

# BUSINESS TIANJIN

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Interview with  
Nikolaos Chatzipetros  
General Manager,  
Wanda Vista Tianjin

## Mix the Right Cocktail to Satisfy Our Guests

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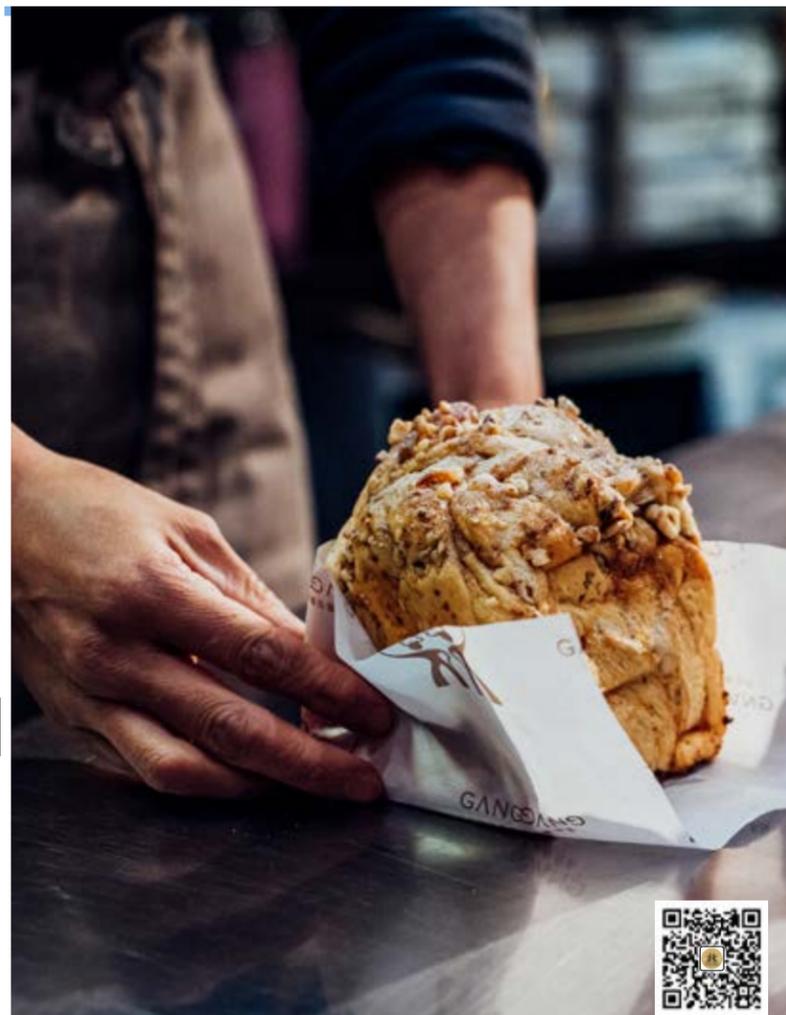
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Dear Readers,

Elegantly poised alongside the Hai He River, you will find what could be arguably Tianjin's most exquisite hotel. Furnished with luxurious gold and marble décor, Wanda Vista Tianjin's splendour is unlike any other. Eager to find out more, Business Tianjin spoke to its General Manager, Nikolaos Chatzipetros, to get an insight on staff training, the inspiration behind the splendid interior and guest requests that you would not expect to hear about.

It has been 10 years since the crisis that shook the financial world in 2008 and led major economies to recession afterwards. Collapse of Lehman brothers marked the first event in a series of catastrophic events that followed. Major global economies entered into what has been dubbed the great recession. Western economies contracted and struggled, and even today 10 years after the crisis, their levels of growth are highly unsustainable for a variety of reasons, whereas economies like China have been growing at rates above 8% and 10% annually, and recently above 6%. Next few decades, eastern countries will be setting global governance frameworks and models.

Recently, evidence of slowdown in the Chinese economy is mixed. Growth still continues but there are some signs of faltering in some segments. Banks need a boost and property sector needs constant monitoring to avoid overheating. Effects of the US-China trade war may not be felt to their true extent until after the tariffs take full effect in January 2019.

In this issue, the focus column point out 5 topics that you should be aware of, not only to better understand the reality of China but also if you want to do business here.

There are many other interesting articles this month, and I invite you to read them all after having checked our content page. We are sure you will find topics that will help you in your professional and personal life, such the benefits of diversity at workplace, the recently currency War or even the first battery-free phone.

Visit our website [www.businesstianjin.com](http://www.businesstianjin.com) and follow us on our official Wechat account (ID: **business\_tianjin**) for a complete list of articles and information.

Mary Smith

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▲ **Inspiration**  
**Making The World As GOOD As POSSIBLE**

When someone gets an idea for a startup company, in most cases it's because they were in need of a certain service or a feature, one that nobody had created until that point. A lot of times this highly ambitious attitude is considered silly but, as we will learn today from one of the world's most successful entrepreneurs, we should wear that ambitious attitude like a badge of honour! Here are four best tips for success from a man who is among some of the wealthiest people alive, and yet works as an engineer alongside his workers.

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◀ **Last Words**  
**Why Do Parents Send their Children Abroad for Schooling?**

As a parent, you would always strive hard to provide a quality education for your children but out of millions of students across China, a recent study of MOE (Ministry of Education of the People's Republic of China) shows that, in 2017 alone, a total of 608,400 Chinese students left the country to pursue their studies abroad. This is roughly 11.74% increase since the former years. Based on statistics, China has become the largest source of international students. But why do students choose to study abroad?

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**TIANJIN NEWS**

**Juilliard's first overseas campus to open to students in the fall of 2019 in Tianjin**



Young Chinese music talents will now be able to study at the world's top music school Juilliard without needing to head to New York as the renowned center for the music arts has established its first overseas campus in Tianjin. From November 15<sup>th</sup> through to February 1<sup>st</sup>, 2019, the Tianjin Juilliard School will be accepting applications and auditions from students aging 8-18 for its first Saturday Pre-college program. Alexander Brose, executive director and CEO of the school. The first performing arts institution in China to offer a US-accredited Master of Music degree, the Tianjin Juilliard School will offer programs for orchestral studies, chamber music and collaborative piano as well as a pre-college program, instrumental training programs, adult education and public performances.

**Robots serve food in smart restaurant in Tianjin**



JD.com opened its first fully automated robotics restaurant named "XCafe" on Nov 10<sup>th</sup> at the Sino-Singapore Tianjin Eco-city. Aside from the perhaps not-so-futuristic store name, the 400 meter squared futuristic eatery accommodates up to a maximum of 100 customers at the same time, and is the first of its kind in China to be fully automated. Everything from ordering, preparing, cooking, plating to serving is controlled by robots and artificial intelligence. After placing an order, robots in the back kitchen will be assigned the order and begin preparing dishes.

**Spain-based company, Gestamp, open a \$56m factory in Tianjin**



Gestamp Automocion SA, a Spain-based multinational in vehicle components, has strengthened its presence in China by opening a new \$56.58 million production facility in Tianjin. The new plant, Gestamp Auto Components (Tianjin) Co Ltd, brings Gestamp's China count up to 11 production facilities and 2 research and development centers. The facility is a joint venture with Beijing Hainachuan Automotive Parts Co Ltd. Cai Suping, chairman of BHAP, said the collaboration marks a significant step toward lighter car components and contributes to the national strategy of integrating development within the Beijing-Tianjin-Hebei region. The launch of the production base comes amid a fall in China's auto sales. In October, sales of passenger vehicles like sedans and minivans declined 13 percent year-on-year to over 2 million units. Over the wider January-October period, sales fell 1 percent from a year earlier to 19.3 million vehicles.

**No free meals, says Tianjin Airlines**



Tianjin Airlines will no longer provide free food in economy class for domestic flights amid a slew of changes to customize the in-flight service. Passengers can order meals through the airline's official website, on China's most popular messenger app WeChat or on board. The new measures also include adjustment to baggage services, abolishing free checked baggage for passengers who bought tickets at more than a 40% discount. Passengers who bought tickets for less than a 40% discount can have free checked baggage ranging in weight from 10 to 30 kilograms.

**FINANCE**

**The first China International Import Expo (CIIE)**



The six-day China International Import Expo (CIIE) from Nov 5<sup>th</sup>-10<sup>th</sup>, with over 1,800 exhibition booths, consumed about 17 months for preparation and organisation. The expo, to be an annual event, was a follow-up from the pledge made by Chinese President Xi Jinping at the Belt and Road Summit in Beijing in May 2017. It brought thousands of foreign companies together with Chinese buyers in a bid to demonstrate the importing potential of the world's second-biggest economy. Around \$57.83 billion worth of deals were agreed for the year ahead at the China International Import Expo (CIIE).

**Boeing's China plant to start operations in December**



Boeing Co will start operations at its 737 completion plant in China next month and Air China will take delivery of the first plane produced there. Boeing invested \$33 million last year in a joint venture with the Commercial Aircraft Corp of China (COMAC) to oversee the plant, taking a majority stake. The plant, in the eastern city of Zhoushan, will install interiors and paint liveries. Boeing and its European rival Airbus are expanding their footprint in China as they look for orders in the fast growing aviation market. Airbus has an A330 completion plant in Tianjin.

**AmEx Is First Foreign Payment Company Granted Access to China**



American Express won approval to clear card payments in China, making it the first U.S. card network to gain direct access to what is set to be the biggest bank card market by 2020. The move comes months after Beijing started allowing foreign companies to apply for licenses and ahead of a G20 meeting in Argentina where the United States and China will try to resolve their trade disputes. The preliminary approval allows the company to process and settle payments in yuan domestically by setting up its own network with its Chinese joint venture partner LianLian Group.

**Tesla's China factory to make 3,000 cars each week**



US electric car maker Tesla is planning to produce 3,000 Model 3 sedans each week in its Shanghai plant once the Chinese factory commences work. The California-based electric car maker aims to boost Model 3 production to about 10,000 units per week, meaning nearly one-third of the vehicles will be made in China in the near future. In July, the Shanghai government announced that Tesla would set up a wholly owned super factory in the city with a production capacity of 500,000 vehicles each year, which would also become the largest foreign investment manufacturing project in the city.

**Ford and Baidu team up to test self-driving vehicles in China**



Ford and Chinese internet giant Baidu announced a tie-up that will see the two firms jointly test self-driving vehicles in China for two years. The initiative will see the two companies collaborate on the development and testing of driverless vehicles that meet the Level 4 standard set by U.S. industry organization SAE International. This means that autonomous vehicles developed by the two will not require intervention from a human driver. Ford's autonomous vehicles have already been fitted with Baidu's autonomous driving system Apollo, the two companies said in a joint statement. On-road testing of the driverless vehicles developed by Ford and Baidu is slated to start by the end of this year.

**StanChart gains China's first foreign custody services license**



Standard Chartered Bank (China) has become the first foreign bank to be granted a licence to provide custody services to domestic funds and asset managers in China, as Beijing took another step towards opening its capital markets. Since last year, a handful of foreign asset managers have been permitted to set up onshore operations and sell investment products in China. However, custody - holding clients' securities for safekeeping - has, until now, been restricted to locals. This new licence, granted by the China Securities Regulatory Commission, will allow StanChart to provide custody services to foreign asset managers operating in China, as well as domestic players.

**China moves closer to allowing foreigners to control insurance ventures**



China will accept applications early next year from foreign insurers seeking to take control of their local joint ventures and is even weighing giving them full ownership earlier than flagged, people with direct knowledge of the matter said. The regulator is expected to publish its final guidelines as soon as the first quarter of 2019 and would begin taking applications from interested foreign insurers soon after that, they said. Britain's Prudential Plc and Canada's Sun Life Financial Inc are among insurers who expressed interest in recent months in owning more of their China operations.

**LAW & POLICY**

**Thailand waives visa-on-arrival fees to boost tourism**



Thailand's cabinet approved a measure to waive for two months fees paid by visitors for visas on arrival, in a bid to boost a lucrative industry hit by a drop in visitors from China, its biggest market. The fee of \$60 will be waived between Dec. 1<sup>st</sup> and Jan. 31<sup>st</sup> for travellers from 21 countries, including China, India and Saudi Arabia. The scheme is expected to increase tourist numbers by at least 30 percent during the period, he said. In September, overall tourist arrivals rose just 2.1 percent from a year earlier, but arrivals from China fell almost 15 percent following a boat accident in July, which killed 47 Chinese tourists, making it Thailand's worst tourist-related disaster in years.

**Foreigners to enjoy 144-hour visa-free transit in more Chinese cities**



From January 1<sup>st</sup>, 2019, people of 53 nationalities will be able to enjoy a 144-hour visa-free period when transiting through Xiamen and a number of other Chinese cities. According to the National Immigration Administration, eligible passengers entering the cities of Xiamen, Qingdao, Wuhan, Chengdu and Kunming will be allowed to stay in the same city for up to 144 hours before they need to exit the country. Those who transit through Qingdao will also be allowed to stay elsewhere in Shandong Province during the period. A valid travel document and a relevant connecting ticket are required. At present, such passengers are allowed a visa-free stay of up to 72 hours in those five cities.

**China Has Postponed Lifting a Ban on Trading Tiger and Rhino Parts for Medicine**



China is postponing its decision to allow trading in tiger and rhinoceros parts a bare two weeks after the easing of the ban had raised fears the country was giving legal cover to poaching and smuggling of endangered wildlife. The traditional medicinal uses of tiger bone and rhino horn have continued despite no proof of their effectiveness and the decreasing wild populations. China has also long tolerated the farming of tigers and the semi-legal sale of their parts. Late last month, authorities said they would allow trading in products made from tigers and rhinos under "special circumstances," bringing condemnation from conservation groups.

**Foreign travel agencies may be allowed to operate outbound business in Beijing**



Beijing tourism authorities are mulling a plan to allow foreign-invested travel agencies to operate in the capital, which an expert said is a significant move showing the country's commitment to further opening-up in the services sector. The Beijing Municipal Commission of Tourism Development has filed a request with the Ministry of Culture and Tourism to allow foreign travel agencies to operate outbound tourism services to meet the growing demand of Chinese tourists. The first foreign-invested travel agency was established in 2003, but it was not allowed to handle any outbound tourism business, said the report.

**Teachers caught abusing, sexually harassing students to face lifetime ban**



Any teacher confirmed to have abused, molested or sexually harassed students will be permanently banned from teaching in China, the Ministry of Education (MOE) said. Their teaching credentials, academic titles and honors will be revoked, and their misconduct will be recorded in the national teachers' management information system and no school will be allowed to hire them to teach or research, or hold a management position, the ministry said in a new code of conduct for teachers from kindergarten to university. "Teachers accused of committing crimes will be referred to law enforcement authorities and schools that fail to examine and punish teachers, or attempt to hide their misbehavior will also be held accountable, the ministry said.

**GENERAL**

**China to overtake France as the top travel destination in the world by 2030**



China will overtake France as the world's number one tourist destination by 2030, a new report from global research company Euromonitor International predicts. As well as receiving more visitors than any other country in the world, it will also have the largest number of outbound travellers, overtaking the US and Germany, with 260 million outbound tourist trips by 2030. The increase in visitors to China is mainly due to economic growth and higher incomes in nearby Asian countries. Access to the country is also improving for Asian visitors, who are able to obtain visas more easily than before.

**Singles Day achieves new sales record**



Chinese consumers shrugged off any concerns over a slowing economy by snapping up goods and services from home and abroad during the Singles Day online shopping gala, which falls on Nov 11<sup>th</sup> each year. And the one-day annual buying frenzy broke last year's record. The 24-hour shopping flurry, which is celebrating its 10<sup>th</sup> year, is the latest exemplification of how domestic consumption is increasingly becoming a major economic growth driver and is unlikely to be overshadowed by temporary trade frictions. The Tmall site smashed the 10 billion-yuan threshold in just two minutes and five seconds, trimming roughly one-third of the time needed to hit that mark set a year ago.

**CHINA IN THE WORLD**

**First AI theme park opens in Beijing**



China's first artificial intelligence (AI) theme park opened to public in early November, after 10 months renovation of a municipal park in northern Beijing. Driverless shuttle buses, smart lamp posts that can record exercise data, and intelligent speakers that can respond to human instructions have been installed in Haidian Park, which covers about 34 hectares near the 4th Ring Road. The district government of Haidian and Internet company Baidu signed an agreement in January to jointly explore "smart city" building. Haidian Park, which received about 1.2 million tourists last year, was chosen to run the pilot program.

**Hotpot restaurant Haidilao replaces its staff with robots**



You might not see a human face other than your dining partner at this hotpot restaurant, as Haidilao opens its first fully automated branch with robots doing all the work. The popular Chinese chain has teamed up with Japanese technology giant Panasonic for a restaurant in Beijing where robots take orders, prepare, and deliver your dishes. Launched on October 28<sup>th</sup>, the restaurant attaches a radio frequency identification to each item, which tells a robotic arm what to pick out when a dish is selected. A robot waiter then wheels the dish over to the table for customers to cook in the pot. The system also allows customers to personalize their soup base precisely.

**Chinese city bans daytime dog walking in canine crackdown**



Hangzhou is cracking down on pet dogs, banning dog walking during the day and prohibiting many larger breeds, after a publicized fight between a dog owner and a bystander. In addition to a dog walking ban from 7 a.m. to 7 p.m., officials vowed to confiscate or kill dogs that were not properly licensed, fining negligent owners 5,000 to 10,000 RMB, or \$720 to \$1,440. Dogs found outdoors outside of the curfew would also be "detained temporarily" and their owners could be fined. The city has also banned 34 "vicious" large breeds, including Tibetan mastiffs, German shepherds, Great Danes, Chinese rural dogs and some mixed breeds.



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# Working On Multiple Fronts to Keep Growth

By Morgan Brady

China's economy is beginning to feel the pinch of the trade war with the US after many months of resilience. Recent data indicated that total social financing, which is a broad measure of loans in

the economy that are tailored to spur growth, has declined to 728.8 billion Yuan, which is only one third of the amount of loans in September which stood at around 2.17 trillion Yuan. The Chinese central bank had reduced the

reserve capital requirements for banks earlier by 1 percentage point to release more money into the stream and stimulate growth. However, this method was not very effective, and more needs to be done.



## 在多个前线工作以保持增长

经过数月的复苏后，中国经济开始感受到与美国的贸易战的压力。最近的数据表明，社会融资总额（衡量经济体贷款的广泛衡量标准）已降至 7288 亿元，仅为 9 月份贷款额的 2.17 亿元的三分之一。中国央行已将银行的储备资本要求提前降低 1 个百分点，以释放更多资金并刺激经济增长。但是，这种方法效果不是很好，还需要做更多的工作。

中国经济放缓的证据参差不齐。增长仍在继续，有些细分市场存在一些止步不前的迹象。银行需要振奋以提供更多贷款，企业需要提升信心以及借贷更多。特别是房地产行业需要不断监测，因为需要控制过热的风险。直到 2019 年 1 月关税完全生效后，中美贸易战的影响可能才会真正发挥作用。在此之前，中国经济的内部发展仍然可以决定增长轨迹。



in property prices is likely to hamper growth, albeit not necessarily at the same rate.

The government is working on multiple fronts to keep growth on a steady path. It is seeking to stimulate areas like infrastructure and others, which might be affected in case the money supply moves to the real estate sector and away from other sectors, such as manufacturing.

### DOMESTIC MARKET AND UNEMPLOYMENT RATE

Domestic market showed signs of growth, albeit at a decelerating rate. In September, auto sales (which accounted for around 10% of retail sales) grew at a rate of 6.4% from one year earlier, which is the lowest rate in seven years. This decline continued in October, and many analysts expect it to remain on the same track.

Unemployment rate declined slightly to 5% down from 4.9% in September, according to the official unemployment rate. Data for this indicator is available only for two years back which makes it difficult to see trends in the labour market and where it stands on the employment/unemployment cycle.

### CONCLUSION

Evidence for slowdown in the Chinese economy is mixed. Growth still continues but there are some signs of faltering in some segments. Banks need a boost to lend more and businesses need a confidence boost as well to borrow more. The property sector, in particular, needs constant monitoring as the risk of overheating needs to be kept in check. Effects of the US-China trade war may not be felt to their true extent until after the tariffs take full effect in January 2019. Until then, internal developments in China's economy can still determine growth trajectories. **B**

### TIGHTENING CREDIT CONDITIONS

Some analysts are suggesting that tax cuts may be required to lift up the faltering sentiment among businesses and financial institutions. Businesses are reluctant to invest and financial institutions are cautious about lending due to weaker demand, rising default rates, and a housing market that is in recession.

### CHINA'S TRADE SURPLUS GROWS EVEN BIGGER

Trade with the outside world grew more for China in the month of October, in contrast with sentiments prevailing in the finance sector and tight credit. In October, both imports and exports grew. China's surplus with the outside world reached \$34.01 billion during the month of October. This is lower than what economists had expected, but still higher than previous numbers.

There was a 15.6% growth in US dollar denominated exports during a period of one year that ended in October. As for imports, there was a 21.4% growth, according to the numbers issued by the General Administration of Customs. Growth in imports suggests that domestic demand is still within acceptable range.

As for the trade surplus with the US, it began to show signs of weakening as a result of the trade war between the two largest global economies. In October,

trade surplus with the US was \$31.8 billion, which is below the record printed in September at \$34.13 billion. This development is likely to be welcomed by President Trump's administration, which is seeking to reduce the trade deficit that totaled \$258.1 billion over the first 10 months of this year with China.

### RISK FROM THE PROPERTY MARKET

US-China trade war and the excessively booming property market in China are two major pressures facing the Chinese economy at the moment. Risk from the latter may be much bigger than that coming from the former.

Prices of property have been rising significantly, which prompted intervention from the government. In August, a ban was placed in the city of Nanjing to prevent corporations from purchasing residential properties. This came after similar bans in Shanghai and additional cities, in an effort by the government to limit speculation that keeps driving the property market ever higher.

Although the government is trying to limit the property prices from overheating, it is not interested in seeing those prices drop to severely low levels. Households in China put two thirds of their savings in real estate properties, and the property market is a major revenue source for the government. It also drives bank loans and corporate investments. Therefore, a severe decline

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# Global Economic Gravity Center is Shifting to the East

By Morgan Brady

It has been 10 years since the crisis that shook the financial world in 2008 and led major economies to recession afterwards. Collapse of Lehman brothers, an investment bank which was at the size of US\$639 billion in assets and \$619 billion in debt, marked the first event in a series of catastrophic events that followed. Those included the collapse of many other banks and people's loss of their mortgaged homes. Events started in the American economy, but they spilled over to other countries including those in Latin America and Europe. Major global economies entered into what has been dubbed the great recession. Western economies contracted and

struggled, and even today 10 years after the crisis, their levels of growth are highly unsustainable for a variety of reasons.

## EASTERN ECONOMIES SHIFT GEAR

Western economies rose to the top from the beginning of the industrial revolution, and even before that with the agricultural revolution that preceded it. But recently, it seems that western economies are losing their economic power. They are stuck in a single digit growth (or even contracting sometimes), whereas economies like China have been growing at rates above 15% annually. Even countries like Singapore which took the hit

## 全球经济重心正在向东方转移

自危机爆发以来，整整10年震撼了2008年之后的金融世界，并导致主要经济体在事后陷入衰退。

雷曼兄弟 (Lehman Brothers) 的破产是随后发生的一系列灾难性事件中的首次事件，这家投资银行的资产规模为6390亿美元，债务总额为6190亿美元。

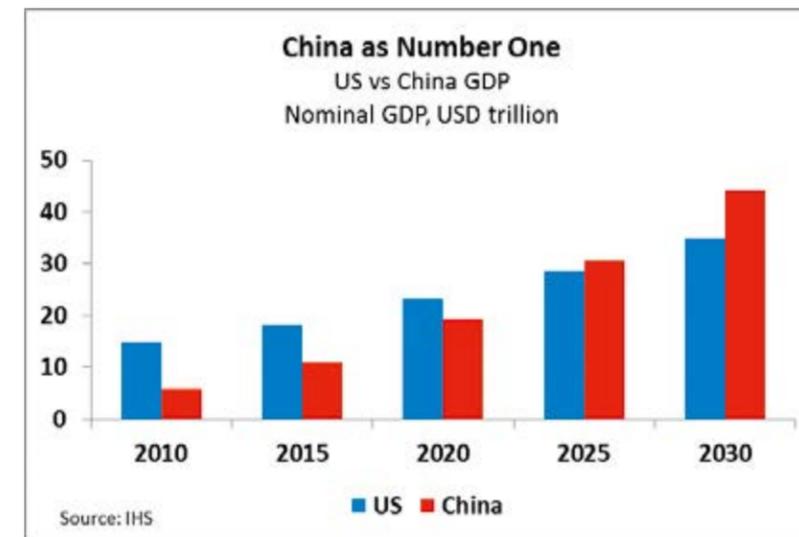
导致许多其他银行倒闭以及人们失去抵押房屋。事件始于美国，但它们也蔓延到其他国家，包括拉丁美洲和欧洲国家。全球主要经济体进入了被称为严重衰退的时期。即使在危机爆发10年后的今天，由于各种原因，它们的增长水平也非常不可持续。

而中国等经济体的年增长率还是高于15%。即使像新加坡这样的国家在2008年金融危机期间遭受了打击并因此而收缩，但在此后不久后又成功上升并实现了近20%的增长水平。这些经济体不仅表现出显著的增长，而且还表现出对西方所不具备的经济冲击的高度抵御能力。

during the financial crisis in 2008 and contracted as a result, managed to rise again and achieve levels of growth near 20% shortly after. Those economies are not only showing remarkable growth but also showing a high level of resilience against economic shocks not matched by their western counterparts.

## THE SHIFT IS FASTER THAN PREVIOUSLY THOUGHT

It seems that the economic gravity center is shifting to the east, and it is easily noticeable. What is remarkable, however, is the speed at which this is happening. A study conducted by the McKinsey Global Institute found that the economic gravity center is shifting to the east at a speed of 140 Kilometers per year. This is faster than previously thought, and it is driven by rapid urbanization, particularly in China, as the middle class expands, and more people move to the cities and stimulate even further growth. Moreover, China is becoming a hub for growth in other



regions such as Hong Kong, and the ripple effect continues.

Other Asian countries like India are also showing remarkable growth due to many reasons, including an increase in agricultural production, increase in industrial output, tax reforms, ease of doing business, skilled workforce, and little or no corruption. Those factors have made India another important hub for growth and have enabled it to become one of the safe havens for investors.

Another study found that in 1980 the global economic gravity center was mid Atlantic, and the location moved east to Helsinki and Bucharest by 2008 due to the rise of China and other eastern economies. The world's economic gravity center is expected to be somewhere between India and China by 2050, after extrapolating growth in over 700 locations on earth.



## IHS STUDY CONFIRMS THE TREND

Other studies confirm the shift. One research conducted by IHS expected China to become the world's largest economy by 2024, which is way earlier than other forecasts. The study expected the expenditure by Chinese customers to quadruple to US\$11 trillion between 2013 and 2024. This rise in consumption and domestic demand will help boost local businesses and drive growth further. Investments are likely to follow more fluidly as well. As a result, China will become the world's biggest economy in 2024, surpassing the US, in terms of nominal GDP. One confirmatory sign is that China is already the world's biggest economy in terms of GDP measured by purchasing power parity (PPP), which removes the effects of inflation on measurement of growth.

## CHINESE CONSUMERS ARE DRIVING GROWTH

This increase in spending of Chinese consumers is likely to have an impact on other economies as well, particularly those in the Asia Pacific region. Impact is pronounced mostly in increased expenditure on tourism, which benefits recipient countries. For example, Thailand saw an increase of 68.6 percent in the number of visitors in 2013 as the country welcomed 4.7 million Chinese visitors. The ASEAN region also saw an increase in the number of Chinese tourists but not equal to that of Thailand. Furthermore, neighboring countries are seeing an increase in their number of exports to China, as demand from China for their products increases. Rate of exports growth in ASEAN countries is almost 20% during the last decade.

## FINAL THOUGHTS

Shift of the global economic gravity center is on its way. Western economies are spending billions to stimulate their economies whereas Asian economies are enjoying two-digit growth rates. Even when China is considered to be growing slowly at a rate of above 6%, it is still way above the growth rate in the US which is at 4.1% (a rate celebrated by President Trump). Sound economic policies and large populations in Asia have contributed to this impressive economic performance. A shift in global economic gravity center and an increase of economic power of the east will entail stronger political power as well. This implies that over the next few decades and even centuries, eastern countries will be more involved in setting global governance frameworks and models. The hope is that this will lead to prosperous growth in the global economy. **E**

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# Mix the Right Cocktail to Satisfy Our Guests

Interview with Nikolaos Chatzipetros  
General Manager, Wanda Vista Tianjin

**全心全意为客户量身打造最佳的服务**

采访 Nikolaos Chatzipetros  
天津富力万达文华酒店总经理

By Bethany Marshall



天津富力万达文华酒店毗邻海河坐拥绝美河景，可以说是天津最精致的酒店。酒店拥有豪华的金色大理石装饰，与众不同。为了了解更多信息，《津卫商务》对酒店总经理 Nikolaos Chatzipetros 进行了独家专访，了解员工培训等内容。

您在豪华酒店和度假村 20 年的职业生涯非常引人注目。您是如何开始从事酒店业的？

实际上，这一切都是偶然发生的。我不确定我想做什么，所以在希腊服完兵役后，我决定到世界各地旅行来寻找感兴趣的工作领域。我在英国的一家酒店找到了服务员的工作，之后在伊丽莎白二世游轮也是做服务员。在完成了两次世界环游后，我知道这就是我想做的事情。与客人沟通、为他们提供满意的服务以及对奢华的认知都是我想要追求的。我最初的职业生涯始于瑞士的酒店，然后搬到了纽约，之后的经历都是一段段难以忘记的历史。

您对有抱负的酒店总经理有什么好建议？

努力工作。清楚地了解自己想做做什么。不要害怕困难，只需将它们视为你面前的小挑战并逐一攻克，这是一项每天都要面对的工作，要有专注的精神，当然有时也需要一些运气。

**E**legantly poised alongside the Hai He River, you will find what could be arguably Tianjin's most exquisite hotel. Furnished with luxurious gold and marble décor, Wanda Vista Tianjin's splendour is unlike any other. Eager to find out more, Business Tianjin spoke to its General Manager, Nikolaos Chatzipetros, to get an insight on staff training, the inspiration behind the splendid interior and guest requests that you would not expect to hear about.

**Your 20-year long career in the operations of luxury hotels and resorts is quite remarkable. How did you start your career in the hotel industry?**

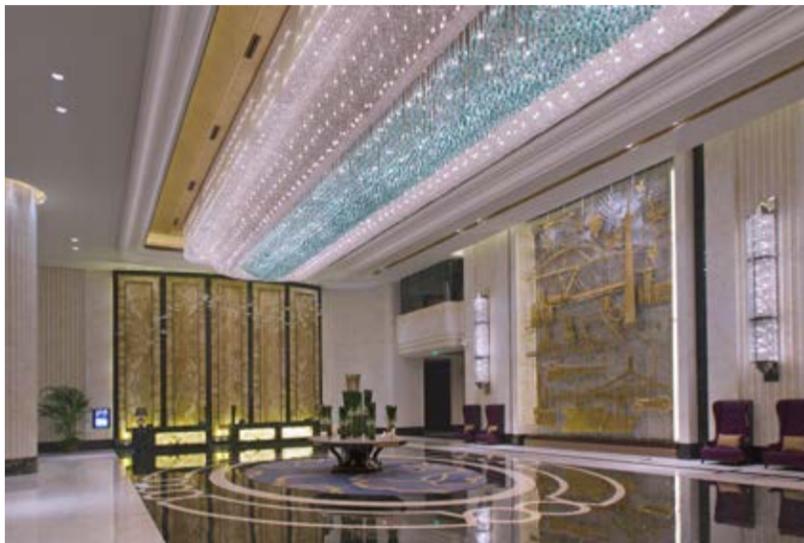
Actually, it all began by accident. I didn't know exactly what I wanted to do and so, as soon as I had finished my military service in Greece, I decided to travel around the world in order to identify the profession that I wanted to work in. I found a job working in the UK as a waiter in a hotel and then on the QE2, also as a waiter. After having done the world tour twice, I knew that this was what I wanted to do. Connection with the guests, satisfaction from providing a service and commitment to luxury

was something that I wanted to pursue. I first started my career in hotels in Switzerland, moving to New York, and from then onward, everything is history.

**How do you get to successfully launch flagship hotels and properties? What are your ingredients for achieving success?**

There are a few key elements that you always need to have. Having the right people and communication at every level is very important, but at the same time, you have to have a strategy and a plan. You have to have the internal motivation and perseverance to achieve it on a daily basis. There is a cocktail of key components that would help you to achieve your goal. If you miss one of them, then the whole recipe fails. Sudden obstacles may come out of the woodwork, but you need to look at the bigger picture and move forward.

**Among the many countries you have worked in, what endears you most to Asia? How are you enjoying the sights and sounds of China so far?**



China is the leader in hospitality. It is the most economically advanced country in the world for its ability in technology while at the same time, displaying unique competitiveness. You know China will always give you an edge to produce something that is totally different. The Chinese are savvy travellers. In terms of services, they are very selective, very demanding, but at the same time, the competition is so interesting that you always need to go above and beyond. Therefore, if you are a fan of a competitive environment, success and wish to ensure that you achieve your targets, China is a great place to be.

**For a first-time guest, how do you describe the Wanda Vista Tianjin hospitality?**

It's a value for money property. You know that you will get wonderful large rooms, polite and attentive associates and very down to earth, competitive services. It's a property which is uniquely located along the Hai He River in a central location within 10-15 minutes of downtown Tianjin. At the end of the day, it's a value for money property which clearly represents one of the market leaders in domestic hospitality companies.

**How did you become one of the best-rated stay-cations in Tianjin?**

I must say it's due to our people. Our people are focused on service and we always try our best to look after our guests. Majority of our guests come from China, they are repeaters who mainly come from surrounding areas like Beijing. They are from a corporate environment which translates into the high demand requests that they have. At the same time, they are customers and so they are expected to have something that Tianjin has to offer in terms of hospitality.

**What is the inspiration behind the interiors and look of Wanda Vista Tianjin?**



The interior comes from the architectural design of making sure that the luxury feeling is there. There are elements of Tianjin itself which you will find by simply looking at the decorations in the lobby, for example. There are elements in paintings, sculptures and engravings not only in the rooms, but also in public areas.

**Which delightful cuisines await your stay-in guests?**

We have all day dining which produces a delicious breakfast for our guests including full American breakfasts, choices for vegetarians and even selections for kids. Aside from our À la carte menu, we have some great theme nights which we have just launched. The Tianjin theme night comes especially recommended as it is all about steak and sea food. Moving on, we have the ZHEN Chinese restaurant which serves typical Cantonese food

with touches of local cuisine. This is extremely popular among local clients and business travellers.

In addition, we have the Club Reign which is our exclusive club occupying the top 2 floors of the property. Here you can find high-end local cuisine which has a touch of luxury and fine dining - all of which are open to local clientele. At the same time, we have banquets which are very popular with our guests. To accommodate these services we have a 1400 sq m banquet hall which is situated on the 3rd floor. So overall, we do have substantial facilities which allow us to easily cater for functions such as parties and weddings.

**For your business guests, what features of the hotel are most complimented?**

The most complimented feature is the room-size. Not only are the rooms

spacious, but they are beautifully appointed with wonderful, often panoramic views. Inside you can see many elements of marble and gold. Of course, the very fast wi-fi, which is important for the corporate traveller, is an added plus. We provide every service that the customer desires.

**What would be the next major event that your hotel is preparing for?**

We are planning for the end of year parties which will take place in December and January, for which we have already started making reservations. Preparations are also underway for Christmas Eve, Christmas Day and New Years Eve. We are known to hold lighting ceremonies, for example, for our Christmas Lights, which are not to be missed. These events are all open to the public.

**Can you share what has been the most challenging hotel guest request so far and how did your staff manage to accommodate it?**

There's nothing challenging, but there are unusual requests at times. For example, back in Dubai, I had a guest who wanted to have bagels from New York. He was living in a presidential suite and said he wished to have a particular type of bagel but it was only available in a traditional bakery owned by a famous family in Queens, New York. We had to accommodate this and indeed we brought in 12 pieces the next day. We receive unusual requests here as well, for example, for families in Beijing who spend weekends in Tianjin, they often want to have particular tickets to shows, to the zoo or would like us to arrange a romantic dinner in a different location in the hotel. For us, saying 'no' is not an option.

**What kind of training is your hotel staff put through? How do you ensure professionalism and quality service?**

We have very rigorous training which is held on a daily basis. We provide training that focuses on service and on the basics to ensure that everybody is on a constant level of alert. We internally conduct mystery shopping, meaning we have people go in and check particular areas of the hotel to ensure that the services are always of the highest standard. If we have a constructive comment about an issue in one particular area, then we focus our training to improve that area. We make sure that this is something that is not going to recur in future.

**How do you keep your team motivated?**

There are many ways to keep a motivated team. Our goals are very much well-defined and are communicated through our team, we know where we're going and we communicate that to our staff. We let them know how we're doing, we share our results with them on a monthly basis and we look after



them in terms of accommodation. We also cook for them every Friday. I personally make sure that I am there to cook with the team so that we can establish a connection. I feel that this is extremely important. At the end of the year, we also hold a benefit party for them because obviously if the hotel is successful, everybody benefits from that.

**As you observe the trends in the hospitality industry, how do you manage Wanda Vista Tianjin to meet the changing expectations of guests?**

Communication is the key. Awareness of what's happening in the market and action to change things immediately is also necessary. We conduct different meetings with the leaders and we must act swiftly because the market is moving at a fast pace. If we all agree after our discussion, then we move forward immediately and execute our plans. Tianjin changes very quickly. Even if you move away for a week and come back, you'll see a change. The past few years have witnessed a bigger influx of corporate companies and it has translated into more demand for the Wanda Vista Tianjin. We have become a more selective choice amongst many companies in Tianjin and our results in 2018 clearly reflect this increase.

**When at work, what is it that puts a smile on your face?**

I think the ability of the team to bring a smile to the guests' faces, to get results and to be competitive plays a major role. The reply on social media that this property is doing well through consistent efforts of the team is something that also makes my job very enjoyable.

**What top advice can you give to aspiring General Managers?**

Work hard. Have a clear vision of what you want to do. Don't stop at the hurdles, and just treat them as those little challenges that you see in front of you. See the bigger picture and be competitive at all times. You need to plan and have the aspiration to achieve it. It's a day to day effort towards your goals and objectives. It's a matter of hard work, dedication, and sometimes, even luck.

We thank you, Mr. Chatzipetros, for your insights into behind-the-scenes world at the Wanda Vista Tianjin. After all the effort that you put into training and motivation, it is small wonder that the associates are so excellent. We look forward to hearing more about the events your hotel will be holding this Christmas! **B**

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2018年11月9日,由《津卫商务》杂志主办,天津泰达发展有限公司协办的主题为“挑战2019”外商沟通交流活动于雅诗阁泰达MSD服务公寓成功举办。

来自安永(中国)企业咨询有限公司天津分公司、中央制塑(天津)有限公司董事长-中国美国商会董事、天津泰达国际学校、天津茉莉亚学院、京津佛罗伦萨小镇、天津百乐思生物科技发展有限公司等近三十余家知名企事业单位代表共聚雅诗阁泰达MSD服务公寓与天津泰达发展有限公司负责同志进行沟通交流。首先由天津雅诗阁泰达MSD服务公寓运营经理李姮女士致欢迎词,引导来宾对雅诗阁泰达MSD服务公寓进行参观,来宾对公寓硬件设施、服务水平表示赞扬。随后天津泰达发展有限公司写字楼经营事业部经理翟浩勇先生就开发区营商环境、区域招商引资成果、泰达MSD区域概况以及经营情况进行深入介绍。最后来自安永(中国)企业咨询有限公司天津分公司的人力资本经理常莹女士就2019年个税新规话题进行讲解。

在沟通交流中,与会来宾对开发区良好的营商环境和优质的配套服务表现出浓厚的兴趣,活动气氛热烈,部分与会企业代表同公司负责人进行深入交流,并希望未来能够开展更多合作。

目前,中国·天津经济技术开发区,中国最好的开发区内亿元级企业达到608家,10亿级企业144家,100亿级企业19家,500亿级企业3家,累计引进55个国家和地区外资项目5613个。在产业层面,天津开发区已经形成电子信息、汽车、装备制造、生物医药、石油化工、食品饮料、新能源新材料、航天、现代服务业九大主导产业。

泰达MSD位于天津滨海新区核心区,依托天津开发区30年发展积淀,规划建设面积为155万平米现代服务业区。集成熟的生活配套环境、国际甲级写字楼及商业于一体。泰达MSD将以先进的办公设施和人性化服务理念,为入驻开发区的企业提供国际标准的甲级写字楼租赁、销售、配套商业经营和高品质物业管理等全方位商务服务。泰达MSD致力于为客户提供“一站式办公生活解决方案”。

泰达MSD项目由英国阿特金斯、德国SBA、日本设计等世界知名公司进行设计;遵循“绿色办公”概念打造,均已通过LEED认证。

## BUSINESS TIANJIN

# Challenges in 2019 Top Executives Meeting

“Business Tianjin” Magazine successfully organized last Friday, November 9, 2018, a Networking meeting around the topic “Challenges in 2019”. Teda Development Co., Ltd. assist to organize at the Ascott TEDA MSD Tianjin Service Apartments, and many foreign and local enterprises meet to discuss about the trends and expectations for next year.

Representatives from more than thirty well-known enterprises and institutions, including Ernst & Young (China) Advisory Limited Tianjin Branch Office, AmCham China, TEDA International School, Tianjin Juilliard School, Florentia Village, Tianjin Luxury Outlet Mall Co., Ltd, Central Products Designers & Manufacturers, Tianjin Balance Biotechnology Development Co., Ltd. TEDA MSD Service Apartments, etc... exchange opinions and information each other and leaders of Tianjin TEDA Development Co., Ltd.

Rebecca Li, Operation Manager, Ascott TEDA MSD Tianjin gave a welcome speech to guide the guests to visit the Ascott TEDA MSD Service Apartment

and the audience were surprise with the very good apartment's facilities and high service level.



Subsequently, TEDA MSD Marketing Deputy Director, Mr. Zhai Haoyong gave an in-depth introduction of the business environment of the Development Area, the result of regional investment promotion, the general situation of TEDA MSD and the operation.



Finally, Ms. Seven Chang, Manager, People Advisory Services, Ernst & Young explained the topic of new tax regulations in 2019.

目前,泰达MSD已入驻客户350余组,办公人数超过10000人,其中世界500强企业31家,中国500强企业34家,外资企业26家;C区项目为滨海新区首座“双亿元”楼宇;B1座塔楼为天津市为数不多的“十亿元”楼宇。泰达MSD作为承载开发区现代服务业发展的平台,将尽最大努力为客户争取入区的优惠政策。

作为天津经济技术开发区现代服务业发展重要载体之一,泰达MSD变楼

宇为平台:完善商业配置,经典住宅产品,特色生活配套,健康教育资源导入,社区文娱交流...呈现出的是一个让精英人士充分“安居乐业”的,富有泰达MSD特色的,能够自成体系可持续发展的360度“现代城市生活圈”。

泰达MSD  
地址:天津市经济技术开发区第一大街79号泰达MSD-C1座12层  
电话:400 668 1066



During the interaction, the guests expressed strong interest in the good business environment and high-quality supporting services in the development zone.

The audience and representatives of the participating companies had in-depth communication in a warm atmosphere, and they hoped that more cooperation could be carried out in the future.

At present, Tianjin Economic-Technological Development Area, the best development zone in China have 608 billion-level enterprises, 144 enterprises with 1 billion, 19 enterprises with 10 billion, and 3 enterprises with 50 billion. A total of 5,613 foreign-funded projects from 55 countries and regions have been located to the area.

At the industrial level, Tianjin Development Zone has formed nine leading industries in electronic information, automobile, equipment manufacturing, bio-pharmaceuticals bio-medicine, petrochemical, food and drink, new energy and new

materials, aerospace and modern service industries.

TEDA MSD is located in the core area of Binhai New Area in Tianjin. It was based on Tianjin Development Zone for 30 years, planned construction area is 1.55 million square meters of Modern Service Industrial Area. It integrates a mature living environment, international Grade A office building and commercial area.

With advanced office facilities and humanized service concept, TEDA MSD will provide all-round business services such as Grade A office leasing, sales, supporting commercial

operations and high-quality property management for international companies in the development zone.

TEDA MSD is committed to customers with "one-stop office life solutions". World-renowned companies such as Atkins, SBA,... design the TEDA MSD project. It has been certified by LEED and according to the concept of "green office".

At present, TEDA MSD has settled in more than 350 groups of customers, with more than 10,000 employees, including 31 of the world's top 500 enterprises, 34 of China's top 500 enterprises, and 26 foreign-funded enterprises. The C-zone

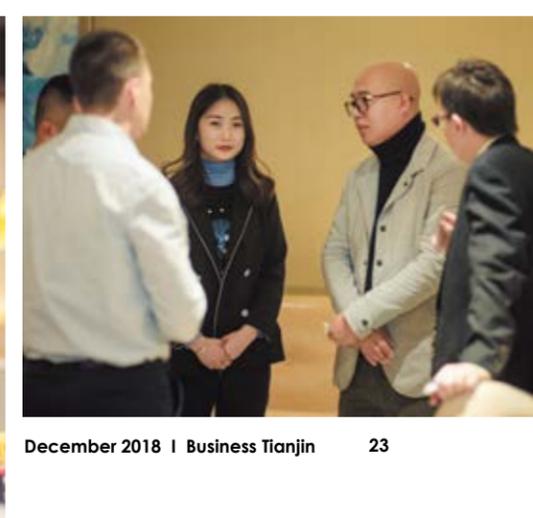
project is the first "200 million" building in Binhai New Area. The B1 tower is one of the few "billion" buildings in Tianjin. As a platform for the development of the modern service industry in the development zone, TEDA MSD will do the best to strive preferential policies for customers.

As one of the important carriers for the development of modern service industry in Tianjin Economic and Technological Development Zone, TEDA MSD has become a platform for building: impressive commercial configuration, classic residential products, special life support, international

health education resources, culture and entertainment projects... **E**

You can get more information about TEDA MSD in the following address and phone:  
12F, TEDA MSD-C1, No.79, First Avenue, TEDA, Tianjin, China  
Tel: 400 668 1066

Visit us online:  
[btianjin.cn/181204](http://btianjin.cn/181204)



# Business

## 5 Challenges in Today's China

By John Feng



### 今日中国的 5 大挑战

距离年底还有一个月的时间，是时候开始考虑 2019 年的计划了。在商业和金融领域，预测发挥了重要作用。

#### 经济步伐

中国经济的增长是毋庸置疑的，但放缓趋势也很明显。预计 2019 年将是一个遵循过去十年大方向的一年。根据最近的预测，增长率为 6.5%（或 6.6%），该国的经济实力仍然显著，但实际情况正在发生变化，政府方法也可能正在发生变化，不仅仅涉及新的公共投资，也涉及外国投资者的政策。

#### 金融危机

有两个指标需要加以考虑，应该成为中国政府部门的警示。首先，有预测称债务与 GDP 的比率在 2022 年达到令人难以置信的 320% 水平。其次，根据中国国务院财务顾问的说法，与房地产相关的未偿还银行贷款可能占 80%。

即使没有人能质疑中国在过去 30 年中所经历的惊人增长，但没有什么是不会变的，总是需要调整。该国将继续发展壮大，但对于计划在中国投资的任何人，无论是当地居民还是外国人，都需要考虑一些挑战。

With a little over few weeks to the end of the year, it is time to start thinking about 2019. In the business and financial worlds, forecasts play a major role and even though I will not confide in you my predictions, there are some topics that continue to be a challenge for the People's Republic of China.

2019 will not be an exception and the Chinese business landscape will pose a difficult task for those that are not willing to go the extra mile and those who do not pay attention to the news. In this article, I want to point out 5

topics that you should be aware of, not only to better understand the reality of this Asian country but also if you want to do business there.

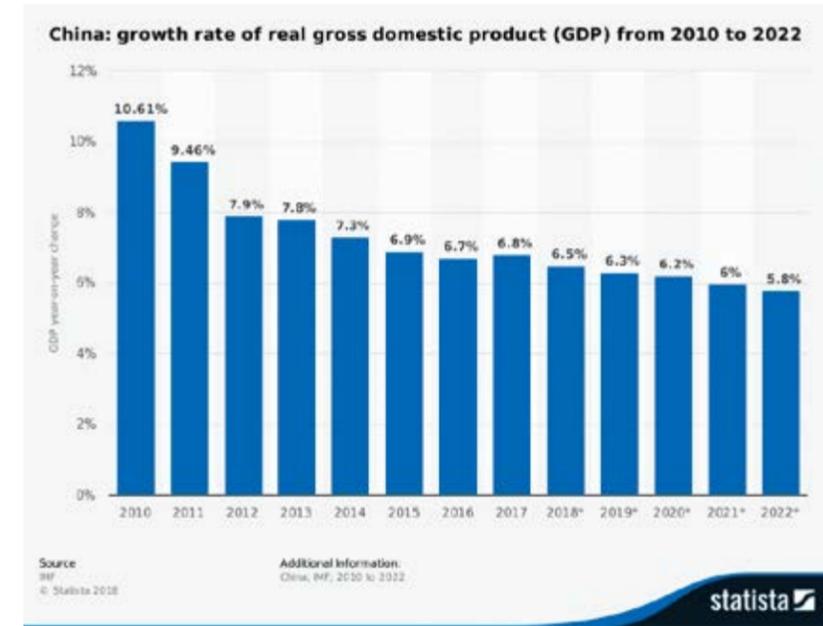
#### ECONOMIC PACE

Growth of the Chinese economy is unquestionable, but the slowdown trend is also clear. 2017 being the exception, when the growth rate actually went up as compared to the year before, 2019 will be a year which is expected to follow the general direction of the last decade. With the growth rate of 6.5% (or 6.6%, according to

the most recent predictions), the economic strength of the country is still remarkable, but the reality is changing and government approach might also be changing, not only regarding new public investments but also regarding foreign investor's policy.

#### CONSTRUCTION SLOWDOWN

Construction industry is known to be one of the most important and contributes significantly to the growth of any country. China is no exception to this rule. With the economic cool-down, tightening of the credit award criteria



and prices of raw materials, levels of housing construction are visibly going down. Having the growth retracted from 4% to 2.5%, a future with no expansion in this industry is close to happen. If some years ago the news about "ghost" cities shocked the world, now, the pace is definitely decreasing and consequently we might see a downtrend in the housing prices as a way to sell what has already been built.

#### CENTRALIZATION

This has been one of the flagships of the Chinese government and should always be taken into consideration, even if in the past years it has been linked with the continuous growth of the country. More than just an economic approach or strategy, centralization impacts all areas of the country, society and international business.

The financial/online payments sector might be where the impact will be more visible in the months to come, as the Chinese government wants to create a clearinghouse to control all payment platforms. Rules for insurance companies, online payment services' providers and asset-management groups will be stricter and the smallest change in their *modus operandi* will now have to be reported.

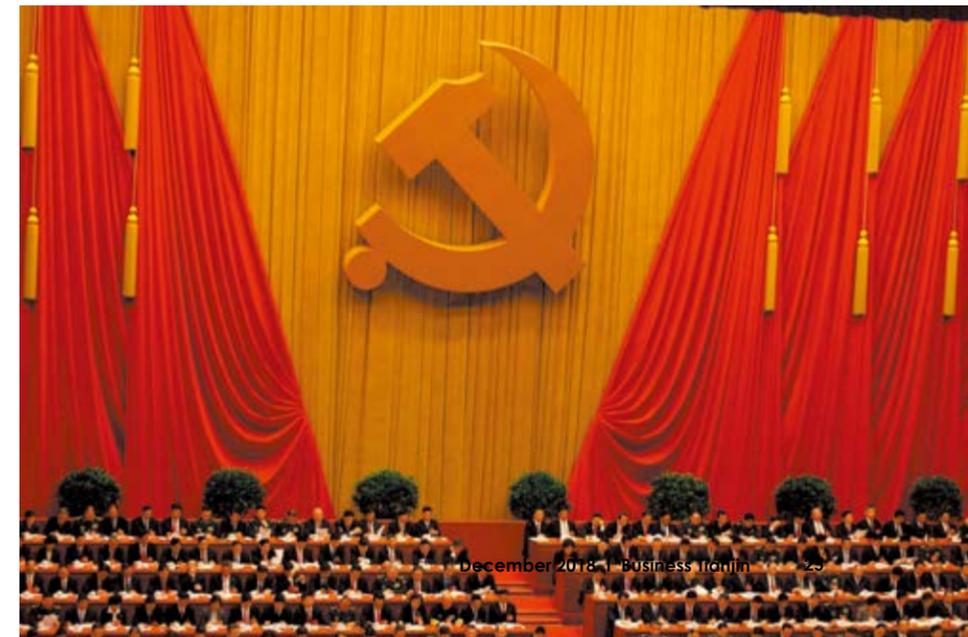
#### FINANCIAL RISKS

All countries can ensure growth if they push the credit limits, but results have been quite clear since 2008, especially in the US and Europe. There are two indicators that have to be taken into consideration and should serve as an alert for the Chinese governmental authorities. First, there are predictions that the Debt-to-GDP ratio can reach an incredible level of 320% in 2022. Second, and according to a Chinese State Council financial advisor, the true levels of the bank's exposure to the property market is much higher than the "official" numbers put forth by the government. The outstanding bank loans linked to real estate might represent 80% and not just 25% as stated by the government.

#### WRAPPING UP

Even if no one can question the amazing growth that China has been experiencing for, at least, the past 30 years, nothing is eternal and adjustments are always needed. The country will continue to grow and be strong but there are challenges that need to be taken into consideration for anyone planning to invest in China, either the local population or the foreigners. **E**

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## Akureyri, Iceland

By Taylor

When you think of Iceland, you probably imagine a frosty northern European ice town full of reindeer and maybe a penguin or two. The name literally contains the word “ice” so it makes sense, right? Oddly enough, the country is actually incredibly lush and green. Full of stunning forests and rich historical sites, Iceland is a perfect vacation destination, especially for families looking to spend some quality bonding time together. The country's second largest

city, Akureyri, is an absolutely amazing choice that juxtaposes natural beauty with developed cityscapes in the best possible way, giving visitors an endless array of activities and adventures no matter where their trip takes them within the city.

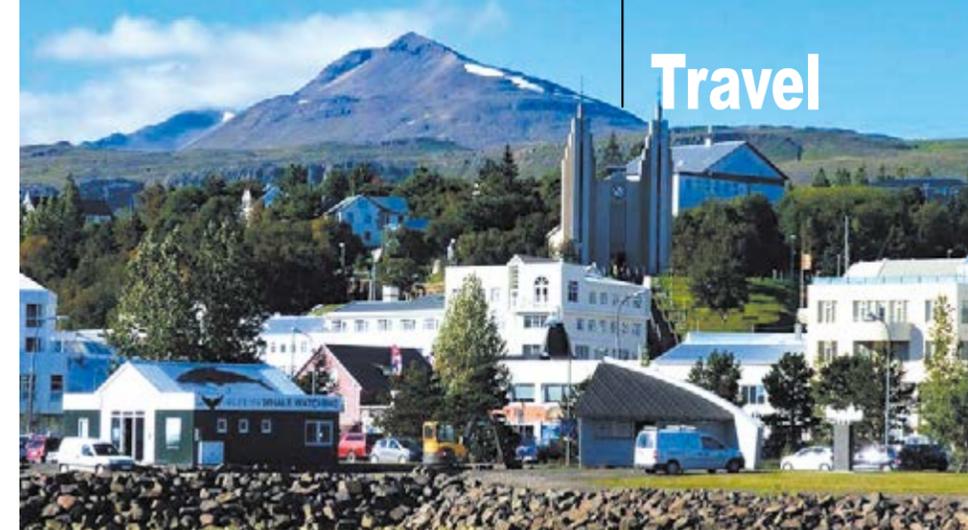
One of the most popular tourist hotspots in Akureyri is Jólagerdurinn, the Christmas Garden. Just ten minutes from the city's central hub, the Christmas Garden is an absurdly

decorated little house that embodies the spirit of the holiday season all year round. The bright red home stands out against the lush green backdrop and is decorated to look like a classic gingerbread house. Inside, visitors can view a seemingly endless array of Christmas decorations, including many that are historically significant to Icelandic culture, and an assortment of goods handcrafted by local craftsmen. The surrounding garden is a popular picnic spot and the neighboring fairytale

### 阿库雷里，冰岛

当你想到冰岛的时候，你可能会想象一个有着驯鹿的北欧冰镇，也许还有一两只企鹅。这个名字字面上包含“ice”这个词，所以它应该是有意义的，对吧？奇怪的是，这个国家实际上是非常绿色的国家。冰岛充满了令人惊叹的森林和丰富的历史遗迹，是一个完美的度假胜地，特别适合家庭旅行。这个国家的第二大城市阿库雷里是一个绝对令人惊叹的选择，它以最好的方式将自然美与发达的城市景观融为一体，为游客提供无数的活动和冒险。

冰岛被水环绕，被称为渔业国家。阿库雷里特别依赖海洋贸易来支持其经济。除了典型的深海捕鱼之旅外，镇上的游客还可以近距离亲身体验赏鲸活动！许多公司提供乘船游览，以观赏在寒冷的沿海水域茁壮成长的雄伟座头鲸。事实上，在2016年，2017年和2018年期间，每一位乘客都会看到鲸鱼，观鲸之旅已经完全成功！这些旅行必须提前预订，并且他们会快速售罄！



tower contains the world's largest Christmas calendar which is certainly a sight to behold. To the right of the house sits a wishing well adorned with classical stork and baby imagery that is said to be a place of absolute peace and tranquility.

If outdoor adventuring is more to your liking, you should definitely check out Hlíðarfjall. Nestled atop the mountain that towers over the city, Hlíðarfjall is a lovely ski resort that accommodates any and every skill level and age. Visitors can rent skis directly from the lodge, making planning the perfect skiing venture as easy as ordering a pizza or booking a hotel. For those seeking some in-depth training, Hlíðarfjall offers a ski school featuring scheduled group classes and one-to-one lessons. Every year Hlíðarfjall hosts the Icelandic Winter Games and the Ak Extreme, both of which are cannot-miss events. Hotels are available on the mountain, as are the food venues, making it a perfect all in one trip destination.

The product of a 1910 effort to beautify the city, the Akureyri Botanical Garden is a beautiful collection of rare and native Icelandic plants. With over seven thousand species, the garden chronicles the collection of hardy arctic thriving plant specimens in a breathtaking, well manicured display. The garden even contains the plant collection of Jón Rögnvaldsson, an infamous alleged Icelandic sorcerer, alongside a life-size bust of the man himself. Other displayed busts include one of the garden's driving forces, Margarethe Schiöth, and Akureyri clergyman

Matthias Jochumsson who is famed for penning the Icelandic national anthem. The picturesque beauty and expansive grounds provide a perfect relaxing and enriching venture of full day enjoyment and as an added bonus, admission is entirely free!

A true piece of Icelandic history, the Laufás turf house in Eyjafjörður is a spot you simply cannot pass up! These turf houses are visually incredible, almost like looking at a postcard in real life and give a glimpse into the not so distant past. A church stands next to the houses and was built in 1865 to replace the antiquated one that had stood since Christianity's first introduction into Icelandic culture. The houses themselves most likely date back to around the year 900; the oldest turf house in all of Iceland is actually within the Laufás lot! The area is open during the summer months from 9 am to 9 pm and offers a chance to look within the homes, which are fully decorated. If you are in the area, you absolutely have to drop in.

Surrounded by water, Iceland is known as a fishing country. Akureyri

especially relies heavily on marine trade to support its economy. In addition to the typical deep sea fishing excursions, visitors to the town can also experience whale watching up close and personal! Many companies offer boat trips out to view the majestic humpback whales that thrive in the chilled coastal waters. In fact, Akureyri actually boasts that its whale-watching trips have been entirely successful with every single passenger seeing whales during 2016, 2017, and 2018! These trips must be booked in advance and, be forewarned, they do sell out fast!

If you are in search of an adventure that you absolutely cannot get anywhere else in the world, Akureyri is your new dream destination. From relaxing garden strolls to deep sea excursions, there is simply something for everyone in this beautiful arctic town. **E**

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# The Currency War

By Lana Mann

Though not officially acknowledged by both parties, it is safe to assume that a huge currency war, which could have catastrophic consequences on the global economy, is on the books for the near future between the United States and China. In fact, it may have already begun.

## OVERVIEW

A currency war is a condition in which a country or countries seek to gain trade advantages over one another by causing the exchange rates of their currencies to fall with respect to the currencies of other countries. This creates an increased demand in markets,

both foreign and domestic, for such a country's goods thus benefitting the domestic industry as well as the rate of employment. It would also simultaneously increase the prices of imported goods, thereby reducing the purchasing power of citizens in context of such goods. If such a policy were

## 货币战争

虽然双方都没有正式承认，但可以肯定地认为，可能对全球经济造成灾难性后果的巨大货币战争在不久的将来会在美国和中国之间出现。事实上，它可能已经开始了。

目前美国和中国之间发生货币战争的风险源于美国政府今年早些时候煽动的贸易战升级，美国政府采取过度激进的经济策略来纠正两国之间巨大的贸易不平衡。两国之间的贸易逆差是巨大的。美国对这种不平衡的反应是发起一场针对中国生产的商品的运动，其中涉及增加

约五千件商品的关税。截至10月初，美国政府已经对价值2500亿美元的中国商品征收关税，这些商品会再次受到威胁。

对于普遍存在的货币战争，很大一部分重要经济体必须愿意立即贬值其货币。然而，美国和中国是世界上最大的两个经济体，一些人认为，如果证明中国对货币操纵的说法属实，美国可能会采取类似的攻击进行报复。

to be adopted by multiple countries against one another, it would result in an inevitable breakdown in international trade relations.

The current risk of a currency war between the United States and China originated from the escalating trade war instigated earlier this year by the United States government, which resorted to overly aggressive economic tactics to rectify the enormous trade imbalance between the two nations. Trade deficit between the two nations was a mammoth. Response of the United States to this imbalance was to launch a campaign against Chinese produced goods which involved increasing tariffs on about five thousand of the goods in question. As at the beginning of October, the United States government had issued tariffs on \$250 billion worth of Chinese goods with recurring threats to do more.

Then it was time for the fight back. At some point in June this year, value of the Chinese Yuan began to go into a steady decline, providing an apparent means of fighting back against the tariffs imposed by the United States government. At this point in time, the value of the Yuan has weakened to its lowest point since January 2017, bringing its total decline against the dollar for the current year to over 6%. This weakening of the Chinese currency, whether natural or artificial, has helped to make Chinese exports more

competitive in the US, thus offsetting the impact of tariffs issued by the US.

## EFFECTS OF CURRENCY WAR

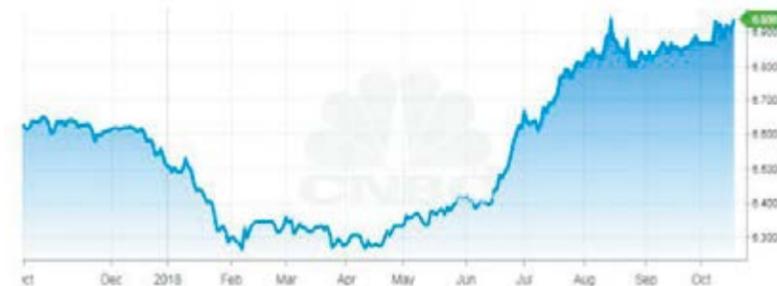
Though the effect of the decline is clear to see, its origin however, has sparked widespread debate. While rivals like Japan and the European markets are suspicious of the timely fall in value and the US has continuously held back from labeling the Chinese, currency manipulators, neutral economists and strategists have come to the defense of the Chinese, claiming that the fall in the value of their currency is due to domestic factors such as the country's falling stock prices. They also proclaim that the ongoing trade conflict between both countries has been strengthening the dollar while weakening the Yuan.

Both arguments, presented for absolving the Chinese of any accusations of manipulation, are adequately reasonable and are further supported by the fact that the Chinese sold reserves to the tune of \$17 billion in a bid to stem their losses in September. These, however haven't dissuaded those who believe that the Chinese government have at least consciously allowed the slide in value to continue even if they have not directly put in place practices that aid its fall. It is not hard to see the sense in this line of thought as the gains are clear for all to see. It would be interesting to see how things play out in the coming months as a continuous reduction in the value of the Yuan

Dollar/yuan 1-year chart

US Dollar/Chinese Renminbi FX Spot Rate (CNY=Exchange)

Last: 11:30:00 AM EDT  
6.9367 -0.0104 (0.15%)  
1 Year



would lead to detrimental effects on the Chinese economy that would more than outweigh its present advantages.

For a widespread currency war to occur, a large proportion of significant economies have to be willing to devalue their currencies at once. Luckily for the world economy, this is far from the case currently. However, the US and China are two of the world's largest economies and it is believed by some that if the claim of currency manipulation by the Chinese is proven to be true, the United States might retaliate with a similar attack, further inching the world towards a currency war. Fortunately, this is unlikely because such an action would put the United States at a great economic disadvantage due to the greater effect of consumer spending on its economy.

Devaluation of the Yuan is still a problem though. Other than the two major countries involved, many commodity exporting countries are likely to be in the line of fire if a full currency war breaks out. Already Indonesia, the Philippines and India, especially the latter, have sustained massive losses to their local currency. And that is on the outside. In China, it is only a matter of time before such an unsustainable drop in the value of currency would lead to political tensions stemming from loss of credibility of the Government. For all concerned parties, a currency war is the least practical and most destabilizing resolution. **B**

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## How Noble Intentions Can Lead You To The Top

By Nick Jones

### 让世界变得好 高尚的意图如何引领你走向顶峰

当有人想要建立创业公司时，在大多数情况下，这是因为他们需要某种服务或功能，并且在此之前没有人创建过。很多时候，这种雄心勃勃的态度被认为是愚蠢的，但正如我们今天从世界上最成功的企业家之一那里学到的那样，我们应该像徽章一样佩戴这种雄心勃勃的态度！以下是一个成功的四个最佳技巧。

#### 1. 未雨绸缪

您将不得不解决公司面临的问题，而不是您认为最具挑战性和雄心勃勃的问题。

#### 2. 和问题解决者交朋友

无论你是在一个尚未开发的市场工作，还是已经建立的行业，你应该始终与最好的人在一起。

#### 3. 从独特的角度看问题

请记住，您的贡献将帮助那些追随您的人。您可能不会立即看到收益，但随着行业的发展，您将获得回报。

#### 4. 立下案例

举个例子，Space X，特斯拉的首席执行官和创始人，埃隆马斯克，截至目前，他在福布斯的世界大人物名单上排名第46位。但更重要的是，他是我们这个时代最具启发性的人物之一。

When someone gets an idea for a startup company, in most cases it's because they were in need of a certain service or a feature, one that nobody had created until that point. A lot of times this highly ambitious attitude is considered silly but, as we will learn today from one of the world's most successful entrepreneurs, we should wear that ambitious attitude like a badge of honour! Here are four best tips for success from a man who is among some of the wealthiest people alive, and yet works as an engineer alongside his workers.

#### 1. BE PREPARED FOR BAD TIMES

You may have started a company because of a gap you saw in the market, but one thing that people find out fast is that managing a company usually means dealing with things that don't work, instead of working on your initial goals and ambitions. "Starting a company is like staring into the abyss, and eating glass." This statement may seem harsh, but it is a simple fact of doing business. You will have to work on the problems that the company faces, not the ones you find most challenging and ambitious. Running a successful startup means you make a product so good that people are willing to pay for it more than you needed to pay to produce it. And in that never-ending battle, 90% of startups fail. But if you stay focused on bringing the best product possible to the customers, you will prevail. At first, it will be stressful and painful, but over time, the ones that are determined and patient enough will most likely get rewarded.



#### 2. SURROUND YOURSELF WITH PROBLEM-SOLVERS

This one sounds like a no-brainer, but one of the biggest problems companies face is that work becomes so fragmented and automated that the workers feel like they don't have an impact, and that is the worst recipe for slacking on the job. Having people that are only able to do repetitive work means that you'll forever be stuck in the same place. Surround yourself with problem solvers, meaning people that want your idea to come to life as much as you do. That is the only way for you to create a healthy environment where all of you are pushing each other to your limits in order to reach the best possible outcome. If you're working in an industry that already exists, your product will have to be better in order for you to stay competitive in the market. It doesn't matter whether you're working in an untapped market, or an industry that's already established, you should always surround yourself with the best people out there.

#### 3. LOOK AT THING FROM A UNIQUE PERSPECTIVE

Sometimes, even though a product or a service you're working on is badly needed, it is not that likely that it will take off. At that point, you can go one of two ways. You can either give up or go for it anyway, despite the odds. One thing you can do is look at what's getting in the way of achieving your goal. Chances are, there are other parts of the in-

dustry that are underdeveloped and are thus holding you back. By looking at it from a different angle, you might actually find that the best way of achieving your goal is by developing something else entirely from the ground up, and slowly building towards what you really want to achieve. Remember that your contributions will help others that are coming after you, and the novelty of being first will at that point give you a better advantage. You may not see the payoff right away, but as the industry catches up, you will get rewarded.

#### 4. SETTING AN EXAMPLE

Working on big, impactful projects may seem interesting, but they're highly risky. Why would someone intentionally go against all odds? When this entrepreneur was only 12 years old, he read the works of Isaac

Asimov. From Asimov's work, he concluded that you should always make decisions that will make the world a better place. By doing so, you're not only improving things for the better, but are also inspiring other people to do the same, which is perhaps the best goal a person can achieve. If you haven't figured out so far, we're talking about the CEO and Founder of Space X, Tesla, Neuralink, among many other ventures. His name is Elon Musk, and as of now, he holds 46th place on the Forbes's list of The World's Most Powerful People. But more importantly, he's one of the most inspirational figures of our time. ☑

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## A series of acquisitions and joint ventures by SHANGHAI PHARMACEUTICALS

By Morgan Brady

China's economy is evolving and moving into a more value-added mode of operation, after having evolved into a major manufacturer in the world. And as the economy progresses, one sector looks very promising, as it seems to be at the brink of strong wave of growth. This sector is healthcare, as many companies in it are poised to experience a high upturn. Among those companies is Shanghai Pharmaceuticals Holding Co., Ltd, which is a subsidiary of Shanghai Pharmaceutical (Group) Co., Ltd.

### ABOUT SHANGHAI PHARMACEUTICALS

Shanghai Pharmaceuticals is a large publicly traded company, listed on both the Shanghai and the Hong Kong exchanges. Shanghai municipal government's Shanghai Industrial Investment (Holdings) owns 35.5 percent of the company's shares.

The company produces western style medications for critical needs, in addition to modern TCM products and medical devices. It researches, develops, manufactures, distributes and retails pharmaceutical and healthcare

products. Overall, it provides approximately 800 varieties of drugs and 20 dosage forms. It has 163 subsidiaries and 66 branches and is connected to China's two largest distribution networks. It employs more than 950 employees. In addition to its production of pharmaceuticals, it engages in consulting services, assets management, investments holding operations, and other relevant activities.

### MARKET VALUATION

This company has a market capitalization of 60.41 billion Hong Kong

dollars. Its stock has been hovering around the same place for the last five years. However, this may be due to challenges with distribution networks that the company works with. The sector is expected to see further growth given the large domestic demand, driven in part by age related demographics, and in another part by the increasing attention that people are paying to their health.

### STRATEGIC EXPANSION

The company is conducting a series of strategic acquisitions, signaling an ambitious growth mindset. Back in February this year, Shanghai Pharma acquired Cardinal health in full for the amount of \$557 million. This acquisition is important since Cardinal Health is the third largest pharmaceutical distributor in the US and the eight largest in China. To seal the acquisition and meet some of its outstanding financial obligations, Shanghai Pharma secured a loan to the tune of \$920 million for one year.

### BUYING COMPANIES ABROAD

This acquisition is the not first of its kind. Initially, Shanghai Pharmaceuticals focused on acquiring local companies, but in 2016 it started buying companies abroad as it acquired 60 percent of Vitaco, one of Australia's healthcare products suppliers. Total value of the deal amounted to \$147.6 million.

Shanghai Pharmaceuticals has plans for expansion around the globe. Back in January, it revealed plans to open a research center in San Diego in order to be able to distribute the drugs that it develops in the US and China. The company also aims to acquire companies in Europe (with a focus on Germany and France, and the Middle East).

The chairman Zhou Jun had explained at an earlier time that the company's growth strategy takes two paths at the same time: acquisitions and in-house research and development. Mr. Jun believes that acquisitions are shortcuts



that enable the company to gain access to new technology fast.

Apart from the acquisitions, Shanghai Industrial Investment (a parent company) has plans to establish a massive biotechnology fund, in cooperation with investors and financial institutions.

### JOINT VENTURES

In May, Shanghai Pharmaceuticals Holding Co. Ltd signed an agreement with Bracco Imaging S.p.A., which is one of the largest companies in the diagnostic imaging business with its headquarters located in Milan, Italy. Bracco has been present directly in China since 2001 in a joint venture with Shanghai Sine. The joint venture was extended for additional 20 years in 2016.

The current R&D agreement aims to deliver innovative therapeutic drugs in the oncologic field. Bracco's microbubbles technology platform has attracted Shanghai Pharmaceuticals into this endeavor, as this technology has changed medical imaging in Contrast Enhanced Ultrasound (CEUS). This technology is non-invasive and enables visualization and assessment of cardiac cavities, large vessels and tissue vascularity in real time and in a cost-effective manner. Shanghai Pharmaceuticals plans to use this technology for monitoring in the oncologic field.

Another partnership was with Russia's BIOCAD, as the two companies agreed to build a facility in China, to manufacture drug substances. The agreement entailed that two joint ventures will be established for production, clinical development, registration, and marketing of several high-cost medicines based on monoclonal antibodies. A ceremony followed the signature of the agreement at the Eastern Economic Forum in Vladivostok, Russia on 12th September.

### CONCLUSION

Shanghai Pharmaceuticals is the second largest pharmaceuticals company in the industry in China according to statistics in 2017. The market for pharmaceuticals is attractive both in China and elsewhere. A series of acquisitions and joint ventures with different innovative companies around the world put Shanghai Pharmaceuticals in an advantageous position. This is in line with the company's strategy as it continuously grows and develops its capabilities to become a major player on a global scale. Although the value of its share might not reflect the company's potential for the time being, it can rise at any time for short or medium terms. **B**

## 收购和合资企业系列 上海医药

在成为世界主要制造商之后，中国经济正在发展并进入更具增值的运营模式。随着经济的发展，有一个部门看起来很有希望，因为它似乎处于强劲增长浪潮的开端。这个部门是医疗保健行业，因为其中的许多公司都有望看到好转。其中包括上海医药（集团）股份有限公司的子公司上海医药控股有限公司。

上海医药是一家大型上市公司，在上海和香港交易所上市。上海市政府的上海实业投资（控股）拥有该公司35.5%的股份。

5月，上海医药控股有限公司与Bracco Imaging S.p.A. 签署协议，Bracco Imaging S.p.A. 是诊断成像业务最大的公司之一，总部位于意大利米兰。自2001年以来，Bracco与Shanghai Sine 合资，直接在中国开展业务。该合资企业于2016年再延长20年。

这符合公司的战略，因为它不断发展成为全球范围内主要参与者。虽然其份额的价值可能无法反映公司目前的潜力，但它可以在短期或中期随时上升。

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# Medical Device Industry

## Case Study



### 案件的背景

一家欧洲牙科器械公司通过中国经销商在中国销售其产品。他们发现，中国的竞争对手使用相同的外观设计，配色方案和控制界面，提供类似但规格较低的产品。总体而言，竞争对手的产品外观与欧洲公司的功能相似，但其性能水平和价格要低得多。

欧洲公司采取了哪些行动？

欧洲公司的代表之前曾在一个贸易展览会上与该公司接洽，抱怨侵权行为，但未得到积极回应。

该公司此后寻求法律建议。试图依靠其他法律依据声称侵犯产品形状和装饰是可能的，但成功的可能

性很小。唯一明确的法律依据是版权侵犯了技术手册的内容。

#### 经验教训

- 欧洲中小企业应确保尽早注册其知识产权，以确保最大程度的保护。
- 不要认为诉讼是唯一途径。
- 使用警告信可以成为刑事诉讼或民事诉讼的可行替代方案。
- 始终强制执行您的知识产权。

### BACKGROUND OF THE CASE

A European company in the dental instruments sector was selling its product in China through a Chinese distributor. They discovered that a competitor in China was offering a similar, but lower-specification product, using an identical exterior design, colour scheme, and control interface. The technical manual, diagrams and parts of their brochure appeared in part to be directly copied from the original. Overall, the competitor's product gave the appearance of being similar in function to that of the European company, although its performance level and price were much lower.

### WHAT ACTIONS DID THE EUROPEAN COMPANY TAKE?

The European company's representatives had previously approached the company at a trade fair to complain about the infringement but had not received a positive response.

The company thereafter sought legal advice. They did not have a design patent to protect the overall shape of their product, nor were there any patents covering the product. Trying to claim infringement of the product shape and decoration by relying on other legal grounds was possible, but chances of success were poor. The only clear legal grounds were copyright infringement of the contents of the technical manual.

Instead, the company decided to send a warning letter through their local lawyers that alleged infringement of the product shape (even though the legal grounds were not strong) and copyright in the manual. The letter implied that the company would take the matter to court. The law firm and representatives of the European company followed up the letter and met with the infringer to press upon them to stop their infringement. The European company argued that a lawsuit would be wasteful for both parties, even if



they were not successful, and that the Chinese competitor's imitation of a European product would harm their own image in the long run. As a result, the infringing company decided to change a number of exterior features of the product and produced new manuals and brochures which greatly reduced similarities to the European product.

Although the European company did not have very strong rights, in this case, use of a warning letter followed up with determined negotiation was able to yield a satisfactory result.

### LESSONS TO TAKE AWAY

- The European company would have had an even better result if they had had design patent or other patents for their product in China, which would have given them clear rights over the product design. Therefore European SMEs should make sure that they register their IP rights as early as possible, to ensure maximum protection.
- Do not assume that litigation is the only way forward. Make use of the full IPR framework that exists in China to achieve your goals. You should also not assume that any legal action will be very costly.

- Use of warning letter can be a viable alternative to criminal prosecutions or civil litigation. Using warning letters combined with determined negotiations can, in some cases, lead to satisfactory results.
- Always enforce your IP rights. If you manage to create an image of being litigious or of always taking action, the infringers are less likely to infringe on your products and would simply move on to less litigious companies. **E**

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CHINA IPR  
SME HELPDESK

The China IPR SME Helpdesk supports small and medium sized enterprises (SMEs) from European Union (EU) member states to protect and enforce their Intellectual Property Rights (IPR) in or relating to China, Hong Kong, Macao and Taiwan, through the provision of free information and services. The Helpdesk provides jargon-free, first-line, confidential advice on intellectual property and related issues, along with training events, materials and online resources. Individual SMEs and SME intermediaries can submit their IPR queries via email ([question@china-ipr-helpdesk.eu](mailto:question@china-ipr-helpdesk.eu)) and gain access to a panel of experts, in order to receive free and confidential first-line advice within 3 working days.

The China IPR SME Helpdesk is co-funded by the European Union. To learn more about the China IPR SME Helpdesk and any aspect of intellectual property rights in China, please visit our online portal at <http://www.ipr-hub.eu/>.

## 30 Million

Despite increasing game restrictions in China, Steam's userbase surpassed 30 million users, according to industry analyst Daniel Ahmad.



## 1,089 tons

The world's biggest gold merchants welcome China's increased involvement in the World Gold Council given China's demand of gold. In 2017, gold consumption was at 1,089 tons, higher than any market in the world.



## ¥ 105.16 Billion

Online trade of fresh produce reached an overall value of ¥ 105.16 Billion (or US\$ 15.18 Billion) in the first half of 2018. This was reported to be the first time that the overall value exceeded 100 Billion.



## ¥ 100,000

From September 17<sup>th</sup>, Beijing residents can borrow 100,000 Yuan (\$14,537) from the fund if they have contributed to the pool for a year, up to maximum 1.2 million Yuan (\$174,455) for first-home buyers.



## ¥ 8.6 Billion

First half of 2018, Tencent Music has reaped in ¥ 8.6 Billion revenue with a ¥ 1.7 Billion profit. A large part of that success is its connection to WeChat which has one billion users and QQ, as well as Tencent Video.



## 35%

China's National Development & Reform Commission has written a draft policy that would increase the renewable energy target from 20% to 35% by 2030.



## ¥ 120.8 Billion

Online retail sales in Chinese impoverished areas grew by 52 percent last year to reach ¥ 120.8 Billion (of US\$ 17.3 Billion). This surge was due to the promotion of "e-commerce villages". In addition the Rural Taobao initiative from tech giant Alibaba Group Holding has provided some 1.3 Million job opportunities.



## 2.21 Million

China's fleet of electric vehicles and plug-in hybrids topped 2.21 million by the end of September as sales of electrified vehicles continued to surge in the country. In the third quarter of this year alone, more than 6.5 million vehicles were added to the fleet, according to the ministry.



## 20 Million

For 2018, Tmall expects more than 20 Million products to make their debut on China's largest e-commerce platform after generating 12 Million last year. Alibaba estimates that the number of new products being launched on Tmall every day now averages about 3,000.



Bytedance says that more than half a billion people worldwide use its video apps Douyin (in China) or TikTok (the rest of the world) at least once a month.

### China's King of Internet Fluff Wants to Conquer the World

A Chinese Internet company that serves up homemade break-dance videos, dishy news bites and goofy hashtag challenges has become one of the planet's most richly valued start-ups, with roughly \$75 billion price tag. And it has big plans for storming phone screens across the rest of the globe, too. The company, Bytedance, bought Musical.ly, the video-sharing platform, for around \$1 billion last year and folded it into its own video service, TikTok. Bytedance says that more than half a billion people worldwide use Douyin or TikTok at least once a month. Still, the Chinese staff stationed in China oversees significant aspects of Bytedance's international apps. They even produce some culturally specific content, such as push notifications, suggesting videos to watch. The company is hiring speakers of more than a dozen languages, including Portuguese, Polish, Malay and Arabic, for positions in China, according to an online posting.

Source: *The New York Times*

### Tesla Plans To Achieve Weekly Production of Model 3 Cars by 3,000 in China



File photo of the electric carmaker Tesla.

US top electric carmaker Tesla Inc said that it is planning to produce 3,000 Model 3 sedans per week in China in the near future. The Palo Alto, California-based electric car giant said China is the largest market for electric vehicles in the world and its local market there is at the initial phase of Gigafactory 3, which will have increased levels of localization through local sourcing and manufacturing. Tesla admitted there is no timeframe for Gigafactory 3 in China due to a number of uncertainties, including regulatory approval, supply chain constraints, and the pace of bringing the factory online. However, Tesla said that it is trying to accelerate its manufacturing timeline in China to significantly increase the affordability of Model 3 for customers in the world's most populous country. More than 28 million vehicles were sold in China in 2017, and the figure could top 35 million annually by 2025.

Source: *China Daily*



### Cross-Border E-Commerce Takes Off In New Digital Era

The Singles Day or the online shopping festival

Nov 11<sup>th</sup>, or the Singles Day, the online shopping festival invented by Alibaba, is just days away. On this second Sunday of November, Chinese consumers will chase foreign brands as if there were no tomorrow. Online marketplaces such as Taobao, Tmall, JD and Amazon will pull out all stops to give 11-11 a global character. They will do so for a good reason. China's cross-border e-commerce sector has been growing rapidly over the past few years. It grew 23.5 percent to 6.3 trillion Yuan (\$914 billion) in sales last year, according to iiMedia Research, a market consultancy. Market researcher eMarketer estimates that by 2020, a quarter of the Chinese population, or more than half of China's digital buyers, will be shopping for cross-border products, either directly on foreign-based websites or through third-party e-destinations. It is clear that demand for international brands is rising rapidly in China, thanks to cross-border online shopping.

Source: *China Daily*

### Alibaba Feels the Pinch from China's Slowing Economic Growth



Alibaba has benefited from China's growing middle class and the explosion of online shopping. But slower economic growth could present significant headwinds.

Flagging pace of economic expansion in China and the country's trade war with the United States led the Alibaba Group to cut its estimate of revenue growth for the current fiscal year, which ends in March, by around 5 percent. For the quarter that ended in September, revenue stood at \$12.4 billion, a 54 percent increase from a year earlier but less than what analysts had expected. China's shoppers have generally been able to buoy the economy through its past ups and downs, as hundreds of millions of people rose into the middle class and spent their increased earnings on cars, appliances and better-quality food. Lately, though, consumers say they are tightening their purse strings and saving more of their income.

Source: *The New York Times*

# How to Use Your Customer's Questions

## Improving Your Sales

By Rose Salas

### 如何使用您的客户问题 改善您的销售

客户是成功企业的基础。当您开展业务时，首先要考虑的是在最短的时间内赚取收入。即使您拥有最好的产品和最好的员工，您的客户仍然是最重要的，因为没有它们，任何企业都无法生存。

如何使用客户问题来改善销售？

1. 将客户问题用于心理因素评估：

问题比如：

- 我多久可以收到订单？
- 您对此产品有保修吗？
- 我可以获得折扣或优惠券代码吗？
- 你为什么寄给我一件有缺陷的物品？
- 为什么您的交货需要很长时间？
- 为什么我没有在包装盒中收到插图？

2. 利用客户问题来推广您的品牌  
您是否遇到来自海外买家的问题，例如“您是来自中国的卖家吗？”或者，“你在\_\_\_\_(国家)有商店吗？”

3. 使用客户问题提出个性化策略或方法

沟通始终是解决销售增长问题的最佳关键手段。



Customers are the foundation of a successful business. When you put up a business, the first thought that you have in mind is to earn revenue in the shortest possible time. Even if you have the finest product and the best employees working with you, your customers are still the most important because without them, no business can survive.

Every marketing strategy is designed towards creating a massive increase in sales by retaining existing and loyal customers. Identifying and meeting the needs of customers will resolve low satisfaction rates and in the long run, will ensure repeat business. Using your customer's questions can greatly improve your sales and can also be used as a gauge in tracking your customer service improvement.

#### HOW DO YOU USE YOUR CUSTOMER'S QUESTIONS TO IMPROVE SALES?

##### 1. Using Customer's Questions for Psychological Factor or Evaluation

Customers always play a very crucial role when you are making a product or are deciding which product you should develop or sell. If you understand your customer's behaviour, you can always have them stick to your product and patronize your brand. If you have an ecommerce shop and your social media engagement is good, you will encounter different questions like:

- How soon can I receive my order?
- Do you have a warranty for this product?
- Can I get a discount or voucher code?

- Why did you send me a defective item?
- Why is your delivery taking a long time?
- Why did I not receive an insert in the box?

These are just a few questions you may receive from your potential or existing customers. If you truly analyse, each question has a specific concern and maybe you are wondering why your sales are declining or not growing. For example, “*Why did you send me a defective item?*” You know for yourself that you will not send a defective item to your customer. This usually happens when you have a drop shipping business and products are not personally inspected before being shipped out to customers. Ideally, customers will not think that this is not your fault. Their reaction to the issue will tell you of the next steps - replace and apologize to the customer. But actually, this is just the damage control action plan. What you really need to do to improve your sales is to talk to your supplier or get a better supplier that can ship out a carefully-inspected and defect-free item.

By going through each question, you can identify an opportunity for growth of sales because the way customers think, feel, react or reason out would give you a hint of what considerations should be taken care of. These psychological factors or consumer psychology will give you a comprehensive understanding on how their thoughts, beliefs, and influence can make them decide whether to do business with you.

##### 2. Using Customer's Questions to Promote Your Brand

Have you encountered a question from an offshore buyer like “*Are you a seller from China?*” or, “*Do you have a store in \_\_\_\_ (country)?*”

We can't deny that some customers abroad think that products coming from here are of low quality because some sellers build a bad reputation through their brand. To promote your



brand, use these questions to help them realize that not all sellers are the same. You can build your credibility by telling a story about your brand, and give them an opportunity to be served better. This will work to the advantage of your business once you have proven it to your customers and have gained their trust. Be your customer's consultant by offering them options. Show them that they have made a good decision by choosing you over some competitors and be amazed to see big impact on your sales.

#### USE CUSTOMER'S QUESTIONS TO DEVISE A PERSONALIZATION STRATEGY OR APPROACH

In a business relationship, customer is the KING and the customer is ALWAYS RIGHT. It is normal for a customer to call up customer service hotline and ask questions and help about the product they bought. It happens when they felt cheated, experienced inconvenience, or needed help in understanding the functions of the product they bought. Use their questions to develop a more personal approach when reaching out to their

concerns. Let them feel the urgency to help them and you'll see that they'll be more than excited to try most of your products. Customers are willing to pay more if you have a personalized approach. This strategy will bring in more customers and increase the sales of your business.

Communication is always the best key to resolving issues and leads to sales growth. Today's market is saturated with good and bad competitors and customers have a lot of options, so retaining them is hard. Long-term success of business can be achieved through nurtured relationships and meeting the customer's requirement. If you think you need some boost on your sales, try these strategies and see how many questions would give you an opportunity for a major increase in your sales figures! 

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files for each enterprise; and to carry out risk assessment from the dimensions of nationality, industry, fiscal year, transaction type and taxpayer so as to achieve a comprehensive upgrade of the transfer pricing management level of multinational enterprises.<sup>3</sup>

Since 2015, many provincial administrations of international taxation have started pioneering work in relation to the monitoring of cross-border tax sources, by leveraging information systems under the concept that “priority should be given to the administration of cross-border related party transactions”. Among them, a representative example is the Jiangsu Provincial Tax Bureau’s initiative to monitor and control multinational enterprises’ profit level.

In April 2018, the Jiangsu Provincial Tax Bureau held presentations to local taxpayers on multinational enterprise profit level monitoring and administration in several cities in Jiangsu Province. During the presentations, Jiangsu Provincial Tax Bureau said that the Bureau had selected 150 enterprises with large amounts of related party transactions, complicated related party businesses and typical targeted related party transactions as the first batch of key monitoring targets in the province. Subsequent to these

presentations, local tax authorities have compiled internal statistics, requested the selected enterprises provide additional data, and developed an analytics database which contains key information of the 150 enterprises during the period of 2008-2016 (e.g., information in transfer pricing contemporaneous documentation). By leveraging the database, Jiangsu Tax Bureau plans to introduce a big data analytics platform to realise dynamic monitoring of multinational enterprises’ profit levels, with core tools of risk assessment and compliance assessment.

The dynamic monitoring of multinational enterprises’ profit level by the Jiangsu Provincial Tax Bureau mainly includes the following aspects:

1. Widely collect tax return information (including country-by-country reports, etc.), transfer pricing documentation (including master file, local file and special issue file), annual reports of listed companies, data exchanged between governmental organs, information from commercial databases, internationally exchanged information, public information (e.g., from enterprise websites, securities analyst reports, industry association reports, news reports), information collected from taxpayers’ response

to tax authorities’ risk assessment requests, and information related to potentially comparable domestic companies;

2. Set 39 qualitative risk indicators by reference of similar concepts proposed by the Base Erosion and Profit Shifting (BEPS) initiatives by G20 and the Organisation for Economic Co-operation and Development (OECD), and conduct quantitative risk assessment mainly based on value chain analysis so as to comprehensively evaluate the related party transaction tax risks of single enterprises;
3. Assess the enterprises’ tax compliance level from six quantified perspectives including the degree of aggressiveness of a group’s global tax planning, the quality of related party transactions reporting, the quality of transfer pricing documentation preparation, the internal control system of related party transactions taxation, the performance of related party transactions responses, and the willingness of enterprises’ management to actively communicate;
4. Classify the assessed enterprises into different administration levels based on their degrees of tax base

erosion risk and types of compliance willingness by utilising an administration level classification model; and

5. Build an administration framework based on risk classification with the consideration of administration resources in tax authorities; adopt different countermeasures for enterprises with different administration levels to guide and promote enterprises’ active compliance.

## OUR OBSERVATIONS

The SAT has taken the monitoring of multinational enterprises’ profit level as the priority of anti-tax avoidance work in China in the future, with the pilot programme already being rolled out to begin collecting basic data of taxpayers in Beijing, Sichuan, Jiangsu, Ningbo, Shenzhen and other places. In view of this fact, we recommend that not only single enterprises but also multinational groups with large amounts of cross-border related party transactions get prepared to be included into the expanding scope of provincial and even national monitoring of multinational enterprises’ profit level, and manage risk prevention and early warning in the following aspects:

1. Re-examine and evaluate the potential risks of transfer pricing policies at the group level based on an in-depth understanding of the framework of BEPS rules, and identify potential conflicts and double taxation exposures between China tax authorities and other competent tax authorities;
2. Develop relevant risk warning systems with consideration on how the China tax authorities established and adjusted the risk monitoring indicators, and construct information management platforms to realise the end-to-end management on formulation and adjustment of transfer pricing policies, financial forecast, actual financial performance (including segmented financial performance) and comparable data;
3. Enhance the regular monitoring on the implementation of transfer pricing policies to ensure consistency between the implementation results and pricing policies, and effectively identify and control potential risks by data monitoring; and
4. Maintain communication with the local in-charge tax authorities, keep in tune and up to date with the latest trends of transfer pricing

administration, and ensure entities meet all necessary obligations by adhering to legislative requirements or apply for advance pricing arrangements to obtain stable expectations for the coming years.

Last but not least, the trend of using more data tools in tax authorities’ monitoring will require tax practitioners in corporations to frequently collect or process huge amounts of data. As a result of this, an urgent task confronted by corporations is to upgrade current manual processing methods, so as to fulfil the demand for robust, systematic, accurate and real-time data. Management should consider building appropriate data analytics methods that suit the company’s needs, and digitalizing information from daily operations, which will efficiently and effectively facilitate the company’s reporting and management requirements. Moreover, digital thinking can also allow management to analyse the company’s transfer pricing information instantaneously, comprehensively, and in a multi-dimensional manner, and thus more accurately manage transfer pricing risks under the rapidly changing international economy. **B**

## ENDNOTE

1. See Article 2 of Public Notice No. 6 for details. For the interpretation of Public Notice No. 6, please refer to the Administrative Measures for Special Tax Investigation and Adjustment and Mutual Agreement Procedures <https://www.pwccn.com/zh/services/tax/publications/china-tax-news-mar2017-8.html>
2. China Tax News reported on 7 September 2018, “Tax Policy Briefing for Korean Enterprises in China was held in Beijing”
3. Ibid.

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Implementation Rules and Measures of Additional Special Deductions to

# New Individual Income Tax Law are Seeking Public Comments

## 特别减免的附加实施细则和措施

## 新的个人所得税法正在征求公众意见

随着中华人民共和国个人所得税法（2018年修正案）（“IIT法2018”）的出台，财政部和国家税务总局发布了关于就“中华人民共和国个人所得税法实施条例”征求公众意见的通知（修订征求意见稿）（“新实施细则”）和关于征求公众意见“关于增加特别扣除暂行办法”的通知。新实施细则和暂行办法澄清了一些未在IIT法2018中规定的问题。

财政部和国家税务总局仍在寻求公众意见，以下内容可能会有所变更，直至新实施细则和临时措施最终确定并具有法律效力。

1. 新的实施细则
  - 1.1 在中国没有住所的个人所得税负债
  - 1.2 “其他减免”的范围
  - 1.3 针对个人的反避税IIT规则
  - 1.4 税收抵消方法
  - 1.5 中国税务居民计划移民和取消其中国家庭的税务合规手续

Following the introduction of the *Individual Income Tax Law of the People's Republic of China (2018 Amendment)* (“IIT Law 2018”), the Ministry of Finance (“MOF”) and the State Administration of Taxation (“SAT”) has issued the *Circular on Seeking Public Comments on the Implementing Regulations of the Individual Income Tax Law of the People's Republic of China (Revised Draft for Comment)* (“New Implementing Regulations”) and the *Circular on Seeking Public Comments on the Interim Measures for Additional Special Deductions for Individual Income Tax (Draft for Comment)* (“Interim Measures”) on October 20, 2018. The New Implementing Regulations and Interim Measures have clarified a number of issues that have not been specified in the IIT Law 2018.

As MOF and SAT are still seeking public comments, the contents below are subject to change until the New Implementing Regulations, and

Interim Measures are finalized and become legally effective.

### 1. NEW IMPLEMENTING REGULATIONS

#### 1.1. IIT liabilities of individuals who do not have a domicile in China

According to the IIT Law 2018, the global income of a Chinese tax resident<sup>1</sup> is subject to Chinese IIT, but a non-Chinese tax resident<sup>2</sup> is only liable for the individual income tax (“IIT”) on China-sourced income.

The New Implementing Regulations further specify and supplement the IIT liability of an individual who does not have a domicile<sup>3</sup> (“Non-domicile

- 1 An individual who has a domicile in China or has no domicile in China but has stayed in China for 183 days in aggregate in a tax year shall be regarded as tax resident.
- 2 An individual who has no domicile in China and has not stayed in China for less than 183 days in aggregate in a tax year shall be regarded as non-tax resident.
- 3 An individual does not habitually reside in China

Individual”) in China. A Non-domicile Individual could be exempted from overseas sourced income borne by an overseas employer, provided that: (a) living in China for 183 days during a tax year (i.e. January 1 to December 31) but lasting no more than 5 consecutive years; or (b) living in China for 5 consecutive years with a single trip out of China exceeding 30 days. Moreover, the global income of a Non-domicile Individual living in China for 5 consecutive years without a single trip out of China exceeding 30 days is subject to Chinese IIT, provided that the Non-domicile Individual stays in China for more than 183 days in the sixth tax year.

#### 1.2. The scope of ‘other deductions’

New Implementing Regulations have clarified the scope of ‘other deductions according to the law’ which were mentioned in Article 6.1 of IIT Laws 2018. Other deductions (which are consistent with the prevailing regulation but were not specified in the old IIT implementation rules) include:

- Enterprise annuities;
- Occupational annuities;
- Tax-deductible commercial health insurance;
- Tax deferral commercial pension insurance; and
- Other items that may be deducted as specified by the State Council.

If the sum of special deductions, Additional Special Deductions (defined in section 2) and other deductions (“Deductions”) exceeds the amount of the annual taxable income of an individual, the rest of the Deductions could not be carried forward to the following years.

<sup>3</sup> due to the household registration, family or economic relationship.

The IIT liability of Non-domicile Individual is shown in the table below

Length of staying days in China	Chinese tax resident	China-sourced income		Non-China-sourced income	
		Borne by China	Borne by overseas	Borne by China	Borne by overseas
≤90 days consecutively or aggregately in a tax year	No	Taxable	Tax-exempted	Non-taxable	Non-taxable
> 90 days and ≤183 days consecutively or aggregately in a tax year	No	Taxable	Taxable	Non-taxable	Non-taxable
> 183 days in a tax year but ≤ five consecutive full years	Yes	Taxable	Taxable	Taxable	Tax-exempted (record filing required)
> Five consecutive full years with a single trip out of China exceeding 30 days	Yes	Taxable	Taxable	Taxable	Tax-exempted (record filing required)
> Five consecutive full years with no single trips out of China exceeding 30 days	Yes	Taxable	Taxable	Taxable	Taxable

#### 1.3. Anti-avoidance IIT rules on individuals

IIT Law 2018 has introduced the concepts of ‘related parties’, ‘control’ and ‘deemed sales’ for anti-tax avoidance purpose.

##### 1.3.1. Definition of related parties

The related parties of an individual as mentioned in Item 1 of Article 8.1 of IIT Law 2018 include the following individual, enterprise or other economic organizations:

- Spouse, lineal descent, brothers or sisters, and other supportive relationships;
- Direct or indirect control of funds, operations, purchases and sales, etc.; or
- Other economic interest relationship.

The transactions between related parties shall comply with the arm's length principle, meaning that the related party transactions should reflect the fair market value.

##### 1.3.2. Definition of control

The following situations will be regarded as ‘control’, which is mentioned in Item 2 of Article 8.1 of IIT Law 2018:

- A resident individual or a resident enterprise directly or indirectly

solely holds more than 10% of the voting shares of a foreign enterprise, and holds more than 50% of the shares of the foreign enterprise jointly with others;

- The shareholding ratio of a resident individual or resident enterprise does not reach the abovementioned standards, but the resident individual or resident enterprise has substantial control over the foreign enterprise in terms of shares, funds, operations, purchases, and sales.

The said ‘lower tax rates’ mentioned in Item 2 of Article 8.1 of IIT Laws means that the actual tax burden is lower than 12.5%.

##### 1.3.3. Deemed sales

When the assets are used to perform non-monetary asset exchange, donation, debt repayment, sponsorship, investment, etc., such actions shall be regarded as deemed sales and are subject to IIT.

#### 1.4. Tax offset methodology

New Implementing Regulations have clarified the tax offset methodology for Chinese tax residents who have paid IIT in other jurisdictions, including:

- The offset limit of comprehensive income is calculated as *Percentage of comprehensive income derived from other jurisdiction \* Total IIT payable on China-sourced and*

*non-China-sourced comprehensive income according to PRC IIT Laws;*

- The offset limit of trading income is calculated as *Percentage of trading income derived from other jurisdiction \* Total IIT payable on China-sourced and non-China-sourced trading income according to PRC IIT Laws;*
- The offset limit of other income is *the IIT payable calculated according to PRC IIT Laws.*

#### 1.5. Tax compliance formalities for Chinese tax residents plan to immigrate and de-register their Chinese households

Implementing Regulations have specified the tax compliance requirements to those individuals who de-register their Chinese households and plan to immigrate to another country (“Immigrant”). Immigrant shall file the following information to the tax authority:

- Tax reconciliation status for comprehensive income and trading income of the current year;
- Tax payment status for other income of the current year; and
- Tax compliance status in previous years.

## 2. INTERIM MEASURES

IIT Law 2018 provides a number of additional special deductions (“Additional Special Deductions”) on comprehensive income for tax residents, such as children's education expenses, continuing education expenses, medical expenses for serious diseases, interest on housing loan and rental expenses, etc.

Foreign individuals could select to treat children's tuition and house rental payments as either Additional Special Deduction items or tax-exempted benefits, but may not enjoy both at the same time.

## 3. GARRIGUES' COMMENTS

New Implementing Regulations have clarified a number of uncertainties in IIT Law 2018 as explained above. Nevertheless, the following issues are expected to be further addressed or revised:

New Implementing Regulations clarify the deduction method of Additional Special Deductions, which are summarized in the table below.

Number	Additional Special Deductions	Description	Deduction amount and requirements
1	Children's tuition	Including education for children aged from three years old to primary school education, junior middle school education, senior middle school education, and higher education.	CNY 12,000 per annum (CNY 1,000 per month) per child Couples could allocate the deductions by the following methods, which may not be changed within one tax year: - CNY 500 per person; or - CNY 1,000 for either father or mother.
2	Continuing education	Including academic education and professional education.	CNY 4800 per annum (CNY 400 per month) for academic education. CNY 3,600 for the year that achieving the certificate of professional qualifications. The taxpayer may select to treat the same academic education as either children's tuition or continuing education.
3	Serious disease medical treatment	The medical expenses shall be recorded in the social, medical insurance administration information system, including the self-paid portion inside and outside the scope of medical insurance category ("Self-paid Expenses").	Self-paid Expenses incurred on the taxpayer and exceed CNY 15,000 could be deducted. The upper limit for the serious disease deduction is CNY 60,000 per year. The deduction for serious diseases shall be deducted when a taxpayer performs annual IIT filing. The original or photocopies of receipts for medical expenses are required.
4	Housing mortgage interest	Including housing mortgage interest incurred from a commercial bank or the housing fund for the first property bought in the name of the taxpayer or his/her spouse.	CNY 12,000 per annum (CNY 1,000 per month) The housing mortgage interest may be deducted from the taxable income of the husband or the wife, which may not be changed within one tax year. Either the taxpayer or his/her spouse may use the deduction, which cannot be changed within one year after the decision is made. Housing mortgage contract, payment vouchers for the mortgage repayment are required.
5	Housing rental	The taxpayer and his/her spouse do not own a house in the city of the main workplace. The city of the main workplace refers to the city where a taxpayer is employed, or the city of a taxpayer's habitual residence if the taxpayer is unemployed.	CNY 14,400 per annum (CNY 1,200 per month) for municipality directly under the central government (in Chinese, "直辖市"), a provincial capital (in Chinese, "省会"), a city specifically designated in the state plan (in Chinese, "计划单列市") or any other city determined by the State Council. CNY 12,000 per annum (CNY 1,000 per month) for other cities with a registered population in municipal districts of more than 1 million. CNY 9,600 per annum (CNY 800 per month) for other cities with a registered population in municipal districts not exceeding 1 million. In the case that the spouses are working in the same city, the housing rental could be deducted by either party of the spouses; If the spouses are not working in the same city, the spouses are eligible for the deduction respectively. The housing rental could only be deducted by the party that signs the housing rental agreement with the landlord. The taxpayer and his/her spouse could not enjoy the deduction of housing mortgage interest and housing rental simultaneously.
6	Care for the elderly	The elderly refers to the parents of or other statutory elderly to be supported by the taxpayer, who is no less than 60 years old. Other statutory elderly to be supported refer to the grandsons and granddaughters who are directly and legally responsible for taking care of their grandfathers and grandmothers if the sons and daughters of the elderly have passed away.	CNY 24,000 per annum (CNY 2,000 per month) for the taxpayer who has no brothers or sisters. If the taxpayer has brothers or sisters, the deduction of CNY 24,000 per annum (CNY 2,000 per month) could be allocated among the taxpayer and his/her brothers and sisters (with a cap of CNY 12,000 per annum per taxpayer). The allocation method may not be changed within one tax year. If the taxpayer has two or more elderly to be taken care of, the maximum deduction may not exceed CNY 24,000 per annum (CNY 2,000 per month).

- As the tax residence assessment has changed under the IIT Law 2018, does the tax residence status assessment made under the old IIT rules for previous years count as the 'five consecutive years' as mentioned in section 1.1?
- Regarding the concept of 'deemed sales', would there be any IIT exemption applicable (such as property transfer from parents and donation to charities)?

- The employees who have suffered serious disease may not have the work ability. The deductions shall be eligible to the employees' family members such as spouse or children.
- If a tax resident is a Non-domicile Individual whose parents are usually resided in overseas countries, can the Non-domicile Individual enjoy the 'Care for the elderly' deduction?

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# Sino-Singapore Tianjin Eco-City

A Decade On   
By Dionis Wong, JLL Tianjin 

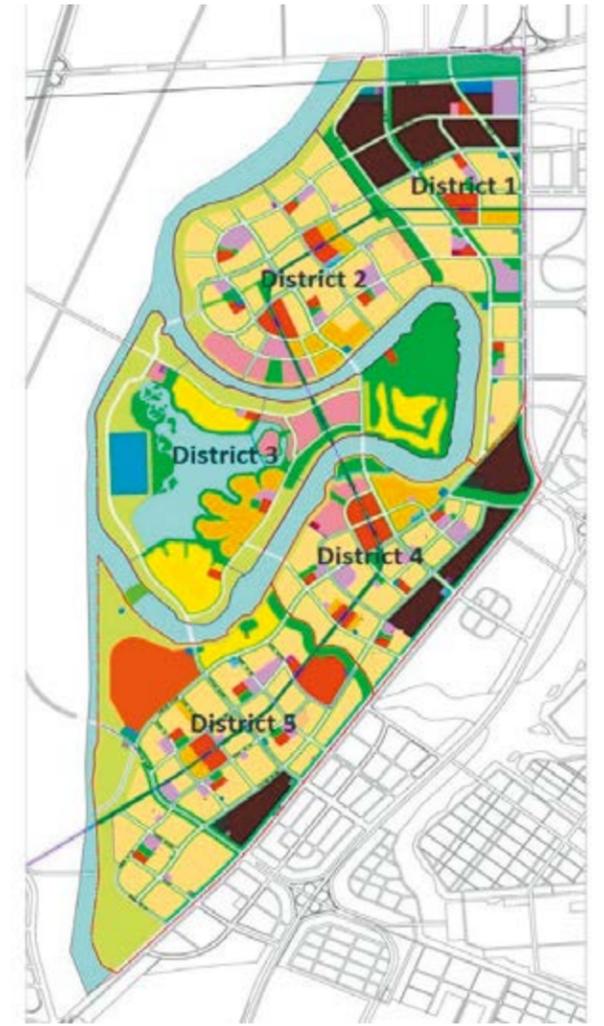
The Sino-Singapore Tianjin Eco-city is a Government-to-Government project that was officially launched in 2008 between Singapore and China. According to the Government of Singapore, the vision of the Eco-City is to be "a thriving city which is socially harmonious, environmentally friendly and resource-efficient." The Eco-City aims to be a role model for sustainable development for other cities in China and the rest of the world. As Eco-City celebrate 10 years, we take a look at its progress to date.

The Eco-city is located within the Tianjin Binhai New Area in the Bohai Bay Region. It is 45 kilometers from the Tianjin City Centre, 40 kilometers from Tianjin Airport and 150 kilometers from Beijing City Centre. The entire Eco-city spans 30 square kilometers.

The Eco-City is one of the key functional zones in the Tianjin Binhai New Area (TBNA), contributing to the economic growth of the entire TBNA.

## INITIAL DEVELOPMENT VERSUS CURRENT AND FUTURE DEVELOPMENT

Prior to 2008, the site was mainly saltpans, barren land, and polluted water-bodies. Hence, the challenge is to develop a new city on non-arable land and in a region with limited water supply.



Source: Sino-Singapore Tianjin Eco-City

## 中新天津生态城十年之后

中新天津生态城是政府对政府的一个项目，于2008年在新加坡和中国之间正式启动。根据新加坡政府的说法，生态城的愿景是“一个社会和谐，环保和资源节约的繁荣城市。”生态城旨在成为其他城市可持续发展的榜样。随着生态城庆祝10周年，我们看看它迄今为止的进展。

### 初步发展与当前和未来发展

在2008年之前，该场地主要是盐田，贫瘠的土地和污染的水体。因此，面临的挑战是在非耕地和供水有限的地区开发一个新城。

### 与新加坡社区有多相似？

早在20世纪70年代，在新加坡的东北地区，榜鹅曾经是一个农村，有农场，渔村和低层住宅区。自2010年以来，榜鹅已成为新加坡第一个生态城，旨在促进热带地区高层高密度城市的可持续生活。

### 中新天津生态城面临的挑战是什么？

#### 水

由于生态城与滨海新区的大多数项目一样靠近海岸，由于气候变化，长期可能存在海平面上升的风险。由于供水有限，必须谨慎考虑通过安装雨水和排水系统。

#### 能源

气候温和，这意味着有几个月会有更短白天和更长的夜晚。因此，在炎热的夏季和寒冷的冬季确保充分优化用于加热和冷却系统的太阳能电池板可能是一项挑战。

#### 金融与风险

除了环境可持续性之外，生态城还需要具有财务可持续性。拥有健康的经济增长对于确保有足够的资金和收入来维持和运营基础设施系统以及未来的土地使用开发至关重要。



The Tianjin Eco-City Master Plan is overseen by the Singapore's Urban Redevelopment Authority, the China Academy of Urban Planning and Design and the Tianjin Urban Planning and Design Institute. Whilst the plan is largely influenced by the Singapore Neighbourhood Concept, it has been adapted to meet the needs of the local requirements of the Eco-City.

The Eco-City is divided into 5 districts to be developed in phases over a period of 10 to 15 years. Presently, District 5, known as the Start-Up Area has been largely developed. As of late 2018, more than 100,000 residents have called the Eco-City home. Facilities like parks, community centers, schools, and a hospital are completed to serve the needs of the residents in District 5. According to the Sino-Singapore Tianjin Eco-City, there are currently 10,000 students enrolled in the 17 schools that are operating in the Eco-City. Local developers including Vanke Group, Keppel Land China, Shimao Group, Beijing Vantone Real Estate have either developed or in the midst of developing green homes in the Eco-City.

International property developers such as Farglory Group, Sunway Berhad, Ayala Land, Samsung C&T Corporation and Mitsui Fudosan Residential Co Ltd are also developing or have developed green residential projects through joint ventures with the Sino-Singapore Tianjin Eco-City Investment and Development Co Ltd. As such, with this overseas investment and rising global

recognition, the Eco-City is on track to be a model green and sustainable city.

The next phase of development will be in District 4, also known as the Central District. In the next 5 years, bound by the Ji Canal and Central Boulevard, a 1 square kilometer city center will occupy a quarter of the 4.5 square kilometers Central District which will serve as the heart of the commercial, leisure, and recreational activities. By 2020, the Z4 rail line is expected to be completed, linking the Eco-City to the high-speed railway between Tianjin and Beijing, and also to the metro line 9 in the Tianjin Binhai New Area. The Z4 rail line will cover a distance of 43.5 kilometers, consisting of 23 stations that include stops at the Eco-City, Yujiapu Commercial District and Hangu New Town. This will provide greater accessibility and convenience via public transport to and from the Eco-City. Residents and visitors can also look forward to the use of green transport including smart bus stops, driverless cars, and bicycles within the Eco-City.

**HOW SIMILAR IS IT TO SINGAPORE NEIGHBOURHOODS?**

Back in the 1970s, in the north-east region of Singapore, Punggol used to be a rural district with farms, fishing village, and low-rise residential areas. Since 2010, Punggol has been developed as Singapore's first Eco-Town, to promote sustainable living in a high-rise high-density city in the tropics.

According to the Housing Development Board in Singapore, the Treelodge@Punggol is the first eco-friendly public housing project and have been awarded the Green Mark Platinum Award. It consists of seven public housing blocks with 712 residential units, a podium car park and green spaces throughout the 2.9-hectare development. Solar photovoltaic panels are installed on rooftops to harness solar energy to power common area lightings, lifts, and pumps. Rainwater harvesting system with storage tanks are installed on each residential block for common area washing and irrigation. A community garden also provides community engagement and interaction amongst the residents through green activities.

The Lorong Halus Wetland in the Punggol region is part of the Serangoon Reservoir where in the past, it used to be a sewage disposal center and landfill facility with refuse mounds reaching 10 storeys high. Hence, measures are taken to contain and treat for any leachate first to safeguard the quality of water in the reservoir and prevent any contamination. By cleaning up the landfill and transforming it into a wetland, it now serves as a bio-remediation system and a haven for biodiversity.

As such, the Government of Singapore has brought its expertise from home to other cities. The similarities in the urban planning and design can be seen in the development of the Eco-City albeit at a much larger scale.

**WHAT ARE THE POSSIBLE CHALLENGES FOR SINO-SINGAPORE TIANJIN ECO-CITY?**

**Water**

As the Eco-city is situated close to the coast like most projects in Binhai New Area, there could be a risk of exposure to rising sea level in the long term due to climate change. With limited water supply, the cost and benefits of obtaining water through means such as installing storm water and drainage system, water reclamation and rain water harvesting have to be considered prudently

**Energy**

Having a temperate climate would mean there would be months with shorter days and longer nights. As such, it could be a challenge to ensure full optimization of solar panels for heating and cooling systems during the hot summers and cold winters.

**Finance & Risks**

Aside from being environmentally sustainable, the Eco-City also needs to be financially sustainable. Having a healthy economic growth would be fundamental to ensure that there will be sufficient funds and revenue to maintain and operate the infrastructure systems and for future land use development.

**HOW DIFFERENT IS SINO-SINGAPORE TIANJIN ECO-CITY FROM OTHER PARTS OF TIANJIN?**

One will notice the ample greenery in the Eco-City. The abundance of parks and recreational facilities dotting around the Eco-City allow residents and visitors of all ages to engage in outdoor activities during the warmer seasons. This also provides plentiful opportunities for family bonding, social activities, and community engagement. As one of the aims of the Eco-City is to encourage the use of public transport and non-motorized modes of transport like cycling and walking, there will be lesser reliance on traveling via private transport, thereby reducing noise pollution. Furthermore, having an entertainment and technology theme park, Fantawild Adventure located within the Eco-City, the Eco-City is not just a residential enclave but also a place to work, live and play.

**CONCLUSION: THE FUTURE OF TIANJIN URBAN GROWTH?**

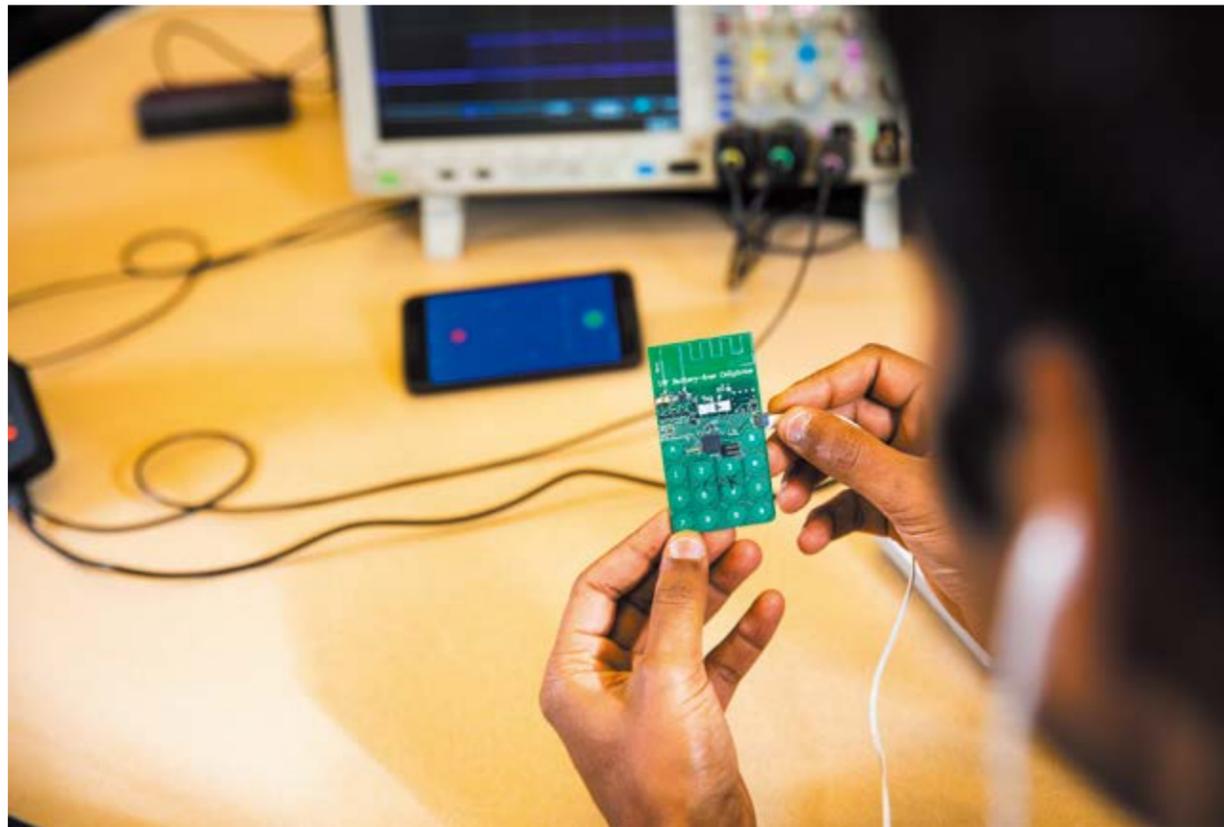
With the challenges faced in developing a new city from scratch, the initial growth of the city will be slow due to ongoing construction and development of buildings and infrastructure as the foundation of the city. However, being a once deserted land that has now been transformed into an environmentally friendly and livable city within a span of a decade is considered an extraordinary feat. Singapore's National Development Minister Lawrence Wong commented during the celebration of the 10<sup>th</sup> Anniversary of the Eco-City in Tianjin that "Through the hard work and close collaboration between Tianjin and Singapore partners, we have built up the Eco-City into a green, vibrant, integrated township." As such, given more time, when fully developed, the Eco-City would evolve to be a self-sufficient, livable and sustainable city. **E**

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# First Battery-Free Mobile Phone

*Powered By Radio Signals*

By Fanny Bates



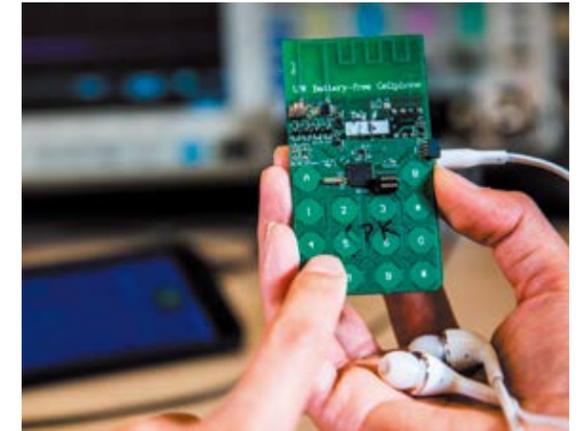
## 首款无电池手机

由无线电信号供电

如果现代智能手机有什么问题，那绝对是因为电池耗尽。世界各地的移动电话正在执行三种基本操作：通信，发送语音和接收语音，扬声器。几十年来，他们的角色已经发生变化并变得更加复杂，因此将电池续航时间保持在100%是非常难以实现的。然而，有一种新的，改变游戏规则的技术将大大降低设备成本，并开辟通向全新一代无电池的道路。

来自西雅图华盛顿大学的研究人员发明了一种无电池手机的原型，其功耗远低于当今世界上任何其他手机。科学家和电气工程师团队在“交互式，移动式，可穿戴式和无处不在的技术协会论文集”上发表了他们的研究论文，向一个没有充电器和电池的世界迈出了一大步。他们能够创造出一种功能比任何其他手机都要少得多的设备，并从周围的无线电信号和光线中获取所需的微瓦功率。目前为止，这是最先进的模拟信号到数字数据的移动传输。

If there's a glitch in modern-day smartphone technologies, it's definitely a phone running out of battery. Mobile phones around the world are performing three basic operations: communicate with the base station., transmit the speech and receive the speech and actuate the speakers. Throughout decades, their role has changed and has become more complex, so keeping your battery life at 100% is really hard to achieve. However, there's a new, game-changing technology which will significantly



reduce the cost of devices and open a path to a completely new generation of battery-free gadgets.

### BATTERY-FREE PHONE - FUTURE OF MOBILE DEVICES

A team of researchers from the University of Washington from Seattle has invented a prototype of the battery-free phone that uses much less power than any other phone in today's world. The team of scientists and electrical engineers have published their research paper in the Proceedings of the Association for Computing Machinery on Interactive, Mobile, Wearable and Ubiquitous Technologies, taking a major leap forward to a world without chargers and batteries. They were able to create a device functioning with much less power than any other phone and harvesting those few microwatts of power it requires from the surrounding radio signals and light. So far, this is the most modern mobile transmission of analog signals to digital data.

Converting analog signals to digital has been the most difficult and power-consuming process in mobile phones. To eliminate this, the team of scientists has invented a device that can rely on ambient power sources, radio signals and light. Team member Vamsi Talla says the phone picks up small electrical signals known as radio frequency, or RF waves: "Ambient RF waves are all around us. So, as an example, your FM station broadcasts radio

waves, your AM stations do that, your TV stations, your cell phone towers. They all are transmitting RF waves." Built with off-the-shelf materials, the battery-free phone functions like a walky-talky; instead of a screen, it has a small, touch-sensitive number pad. It keeps the signal analog, and to receive a call, the user must wear headphones. "You can either talk or receive at a single point of time," says Talla.

### GATHERING ENERGY FROM THE AMBIENT POWER

For the phone to gather enough energy, it registers tiny vibrations from the microphone and uses the backscatter technique to transmit signals to a base station. This is a familiar process in physics, used for waves, particles or signals to go back to the original source of energy. So far, it has been widely used in astronomy, photography, and medical ultrasonography. The inspiration to use this type of technique came from one of the team members, whose father served in the army during the Cold War. During that time the Soviet Union bugged a carving of the Great Seal of United States with a device functioning with no battery, before giving it to the American Ambassador as a gift. The latest kind of prototype, believe it or not, gathers radio signals from a base station located at a distance of nine meters.

The team also designed a custom base station and, by using Skype, they were able to receive incoming calls as well as

dial numbers and place calls on hold. Further on, they have announced that this type of technology could be integrated anywhere, including Wi-Fi routers or standard cellular network. "You could imagine in future that all cell towers or Wi-Fi routers could come with our base station technology embedded in it," said co-author Vamsi Talla, a former UW electrical engineering doctoral student, and Allen School research associate. "And if every house has a Wi-Fi router in it, you could get battery-free cellphone coverage everywhere."

### FUTURE CHALLENGES

Even though it operates without physical batteries, this battery-free phone still requires a small amount of energy, a power budget of 3.5 microwatts. This amount of energy still isn't enough to perform any sort of operation than making and receiving calls. the conversations are not encrypted and the team is working hard to fix this issue, as well as to add some visual display features. Signal strength weakens with distances and the challenge with too many signals in one base station is yet to be resolved. But the product has a bright future, it has the potential to be extremely affordable to manufacture, even less than a dollar. **E**

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# Full Transparency The New Way of Communicating!

By John Feng

Normally, people tend to follow leaders. It has been like this for thousands of years. It is not arguable that the business environment in any country is shaped by the respective government and, nowadays, this is not a very inspirational statistic. When we look at the map below, the colour red pops into our eyes, and just as in traffic, red is not good to go. According to Transparency International that in this study measures the perception of corruption in the public sector around the world, only 54 out of 180 countries have a score of 50 or more.

This definitely impacts how businesses act in their home countries and even if we are living in the so-called "global village", the bad are not learning with the good...

## SO, WHAT IS TRANSPARENCY AND HOW IS IT GOOD?

Transparency is not more than just making all the information accessible to as many people as possible. This

can be internally achieved not only through direct lines of communication between different-hierarchy personnel but also with clear and honest communication of the company's plans, roadmaps, challenges and problems with all the staff. In fact, management transparency is the main factor when determining employee happiness.

Besides the clear advantages of this "method" for your internal communications and levels of motivation, it will help you also with your clients! Not only is it proven that 94% of consumers are likely to be loyal to a brand that is fully transparent but 73% will also pay more for products that do not hide anything in any attribute! That being said you should focus on sharing relevant information for consumers like supply-chain structure, all the characteristics of the product, main challenges the company is trying to overcome, among many other factors. Basically, you should disclose everything that you can, while always



www.transparency.org/cpi



## 全透明 全新交流方式

通常人们倾向于追随领导者。几千年来一直如此。

任何国家的商业环境都是由各自政府塑造的，而现在，这不是一个非常鼓舞人心的统计数据。

当我们看下面的地图时，红色会突然出现在我们眼中，就像在交通中一样，红色代表禁行。

据国际透明化组织称，在这项研究中，衡量全球公共部门对于国家腐败的看法，180个国家中只有54个得分为50或更高。

以诚实和诚实的态度与社交媒体上的员工和客户互动是一个公司透明化的非常明确的模式。通过最多样化的内容展示员工视频，鼓励他们分享公司照片和新闻以及公司价值观，绝对是能够塑造一个健康的环境。

有了上述信息，您应该能够了解哪些商家对您透明，这肯定会改善您与许多品牌的关系。如果您拥有一家企业，这应该能够改善与您的员工和客户的关系。



remembering that you are still competitive among your "rivals".

## SO, WHICH BUSINESSES ARE TRANSPARENT?

Even if it seems pretty straightforward to find out which businesses are "clean" with the information you have just read, there are still some companies that might just look like they support transparency, but in the end, they do not take specific action towards it. So I feel the need to point out to you some ways to identify the real advocates, without any doubt.

## INFORMATION DISCLOSURE ON TIME

You should pay attention to official documents that are released to the general public and the amount of information they comprise of. This can be a very important sign of commitment in telling the truth to customers. However, it is also as crucial that the company opens up to its personnel and is fast and rigorous in addressing new information and potentially harmful situations. Communication done as fast as possible not only gives a bigger sense of belonging to the staff but also provides managers with insights from everyone, which can have inestimable value.

## EMPOWER A VISION

When a business has a clear focus for long-term, it is easier to drive everyone in the same direction, with the same goals. The fact that managers and leaders empower a specific vision and take every step to realize it, will make them more willing to tell everything about the current status of the business and address the real struggles and challenges.



## SOCIAL MEDIA

Engaging with employees and customers on social media, with intent and honesty is a very clear pattern of a transparent company. Showing staff videos, encouraging them to share company photos and news and basically company values through the most diverse forms of content is definitely all about a healthy full-disclosure environment.

## WRAPPING UP

With the above information, you should be able to check which businesses are being transparent with you and this will definitely improve your relationship with many brands. If you own a business, you now know the best practices and should be able to improve the relationship with your employees and customers.

An uptrend exists wherein more businesses are opting for this method and customers are happy about it. I do not know about you, but from my perspective, the future looks bright! **E**

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# Benefits of Diversity at the Workplace

## How Advantageous It Can Be for Your Business

By Betsy Taylor

### 工作场所多样性的好处

#### 它对您的业务非常有利

随着公司全球化和工作场所多元化的浪潮正在改变企业的运作形态，它极大地改变了全球的工作场所文化。如今，许多公司都在努力向工作场所灌输文化多样性。预计在未来几年内，出于工作目的从国内到外国工作的人数将迅速增加。

顾名思义，“工作场所多样性”一词考虑了工作场所普遍存在的个人和文化差异。由于组织的等级，种族，性别，年龄，背景，婚姻状况或种族，可能会出现差异 - 所有这些都属于工作场所多样性的保护范围。

工作场所多样性的好处：

1. 创新和创意
2. 生产力
3. 轻松和全球多元化客户沟通
4. 资源和专业知识的增长
5. 招募并保留最好的

#### 结论

工作场所的多样性在很大程度上促进了组织的声誉和盈利能力。只有员工尽管有个体差异但能够和谐地工作，才能实现这一点。

As the wave of globalization and workplace diversity in companies is transforming the shape of how businesses operate today, it has greatly altered the workplace culture worldwide. Many companies today are making efforts to inculcate cultural diversity in the workplace. Number of people coming from abroad to a foreign land for work purposes is predicted to augment at a rapid pace over the next few years.

Does it have anything for the HR managers? What do you need to do when it is time to employ, hire and retain a diversified workforce in your region? A diversified workplace can greatly contribute to the financial stability and growth of your company. That is not possible if you are being able to attract and retain the workforce with a different set of skills and expertise.

#### WHAT IS WORKPLACE DIVERSITY ALL ABOUT?

Before you learn about why diversity in the workplace is considered crucial for the success of an organization, it is imperative to understand what exactly workplace diversity is all about.

As the name states, the word ‘workplace diversity’ takes into account individual and cultural differences that prevail in the workplace. Differences may occur due to organizational hierarchy, race, gender, age, background, marital status, or ethnicity - all of them fall under the umbrella of diversity in the workplace.

A diversified work culture can greatly help an organization gain competitive advantage, or it can negatively affect the company’s growth and efficiency. It all depends on how a business takes it forward.

#### WHY DIVERSITY AT WORKPLACE IS CRUCIAL

Are you aware of the diversity awards and diversity surveys? It is basically about celebrating and appreciating the differences! Many countries prosper by encouraging the presence of diversity in their organizations. The Asian region is one of them.

Whether it is a manufacturing company, logistics, a pharmaceutical company, or a warehouse, you will see a plethora of examples of businesses that

probe diversity at the workplace. Some of these include Colgate-Palmolive, Johnson & Johnson, Procter & Gamble, and Abbott. Interestingly, this latest trend of workplace diversity is here to stay.

#### BENEFITS OF DIVERSITY AT WORKPLACE

Whether you plan on hiring a small team of professionals or are conducting training on a large scale, your company must encompass diversity. Obviously, there are some vital reasons for it. If implemented strategically, diversity at workplace provides some amazing benefits to your organization:

##### 1. CREATIVITY AND INNOVATION

Having a homogenous workforce will bring in only repetitive and dull business strategies. If you plan on competing in the international market especially, you can stay ahead of your competitors by getting ‘out of the box’ ideas from your diversified workforce. Hiring as well as retaining a diversified pool of talented employees can certainly help you achieve this.

You may consider Microsoft China’s example in this regard. The company has been present in China for more than 20 years now. Microsoft is very well committed to its Chinese customers and enables their success. To this effect, the company is supporting them at the city, enterprise, national, as well as, provincial levels. The HR director at Microsoft promotes diverse workforce as it helps the company to be more innovative.

##### 2. PRODUCTIVITY

Productivity and diversity are directly proportional to one another. Several

organizations are aware of this fact. In a research conducted by Forbes Insights, it was stated that 85 percent of the businesses are earning more than \$500 million. This is because a diverse and inclusive workforce can boost creative ideas to drive innovation, which eventually leads to higher levels of productivity. Upon encouraging their ideas, employees do feel motivated, and this ultimately boosts their productivity.

##### 3. ENJOY AN EASY ACCESS TO DIVERSIFIED CLIENTS WORLDWIDE

Taking into account Procter & Gamble, you will find that 51 percent of its workforce is diverse. This indicates that more than half of the workforce of the company is willing to build a long-term relationship with the multicultural and multifaceted consumer base worldwide.

So what should the company anticipate? A big, expanded base of diverse customers! The company will be able to approach a diversified set of clients worldwide merely by hiring people with different skills, expertise, and language proficiencies. Do you want to expand your business to the Asian markets? Or do you plan on reaching out to the Chinese market? There are high chances of reaching out to the Chinese segment by hiring Chinese employees.

##### 4. GROWTH IN RESOURCES AND EXPERTISE

According to the Gallup Survey, the diversified places of work have higher ratios of employee commitment. Since engaged employees deliver higher productivity levels, they are very likely to have higher tenures in the company.



During this period, they do enhance their expertise. With increased corporate exposure, they become proficient enough to boost their client base, hence increasing the company’s revenue on the whole.

For instance, with the increase in organizations taking their businesses to China, a company would prefer hiring employees that have expertise in Mandarin to enhance the company’s reputation among the Chinese communities. This may result in an increase in sales, and result in profitability.

##### 5. RECRUIT AND RETAIN THE BEST ONLY

People searching for jobs state that they prefer to apply in an organization that hires a diversified workforce. This is because they know that companies with emphasis on diverse workforce culture treat their employees differently.

With employee resource groups, diversity training workshops, and mentoring programs in place, it is a lot easier to recruit and retain skilled and devoted individuals for your company’s growth.

#### CONCLUSION

Diversity in the workplace fosters reputation as well as profitability of an organization to a great extent. However, this can only be achieved if employees work in harmony despite their individual differences. 



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189 Nanjing Lu, Heping District  
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www.amchamchina.org

**The Tianjin Environmental CSR Challenge/Conference (TECC) 2018**

09.11.2018, Yujiapu Intercontinental Hotel and Convention Center



The 2018 Tianjin Environmental CSR Challenge/Conference [TECC] was successfully held this Nov.9th in Yujiapu, at the recently opened Intercontinental Hotel and Convention Center.

Five companies took the TECC challenge this year, developing their own programs to reduce their environmental impact over the challenge period. This year the challengers were: Anisa Cosmetics, Caterpillar, Charles Rivers Laboratories, Ciao Pizza, and Novo Nordisk.

2018 also saw the addition of the conference segment, with two workshops and a panel discussion.

Mu Lingling, GM of the APEC Green Supply Chain Center, spoke on Policy Trends and Industrial Opportunities of Green Supply Chain.



The second workshop we heard from Johnny Browaeys of GREENMENT Environment on a new methodology for addressing the environmental enforcement vulnerability of your suppliers.

The panel discussion was led by Geraint Feng from the TEDA Eco-center, discussing a socially responsible plant manager's liability from the perspective of environmental protection and energy saving, with moderation by AmCham Tianjin Chairman Martin Winchell.

The award ceremony was hosted by the Chair of the Environmental and Sustainability Committee Alex Scilla.

The conference was followed by the TECC dinner. TECC by the numbers, 2018:

**Upcoming Events:**

**Meet the Tianjin Executive Committee Referendum Candidates and Networking Night**

Co-hosted with Air Canada

Date: December 6, Thursday

Time:

- 4:30 – 5:30 PM Annual General Meeting (AmCham members only)
- 5:30 – 6:30 PM Refreshments and networking (AmCham members only)
- 6:30 – 7:30 PM Christmas tree lighting ceremony and Christmas carols
- 7:30 – 9:00 PM Christmas dinner buffet, live performances, and lucky draw

Venue: Renaissance Tianjin Lakeview Hotel

Through their programs, our TECC challengers were able to accomplish:

- An over 200 tons reduction in water usage
- 25000 kWh electricity saved
- 30% -50% reductions in energy and water use
- Elimination of heavy metals and VOCs

The TTT [TReC-TECC Total]

Our two annual programs TReC [Tianjin Recycling/educational Challenge] and TECC to date have seen the combined recovery of 1795 kgs of secondary resources, energy savings of almost 30000 kWh, and 200 tons of water saved.



19.10.2018

**Special Seminar - Reforming IIT: Highlights of the Draft Regulation**

On Friday, October 19th, the German Chamber of Commerce Tianjin hosted an informative and interactive seminar on the topic of "Reforming IIT: Highlights of the Draft Regulation" at Four Seasons Hotel Tianjin.

On 31 August 2018, the <Decision of the Standing Committee of the National People's Congress ("NPC") on Amending the Individual Income Tax Law of the PRC> was finally passed during the Fifth Session of the Standing Committee of the 13th NPC.

The amendment involves all major provisions in the IIT Law. In order to have both employer and employee prepared for the upcoming changes, our special seminar featured speakers from PWC to share their interpretations and insights on the new IIT law with topics like re-definition of Residence and Non-residence and the relevant impact;

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Nanjing Road, Nankai District, Tianjin  
Tel: +86 22 8787 9249  
tianjin@bj.china.ahk.de

GERMAN CHAMBER  
of Commerce in China - North  
中国德国商会·华北及东北地区



the potential impact of the new comprehensive filing on the existing tax and remuneration arrangement; and the challenges to employer and employee of the new special deduction items etc.

27.10.2018

**Special Event - Tianjin Walking Tour: Historical Highlights**



**Upcoming Events:**

**German Chamber of Commerce North China – Tianjin Office: 10 Years Anniversary Night**

Date: December 07

Time: 18:30 - 21:30

Venue: Shangri-La Hotel, Tianjin

**Seminar - China's New E-Commerce Law**

Date: December TBC

Time: 14:00 - 17:00

Venue: TBC

**Kammerstammtisch Tianjin**

Date: December 26<sup>th</sup>

Time: 19:00 - 22:00

Venue: Drei Kronen 1308  
Brauhaus Tianjin

Tianjin has a large number of buildings dating from the early 1900s that were built while Tianjin played host to seven European concessions, a Japanese concession, and an American contingent. Citizens of these nations and a host of others lived in Tianjin when it was a bustling trading port and diplomatic outpost. On October 27, 2018, the German Chamber of Commerce Tianjin, in cooperation with AmCham China, Tianjin, invited their friends and partners to experience this history as part of our Tianjin Walking Tour.

Our walking tour took us on a tour of four former Tianjin concessions: the Austrian-Hungarian, Italian, French and Japanese concessions. We started at the **Yanlord Apartment Complex (located next to Lotte Shopping Mall)** and then crossed JinBu Bridge into the former Austro-Hungarian and Italian concessions. From there we crossed back over the river and

walked through the former French and Japanese concessions. This Tour took us by the few remaining diplomatic buildings in the Austro-Hungarian section. In the former Italian area, we had seen former military, religious and diplomatic buildings as well as commercial and residential areas. Over the river, we had visited some retail areas in the former Japanese concession before heading to the French concession, old banking, retail and residential property. After our walk, we enjoyed lunch at the Four Seasons Hotel.

Along the way, we have learned about why Tianjin ended up being home to such an interesting mix of people and how unique Tianjin was among cities that hosted foreign concessions. The tour was led by Michael Hart, a former Chairman of AmCham China, Tianjin's Executive Committee and a property executive who has called Tianjin home for more than ten years.

26.10.2018

**2018 European Business Gala Dinner - Journey through Europe**



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  
Website: www.european-chamber.com.cn

European Chamber Tianjin Chapter held the 2018 European Business Gala Dinner on October 26th. Mr. Cheung Yup Fan, Chairman of European Chamber Tianjin Chapter delivered an opening speech and the Representatives from European Tourism Commission was also invited to the event to share their accomplishment and future plans for tourism between EU and China. The Gala officially kicked off with a toast to welcome and thank all the guests and sponsors. This premier networking event of the year in Tianjin under the theme "Journey through Europe" had attracted 230 guests to enjoy the western buffet, free flow beverage, live band performance, interactive EU-China tourism Q&A with a gift and breath-taking lucky draw prizes.

This would not happen without the great support we received from all of our sponsors. We would like to send our special thanks to generous Cash Sponsors: Airbus, Coficab, Volkswagen, Standard Chartered, Umicore, Schlote, Wellington College International, TEDA International School, and Goglio; our Top Prize Sponsors: Turkish Airlines and GEG Travel; also our Beverage Sponsors: Made in Italy and We Brewery. Thank you very much!



DINING

TIANJIN

Chinese



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

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

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

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

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

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

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

Japanese

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

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

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

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

**Bowbow Sushi Japanese Restaurant**  
A: Xiannong Area, Intersestion of Hebei Road and Luoyang Road, Wu Da Dao, Heping District, Tianjin  
T: +86 22 58352860  
宝寿司  
和平区河北路与洛阳道交汇西北角先农大院内

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

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

**Bei Xi Japanese Restaurant**  
A: 7<sup>th</sup> Floor, @ City, M Plaza, the cross of Binjiang Road and Shanxi Road, Heping District, Tianjin  
T: +86 22 2712 1314  
北喜日料  
和平区滨江道与山西路交口Mplaza7层 北喜日料



Western

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



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



**ZEST**  
A: 1 F, The Ritz-Carlton, Tianjin, No. 167 Dagubei Road, Heping District, Tianjin  
T: +86 22 5809 5109  
香溢 - 全日餐厅  
和平区大沽北路167号天津丽思卡尔顿酒店一楼

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

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

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

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



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



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

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

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

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

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

**Pan Shan Grill & Wine**  
A: 2F, Main Building Sheraton Hotel Tianjin Zi Jin Shan Lu, Hexi District  
T: +86 22 2731 3388 ext.1820  
盘山葡萄酒扒房  
紫金山路天津喜来登大酒店主楼2层

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

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

DINING

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

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

**Bistro Thonet**  
A: No.55 Chongqing Road, Heping District  
T: +86 22 8713 5555  
E: [info@qingwangfu.com](mailto:info@qingwangfu.com)  
W: [qingwangfu.com](http://qingwangfu.com)  
庭悦咖啡  
和平区重庆道55号庆王府院内

**1863 Bistro & Terrace**  
A: 1F Astor Wing, The Astor Hotel, A Luxury Collection Hotel, Tianjin No. 33, Tai'er Zhuang Lu Heping District  
T: +86 22 8338 5251  
+86 157 2205 2242  
羽深肉铺  
和平区成都道187号

**Café Majestic**  
A: 1F Haihe Wing, The Astor Hotel, Tianjin. No. 33, Tai'er Zhuang Lu, Heping District  
T: +86 22 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

**Le Loft**  
A: Cross of Nanjin Lu and Jinzhou Dao, Heping district  
T: +86 22 2723 9363,  
+86 18702200612  
院  
和平区南京路与锦州道交口

**Glass House**  
A: No. 8, Zhujiang Da Dao Zhouliang Zhuang, Baodi District  
T: +86 22 5921 1234  
水晶厨房  
宝坻区周良庄珠江大道8号京津新城凯悦酒店

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

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

Le Rosso

**Le Rosso Pizza & Steak**  
A: 24 Ying Chun Li, Wu Jia Yao Er Hao Road (near Xi Kang Lu) He Ping District  
T: 15602172289,  
17526573687  
Le Rosso 意大利餐厅  
和平区吴家窑二号路  
迎春里24号楼底商(靠近西康路)



**LE CROBAG - Tianjin Store**  
A: Room 109, Buliding A2 , Binshui West road, Nankai District  
T: +86 22 2374 1921  
Le Crobag德国面包房(奥城店)  
南开区奥城商业广场A2商9



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



**La Semana**  
A: No.25 Yingchunli, Wu jia yao er hao Road, Heping District, Tianjin  
T: +86 22 2335 6748  
+86 155 2210 2283  
拉斯曼娜西班牙餐厅(和平店)  
天津市和平区吴家窑二号路迎春里25号底商



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

Bars

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

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

SERVICES

Education



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

**KIDS 'R' KIDS Learning Academy, Tianjin No.1**  
O: 8:00-17:00  
A: Yunjin Shijia Community, No.65, Ziyang Rd,Zhongbei Zhen, Xiqing Dist, Tianjin  
T: +86 22 5871-6901  
+86 22 5871-6900  
Wechat: KidsRKidsTianjin  
W: [www.kidsrkids.com](http://www.kidsrkids.com)  
[www.kidsrkidschina.com](http://www.kidsrkidschina.com)  
E: [contact-tianjin@kidsrkidschina.cn](mailto:contact-tianjin@kidsrkidschina.cn)  
凯斯幼儿园, 天津雲锦幼儿园  
西青区中北镇紫阳道65号雲锦世家内

International Schools



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



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

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



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

**O'Hara's**  
A: Astor Wing, The Astor Hotel, Tianjin. No. 33, Tai'er Zhuang Lu Heping District  
T: +86 22 2331 1688 ext. 8919  
海维林酒吧  
利顺德翼, 和平区台儿庄路33号天津利顺德大饭店一层

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



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

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

Fitness



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

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

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

SERVICES

Hotels

★★★★★ Hotels



**Renaissance Tianjin Lakeview Hotel**

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



**The Ritz-Carlton, Tianjin**

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



**The St. Regis Tianjin**

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

**THE WESTIN**

TIANJIN  
天津君隆威斯汀酒店

**The Westin Tianjin**

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



**HYATT REGENCY TIANJIN EAST**

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



**Four Seasons Hotel Tianjin**

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



**The Astor Hotel, Tianjin**

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



**Banyan Tree Tianjin Riverside**

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



**Holiday Inn Tianjin Riverside**

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



**Holiday Inn Tianjin Aqua City**

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



**Shangri-La Hotel, Tianjin**

**A:** No.328 Haihe East Road, Hedong District Tianjin, 3000170 China  
**T:** + 86 22 8418 8801  
天津香格里拉大酒店  
河东区海河东路 328 号



**PAN PACIFIC TIANJIN HOTEL**

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



**Hotel Indigo Tianjin Haihe**

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



**Tianjin Goldin Metropolitan Polo Club**

**A:** No.16, Hai Tai Hua Ke Jiu Lu, Bin Hai Gao Xin Qu, Tianjin  
**T:** + 86 22 8372 8888  
**W:** www.metropolitanpoloclub.com  
天津环亚国际马球会  
滨海高新区海泰华科九路16号



**Tangla Hotel Tianjin**

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



**Wanda Vista Tianjin**

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



**Courtyard by Marriott Tianjin Hongqiao**

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



**Radisson Tianjin**

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

**Yi Boutique Luxury Hotel Tianjin**

**A:** No. 52-54, Min Zu Road, Hebei District  
**T:** +86 22 2445 5511  
天津易精品奢华酒店  
河北区民族路 52-54 号

**Shan Yi Li Boutique Hotel**

**A:** No.55 Chongqing Road, Heping District.  
**T:** +86 22 2330 6666  
**E:** info@qingwangfu.com  
山益里精品酒店  
中国天津市和平区重庆道 55 号



**The Westin Changbaishan Resort Sheraton Changbaishan Resort**

**A:** No.333 & No.369 Baiyun Road, Changbaishan International Resort, Fusong County, Jilin Province  
**T:** +86 439 6986999, +86 439 6986888  
长白山万达威斯汀度假酒店  
长白山万达喜来登度假酒店  
中国吉林省抚松县长白山国际度假区白云路333/369号

Serviced Apartments



**The Ritz-Carlton Executive Residences, Tianjin**

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



**The Lakeview, Tianjin-Marriott Executive Apartments**

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



**Fraser Place Tianjin**

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



**Somerset International Building Tianjin**

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

**Somerset Olympic Tower Tianjin**

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

**Astor Apartment**

**A:** No. 32, Tai'er Zhuang Lu Heping District  
**T:** +86 22 2303 2888  
利顺德公寓  
和平区台儿庄路 32 号



**Ariva Tianjin Binhai Serviced Apartment**

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

**Ariva Tianjin Zhongbei Serviced Apartment**

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

**Sheraton Apartment**

**A:** Zi Jin Shan Lu, Hexi District  
**T:** +86 22 2731 3388  
喜来登公寓  
河西区紫金山路

IT



**NNIT (Tianjin) Technology**

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

Real Estate



**HOUSING CHINA**

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

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



**Jones Lang LaSalle**

**A:** Unit 3509, The Exchange Mall Tower 1, No.189 Nanjing Road, Heping District.  
**T:** +86 22 8319 2233  
**W:** joneslanglasalle.com.cn  
仲量联行天津分公司  
天津市和平区南京路 189 号津汇广场 1 座 3509 室

SERVICES

Serviced Office

**The Executive Centre**

**A:** 41F, Tianjin World Financial Center, 2 Dagubei Road, Heping District  
**T:** +86 22 2318 5111  
**W:** executivecentre.com  
天津德事商务中心  
和平区大沽北路 2 号天津环球金融中心津塔写字楼 41 层

**Regus Tianjin Centre**

**A:** 8 F, Tianjin Centre, No.219 Nanjing Road, Heping District  
**T:** +86 22 2317 0333  
雷格斯天津中心  
和平区南京路 219 号天津中心 8 层

**Regus Golden Valley Centre**

**A:** 11F, Floor, Block One, Golden Valley Centre, Heping District  
**T:** +86 22 5890 5188  
**W:** www.regus.cn  
雷格斯金谷大厦中心  
和平区金谷大厦一号楼 11 层

Chamber of Commerce

**European Chamber**

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

**American Chamber**

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

**German Chamber**

**A:** Room 1502, Global Center, No. 309 Nanjing Road, Nankai District,  
**T:** +86 22 8787 9249  
**E:** tianjin@bj.china.ahk.de  
中国德国商会天津办事处  
南开区南京路 309 号环球置地广场 1502 室

Moving & Relocation



**Asian Tigers China - Tianjin**

**A:** Room 2705, The Exchange Tower 2, No. 189 Nanjing Road, Heping District, Tianjin, 300051, China  
**T:** +86 22 2433 3378  
**E:** general.tsn@asiantigers-china.com  
**W:** www.asiantigers-mobility.com  
**Wechat ID:** AsianTigersMobility  
天津市和平区南京路 189 号, 津汇广场 2 座 2705 室



HEALTH

Hospitals



**Raffles Medical Tianjin Clinic**

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



**Tianjin United Family Hospital**

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



**Women's and Children's Specialized Health**

**A:** No.21, ShuiShangGongYuan East Road, Nankai District  
**T:** +86 22 5898 2012 400 10000 16  
**W:** amcare.com.cn  
美中宜和医疗集团天津美中宜和妇儿医院  
南开区水上公园东路 21 号

**Arrail Dental Tianjin International Building Clinic**

**A:** Rm 302, Tianjin International Building, No. 75 Nanjing Rd, Heping District  
**T:** +86 22 2331 6219/10/67  
24Hr Emergency Line:  
150 0221 9613  
**W:** arrail-dental.com  
瑞尔齿科  
和平区南京路 75 号  
天津国际大厦 302 室

Tailor Made



**Nasca Linien Tailor Made**

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

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

**DINING**

**TEDA & TANGGU**

**Brazilian**

**Salsa Churrasco**

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

**Chinese**

**Fortune Restaurant**

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

**Crab Club**

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

**Yue Chinese Restaurant**

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

**Japanese**

**Sake n Sushi Bar**

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

**Kasumi**

**A:** 1F, Crowne Plaza Tianjin Binhai  
No. 55, Zhongxin Da Dao  
Airport Industrial Park  
**T:** +86 22 5867 8888 ext. 2322  
霞日式料理  
空港中心大道55号  
天津滨海圣光皇冠假日酒店1层

**Italian**



**Bene Italian Kitchen**

**A:** 2F, Sheraton Tianjin Binhai Hotel  
No. 50, 2<sup>nd</sup> Avenue, TEDA  
**T:** +86 22 6528 8888 ext. 6230/6232  
班妮意大利餐厅  
开发区第二大街 50 号  
天津滨海喜来登酒店 2 层

**Western**



**Bella Vita Italian Restaurant**

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

**Brasserie Restaurant**

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



**Feast All Day Dining Restaurant**

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



**LE CROBAG - Teda Store**

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

**BARS**



**Happy Soho Live Music & Dance BAR**

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

**Education**



**TEDA International School**

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

**Tianjin TEDA Maple Leaf International School**

**A:** No. 71, 3<sup>rd</sup> Avenue, TEDA  
**T:** +86 22 6200 1920  
天津泰达枫叶国际学校开发区第三大街 71 号

**SERVICES**

**Hotels**

**Renaissance Tianjin TEDA Convention Centre Hotel**

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



**Sheraton Tianjin Binhai Hotel**

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



**HILTON TIANJIN ECO-CITY**

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

**Holiday Inn Binhai Tianjin**

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



**Crowne Plaza Tianjin Binhai**

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

**Apartments**



**TEDA, Tianjin - Marriott Executive Apartments**

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



**Fraser Place Binhai, Tianjin**

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

**HEALTH**



**Ascott TEDA MSD Tianjin**

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

**Office Space**



**TEDA MSD**

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

**Spas**

**Touch Spa**

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

**Yue Spa**

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

**Hospitals**



**Raffles Medical Tianjin TEDA Clinic**

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

**Library**

**Tianjin Binhai Library**

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



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C2002	06:18	06:53
C2108	22:52	23:27

**BJS ~ TJ (¥55 - ¥93)**

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

**TG ~ BJS (¥66 - ¥93)**

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

**BJS ~ TG (¥75 - ¥239)**

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

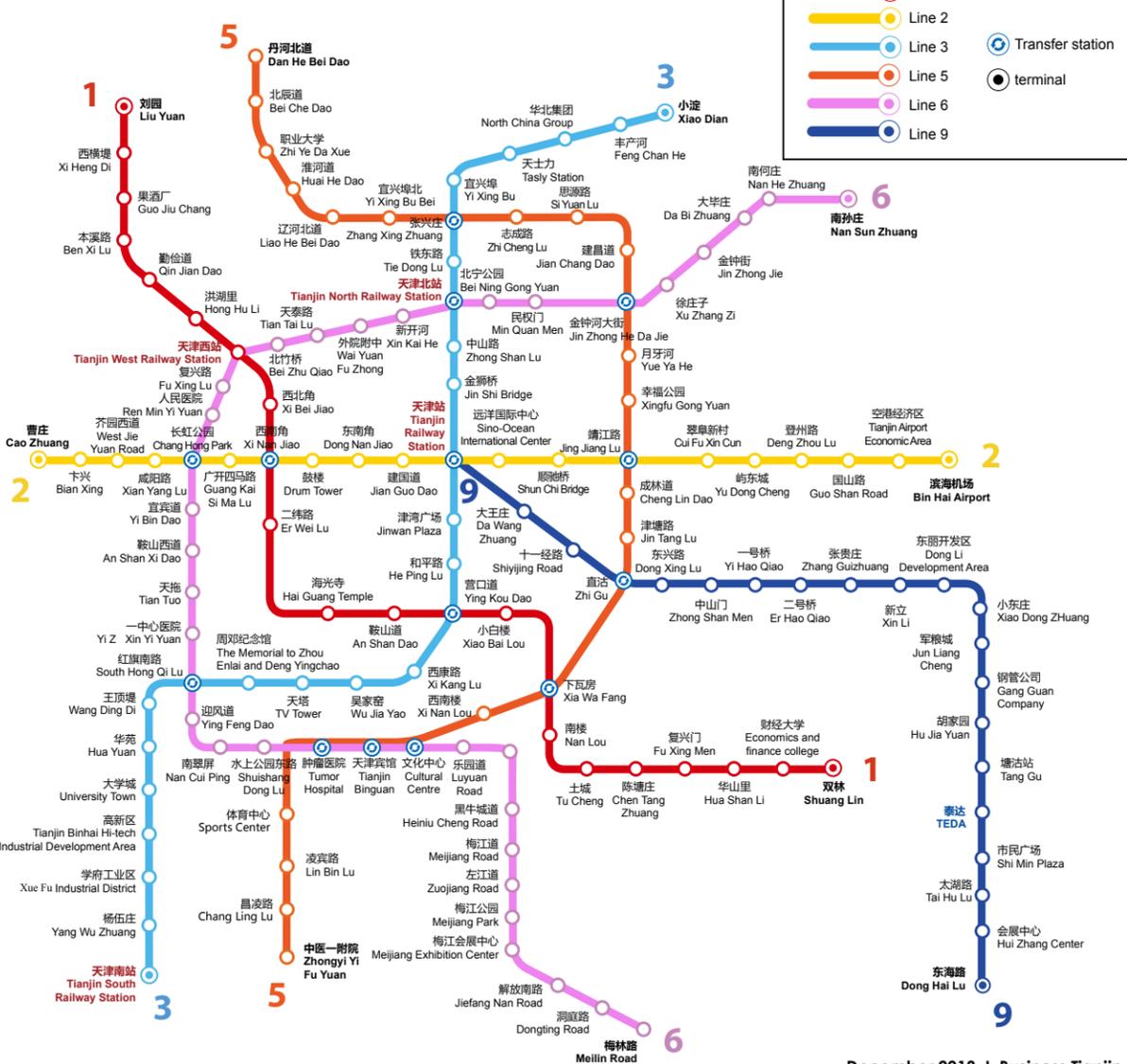
**Wuqing ~ BJS (¥39 - ¥66)**

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

**BJS ~ Wuqing (¥39 - ¥66)**

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

**TIANJIN SUBWAY MAP**

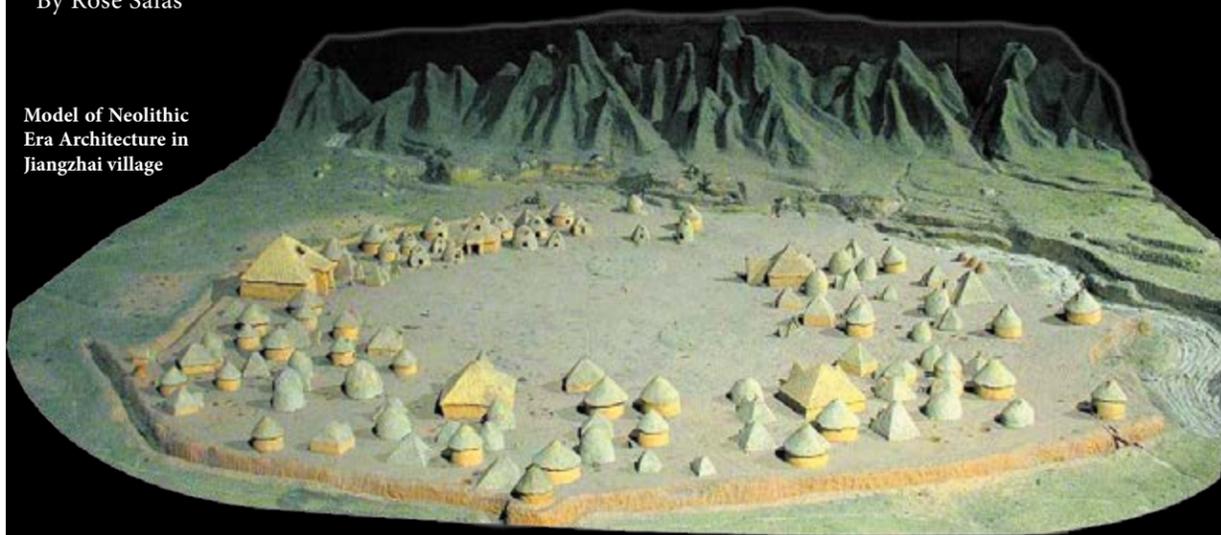


# Chinese Heritage

## Interplay of Architecture

By Rose Salas

Model of Neolithic Era Architecture in Jiangzhai village



### 中国文化遗产：建筑的相互作用

中国建筑是亚洲长期存在的文化遗产之一，几千年来一直保持不变。它深深扎根于中国古代文化和封建社会制度的悠久历史中，鼓励人们拥有相似的价值观和生活方式。中国建筑以其精湛的艺术，设计和错综复杂的图案而闻名，描绘了我们丰富的文化。纵观历史，它在每个王朝都有了显著的改进和变化，但不可否认的是，很多同样的特征仍然是现代建筑的基础和灵感，为中国建筑带来了特殊商标。让我们回顾一下建筑的一些显著历史。

#### 中国建筑历史

中国建筑的历史可以追溯到 2000 年前，并分为不同的朝代。每个王朝都为我们丰富的建筑和工艺做出了贡献。

#### 中国建筑特征

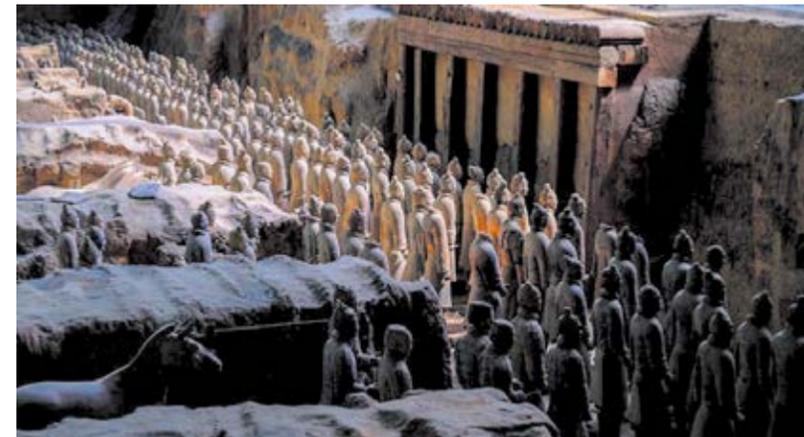
中国建筑被全世界认可的一个引人注目的特征是黄色瓦屋顶。直到今天，中国龙仍然在设计中发挥着重要作用。

**C**hinese architecture is one of Asia's long-standing heritages that have remained unchanged through thousands of years. One of the reasons for its unchanging beauty is due to its being deeply rooted in ancient Chinese culture and the long history of feudal societal system that encourages people to have a similar set of values and lifestyle. Hence, Chinese architecture is well-known for exquisite

art, design and intricate patterns that greatly describe our rich culture. Throughout history, it made remarkable improvements and changes in each dynasty, but it is undeniable that same features were still the foundation and inspiration of today's modern architecture, bringing a special trademark for Chinese architecture in the world. Let's look back into the history of some notable characteristics of our architecture.

#### HISTORY OF CHINESE ARCHITECTURE

History of our architecture can be traced back till 2000-years back and divided into various dynasties. Each dynasty contributed to our rich architecture and craftsmanship. Architecture of China can be traced from the **Neolithic Period** while some existing architecture is found in the *Banpo* Village of Northern China, east of the Xi'an province. Houses back then were known to be surrounded by moats.



Terracotta Army Museum in Banpo Xi'an, Shaanxi Province

In the **Shang Dynasty**, traditional Chinese architecture officially started to emerge with a rectilinear building. Rammed - earthen walls and foundations started to emerge, especially in urban parts of China. As years passed by, the **Zhou Dynasty** also contributed to the Chinese architecture where bricks and roof tiles were invented along with mourning halls, tombs, and altars. Whereas in the **Qin** and **Han Dynasties** stone crafting, timber buildings, and firing tiles were all mastered like the famous *Terracotta Army* in Xi'an Province.

The **Sui and Tang Dynasties**, also known as the *Golden Era* of the Chinese civilization, featured bricks that became their main feature in terms of architecture and the best example is the Grand Canal in Beijing-Hangzhou that connects China's five great rivers - Hai River, Yangtze River, Yellow River, Huai River and Qiantang River.

If there is one thing that the world admires and recognizes about China, it is how we have been able to preserve the famous sceneries in many cities which had been the pride and sense of achievement of our ancestors. Today, we still hold that gratification because foreigners can speak boldly of what a Chinese architecture is like and express their understanding of how we connect with nature and elements to come up with such uniqueness.



The Grand Canal in Beijing-Huangzhou

Even up to this day, **Fengshui** has always been the core of our culture and architecture. It is believed that one's success and failure is based on Fengshui for it is a tradition that inspires people to live in harmony with the environment. Fengshui is literally translated as 风 fēng: wind and 水 shuǐ water. Fengshui consultants suggest on the correct positioning of a building, house or gardens but with some twists of modern touches. In tradition, it is still the basis for positioning the burial sites in the belief that spirits are sensitive on where they are placed.

#### FEATURES OF CHINESE ARCHITECTURE

##### Materials

**Wood** is the main feature of architecture: poles, pillars, floorboards, walls, windows, roofs are all made from wood. But as centuries and dynasties passed by, various materials were included like rammed-earth, stones, bricks, tiles and metals, thus

beautifying and strengthening the Chinese architecture. **Stones** and **Bricks** were mostly used in building walls and fortifying our villages and kingdoms from enemies and common structures like bridges, arches and even temples and pagodas.

##### Roofing Style

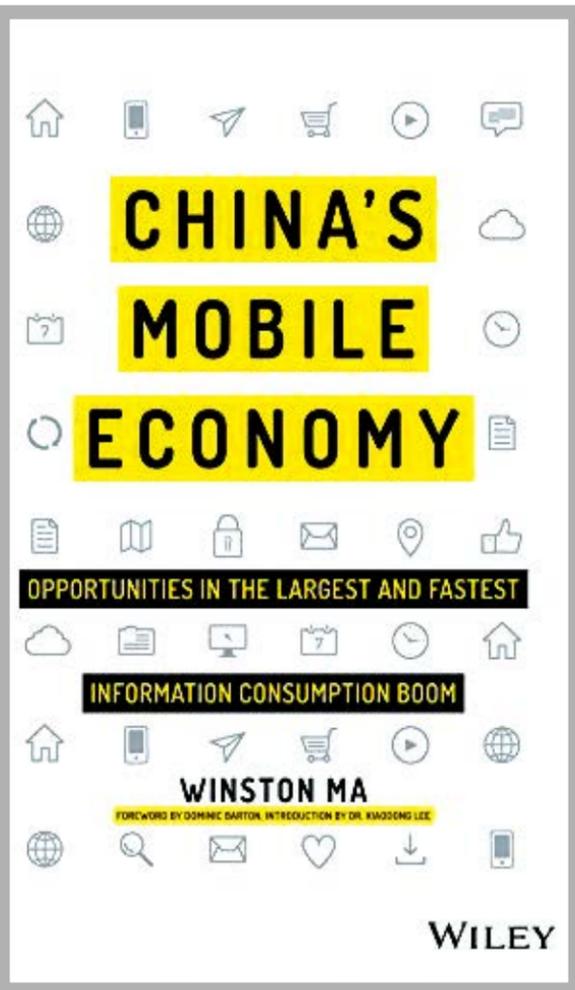
One of the most striking features of Chinese architecture is the roof which mostly comprises of slopes with 4-8 sides depending on the shape of the building which are square, rounds of hexagon or octagon. It uses tiles and has eaves and ridges with beautiful carvings and colour that help against the rain and look artistically elegant at the same time.

##### Structure Type

Our architecture bases each design and material to be used depending on purpose. For example, if it's a house, social status is considered. One of the striking features that the world recognizes is the yellow-tiled roofs which are imperialistic in nature. Chinese dragons still play an important role in designs till this day.

In summary, modernization did not wholly eliminate the true attributes of Chinese heritage when it comes in architecture. In fact, the unique features are still present in almost every modern building and infrastructure that we have presently. The elegance, material combinations and the vivid colours are still the symbol of sophistication. Interplay between art and modern technology did not conceal the beauty of our heritage. For this, China is still the focal point for cutting edge and innovative architecture. **E**

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## China's Mobile Economy Opportunities in the Largest and Fastest Information Consumption Boom

Author: Winston Ma and Xiaodon Lee, 2016

### 中国移动经济 最大和最快信息消费热潮的机遇

2016年底，由Winston Ma和Xiaodon Lee撰写的题为“中国移动经济：最大和最快信息消费热潮中的机遇”一书既是对2014年中国发展和变化的见解和反映，也叙述了在技术领域取得的进展。马和李研究了2014年和2015年之间的移动热潮如何改变了中国电子商务和生活方式。他们解释道正是在那个时期，除了现有的笔记本电脑之外，中产阶级在很大程度上掌握了平板电脑和智能手机等移动技术。

正如副标题所述，中国最大和最快的信息消费热潮的机遇并没有被低估。马和李正在仔细研究这一陈述，因为它们揭示了多用途屏幕时代和中国移动互联网购物消费者带来的影响。他们解释了移动购物和基于互联网的购物如何促使传统购物网重新思考其营销策略。

本书将能够有效地让您深入了解构成中国数字世界的因素。

Released towards the end of 2016, the book written by Winston Ma and Xiaodon Lee titled 'China's Mobile Economy: Opportunities in the Largest and Fastest Information Consumption Boom' is both an insight and a reflection of the growth and change that occurred in China from 2014 onward in the technological sector. Ma and Lee examine how the mobile boom between 2014 and 2015 changed the face of e-commerce and lifestyle in China. It was in that period, they explain, that the middle class largely gained access to mobile technology such as tablets and smart phones in addition to the already available laptop computers.

China's Mobile Economy very well deciphers the impact of changes in the digital culture of China as the country

shifted from the usual trend follower to a trend setter. Ma and Lee delve deep into how the e-commerce world dramatically evolved and reshaped itself in that very short time period. In addition, they explain how the effects of such a great change caused investors, government agencies, banks, and corporations on a global scale to drastically change, renew, and learn how to proceed in this new market and digital age that had taken China by storm.

As described in the subtitle, Opportunities in the Largest and Fastest Information Consumption Boom in China is no understatement. Ma and Lee examine exactly this statement as they bring to light the understanding of what implications were brought on by the multi-use screen age and the mobile Internet shopping consumers

in China. They explain how mobile shopping and a rise in an Internet-based shopping caused traditional shopping outlets to re-think their marketing strategies.

If you are looking for a descriptive and evidenced look into the digital culture of China and how the market has and continues to rapidly evolve in the largest country in the world, make sure to read China's Mobile Economy: Opportunities in the Largest and Fastest Information Consumption Boom as it will effectively give you insight into what makes up the digital world in China. **B**

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## Why Do Parents Send their Children Abroad for Schooling?

By Rose Salas

As a parent, you would always strive hard to provide a quality education for your children but out of millions of students across China, a recent study of MOE (Ministry of Education of the People's Republic of China) shows that, in 2017 alone, a total of 608,400 Chinese students left the country to pursue their studies abroad. This is roughly 11.74% increase since the former years. Based on statistics, China has become the largest source of international students. But why do students choose to study abroad?

### WHY DO PARENTS TAKE THE FIRST INITIATIVE TO SEND THEIR CHILDREN ABROAD FOR STUDIES?

One of the greatest influencers in every student is the parents. Parents often dare to offer a hefty amount of money if they are capable of sending their children to one of the best facilities for learning. Though this comes in with a large amount of money- including fare expenses, tutorials if necessary, and numerous researches and projects, they still believe that sending their children abroad is good for their children to learn more than what the local schools can offer. Especially high net worth families, they believe that studying abroad offers more opportunities in a lot of aspects. In the recent statistics, 541,300 or 88.97% of the students who study abroad are self-funded, while the rest are scholars of the state.

Some students believe that studying abroad gives them more experience to explore a different culture. It allows them to learn a different language, experience a different educational system, and be exposed to a new culture and customs. Through this experience,



### 为什么父母将孩子送到国外接受教育？

作为家长，你总是努力为你的孩子提供优质的教育，但最近在对中国各地的数百万学生进行的教育部（中华人民共和国教育部）的一项研究显示，仅在2017年，共有608,400名中国留学生到国外留学。这比前几年增加了大约11.74%。据统计，中国已成为国际学生的最大来源。但为什么学生选择出国留学？

父母是每个学生中最有影响力的人之一。如果父母能够将孩子送到最好的学习场所之一，他们往往愿意投资大量的金钱。特别是高净值家庭，他们认为出国留学在很多方面提供了更多的机会。在最近的统计数据中，541,300或88.97%的留

学生是自筹资金，其余的是国家学者。

在最近的中国教育部报告中，中国学生在businessinsider.com列出了他们通常愿意留学的国家：

1. 美利坚合众国
2. 澳大利亚
3. 日本
4. 联合王国
5. 加拿大
6. 韩国
7. 法国
8. 德国
9. 新西兰

it opens their minds by having a global mindset that equips them better to any workplace.

It may be biased, but a lot of job firms still see studying abroad and overseas work experience as an advantage for employment. This instills the desires of students not just to acquire an

international diploma but also to have overseas opportunities like internships and trainings abroad as much as they can. It allows them to have better job opportunities, not just back home, but also in other countries.

Our School Curriculum offers a lot of time in teaching students English,

# Last Words

but due to more emphasis on examinations and lacking in practical use, many students still fail to learn the language. For better exposure to the English language, parents send their children abroad. They believe that studying in English-speaking countries allows them to have a more thorough experience and learning of the language. This better equips them than the rest of the students who didn't get exposed to the language.

In all honesty, **Gaokao** or the National College Entrance Examination (NCEE) is one of the most stressful events for any student in high school for them to be accepted in the national university. Studying abroad is one of the parent's solutions for their children to avoid the fierce competition and save their children from anxieties of failing and fatigue from over studying.

In the recent report of the *Chinese Ministry of Education*, Chinese students studying abroad as written in [businessinsider.com](http://businessinsider.com) listed countries where they are commonly enrolled in:

### 1. UNITED STATE OF AMERICA

It is ranked as the most common place to enroll. America is currently hosting 260,914 students.

### 2. AUSTRALIA

The 2<sup>nd</sup> in rank, Australia is currently hosting 90,245 students.



### 3. JAPAN

One of the closest countries to China is currently hosting 89,788 students.

### 4. UNITED KINGDOM

The country which is known for prestigious universities is currently hosting 86,204 students.

### 5. CANADA

Ranked as the fifth country that host Chinese students, they are currently hosting 42,011 students.

### 6. KOREA

Korea is ranked at sixth, currently hosting 38,109 students.

### 7. FRANCE

France, with only a few hundred differences with Hong Kong, is currently hosting 25,388 students.

### 8. GERMANY

Germany is currently hosting 19,441 students

### 9. NEW ZEALAND

New Zealand is currently hosting 13,952 students.

According to **Huang Zhongyang**, CEO of Special A, an institution based in Beijing that specializes in overseas education consulting- said that, despite the good opportunities that studying abroad could offer, "Students could encounter many difficulties when studying abroad, such as not being able to adapt to the new environment, as well as language barriers". It is important that both parents and students be prepared of the challenges they might encounter along the process.

Nevertheless, going abroad to take studies is an advantage for a student. Whatever purpose it may serve him or her, parents will always be willing to do everything for the welfare of their children to ensure that they have a good future ahead of them. It is always a privilege to learn many things from a different country, and as a parent, there's nothing wrong for striving in giving the best for our children.



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