, weight and comfort are not compromised. Once it is finalized, it will be sent to the manufacturer. The actual scooter made according to the model will be of slightly harder plastic and have seven inflatable independent components, including wheels.

**CONCLUSION**

Many people have been trying to come up with energy-efficient and easy-to-use transportation methods. Electric vehicles are considered to be not just energy-efficient, but also an environment-friendly way to commute within a short distance. Electric scooters are already very popular, especially among students and people who can't afford expensive cars.

Poimo is the most interesting and promising solution so far. Developers have not only considered the actual problems riders face but have also taken a futuristic approach. The concept of customization of each scooter according to the rider shows their commitment to finding practical solutions rather than focusing on mass production.





## BEIJING APPROVES TAX BREAKS, DEFERS GOVERNMENT-LEVIED CHARGES

China will offer tax concessions for private pension plans that enjoy policy support and are run commercially to meet people's diverse needs, the State Council decided at an executive meeting chaired by Premier Li Keqiang.

It was noted at the meeting that the development of policy-supported and commercially operated private pensions will provide a useful complement to the basic old-age insurance program and can better meet people's diverse needs and enhance social security safeguards.

Personal income tax concessions, it was decided, will be made available for those participating in policy-supported and commercially operated private pensions:

participants will be entitled to a contribution deduction of up to 12,000 yuan per year from their annual taxable income.

No tax will be levied on investment yields for the time being. The actual tax burden for receiving pension benefits will be lowered from the previous 7.5% to 3%. This policy will be applied retroactively to Jan 1 this year.

A decision was also made at the meeting to temporarily defer payments of certain government-levied charges and deposits to further ease the burden on market entities and help them overcome difficulties.

Source: *China Daily*



## CHINA'S HOLIDAY SPENDING SLUMPS AS CONSUMER DEMAND IN ASIA SLOWS

Chinese holidaymakers cut back sharply on travel and spending during the National Day break as strict Covid rules discouraged movement, while signs of a consumer slowdown across Asia mount.

Tourism revenue declined 26% to 287 billion yuan over the week-long holiday from a year ago. Compared with pre-pandemic levels in 2019, revenue was down nearly 56%, and even worse than last year's 40% decrease from 2019 levels, figures from the official social media account of the Ministry of Culture and Tourism showed. Roughly 422 million trips were taken, down 18% from last year and 39% from 2019 levels.

The number of trips taken via railways, roads, water and planes during the break is also estimated down 36% from last year, state broadcaster China Central Television reported on Oct 7, with the daily average representing a decrease of 58.1% from 2019.

Despite recent calls to stimulate domestic spending, Covid curbs are

still commanding the narrative for consumption. Air tickets this season were the cheapest in five years, and on average 12% lower than prices during Golden Week last year, local media reported, citing figures from booking site Qunar.com.

Cinema tickets also plunged, with sales recently reaching just 1.4 billion yuan, according to online ticketing service provider Maoyan Entertainment. That is less than a third of the box office for the full seven-day break last year, and also much worse than the nearly four billion yuan earned in 2020.

The weak spending figures spell bad news for China's consumer recovery at a time when economic growth risks are mounting. The slump in the property market shows no signs of easing, global demand for Chinese goods is slowing and the currency is plunging. Several economists say Beijing is unlikely to ease its Covid Zero policy until after March next year.

Source: *The Business Times*



## CHINESE CRYPTO MOGUL LI SELLS STAKE IN EXCHANGE OPERATOR HUOBI

Huobi Global controlling shareholder Leon Li has sold his entire stake in the cryptocurrency exchange operator and will cease to be involved in its operations, according to the company.

Li sold his holding in Huobi to a buyout firm managed by About Capital Management (HK), the company said in an e-mailed statement. The co-founder will no longer be involved in any aspect of Huobi Global's business, according to a Huobi spokesperson.

Once the most active Bitcoin trading platform on the globe, Huobi has in recent years retreated from China, once its biggest user base and revenue source.

Li's exchange stopped providing services to Chinese users after Beijing declared crypto transactions illegal last year. The bourse has

since accelerated its expansion into overseas markets including Turkey and Brazil, but is fighting bigger rivals like Binance and FTX.

The transaction has no impact on Huobi's core operations and business management teams, Huobi said.

Huobi was co-founded in 2013 by former Oracle Corp. Coder Li, who quickly transformed the Beijing startup into the world's most active Bitcoin exchange by charging zero transaction fees.

In 2017, Chinese regulators told local exchanges to stop hosting trades between fiat and digital money, the first of a stream of pronouncements that quelled a perceived threat to the country's financial stability.

Source: *Business Times*



## CHINA'S YUAN BECOMES MOST TRADED FOREIGN CURRENCY ON RUSSIAN EXCHANGE AMID EFFORTS TO 'DE-DOLLARIZE' ECONOMY

The yuan surpassed the US dollar for the first time recently to become the most traded foreign currency on the Moscow exchange as tensions with the West push the Russian economy closer to China.

A total of 64,900 yuan-rouble transactions were completed, with the volume of trading reaching 70.3 billion roubles, data from the Moscow Exchange Group showed.

In comparison, spot trading of the US dollar-rouble pair totalled 68.2 billion roubles over 29,500 transactions.

Russia has been forced to settle more transactions in yuan after being hit with Western financial sanctions for invading Ukraine.

Global payment systems Visa and Mastercard have suspended operations in Russia since March, and a number of Russian banks have been expelled from the Swift financial messaging system that enables



cross-border money transfers.

Russia became the third largest market for offshore yuan transactions in August, accounting for 4.27% of total yuan payments, behind Hong Kong and the United Kingdom, according to Swift data.

In May, Russia was ranked No 12 in the world, but did not feature in the top 15 before that.

This was an inevitable process since Russia was pushed to 'de-dollarize' its economy under the pressure of sanctions.

Source: *South China Morning Post*



# TIBET INVESTS IN SPORT

Tibetans are born sportsmen, and Tibetan sports and games are closely related to their unique life on the plateau. Even today, most games are a major influencing factor in their culture. It is thus essential to understand the sports they play, as these also reflect the history and culture of Tibet.

Most religious festivals include sports and competitions, making each a colourful and joyous occasion. The most famous festival, the "Great Prayer", involves playing various sports such as gun firing, arrow shooting, pony races, wrestling, to name a few. These sports are played in the concluding days of the "Great Prayer". They are presided over by a master of ceremonies selected from among the youngest officials who are at the outset of their career. This is a grand and adventurous occasion that greatly contributes to understanding the history of Tibet.

More than 22 ethnic sports, including the Damchirim Horse Race of the region's northern Damshung county and the Lhasa kites, have been put on the national and regional-level intangible cultural heritage lists, and

items like Tibetan tug-of-war (Yajia), and Tibetan wrestling have been included as events in national ethnic sports meets.

Items including weightlifting (lifting stone) and Tibetan chess have also been included in regional ethnical sports meets. In 2020, the equestrian events during the annual Tibetan New Year and the Tibetan tug-of-war Yajia were listed as excellent sports events of Chinese traditional sports cultural items.

The autonomous region has allocated around 5 billion yuan to sports projects over the past ten years. During this time, Tibet has achieved all-around progress in the sports sector and achieved a historical breakthrough. In particular, the region has been making efforts to enhance the preservation of ethnic sports.

Participation in sports has been improving dramatically over the past decade, with more than 997,000 people regularly taking part throughout the region, accounting for more than 28% of the population. Tibet has more than 8,600 sports venues, 3,000 sports events have been held over the decade, and more than 380 medals have been won by Tibetan athletes in various international games.

Nyima Tsering, Deputy Director of the Regional Sports Bureau, said the International Olympic Committee has added ski mountaineering as one of the events of the 2026 Olympic Winter Games in Milan-Cortina d'Ampezzo, Italy.

Enriched with natural resources such as snow-capped mountains, valleys, rivers, lakes, grassland and forests,



Tibet is an ideal place for climbing, trekking, rock-climbing, skiing, cycling and trail running.

In the future, Tibet will strive to build a diversified outdoor sports industry platform, aiming to host sports events such as the Trans Himalayan International Cycling Extreme, the China Tibet Mountaineering Convention and the National Ski Mountaineering Championships.

They expect that the outdoor sports industry will eventually become a pillar industry in the region and contribute to the economy.

Visit us online:  
[btianjin.cn/20221108](http://btianjin.cn/20221108)





# NON-FUNGIBLE TOKEN NFT

## HOW TO USE NFTS TO BUILD YOUR BRAND

If you wish to build your brand, you should consider using NFT (non-fungible tokens). These are a great way to create unique digital assets that will help you stand out from the crowd.

NFTs can be used for a variety of purposes, from creating digital art to offering exclusive rewards and experiences to your most dedicated fans. No matter what you use them for, NFTs are a perfect way to add an extra layer of interaction and excitement to your business. So if you're ready to take your brand to another level, here are the top 5 ways to start experimenting with NFTs today.

### CREATE A LOYALTY PROGRAM

With an NFT-based loyalty program, businesses can offer unique rewards that can't be replicated or stolen. They're also able to keep track of customer behaviour and preferences much more quickly, making the customer experience more personalized.

### CREATE UNIQUE AND ATTENTION-GRABBING CONTENT

This is one of the most powerful ways to use NFTs to build your brand. You can quickly get people interested in your business by creating unique, attention-grabbing content. And if you get people interested in your business, you're well on your way to building a successful brand.

### REWARD CUSTOMERS FOR THEIR LOYALTY AND REFERRALS

Another great way to use NFTs to build your brand is to reward your customers and fans with them. If you have a loyal customer base or fan base, rewarding them with NFTs is a great way to show them how much you appreciate their support. Not only will this help build loyalty among your customers and fans, but it will also help spread the word about your brand as they show off their rewards to others.

### CONCLUSION

NFTs can be a great way to build your brand and connect with your audience. If you're thinking about using NFTs to promote your business, make sure to do your research and choose a platform that's right for you. With the right approach, NFTs can be a powerful tool for building brand awareness and driving more traffic to your website or products.

### CREATE LIMITED-EDITION PRODUCTS THAT YOUR FANS CAN COLLECT

With NFTs, you can release limited-edition products that your fans can buy and collect. For example, you could release a limited-edition run of 10 digital art prints, each with its own unique NFT. Or you could release a new song as an NFT and include a bonus track for anyone who buys it.

### ENHANCE SOCIAL MEDIA CONTESTS AND CAMPAIGNS

By offering an NFT as a prize, you can incentivize people to take part in your contest or campaign and help promote it. Additionally, NFTs can be used to create unique experiences that are not possible with other types of prizes. For example, you could offer an NFT that allows the winner to unlock exclusive content or even have their name displayed on your page.

### GIVE BACK TO YOUR COMMUNITY

This will help raise awareness for certain issues and show customers that you are a compassionate and socially responsible business, something that is sure to win over consumers' hearts (and wallets!).

### GIVE NFTS AS CORPORATE GIFTS

If you want to make a better impression on clients or partners, consider giving them corporate gifts that are made with NFTs. These gifts will be unique and memorable and stand out from the traditional corporate gifts people are used to receiving.

### DRIVE TRAFFIC TO YOUR WEBSITE OR BLOG

You can use NFTs to promote your website or blog in a number of ways. For example, you can offer an NFT as a prize for people who visit your site or share your content. You can also create an NFT marketplace on your site where people can buy and sell NFTs. If your brand has a blog, you can write posts about the latest news in the world of NFTs.

### LAUNCH NEW PRODUCTS AND SERVICES

If you have products or services that you want to sell, consider using NFTs as a way to do it. You can create unique NFTs for each product or service and then auction them online. This is a great way to get people interested in what you're selling and generate some buzz for your business.

Visit us online:  
[btianjin.cn/20221109](http://btianjin.cn/20221109)





- 600 DPI High Resolution
- 90 Pages Large Print Capacity
- 3 Hours Long Working Time



# A NEW ALL-SURFACE PRINTER THAT FITS IN THE PALM OF YOUR HAND

Gone are the days when you needed huge printers in your office and home. Those are not only large but are costly, as well. They take up a lot of space and require constant maintenance. Also, we have probably all faced situations where we are out of paper or ink when we need to print. But thanks to innovations in technology, smaller hand-held printers are now easily available for office and personal use. These are

low in cost and are easy to carry, so if you need to print while you are traveling or in a meeting, these portable devices make life easier.

And Selpic has taken it one step further; their new P1 handheld printer pen can print on any surface. You can carry it in your pocket like a pen and use it to print on any porous surface. It can be connected to your phone or laptop and can print pictures, text, QR codes, barcodes, etc.



SPECIFICATIONS

Core Technology	Inkjet
Navigation Technology	Grating Encoder
Cartridge Capacity	5ml / 0.17oz
Resolution	600 dpi
Stand-by Time	100-120 Hours
Work Hour (Fully Charged)	3.5 Hours (Depends on workload)
Charging Time	2.5 Hours
Startup Time	1 Second
Battery	7.4V / 210mAh
Charger	5V 1A / Type C Interface
Connection	WiFi IEEE 802.11 b / g / n, Bluetooth
Cartridge Colors	Black, Yellow, Magenta, Cyan, Light Magenta, Light Cyan, Green, Red
Multi-angle	Supported, Print at any angle
Print Speed	30-300mm / sec
Optimal Print Speed	100mm / sec
Max. Print Area	12.7x500mm / 0.5x19.69in
P1 Dimensions	130x31x24mm / 5.12x1.22x0.94in
P1 Device Weight	92g / 0.28lbs
Native Printing Technology	1" One-color thermal inkjet print head
Printhead	One pen, disposable, 300 jets, 600 DPI
Swath Height	1"
A4 Pages / Print Capacity	Able to print 90 A4 papers (5% ink coverage)
Surface	All porous surfaces
Ink type	Water-based ink
Supported Operating Systems	Android / iOS / Windows / Mac
Open Source	Supports DIY open source development
SDK	Android / iOS / Windows / Mac OS SDK supported
Memory Capacity	P1 can store print content of 500mm / 19.69in in length
Multi-language UI	English, Japanese, German, Italian, French, Korean, Spanish, Russian, Traditional Chinese, Simplified Chinese and more
File Format Support	App supports JPG, GIF, BMP, PNG, Office documents
Package Dimensions	197x197x48mm / 3.82x3.82x1.89in
Package Weight	435g / 0.96lbs



HOW DOES IT WORK?

Selpic P1 works on inkjet technology. It supports multiple coloured inks, but you can only use one colour at a time. It is 5.12 x 1.22 x 0.94 inches (130 x 31 x 24 mm) in size, and weighs around two-tenths of a pound, so it is convenient to use and carry. It is almost the same length and weight as a standard pen. It can print pictures, QR codes, text, logos, memes, bar codes, etc.

There is also no limit to the type of material you can print on. Selpic P1 allows you to print on fabric, wood, metal, paper, leather, etc. You can even print on curved and uneven surfaces, and it has the remarkable ability to print at any angle. You can print vertically and horizontally, even diagonally, and you can switch printing direction as you print, from left to right, or vice versa.

Because of its built-in line break feature, you can print single or multiple lines,

and the number of lines you can print is unlimited. It also has a print ruler that helps you find the print position and starting point quickly and accurately.

Another amazing feature is that it can turn speech into text for printing. You can use your smartphone's microphone for that purpose. Selpic P1 has a high-quality speech recognition feature that can easily convert your spoken words into text, and that text can be printed with just a touch of a button. This feature is very useful if you want to print lectures or speeches.

In addition, Selpic P1 lets you customize your design ideas through a very user-friendly app. You don't need any special skills to use this app. All you have to do is download the app, connect to Wifi, and customize your design to print it on any surface you want to.



Visit us online: [btianjin.cn/20221110](http://btianjin.cn/20221110)



# WHY DO ORGANIZATIONS NEED TALENT PHILOSOPHY TODAY?

Organizations have always needed their talent to be successful. With the increasing globalization of the economy and the competition for talent, organizations must clearly understand why they need talent and how to attract and retain it.

The baby boomer generation is retiring, leaving many organizations with a skills gap. At the same time, many new technologies are emerging that are changing the landscape of work. To stay ahead of the curve, organizations must be proactive in attracting and enjoying top talent.

A good talent philosophy will help an organization identify its unique needs and develop strategies to captivate and retain the right people. It should be aligned with the firm's strategy and culture. Without a talent philosophy, organizations risk losing their competitive edge and falling behind in today's rapidly changing world.

## WHAT IS A TALENT PHILOSOPHY?

A talent philosophy is a set of guiding principles that an organization uses to inform its approach to recruiting, developing, and retaining employees. It provides a framework for making better decisions about how best to invest in talent and what kind of behaviour the organization wants to encourage from its people. A good talent philosophy can help a business to create a strong employer brand and build a pipeline of top talent.

Furthermore, a well-designed talent philosophy can be a powerful tool for helping a firm achieve its business goals. It can also help to create a positive working environment



and culture where employees feel valued and motivated.

## 5 REASONS WHY ORGANIZATIONS NEED A TALENT PHILOSOPHY

Organizations have always needed a talent philosophy for the smooth functioning of their business in the long run. But why do they need one now more than ever?

Here are the top 5 reasons why having a talent philosophy is so important for organizations in today's business world:

### The war for talent is only getting more intense

As the economy continues to improve, organizations compete harder than ever for leading talent.

They need to have a clear talent philosophy to ensure they're attracting and hiring the best employees possible.

### Top talent is more mobile than ever before

With increased access to information and opportunity, top talent is no longer content to stay put in one organization for their entire career. They want to work for firms that align with their values and where they can have a real impact. A strong talent philosophy can help organizations attract and retain high-performing employees.

### A talent philosophy promotes innovation and direction

A good talent philosophy will promote innovation and direction

within your organization. This is because it provides employees with the structure and guidance they need to experiment and take risks without fear of failure. Having a talent philosophy in place also gives your organization a sense of direction and purpose that can help it navigate these changes.

### The workplace is changing faster than ever before

New technologies, changes in the workforce and shifting business models are all leading to a rapidly changing workplace. Organizations need to be agile and adaptable to survive, and that starts with having suitable people in the right place. A well-defined talent philosophy can help an organization identify the types of employees they need to be successful in this new environment.

### A talent philosophy builds organizational resilience

Organizations with a strong talent philosophy are better able to weather economic downturns or other challenges. This is because they have the ability to quickly adapt and pivot as needed, thanks to their skilled workforce.



## HOW TO BUILD A TALENT PHILOSOPHY IN AN ORGANIZATION

To build a talent philosophy in an organization, you'll need to first understand what your company's values are. Once you know this, you can start developing a recruitment strategy that attracts the finest talent and aligns with your company's culture. It's important to remember that your talent philosophy should be flexible and continually evolving as your company grows and changes over time. By staying true to your values and constantly intriguing top talent, you'll create a strong foundation for success in your organization.

However, designing and implementing a successful talent philosophy can be challenging. It requires a clear understanding of the organization's business goals and objectives, as well as the specific skills and attributes that will help to achieve them. It also needs buy-in from senior leaders and managers, who must willingly commit time and resources to make it work.

## CONCLUSION

Organizations need talent philosophy today because the landscape of work is changing. The old models of work and success are no longer as relevant or effective, and firms need to adapt in order to stay competitive. By developing a talent philosophy, organizations can better understand how to attract, develop, and recognize top talent. A talent philosophy can also assist firms in creating a more upbeat and effective workplace where workers feel valued and encouraged.



## AMCHAM CHINA, TIANJIN HELD THE THIRD TIANJIN TREASURE HUNT



AmCham China, Tianjin held its annual "Healthy Life" themed event, the Third Tianjin Treasure Hunt, at Smoki & Co. and Wedadao areas on Saturday, October 15th.

After motivational speeches by **Luan Jianzhang**, Director General of Foreign Affairs Office of Tianjin Municipal People's Government, and **Marcus Williams**, AmCham China, Tianjin Chairman, 19 teams of colleagues, friends, and family members began their treasure hunt journeys.

The participants first completed seven challenging initial tasks, which enhanced their athletic abilities. The team members then followed the clues around the Five Avenues in search of treasures and earned points by completing tasks in which they learned more about Tianjin's history, food and culture. All teams eventually completed the missions, sprinted to the finish line, and enjoyed delicious food and beverages, regarding the event as precious and meaningful.

Thanks to all the amazing teams who participated in this event, and cheers to our winners:

**1<sup>st</sup> Place: PSG**

**2<sup>nd</sup> Place: 和睦家 Bang Bang**

**3<sup>rd</sup> Place: 掘金者**

**Best Team Photo: Cheersyou International Consulting**

The event became a grand success thanks to the immense support from the generous sponsors. AmCham China, Tianjin would like to express its heartfelt gratitude to **Tianjin United Family Hospital** for being the golden sponsor, **Cheersyou** and **Subway** for being the community sponsor, **Smoki & Co.** for being the host venue and catering delicious food and beverages. We also thank the following sponsors for their support: **Hard Rock Café, We Brewery, Leying, Crowne Plaza, Fraser Place, Renew Life.**



### UPCOMING EVENTS:

**Offline (CN) | Tianjin Women Professionals Committee (WPC) Luncheon: Understanding Traditional Chinese Medicine and the Prevention and Treatment of Allergies during Seasonal Alternation**

Date: Nov 3

**Offline Training (CN) | Enhance Report with PowerPoint Visual Presentation**

Date: Nov 17

**AmCham China, Tianjin Annual General Meeting and 2022 Thanksgiving Dinner**

Date: Nov 24



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  
Email: [tianjin@european-chamber.com.cn](mailto:tianjin@european-chamber.com.cn)  
Website: [www.european-chamber.com.cn](http://www.european-chamber.com.cn)

## EUROPEAN CHAMBER TIANJIN CHAPTER HR ROUNDTABLE: IN THE FACE OF COVID, HOW DOES THE HR DEPARTMENT OF FOREIGN-INVESTED ENTERPRISE PLAY A CRITICAL STRATEGIC ROLE



On Thursday, 13th October, 2022, at Wellington College International Tianjin, the European Union Chamber of Commerce in China Tianjin Chapter co-organized a high-level HR roundtable on the theme of how the HR department of a foreign-invested enterprise plays a critical strategic role. More than six firms and human resource agencies and around 30 attendees participated in the event.

The European Chamber's high-level HR roundtable was moderated by Catherine Guo, GM of European Chamber Tianjin Chapter, who introduced it by saying: "Aiming to support HRs to explore solutions for leading the HR department to play a crucial role internally during the uncertain COVID condition, this roundtable is designed with keynote speeches and panel discussion with two topics". The European Chamber HR Initiative video was playing on site, after which the European Chamber HR Working Group aimed to provide a platform to exchange information, promote awareness on

HR and labour-related issues across all industrial and service sectors by developing an open dialog with relevant Chinese authorities and international organizations.

Ms. Ji Meng, Bursar of Wellington College International Tianjin, delivered the keynote address on Culture of Excellence, focusing on HR practices and efforts towards enhancing culture and improving staff satisfactory and engagement.

Mr. Liu Hui, Vice President and Head of Human Resources, APAC, of Flender Ltd., China discussed the HR organization, talent retention and development of Flender.

Mr. Lu Jingbo, a partner in the River Delta Law Firm, outlined the legal risks in enterprise labour management strategies such as flexible employment, fair employment, overtime work hours and private information protection.

At the end of the event, during the panel discussion, participants discussed topics including HRBP talk and legal talk.





DINING

TIANJIN

Chinese



Tian Tai Xuan

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

New Dynasty

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

Qing Wang Fu

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

Riverside Chinese Restaurant

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

JIN House

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



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

SóU

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

Southeast Asian



Bam Bou

**A:** 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, Building 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楼



Cielo Italian Restaurant

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



La Sala Lobby Lounge

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

Brasserie Flo Tianjin

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



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



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



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



Milano Studio

**A:** 1D-08, Building 5, Jinwan Plaza, Jiefangbei Rd, Heping District  
**T:** +86 22 8111 0589  
17526583756  
米拉诺意式餐吧  
天津市和平区解放北路津湾广场5号楼1D-08

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

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



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



**International School of Tianjin**  
**A:** No.22 Weishan South Road, Shuanggang, Jinnan District  
**T:** +86 22 2859 2002/5/6  
**W:** www.istanjin.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



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

Euphrosyne Wine Culture. Communication Co., Ltd.

**A:** 2-12A05, Meinian Plaza, Dongting Road, Hexi District  
**T:** +86 22 58187788,  
+86 13032299189  
欢乐颂天津葡萄酒文化传播有限公司  
天津市河西区洞庭路美年广场2-12A05



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中心二期二区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

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**

**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**

**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)  
天津君悦威斯汀酒店  
和平区南京路 101 号



**HYATT REGENCY TIANJIN EAST**

**A:** 126 Weiguang 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**

**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

**Holiday Inn & Suites Tianjin Downtown**

**A:** No.22 Changjiang Road, Nankai District, Tianjin 300202. P.R. China  
**T:** +86 22 87876666 400 884 0888  
**W:** [www.holidayinn.com.cn](http://www.holidayinn.com.cn)  
天津融侨套房假日酒店  
中国天津市南开区长江道 22 号



**Shangri-La Hotel, Tianjin**

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



**PAN PACIFIC TIANJIN HOTEL**

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

**Tangla Hotel Tianjin**

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



**Tianjin Yan Yuan International Hotel**

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

**Tianjin Marriott Hotel National Convention and Exhibition Center**

**A:** No. 8, Guorui Road, Xian Shuigu Town, Jinnan District. Tianjin, 300350. P.R. China  
**T:** +86 22 28730000  
**F:** +86 22 28733300  
[www.TianjinMarriottNCEC.com](http://www.TianjinMarriottNCEC.com)  
国家会展中心天津万豪酒店  
天津市津南区咸水沽镇国瑞路 8 号



**Four Points by Sheraton, Tianjin National Convention and Exhibition Center**

**A:** No. 8, Guorui Road, Xian Shuigu Town, Jinnan District. Tianjin, 300350. P.R. China  
**T:** +86 22 28731111  
**F:** +86 22 28733311  
[www.FourPointsTianjinNCEC.com](http://www.FourPointsTianjinNCEC.com)  
国家会展中心天津福朋喜来登酒店  
天津市津南区咸水沽镇国瑞路 8 号



**Conrad Tianjin**

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



**Wanda Vista Tianjin**

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



**Courtyard 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  
天津市河西区紫山路 35 号

**Ariva Tianjin Zhongbei Serviced Apartment**

**A:** No. 80 Xingguang Road, Zhongbei Town, Xiqing District Tianjin, 300350. P.R. China  
**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



**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](mailto: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**

**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 TIANTA 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



**Otis Elevator (China) Co., Ltd.**

**A:** No. 443 Jiefang South Road, Tianjin, China (300210)  
**T:** 4008185588  
奥的斯电梯(中国)有限公司  
天津市河西区解放南路443号·300210



**Flender Ltd., China**

**A:** No. 20, Shuangchen Middle Road, Beichen Economic Development Area (BEDA)  
**T:** +86 22 2840 2109  
弗兰德传动系统有限公司  
天津市北辰经济开发区双辰中路 20 号

**NNIT (Tianjin) Technology**

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

Logistics



**WORLD BRIDGE**

**A:** 1022, Building B, Zone 3, Ling'ao Creative Industrial Park, Nankai District  
**T:** 金桢斌 Kim Jung Bin, 13902176411, 18622393570  
天津世桥国际货运代理有限公司  
天津市南开区凌宾路延长线凌奥创意产业园 3 区 B 座 1022 室

SERVICES

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](mailto:tianjin@european-chamber.com.cn)  
**W:** [european-chamber.com.cn](http://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](http://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:** No.1403, Tianjin Sunwah IFC, Heping District  
**T:** +86 22 5830 7962  
**E:** [tianjin@bj.china.ahk.de](mailto:tianjin@bj.china.ahk.de)  
中国德国商会天津办事处  
天津市和平区新华国金中心 1403 室

HEALTH

Hospitals



**和睦家医疗**

**Tianjin United Family Hospital**

**A:** No.22, Tianxiao Yuan Tianjiang Dao, Hexi District  
**T:** +86 22 5856 8500 (Reception)  
24 Hour Emergency:  
**T:** +86 22 5856 8555  
**W:** [ufh.com.cn](http://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](http://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



**Raffles Medical Tianjin Clinic**

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



**Tianjin Aizhihe Dentistry**

**A:** 5F, Tianhe City Shopping Center. No. 263, Heping Road. Heping District, Tianjin  
**T:** +86 188-2233-5566  
**O:** 10:00-18:00  
爱之和齿科  
天津市和平区和平路 263 号  
天河城购物中心 5F



**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](http://arrail-dental.com)  
瑞尔齿科  
和平区南京路 75 号  
天津国际大厦 302 室









Enjoy Great Wines, Hand-Crafted Cocktails  
& Whiskeys From Around The World

**THE CORNER ACADEMY**

No. 86 Harbin Rd., Heping District, Tianjin  
考恩预约品鉴店  
和平区哈尔滨道86号  
T: +86 22 27119871

Memorable And Personalized  
Eating Experience

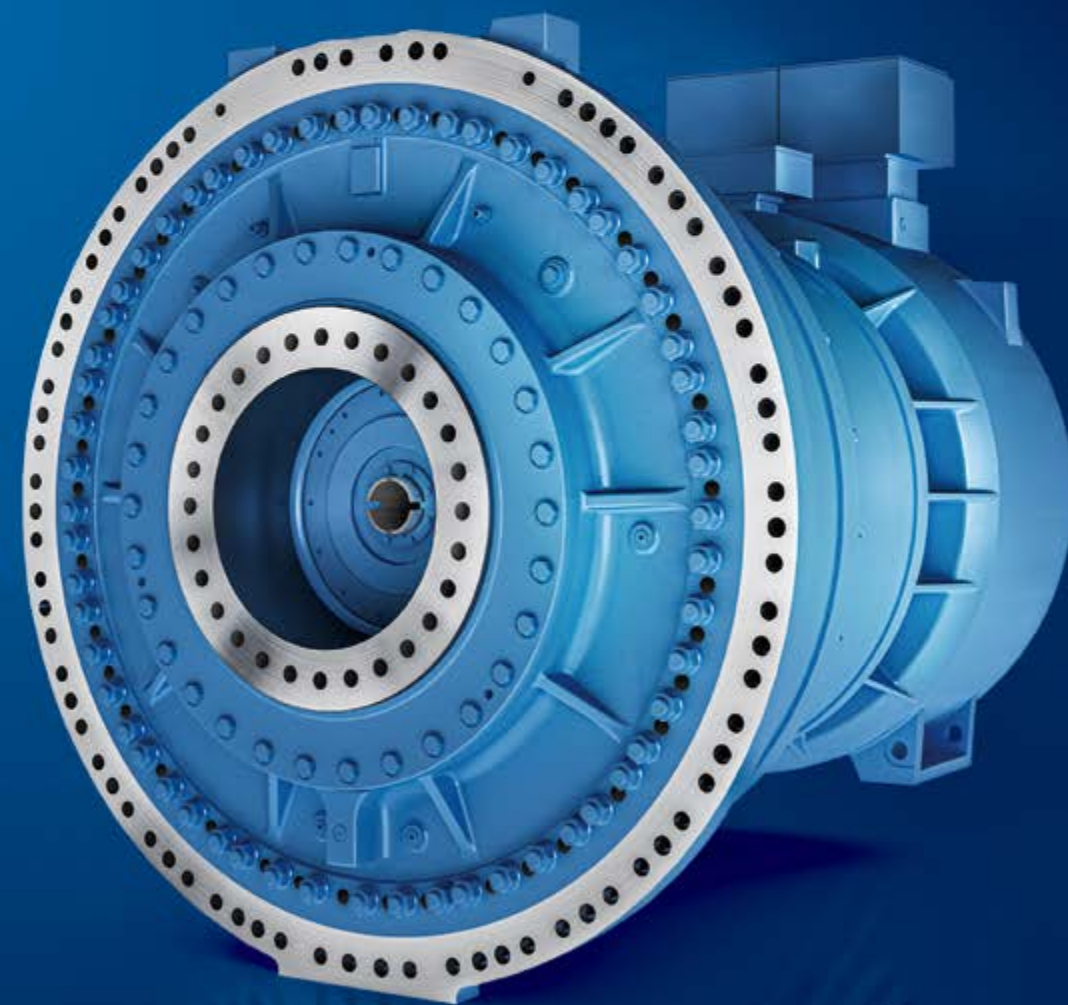
**THE CORNER CHANCE**

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 83219717

Reliability is our profession

# Winergy – World Leading Gearbox & Drive System Provider in Wind Industry

For nearly 40 years, Winergy has been leading on wind energy development with its cutting-edge gearbox & drive solutions under the flag of Flender – the world leading gearbox manufacturer with over 120 years' history. We have been committed to the well-being of the human being by providing highly reliable, innovative & efficient green energy in a sustainable way.



**FLENDER**

[www.flender.com](http://www.flender.com)



[www.winergy-group.com](http://www.winergy-group.com)





# 埃尔泰克



**AIRTECH** 埃尔泰克  
ADVANCED MATERIALS GROUP

VACUUM BAGGING COMPOSITE TOOLING  
真空膜产品 复合材料工装产品

More than a manufacturer...A technical partner!  
不仅仅是制造商...更是技术合作伙伴!