Inspiring Learning

Conference 专业大会 26th - 27th January 2019

Dr. Ahmed Hussain

Chinese Wine Industry 24
BMW has taken over the China Joint Ventures 28
Smart Toothbrush 44
What Skills Should Candidates Include in Their Resumes? 48
Ancient Temples in China 58
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Dear Readers, Happy New Year!

The Inspiring Learning Conference will be hosted by Wellington College on the 26th and 27th of January in Tianjin. Keen to find out more about this transforming landscape, Business Tianjin Magazine spoke to the Senior Director of Academics for Wellington College China, Dr. Ahmed Hussain. We wish this conference to become a successful event and great milestone in the bilingual education system of China.

Michael Hart provided to us an interesting review of Tianjin real estate market of past year 2018. Several key themes took center stage, such as the opening of much anticipated office and retail projects, new subway lines and stations, etc… Don’t miss it.

The economic slowdown seems to be continuing from the month before, signaling that the effects of the trade war may be beginning to show. Although the data showed growth, the deceleration of that growth warrants attention. Analysts fear that the effects may extend beyond China’s borders and reach the global economy, given China’s importance as a vital producer and consumer on the global stage.

Recently we have got the news of many examples of China’s market opening up. German insurance company, Allianz, will be the first one to get the permission to set up an entirely foreign owned insurance holding in China. This move has come as a huge surprise, because something like this was not expected in at least next three to four years, based on Beijing’s earlier announcements. We did a deep analysis of this news in the Investment column.

In this issue, we also focus in the Chinese wine industry to know more about the 2nd world’s largest consumption market in 2020, not only based on the importation of world-class wines, but also on its own production.

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 as the benefits of diversity at workplace, the recent currency War or even the first battery-free phone.

Visit our website www.businesstianjin.com and follow us on our official Wechat account (ID: business_tianjin) for a complete list of articles and information.

Mary Smith
Managing Editor | Business Tianjin Magazine
managingeditor@businesstianjin.com

Are Blogs Necessary to Your E-commerce Shop

Consumers nowadays are taking their decision to buy something based on the reviews and personal testimonies of their influencers. One way to achieve this is through writing blogs. Writing blogs is now serving a big role in promoting brand image. An individual or group of people can use blogs to excite a reader by sharing views on a particular subject in a little informal yet personal tone. Consumers nowadays are using blogs to share their experiences of the product, which can be a great promotional technique.

Blogs are a perfect medium for entrepreneurs to establish their online presence and to promote their brand. With the increasing popularity of blogs, the use of blogs has been extended to the marketing strategy for e-commerce businesses.

Blogs play a significant role in the online business. They can help businesses in various ways, such as:

1. **Increase Brand Visibility:**
   - Blogs are a great way to increase brand visibility. By posting informative and engaging content, businesses can attract more visitors to their website.

2. **Generate Traffic:**
   - Blogs can help in generating traffic to the website. By providing valuable content, businesses can attract more visitors and keep them engaged for a longer time.

3. **Drive Conversions:**
   - Blogs can be used as a platform to drive conversions. Businesses can use blogs to promote their products or services and encourage visitors to take action.

4. **Establish Authority:**
   - Blogs can help businesses establish authority in their niche. By providing high-quality content, businesses can establish themselves as experts in their field.

5. **Engage with Customers:**
   - Blogs can be used as a platform to engage with customers. Businesses can use blogs to answer customer queries, provide updates or news, and build a relationship with their audience.

6. **SEO Benefits:**
   - Blogs can help businesses in improving their SEO (Search Engine Optimization). By publishing regular content, businesses can increase their chances of appearing on search engine results pages (SERPs).

7. **Build Social Proof:**
   - Blogs can be used as a platform to build social proof. Businesses can use blogs to share testimonials or case studies from satisfied customers.

Blogs are not just about writing, but also about sharing. The success of a blog depends on how well it engages its audience and provides valuable content. Therefore, it is important for businesses to choose the right platform and tools to write and publish their blogs.
A successful art salon at Pan Pacific Tianjin

Christmas Tree Lighting Ceremony held at Wanda Vista Tianjin

Tianjin pushes for building of Free Port

WeWork to accelerate China expansion plans in 2019

Business Tianjin January 2019 | Business Tianjin January 2019

A Contemporary Art Salon from two renowned artists was held in Pan Pacific Tianjin Grand Ballroom. Two renowned domestic artists, XinFu and LiNiu, whose art work is well known for its contemporary influence. More than 80 renowned critics and art collectors from Northern China and more than 30 domestic and international art mediators attended this “Art Salon” held at Pan Pacific Tianjin on the night of 25th December, 2018. The success of holding the event not only boosted Pan Pacific Tianjin standing as the venue of choice for high-profile events in the city, but also Pan Pacific Brand in the Art Industry.

Samsung to end smartphone plant and invest on capacitor, battery plants in Tianjin

Samsung Electronics will cease operations at one of its mobile phone manufacturing plants in China, the company said, as its sales in the world’s biggest smartphone market also is amid a recovery from lower-cost local rivals. The factory, which currently employs about 2,600 workers, is scheduled to be shut down by the end of this year. Samsung said it would offer compensation packages to the employees and also provide opportunities to transfer to other Samsung facilities. But Samsung will invest 2.4 billion U.S. dollars to build new battery and capacitor plants in Tianjin. The investment will be used to expand the power battery lines and set up a multi-layer ceramic capacitors factory for automotive electronics in the city.

Boeing opens first 737 finishing plant in China

Boeing opened its first 737 completion plant in China over the weekend, a strategic investment aimed at building a sales lead over arch-rival Airbus in one of the world’s top travel markets. The world’s largest plane maker also delivered the first of its top-selling 737s completed at the facility in Zhoushan, about 290 kilometers southeast of Shanghai, to state carrier Air China during a ceremony on Saturday with top executives from both companies. The executives, alongside representatives from China’s state planner and aviation regulator, unveiled the plane at an event attended by hundreds of people.

WeWork to accelerate China expansion plans in 2019

Apple has suffered a new blow in China after a court banned the sale of certain iPhones amid a patent spat with the microchip company Qualcomm. The Fuzhou Intermediate People’s Court has after a court banned the sale of certain iPhones from 2015’s iPhone 6s to last year’s iPhone X, Qualcomm said. This year’s iPhone XS and XR phones would not be affected. Apple played down the ruling, saying it only applied to phones that were running older versions of its software and that as a result all of its iPhone models would remain on sale. However, shares in the company fell and analysts said the decision could spell more trouble for the company in China amid a mounting trade war.

WeWork’s expansion across China has accelerated and shown no sign of slowing down. According to WeWork executive Yen Hong Yu, China has been one of the fastest growing regions for the New York-based office space company. WeWork has proven successful in an embryonic business structure where it acquires leases to properties and rents shared office space to a variety of clients, including entrepreneurs, startups and big-name clients like Facebook Inc. WeWork typically uses single-purpose entities, registered as limited liability corporations, to sign its leases and fund the property. However, shared office space has become increasingly popular in China in recent years.
China is considering a new law governing foreign investment that will streamline existing rules and prevent the forced transfer of technology. The new "unified law" will replace three existing laws on Chinese and foreign equity joint ventures, non-equity joint ventures and wholly foreign-owned enterprises. A draft of the proposed legislation was presented at a meeting of the Standing Committee of the National People’s Congress (NPC). When in place, the new law would bar local governments from restricting market access for foreign firms and from forcing them to transfer technology. This will ensure foreign investors would enjoy the same privileges as Chinese companies in most sectors except those excluded on a "negative list".

The strengthening Hong Kong dollar has catapulted the city up to sixth on the list of the world’s most costly destinations for expats, up from No 9 last year. The world’s most expensive place is Ashgabat, the capital of Turkmenistan, which rocketed from 416th last year as a deepening economic crisis left black-market exchange rates plummeting and shortages in foreign exchange. This in turn fuelled inflation. In Hong Kong, the local currency is getting stronger due to its peg with the US dollar. Since April 1, the Hong Kong dollar has gained 15 per cent against the Japanese yen, 10 per cent against both the Norwegian krone and Chinese yuan, and almost 6 per cent against the Singapore dollar.

Beijing opens 24-hour exit-entry self-service spot

The Exit and Entry Administration of the Beijing Municipal Public Security Bureau opened three more self-service venues supplementing the existing self-service hall in Tongzhou district. This includes a 24-hour self-service hall in Dongcheng district. The round-the-clock self-service hall is located in the reception hall of the Exit-Entry Administration of the Beijing Municipal Public Security Bureau.

258 runners caught cheating in Shenzhen’s half marathon

Organisers of the Shenzhen half-marathon have said the 258 participants caught cheating during Sunday’s race will not be able to run away from punishment for their actions. As many as 18 runners were found to wearing fake bibs, and there were running on behalf of other. They face lifetime bans from the event. The 237 others, most of whom had taken shortcuts during the race and were caught out by traffic cameras and local photographers, could be banned for two years. In the most blatant case, a traffic camera caught runners turning round at least 1km before they were supposed to make a U-turn, potentially shaving about 10% off the 21km race.

Beijing is trying to rid city of Chinglish before 2022 Winter Olympics

The 2022 Olympics may seem a while away, but Beijing is already hard at work prepping everything for the thousands of foreign visitors who’ll be flooding into the city for the event. One of the things they’re cracking down is the use of ‘Chinglish’ throughout the city - this is a term used to describe the unintentionally-hilarious English mistranslations you can see alongside Chinese and Cantonesque characters on signs. This is all to clean up the city’s image. Back in 2017, a new English translation standard was put into effect. The foreign affairs offices claims over two million Chinese characters on bilingual signs have been checked over to make sure they are properly translated into English.

Laurel Bay is a major technology hub in Beijing and the government is keen to promote further cooperation, expand market, and it’s why the company was the company’s China Innovation Centre (ACIC) based in China’s Silicon Valley. Airbus is speeding up its innovative approach in China, with plans to invest tens of millions of euros in the Airbus China Innovation Centre (ACIC) based in ‘China’s Silicon Valley’ Shenzhen. Airbus has enjoyed its deep cooperation with China mulls new foreign investment law

When in place, the new law would bar local governments from restricting market access for foreign firms and from forcing them to transfer technology. This will ensure foreign investors would enjoy the same privileges as Chinese companies in most sectors except those excluded on a "negative list".

China’s state council, the cabinet said that the government will offer financial help to struggling companies that keep staff on payrolls in a time of increasing economic headwinds. For firms that choose not to cut staff or reduce the number of job cuts they are planning next year, the government will return half of their unemployment insurance fees, the state council said in a statement on its website. Beijing will also provide subsidies to out-of-job workers who are undergoing job training, the state council added.

2017, is planning to invest tens of millions of euros to start a brand established in 2017, is planning to invest one in Silicon Valley. The Chinese facility, analysts said. ACIC was the company’s second global innovation center after the one in Silicon Valley. The Chinese facility, established in 2017, is planning to invest tens of millions of euros to start a brand new office at the beginning of 2019.

2019, to gain majority control of a securities joint venture in China. The Switzerland-based bank company in a note sent to the Global Times that UBS has earlier received approval from the China Securities Regulatory Commission to increase its shareholding in its securities joint venture in China, and UBS Securities Co has increased its shareholding from 24.99 percent to 51 percent. China announced in April measures to raise foreign equity caps in the banking, securities and insurance industries, allowing foreign financial institutions to take control of domestic securities brokerages up to the 51-percent level.
November's economic data didn't paint a beautiful picture. The slowdown seems to be continuing from the month before, signaling that the effects of the trade war may be beginning to show. Although the data showed growth, the deceleration of that growth should warrant attention. Analysts fear that the effects may extend beyond China's borders and reach the global economy, given China's importance as a vital producer and consumer on the global stage.

Autosales are the main culprit

Auto sales declined by 10% from an earlier year, which seems to have been a major reason in the declining growth rate in retail sales. The tax cuts introduced by the government to stimulate spending did not work as intended. Retail sales, which include both corporate and consumer spending, amounted to 35.2 trillion Yuan, according to the National Bureau of Statistics. In October, retail sales stood at 35.5 trillion Yuan. The decline took place despite Alibaba having posted record spending on a single day on November 11th, when the shopping festival took place. It also did not seem to matter much that Apple released its iPhone XR.

Besides the plunging car sales, consumption seems to have been held back by high household debt, and the debt service costs. The decline in car sales may indicate that sales for premium products is slowing down. Other similar products may follow the same path.

Industrial production weakens as well

Similarly, industrial production in China disappointed in November. Industrial production grew on a year basis by 5.4%, as opposed to expected 5.9%. This was the slowest growth in three years. In response to those figures, many global financial markets plunged, including Chinese stocks and its currency.

Fixed asset investments and other indicators

There have been some positive numbers, nonetheless. Investments in fixed assets increased by 5.9% in the first 11 months of 2018, slightly better than the expected 5.8%. The surveyed jobless rate declined slightly to 4.8%. And property investment grew by 9.7% on a year basis, which is close to its average throughout this year.

Aside from that, the Guangdong purchasing manager's index has not been released this month. The index has a concentration of companies exporting to Europe and the U.S. and many economists look at it to gauge the effects of the trade spat. The cancellation of release came after the announcement that the statistics bureau will be in charge of conducting the purchasing manager's index surveys.

The trade war is hurting both parties

The efforts by the Chinese government to stabilize growth and weather the storm do not seem to be working as planned. Tax cuts, and a dovish monetary policy, are not yielding the desired effect. But the conditions in America are not much better either. The US saw a red October in its main financial indices, and things have not improved that much in November. If the trade war is actually working as Trump intended, then it is working against both parties.

China takes positive steps to resolve the trade spat

Lately, China has eased some of the trade tensions by taking many steps. This includes the purchase of US Soy Beans, the delay in the "made in China 2025" ambitious tech program, reduction of import duties on US vehicles, and increasing punishments for IP thefts. Many analysts believe that the effects of the trade war on exports have not been seen yet. Manufacturing data confirms this, as shipments have increased before the tariffs take effect. China's trade balance has been impressive this year as it has already surpassed its 2017 trade record by mid November in 2018.

In November, China's trade surplus with the US hit a record high, whereas China's exports and imports for the month witnessed a fall in US dollar terms, as China's trade balance stood at USD 44.74 billion.

Campaigns to improve local conditions will continue

Moreover, the Chinese government will maintain its objectives and campaigns to reduce financial risk, pollution, and poverty, as confirmed by president Xi Jinping. And while the government would like to see growth climbing, it has no desire to see uncontrolled growth, which would only lead to bubbles.

Conclusion

China's growth target of 6.5% for this year is still attainable. And the developments in December, the last month of the Gregorian year, are yet to be seen. Retail sales and industrial production data confirmed weakening economic conditions. The actions of the Chinese government seem to be giving some effect, but not all. This comes at a time when Chinese policymakers will gather in Beijing to attend the annual Economic Work Conference and discuss economic conditions now and in the upcoming year. If China’s positive steps with the US do work, and trade tensions ease, this will likely revive both markets and reignite growth hopes.
Trade Relationship and Largest Projects between China and Russia

By Harold Murphy

Last year 2018 marks the 17th birthday of the Treaty on Good-Neighborliness, Friendship and Cooperation between Russia and China, signed in July 2001. With the agreement entering adult age, Chinese-Russian ties have never been deeper with ambitious projects underway in the energy, infrastructure, finance and other sectors. In this article, we’ll cover the growing trade volume and some of the largest projects between China and Russia which are either underway or scheduled to start in the near future.

Trade Value between China and Russia

Chinese trade value with Russia is on a steady rise. While exports to China accounted for around 7% of the total Russian trade turnover in 2012, that number rose to around 10% in 2016. Russia even managed to increase its exports to China in times of international sanctions against Kremlin, following the annexation of Crimea. At the same time, imports from China accounted for 16% of total Russian imports in 2012 and rose to almost 21% in 2016. This marks a whopping 34% year-on-year increase in China - Russia trade flow.

These numbers confirm China’s role as the largest Russian trade partner for the last six years. In dollar terms, trade value between the two countries reached around $70 billion in 2016 with an impressive annual increase of one third.

This shouldn’t come as a surprise since Russian President Vladimir Putin shifted his diplomatic focus to the east in the face of rising political and economic tensions with the Western world.

Energy Projects: Power of Siberia

One of the largest energy projects in the world and the largest since the fall of the Soviet Union is a 3,000km pipeline that runs from Russia’s gas fields in the far east down to the Chinese border in the south-east. Around 8,500 workers are working all-year round to finish the gas pipeline, which is expected to transport the first cubic meters of gas in late 2019. Operated by the world’s biggest gas company, Gazprom’s Power of Siberia is an ambitious energy project that will connect Russia with its largest energy importer, China. The pipeline’s cost, which creeps across the Siberian permafrost at a rate of 2 kilometres per day, is estimated around $55 billion.

Transportation and Infrastructure Projects

Beside energy projects, there is also a large number of infrastructure projects that have been launched recently.

Amur Railway Bridge

The bridge over the Amur River which connects the Russian and Chinese borders is the first-ever railway bridge between the two countries. The new bridge, which is to a large part financed by the Russia-China Investment Fund, is a significant project for the Russian exporters in the far east, as it will reduce the existing transportation distance by around 700 kilometres. The Amur River Bridge, which will be long 2.2 kilometres and cost around $355 million, connects the Jewish Autonomous Region of Russia with the Chinese province of Heilongjiang.

Expo China-Russia Trade Exports and Imports

Ernst & Young publication, China and Russia in 2017: an intricate path of growth

MOSCOW-BEIJING HIGH-SPEED RAILWAY

The Moscow-Kazan High-Speed Railway is a planned high-speed railway that should connect the Russian capital Moscow and Kazan over a distance of 772 kilometres. The project, which is still under consideration by Chinese and Russian governments, will be an ambitious infrastructure project operated by the Russian Railways, featuring an operating speed of up to 360 km/h. Planning works finished in late 2017, and construction of the first part of the railway was expected to begin before 2019.

Projects in the Field of Finance

A growing number of Chinese companies in the finance sector, including insurance, financing and payment-processing companies, are opening their offices in Russia. If you want to find a renminbi clearing bank in Russia, look no further than the Industrial and Commercial Bank.

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of China. The China Development Bank and the Export-Import Bank of China have also reached major agreements with Russian financial institutions.

**E-COMMERCE**

The economic relationships between China and Russia don't end with energy, infrastructure and finance projects. Ties in the e-commerce sector are also deepening at a steady pace. The Chinese AliExpress has become the largest foreign e-commerce platform in Russia, with the Chinese-Russian e-commerce trade volume rising to 54% of the total cross-border e-commerce trade volume of Russia. AliExpress also opened a local branch in Russia in 2017 to accommodate the growing number of Russian customers.

**CONCLUSION**

With more than 20 years passed since the establishment of the first official partnerships between China and Russia back in the late nineties, transnational relations have grown at all levels between the two states. Russia's focus is increasingly shifting to the east amid rising tensions with Europe, and China has found a reliable partner in its ambitious Belt and Road Initiative that shall connect China with the rest of the world.

Being Russia's largest energy importer, the Power of Siberia pipeline will transport 38 billion cubic meters of natural gas from Russia to China, and Russian and Chinese exporters will find it tremendously easier to improve trade relations once the Amur Railway Bridge is completed.

**FEATURE STORY**

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**NUMBERS**

- **¥ 1.06 Billion**
  - The highest luxury home in China is listed for ¥ 1.06 Billion. The 32-bedroom, 32-bath garden home sits on a private island on the south shore of Suzhou’s Dushu Lake.

- **30 Million**
  - China is set on having 30 Million self-driving vehicles on its roads in the next ten years. Enabling this will be with government investments in local business, particularly technologies which will be steering the autonomous cars.

- **28 minutes**
  - Dingdong Medicine Express (Beijing) Technology Co Ltd, an online drug selling platform commits to delivering orders within 28 minutes. The company is geared to open 2,000 offline stores in 300 cities within three years.

- **100 Mil. degrees**
  - A team of scientists from China’s Institute of Plasma Physics reported that their experimental “artificial sun” reached a whopping 100 million degrees Celsius, a feat significant for fusion science around the world, as a possible solution for energy issues.

- **¥ 595 Billion**
  - China’s tea output is estimated to reach 2.8 million metric tons in 2018, with the value of the industry hitting ¥ 595 Billion as per China Tea Marketing Association. The country’s tea export will exceed 300,000 tons this year.

- **5,000 meters**
  - China has developed a small-size multi-rotor unmanned aerial vehicle (UAV) which can climb up to 5,000 metres, according to the China Helicopter Research and Development Institute (CHRDI).

- **¥ 34.5 Billion**
  - Chinese scientists unveiled the full conceptual design for the proposed Circular Electron Positron Collider (CEPC), valued at ¥ 34.5 Billion, to tackle the next big challenge in particle physics.

- **139 million**
  - This year’s summer harvests of 139 million metric tons have matched the scale of last year’s bumper’s harvests. This number represent a fifth of China’s total harvests for the year.

- **70%**
  - Online shopping for people over 50 years old accounts to 70% of the elderly consumers, with citizens over 60 doubled on their shopping frequency within the last three years, based on a report by Alibaba. Elderly people increasingly tend to use mobile payments as well, with numbers doubling based on last year.
Education across the world is changing, reflecting economic, social and technological transformations; nowhere more than in China. In order to adapt to this changing landscape, innovation and a critical approach to education must be utilised in an international context.

Second Inspiring Learning Conference will be hosted by WCI Tianjin on 26th and 27th of January. Keen to find out more about this transforming educational opportunity, Business Tianjin Magazine spoke to the Senior Director of Academics for Wellington College China, Dr. Ahmed Hussain.

The Institute of Learning (IoL) is made up of academic leaders in the fields of: Mathematics, Chinese, English language acquisition, early years education, science, leadership, research and initial teacher education. The IoL continues to work with our own schools to strengthen their practice and is increasingly engaging in research projects across China. So for example, a comparative analysis of leadership in Chinese schools, bilingual schools and international schools along with a research project in Shanghai exploring the relationship between pedagogy and pupil engagement using AI technology. There is also a project looking into bilingual models of education and language acquisition in English and Chinese. An important research focus also includes the explicit teaching and wellbeing and how that influences teaching and learning. Therefore, it is evident that the IoL leads a wide range of high-impact and high-profile research projects that are fundamental for education in China.

The IoL also offers training and an open opportunity for educators in the north of China to come and take part in very high quality professional learning opportunities.

Well, as you mentioned the Inspiring Learning Conference that's going to take place next month in Tianjin. Can you tell us how did the Inspiring Learning Conference start and how did you choose the topics and the keynote speakers?

We had our first Inspiring Learning Conference in Shanghai in November. When we were thinking about how we can engage the community in training and development opportunities, we identified two channels. One is the Inspiring Learning Conference whilst the second is ongoing workshops that my team and I operate across Tianjin that educators attend, but they are quite localised and happen after the school day.

The Inspiring Learning Conference 26th-27th January 2019 in Tianjin is designed as an opportunity to bring educators together on a slightly larger context. The conference is...
organized in such a way that there will be keynote speakers and then there will be an extended study in one critical area of education. That makes it more like a workshop style conference, than a very low-impact conference where participants attend session with 20 different speakers. This way we structure our conference with a keynote speaker but what we then do is offer an in-depth study in one area for all participants. They then might be able to choose up to three or four areas over the weekend, but it means they’re getting an in-depth understanding of that concepts.

Our structure of professional learning is based entirely on what we understand from research and what works in professional learning and training of teachers and school leaders. For example, all of our workshops are structured in such a way that there will be keynote speakers and then support them in undertaking the research projects. Participants can then together share their findings through a range of different conferences and symposia. The strongest research findings will be written up as articles to be published in a journal which will be reviewed by Durham University. Opportunities for educators across Tianjin and beyond to develop an understanding of research methodology will be another strand at the Inspiring Learning conference in January.

The IoL have a proven record in leading effective and high impact research projects; for instance, that undertaken as part of strategic alliance with Pudong Education Bureau and Shanghai Education Commission. The IoL, would be delighted to establish similar relationships in Tianjin and support Chinese private and international schools in Tianjin and the region with similar research opportunities.

Another strand at the January conference is the teaching of Mathematics. China is high regarded internationally for mathematics education, yet is committed to encouraging greater levels of critical and creative thinking as part of the subject across all phases. The idea is not to change the teaching of mathematics in China, but just strengthening it. There will also be a focus on bilingual education and language acquisition.
UK and internationally to create a set of qualifications that are not only of the highest standards, being recognized across the world, e.g. PGCE and QTS, but are specifically designed for the bilingual and international school markets. China has many individuals who are well-educated, have high levels of English and possess the capacity to operate bilingually. Moreover, they understand Chinese education, often have experienced the best of international education and can weave them together. That serves as a template for generating the need for teachers which is essential; it’s chronic.

Clearly, you’re very passionate about this. Could you explain to our readers how you began so passionately involved in teacher training and education reform?

I was a research scientist and lecturer before I turned to education. I became involved with a government organisation in the UK who were looking at the public understanding of science, when I recognised I may be better placed in contributing to raising awareness of science. So I became a science teacher, and soon enough I became involved with research with Durham University. I held multiple leadership roles, but the research I was undertaking became high-profile, so much so that I left school, moved to Durham University as a full-time lecturer to finish off the key elements of research we were doing with the UK government.

I returned to school as a senior leader. The last school I selected to lead was a failing school, which we turned it an outstanding school. From there, I was offered the opportunity to work in the Middle East, were I served as an advisor to the General of Education in Abu Dhabi and also led a range of projects with the Ministry of Education across the UAE. Despite greatly enjoying this work, I had the opportunity to join Wellington College in China and what drew me was the passion and commitment to offer an excellent education as part of a non-profit organisation; not only to offer the highest quality of education to international pupils in China, but to also develop the bilingual educational model and then in time, become an organisation that contributes wider to education. So that’s my passion, I love learning, pupils, schools and the leadership of schools.

As you mentioned previously, you worked in UK and Dubai, how would you say these previous leadership roles have prepared you to take on Wellington College’s academic programmes?

My last roles, in UK and UAE, were about improvement and raising standards. So making an excellent school better and taking a failing school and making it excellent were fundamental to establishing an understanding of how you can lead a school and its people; galvanize and bring them together to create a culture of excellence. They were profound in terms of me developing as an educator and a leader of education because every great school should be committed to school improvement. Another perspective is that through engaging with research whilst in the UK, I developed a very open mind about education and I’m critical of education, because I believe we need to understand context for education research to have an impact.

When I was in the UAE, I was given the opportunity to have an influence on developing education systems and reform at a rapid pace. For example, I led projects on establishing national standards for educators in the UAE and led a project on the bilingual model across schools in Abu Dhabi.

These experiences set strong foundations to be able to come and develop our bilingual model here in China and works across a group of schools.

From what you’ve mentioned previously, it sounds like Wellington’s an incredibly leading school within China and across Asia. So I’d like to know how the Wellington brand of education, approach and facilities are different from the rest of other international schools?

As you mentioned previously, we define a set of values that bond our community together and how we engage together. That sets expectations for who we are and how we operate. We use those values in all aspects of life in our schools.

The other thing we do across is define what we want the outcome to be of an education at Wellington or Huili, and we call this the Wellington or the Huili identity. The identity is a set of attributes we promote and seek to establish within our pupils when they leave our schools; inspiration, intellect, independence, individuality and inclusivity, which we feel will allow them to thrive beyond their time in school. We
Cover Story

As you mentioned that Wellington College China and Huili Education have become an incredible group of schools, what do you think are some of the milestones it has achieved in the past years? There are many measures you can use to judge school success, such as pupil population in the school, is it growing, steady or declining? Despite operating in very competitive cities, all of our schools are growing rapidly. Our school is why we are able to offer a truly world-class holistic education because we are driven by a clearly defined identity and set of values.

Another measure relates to university destinations and public exam outcomes. Our exam outcomes this year were aligned to the very highest performing international schools and actually exceed those of some very selective independent schools in England. That shows that our education is getting great outcomes for pupils and sending them to the worlds leading universities.

We also assess at our pupils’ development; what they’ve achieved on the sports fields, on stage, in debating and chess competitions. We evaluate the impact of our bilingual education model on English and Chinese language acquisition which is phenomenal. These areas are celebrated alongside those listed above. We also have an independent team of experts review our schools annually and the feedback is extremely positive on our standards of education.

As an incredibly passionate educator, what type of impact do you hope to achieve here in China? I hope that pupils who come to a Wellington or Huili school could not get a better education anywhere; not exam outcomes and university destinations alone, but who they are as an individual and that they possess the attributes for success, not just at 18, but as adults.

What I hope we can also do as a group is learning from the wider education community and contribute to shaping education locally and nationally across China. Whether it’s through creating an approach in Mathematics learning, regulating the Chinese private school market or through particular research projects in the field of education. I believe we can do that in three ways: research, professional learning and training along with working with local education systems to help support in their development and reform.

This conversation has been incredibly enlightening. Are there any other details or questions you would like to answer or add to this interview?

What I would like to add to this is that we and Wellington School in Tianjin are fully committed to not only trying to be the best school we can, but to engage in education in Tianjin.

The conference in January is a first step in establishing an authentic partnership. So therefore, I would like that message to go out. We’re inviting, educators across Tianjin, and beyond, to take part in a truly purposeful and impactful conference.

We also spoke with the Master of Wellington College International Tianjin, Julian Jeffrey, the future of education in China and Wellington’s role and goals in education.

How do you think the Inspiring Learning Conference equip educators and leaders to meet the 21st century challenge?

I am excited by the prospect of so many of Tianjin’s leading figures in education coming together to spend a day reflecting on the future of teaching and learning. It is a rare chance for teachers, principals, researchers and opinion formers in education to have the opportunity to meet in such a forum. The world in the 21st Century will need highly-skilled, resilient young people to join the global workforce, so we all have a responsibility to prepare our pupils for that inevitability. This conference can begin to help frame such ideas.

What are the benefits have you perceive in the people attending previous Inspiring Learning Conference?

For me, the benefits derive from engaging with a group of leading educationalists, teachers and school leaders from across China. The two days of the conference offer a stimulating breadth of insight and expertise, all aimed squarely at influencing the Chinese private school market or through particular research projects in the field of education. I believe we can do that in three ways: research, professional learning and training along with working with local education systems to help support in their development and reform.

We also spoke with the Master of Wellington College International Tianjin, Julian Jeffrey, the future of education in China and Wellington’s role and goals in education.

What do you think will be the top education issues which will be addressed in the second conference?

One of the strongest threads to emerge from the conference will be around developing the ways we encourage young people to take ownership of their learning – to be inspired by the classroom and their experiences, and then to feed on that inspiration in their adult lives. In this way, engaged learners can grow to become people who are both highly educated in the traditional sense, as measured in examination results and university admissions, but also in more rounded ways. By this I mean more emotionally intelligent young people, capable of understanding their place in the world and how best to overcome the challenges of an ever-changing employment market.

On behalf of the Business Tianjin Magazine, I’d like to thank you for your cooperation. We wish the Inspiring Learning Conference to be hosted by Wellington College on the 26th and 27th of January in Tianjin becomes a successful event and great milestone in the bilingual education system of China.

For further enquiries about the Inspiring Learning Conference in Tianjin and Huili Institute of Learning, you could contact enquiries.iol@huilieducation.cn and visit the website www.iol.huilieducation.cn or scan the following QR Code.
By John Feng

The idea that only French wine is good has so much of old as of untrue. Maybe they were the first ones to professionalize the industry and their wine production goes back to the 6th century BC when the Greeks colonized the Southern area of Gaul. However, what we should consider now is how well other countries are becoming in this "art"? They are indeed competing with the French for international prizes in all categories, and the most striking difference between now and the past is the big increment of wine producers and it did not take them long to become the 2nd largest wine market in the world, with an impressive 874,000 ha of vineyards, only surpassed by Spain.

As you can see on the map above, there is not a specific part of the country that allows for production but there is a clear pattern in terms of latitude. The star area in Ningxia that won 34 medals in CMB, followed by Xinjiang, the largest wine grape production area, with 22. Other relevant areas that are gaining in popularity are Hebei, Beijing and Shandong.

To better understand the dimension of the industry, allow me to start by saying that China has the second largest area under vine in the world, with an impressive 874,000 ha of vineyards, only surpassed by Spain.

Not a specific part of the country that allows for production but there is a clear pattern in terms of latitude. The star area in Ningxia that won 34 medals in CMB, followed by Xinjiang, the largest wine grape production area, with 22. Other relevant areas that are gaining in popularity are Hebei, Beijing and Shandong.

Changes in the future. White wine is increasing in popularity mostly due to the "white-collar" women in metropolitan areas, that tend to appreciate more delicate and aromatic wines.

Let’s not forget about the Chinese-bred grapes that are gaining momentum as they are more resilient to the terroir. Names like Longyuan, Shaohong and Beibinghong are among the 39 wild grape strains that might start gaining a reputation in the world.

The red wine is, as in most parts of the world, the dominant kind for production and for the Chinese industry it represents the vast majority of their award-winning wines. More specifically, 60% of their 2017 CMB awards were delivered to the Cabernet-Sauvignon grapes. Still, there are many wine producers still trying to find the ideal grape mix and some have found good levels of quality in other varieties like Chardonnay and Shiraz.

However, there is a very interesting trend that might represent some

WINE REGIONS

GRAPE VARIETALS

IMPORT

Imports are also a big part of the Chinese wine industry and it keeps growing year by year. In the first quarter of this year, a little over 200 million litres, valued at $792 million, were imported representing a year-on-year growth of 32% in volume and 36% in value. France, with a market share of 38.2%, is still the main exporter for the Chinese consumers but the difference is narrowing down with Australia (28.1% of market share).

WRAPPING UP

I believe it became clear the importance of this country in terms of the worldwide wine industry and the prospect is growth at an accelerated pace. It is likely that China will become the world’s biggest wine consumer in a not very distant future as both the population size and wine culture are growing. Even though the rules to export wine to China are tight, it seems like a good business opportunity. But where I believe the future lies, is in developing the country’s original grape varieties, study them and make them famous around the world. That is when China will claim their position in the "Nectar of Gods" industry! 

CHINESE WINE INDUSTRY

The Chinese wine industry is a big player in this industry, and its wines are becoming more and more famous around the world. That is when China will claim their position in the "Nectar of Gods" industry! 

WRAPPING UP

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Southern Italy is an absolutely breathtaking vacation destination that draws tourists from around the globe. Perfect for honeymoons, couples flock to the area in hope of detoxing from the hustle and bustle of their everyday lives and soak in some wine country sunshine. Filled with rich cultural and historical sites, Puglia is a slightly less visited southern Italy's city that holds all of the amenities of nearby tourist traps with the charm of a quiet small town. Near the airport, Bari Vecchia is a walled city built on a peninsula that juts out into the frothy sea. Due to overcrowding, walking through the city will bring you face to face with aspects of Italian everyday life. Entire families sit outside of their homes and relax together; grandparents set up tables to make fresh pasta along the edges of the street. As you walk, merchants are basically everywhere, making Bari Vecchia the perfect place to pick up some authentic Italian wares and snacks. Though it is often overlooked for the more tourist friendly aspects of Puglia, the Baric Vecchia is a cannot miss quaint town that you should definitely check out if you have time. Pro tip: if you find yourself lost, take a look at the ground. Black bricks lead you out of the city, while white ones take you further in!

As Puglia is a seaside area, beaches are a common choice for spending a day. One absolutely stunning option is the Salento Peninsula. Located at the very tip of Italy’s heel, Salento is dotted with beaches that look more like works of art than real life. Clear water and clean sand accompanied with a smattering of small shops, and bed and breakfast joints. Even the locals flock outside to watch the sunset as it changes the sky from picturesque blue to a watercolor masterpiece of oranges, pinks, and gold. If you wish to feel the sand between your toes and to be kissed by lightly salted air, choose any of the beaches along the coastline of the Salento for an absolutely marvelous time.

It simply would not be an Italian vacation if you did not opt to spend time sampling some of the decadent wines available in the Puglia region. Antica Enotria is a winery that curates a collection of organic wines that carry tunes of earthiness and naturalism. Once a ruined farm, the vineyard was restored by a local man and his family, and has quickly become one of the single most popular wineries in all of Puglia. For four generations the Mottura winery has been creating some of the finest wines in all of Puglia. Mixing traditional winemaking methods with modern technology, the Mottura is a perfect showcase of how one can remain true to their roots while improving upon their craft; tours and tastings can be booked through the winery's website and, if you have the time, are an amazing way to spend an afternoon. Dozens more wineries all dot the countryside, so take some time to research your options and find the perfect tasting experience for your preferences; there is certainly something for everyone in Puglia!

If you are in search of a scenic adventure, the Gargano National Park is a great choice for spending a day. One of the largest in all of Italy, the national park is over four hundred and sixty seven square miles total, and features a host of protected local flora and fauna. Named for the Monte Gargano mountain peak, the park is hilly and perfect for hiking and exploring, and includes a small island and several miles of coastline. Two lakes provide a perfect boating area for those interested in checking out the pure waters of the area. Padre Pio, a saint, was buried at San Giovanni Rotondo within the park, where many people go to pay respect and pray. The Gargano National Park is a beautiful place for a picnic, as well, and provides many areas for a romantic evening watching the sunset.

If there is one thing that Italy is known for, it is the amazing food of the country. Italian food is decadent and aromatic, filling not only the stomach, but also the senses and soul. Puglia is home to some incredible restaurants that hit all price points imaginable. Osteria del Tempo Perso in Ostuni is a popular choice with tourists and locals alike, due to its mind blowing good food and stunning visual presentations. At only around 20 USD per meal, the restaurant is surprisingly affordable, as well. Many people also advise visitors to pick up a prickly pear spritz from one of the many venues that offer it, to try out a taste of an Italian classic with a Puglia twist.

From the sights and sounds to the smells and tastes, Puglia is an often overlooked, beautiful city nestled on the Italian southern coast that provides some incredible, once in a lifetime experiences that you simply cannot pass up.
BMW has taken over the China Joint Ventures
Will be taking up about 75%

By Lana Mann

The German multinational automobile company has been granted the right to own more than half of the joint venture’s share in China after the removal of restrictions preventing foreign investors from owning over 50% of the share. The restriction leveled on foreign automobile companies was removed due to the Germany company, BMW in collaboration with its venture partner, Brilliance Auto Group, about the pair’s growth strategy for China, including what size stake the German automaker will hold if they are given the chance to dominate the joint venture.

One of China’s stakeholders, Li Keqiang confirmed as of recent on a recent trip to Germany that the China automobile venture will be making the first historical event. The Germany company on its side has assured the world that it will be taking up about 75% of the total share of China’s automobile venture. The automobile company wants to combine its growth strategy to bring about a rapid growth in the China automobile world.

After the agreement, the BMW and its partner, Brilliance agreed to increase its total annual production capacity by an increase of 70,000 vehicles producing the BMW latest all-electric BMW iX3 in China for export worldwide starting in 2020. This was a step to increase the relevance of the China-based automobile company, competing with other automobile company ventures around the globe.

This decision has been thought of as one that will spring up other automobile companies to seek for the same attention which will bring an increase in their stake thereby reducing the BMW’s high rank. The use of electric cars with inbuilt plug-in hybrids are set to be placed on cars that are not used for commercial purposes. This design is also to be implemented on commercial vehicles such as trucks will start by the year 2020. The BMW has its highest sale of vehicles of about 380,000 cars in China the previous year accounting for two-thirds of its total sales in the country.

As a result of BMW’s highest take, the German multinational automobile is set to be the controller of the Joint venture in China after it has paid a sum of $4.2 billion so as to increase its stake from 50% to 75%. This step of having the majority control will allow BMW a larger share of the lucrative Chinese business, which will be the BMW’s single biggest sales channel on planet Earth. China, the world’s largest car market was known to had long sealed off its industries from foreign compe- tition, allowing the non-Chinese companies to operate in joint ventures with local businesses.

The deal is said to generate the idea of bringing up the effect of producing electric SUVs, the BMW iX3, which are to be sold outside China. The expansion of this business could help offset Chinese tariffs, making about 40 percent in total, which Beijing slapped on cars imported from the United States because of Trump’s trade war with China.

The statement “for the first time reached the agreement on increasing the share of German automobile companies in the jointly invested projects in China,” was said by a member of the Chinese foreign ministry and this has assured the German company, BMW the largest stake after the Chinese government reversed its capped investment of 50% maximum on foreign automobile competitors thereby giving chances to foreign competitors to run the Chinese business.

It is well known that after China promised last month to fully lift restrictions on foreign ownership in the car industry within five years, and for electric automakers by the end of this year. The company has signed an agreement with Brilliance, the third largest producer of electric cars, to expand the joint venture which will help in boosting the rate of production and the laid down directives to export the upcoming electric iX3 sport utility vehicle from China to other countries around the globe. The agreement was among the dozen sealed by German and Chinese companies during the prime minister’s visit to Germany.

The trade war between the United States and China has led to a rising problem on tariffs on cars and car parts had led to the movement of the Chinese automobile companies to the German which will bring about a contribution to a stronger international trade. The movement of many German made cars to the Chinese country also made a plus to the decision of the Chinese company to work with BMW automobiles.

The intervention of the German company is believed to help improve the economy of China at large and also helps to reduce tariffs levied on the Chinese for car parts. These tariffs levied on the Chinese company causes a great reduction in the net income and profit of the company making the business less lucrative.

In Depth

BMW

In Depth

BMW
Inspiration

We usually talk about people that had, very early on, set out to leave a mark on the world. That can be inspiring, but today’s lesson is all about taking a step back because we must first learn how to walk before we run. We will be looking at the work of one of the most interesting and inspiring figures to rise to fame in the last couple of years. He has millions of followers and has managed to make some of the key principals of his teachings into a successful business.

Here are four of those principals.

1. Don’t blame others for your shortcomings.

A lot of the times, if our business isn’t doing so well, we tend to blame the outside forces. Sure, we can’t single-handedly control how the market is going to behave, but there is one thing we can do. Change ourselves! By complaining about how things are unfair to us, and how our hands are tied, we make of ourselves victims who are not control of their life. By complaining about how our surroundings are not fair to us and our businesses, we’re lifting all the responsibility away from us. It may seem like we’re taking a stand, but what we’re actually doing is nihilistically picking the easier path to follow. It’s always easier to say that somebody else did it, and leave it at that. The current trends may impact you badly, but what you need to do is try and make the best of that situation, because the energy spent on resentment is energy not well spent.

2. Be aware of yourself and your place in the world.

This point leans on what we have talked about so far, and that is because, in the works of this public intellectual, Jordan B. Peterson, he’s a professor at the University of Toronto and an author of the bestselling book “12 Rules for Life.” For years his only goal was to make the best of himself and his environment, not focusing on fame and wealth. It’s this attitude towards life that has broked him millions of followers and readers all over the world.

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3. Don’t self-pity.

This point leans on what we have talked about so far, and that is because, in the works of this public speaker, this idea is the most prominent. Not because he’s trying to be mean, but because, he felt it through his own experiences. Through his family runs a gene which made him, and his family members really susceptible to autoimmune diseases with which he and his family members had to fight for their entire life. At this point, you can see where this is going because this situation would make anyone depressed. Instead of that, he just asked himself a simple question: “How can I make this situation less bad?” Through sheer dedication, motivation and hard work, he wasn’t only able to help himself and people in his surrounding, but has managed to make a successful business out of helping people with the same problem. And he did that not by accepting the state in which he is in, but by saying that he demands more of himself and he is going to get it.

4. “Clean your room.”

How may you go about those demands in your life? By focusing on small problems in your life, and fixing them. Intellectually contemplating the nature of the market won’t actually do much because something like that is so out of our reach, that we could never test our hypothesis. The thing you can do is pick up a small problem that you identify as fixable, and work your way from there.

By now you have probably figured out who we’re talking about today. His name is Jordan B. Peterson, he’s a professor at the University of Toronto and an author of the bestselling book “12 Rules for Life.” For years his only goal was to make the best of himself and his environment, not focusing on fame and wealth. It’s this attitude towards life that has broked him millions of followers and readers all over the world.

Visit us online: bitianjin.cn/190107
Allianz establish the first ever 100% foreign owned insurance holding in China

By Daniela Brown

MARKET SHARE AND MANAGEMENT

Despite their efforts, foreign insurers in China managed to capture only a tiny fraction of market share and they face real struggle in penetrating the market. More precisely, market share of foreign life insurers in China last year was slightly below 7%, despite the fact that Chinese middle class continues its growth at a fast pace. Beijing announced earlier that they will change the cap in foreign ownership from 50% to 51%, and also stated that the cap will be removed completely in the next three years, which is why the news came unexpected.

The change itself would not have significant impact on the balance sheet of foreign companies. However, its greatest advantage for foreigners would be taking over the control from Chinese shareholders. This is important, because the main source of conflict among Chinese and foreign shareholders revolves around management styles which are entirely different. The speed and the way of expansion in the eyes of foreign shareholders is too slow. This way, they will be able to gain control over the management, and point a company into a direction which they believe will accelerate the expansion of business and improve market penetration.

ABOUT ALLIANZ GROUP AND ITS PLANS FOR CHINA

The legal entity named Allianz (China) Insurance Company Limited will be the first 100% foreign owned insurance holding in China. Allianz announced that this new entity will be settled in Shanghai and that they will establish it in 2019. However, they did not specify how the holding will work together with the several existing joint ventures in mainland. It is expected that the Allianz China will even further tighten the relationship between China and Allianz Group, and that it will achieve long term success in Chinese market. According to its application, this new company will be strongly capitalized.

Allianz already has long history in China, which dates back to 1910. It employs more than two thousand employees and affiliates. It is active in 14 markets in Asia. Establishment of the new entity is a milestone for the company and China as well. According to their press release, Allianz considers China their key growth market. Moreover, they expect premiums to grow 14% annually in the next ten years.

Allianz Group is headquartered in Munich (Germany) and it is one of the major players in the global insurance market. They employ over 140,000 people and have over 88 million retail and corporate customers globally. They set up life insurance joint venture in 1999 in China with Citic Trust, which has 49% equity ownership, while Allianz has 51%. Its overall market share is 0.07% in 2018 so far, according to CBIRC. In addition, the company owns 50% of Allianz China General Insurance Company, which is located in Guangzhou, and it captured 0.1% of the overall markets share in September 2018.

Oliver Bäte, the Chairman and CEO of Allianz Group, expressed they are proud to be the first ones to get the approval. Regional CEO for Asia Pacific at Allianz, George Sartotel, said that this is a new opportunity for the company to use its global knowledge and combine it with their knowledge on local demands and needs. He also emphasized that China is the most important for their growth in Asian region. In addition, Bäte’s contract, which was supposed to expire in 2019, was extended to 2024, which confirms that his strategic approach is considered right in the eyes of Allianz’s Supervisory Board.

FUTURE OF CHINESE INSURANCE MARKET

Government aims to boost its financial markets and the President Xi Jinping pledged at the Boao Forum for Asia that China will further open up its insurance sector. China will accept other applications as of 2019 from foreign insurers, who are interested to take the full control over their joint ventures.

Supposedly, Britain’s Prudential Plc and Canada’s Sun Life Financial Inc are interested to increase their ownership. Plans for opening up the world’s third largest insurance sector are obviously not put on hold, regardless of the Sino-US trade war. On the one side, these are the positive news for international companies that are expected to appear in China given the new circumstances and the fact that this market is the world’s fastest growing insurance market.

On the other side, investors should take into consideration that with everyone wanting their piece of cake in this large market, it will be harder than ever to penetrate the market, or improve the penetration rate of the existing companies. Furthermore, the most challenging task for foreign companies will be to battle the dominant Chinese insurance companies China Life and Ping An. In conclusion, it is natural to assume that clients will probably profit from this increased competition in terms of improved and more affordable services. Moreover, new job opportunities for Chinese will emerge with the arrival of new companies.
陶瓷行业的保护
策略

在可支配收入增加和中国政府对于消费升级的背景下，陶瓷行业在中国健康发展。随着中国消费者对品质和个性化产品需求的增加，中国已经成为全球陶瓷产品的主要出口国。随着中国市场的扩大，许多跨国企业选择进入中国市场。然而，由于中国知识产权保护制度的完善，跨国企业在保护其品牌和知识产权方面面临许多挑战。

通常情况下，欧洲中小企业会考虑在可支配收入增加和中国消费升级的背景下，保护其产品在目标市场中的独特性。通过注册商标、申请专利和保护版权，欧洲中小企业可以在中国市场上保护其知识产权，进一步拓展中国市场。

然而，中国知识产权保护制度的完善对于欧洲中小企业来说是一个挑战。中国知识产权保护制度的完善对欧洲中小企业的影响表现在以下几个方面：

1. **商标注册**
   中国知识产权局（SIPO）负责商标注册。欧洲中小企业在进入中国市场时，需要在国家知识产权局进行商标注册。中国知识产权局（SIPO）会审查商标注册申请，包括商标的可注册性、商标权利的归属以及商标在目标市场中的独创性。

2. **专利申请**
   中国国家知识产权局（SIPO）负责专利申请。欧洲中小企业在进入中国市场时，需要在国家知识产权局进行专利申请。中国知识产权局（SIPO）会审查专利申请，包括专利的独创性、专利权利的归属以及专利在目标市场中的独创性。

3. **版权保护**
   中国国家版权局负责版权保护。欧洲中小企业在进入中国市场时，需要在国家版权局进行版权登记。中国知识产权局（SIPO）会审查版权登记申请，包括版权的独创性、版权权利的归属以及版权在目标市场中的独创性。

在可支配收入增加和中国政府对于消费升级的背景下，陶瓷行业在中国健康发展。随着中国消费者对品质和个性化产品需求的增加，中国已经成为全球陶瓷产品的主要出口国。随着中国市场的扩大，许多跨国企业选择进入中国市场。然而，由于中国知识产权保护制度的完善，跨国企业在保护其品牌和知识产权方面面临许多挑战。

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在可支配收入增加和中国政府对于消费升级的背景下，陶瓷行业在中国健康发展。随着中国消费者对品质和个性化产品需求的增加，中国已经成为全球陶瓷产品的主要出口国。随着中国市场的扩大，许多跨国企业选择进入中国市场。然而，由于中国知识产权保护制度的完善，跨国企业在保护其品牌和知识产权方面面临许多挑战。

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China’s electric car companies are heading for a make-or-break moment

China’s push to lead the global development of electric cars is nearing a moment of truth. Two of the largest start-ups in the industry – both Chinese - launched new passenger vehicles in the last week. The announcements come with less than two years to go before Beijing’s subsidies are set to end, and as better-known brands, such as Tesla, move into the massive Chinese market.

Nio, a $7.9 billion Shanghai-based company listed in New York, announced on Saturday its second line of commercially available SUVs which will be available beginning in June 2019. Prices for the ES8 begin at 358,000 yuan ($51,883), excluding subsidies. That’s about 400,000 less than the local price tag for models sold by Tesla, which is targeting the same luxury market as Nio. In the medium-priced market, Guangzhou-based Xpeng announced last Wednesday that prices excluding subsidies for its first commercially available vehicle, the G3, will begin at 227,800 yuan ($33,000) with deliveries starting that day. So far this year, venture capitalists have poured roughly $6.7 billion into Chinese electric car companies, follow-

ing investments of $4.8 billion last year and $2.4 billion in 2016, according to Pitchbook data as of December 11th. China’s largest technology companies have also joined the race. Tencent is an investor in Nio, while Alibaba backs Xpeng, which was valued at $3.6 billion during a fundraising round in August. The bet is that the start-up cars can prove a new business model for the car industry. As of December 15th, Nio said it has delivered 9,726 units of its ES8 SUV since deliveries began in late June. Based on November figures, that means Nio delivered 1,696 vehicles in about two weeks and is on pace to reach its target of 10,000 for the second half of 2018. “The biggest change for the industry, for Nio, is to cope with a market that is not growing," said Bill Russo, founder and CEO of Shanghai-based consultancy Automobile Limited. “I see the future of mobility (as) increasingly shared.”

"The global automotive industry is facing an existential crisis because it has relied on Asian and emerging markets for its growth," Russo added. "China was the growth engine for the global automotive industry. If China becomes a market industry served by electric vehicles, (traditional automakers) have the challenge of investing in the new technology.”

Source: CNBC
Are Blogs Necessary to Your E-commerce Shop

Consumers nowadays are taking their decision to buy something based on the reviews and personal testimonies of their influencers. One way to achieve this is through writing blogs. Blogging is now serving a big role in promoting one’s brand. An individual or group of people can use blogs to excite a reader by sharing views on a particular subject in a little informal yet conversational and friendly style of writing to persuade or encourage them. Blogs are a perfect example of a reader engagement, especially if the blogger gained popularity and massive followers online.

If you are an e-commerce business owner and you would like to take your marketing campaign into the next level, blogging is a great add-on strategy to your action plans. Since it is an effective way for outreach, it became popular and for you to create a network of followers that will soon convert to being your customers.

A blog with rich content can make a brand famous, trustworthy, and first-hand source of information. This is why most e-commerce shops are turning into this initiative so they can gain ranks and be recognized by their target audience. Some blogs are extremely good and they are being followed by people from all over the world because of the topics that they share and people find most interesting and valuable in their daily lifestyle.

- People checking on your blog can interact, comment, and share their viewpoints on your brand.
- It drives traffic to your store when you publish a viral content and gives you more exposure to the social media world.
- Blogs can be a collection of any topic or something that is related to your brand to attract more audience and for you to create a network of followers that will soon convert to being your customers.

Let us take a look at the following reasons:

Blogging generates traffic to your website

Content marketing includes writing blog posts that can attract people to visit your site. When you have a blog, you are creating more pages to your website. The more pages you have, the more internal links you can have which directs to your website. If the article or posts that you have written gets shared in a social media platform, your SEO ranks will improve. The possibilities are endless at this point. People who found your post valuable and interesting can link it to their websites and other platforms. More blogs are encouraging readers to get traffic from left and right sources.

A regular blog means your site is well-maintained and updated.

Who wants to visit an “old-school” and outdated website? When you do blogs, you also make sure that your website is neat, appealing to an audience, and updated. This is where you tell stories of your brand—like what became your foundation and what you aim to be. People love to hear stories—whether it is a story of success or failure. The better way to let your customers know what kind of company you are is by sharing and storytelling—all these can be done when you blog.

Blogging can attract the attention of your competitors.

When your competitor notices you, it only means you are making a good noise. If you are gifted with good writing skills, your expertise can even attract companies inside and outside of your industry. What’s also good about blogging is that, you don’t really have to just write all about your products. It allows you to think outside the box and gives you more ideas to promote your brand. If you do not have the talent to write, you can hire someone to do it for you instead. A lot of businessmen nowadays who sell products overseas hire good content writers to write blogs for them. If you sell on Amazon, customers find it very helpful to read information and reviews not just from your listings but also in the seller’s website and blogs.

Advertisers can promote their products through your blog.

As your blog becomes popular, it will attract many followers. You can promote your products through your blog. People who are interested in your blog will see the ads you put up and will be interested to know more about your products or services.

It is the main source of information, real-time updates, and engaging way to connect to followers and clients.

- It is the main source of information, real-time updates, and engaging way to connect to followers and clients.
- People who are interested in your blog will see the ads you put up and will be interested to know more about your products or services.
- It is a great source of information for your readers and followers.
- Blogging can help you in gaining more followers and readers.
- People love reading blogs—like what became your foundation and what you aim to be.
Implementation of Scope Expansion of Deferred Withholding Tax Policy on Distributed Profits Reinvested by Foreign Investors for Direct Investment

1. EXPAND SCOPE OF REINVESTMENT

Announcement 53 has deleted the required business operation scope of the qualified investment under the encouraged category.

<table>
<thead>
<tr>
<th>Circular 88</th>
<th>Announcement 3</th>
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<tbody>
<tr>
<td>Article 2.4</td>
<td>Article 2.4</td>
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<tr>
<td>Direct investment of an overseas investor in an investment project under the encouraged category refers to business activities carried out by the investor enterprise, under the scope listed below, during the period when the overseas investor’s investment continues:</td>
<td></td>
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<tr>
<td>- the category of industries to which foreign investors are encouraged to enter, as listed in the Catalog for the Guidance of Foreign Investment Industries; and</td>
<td></td>
</tr>
<tr>
<td>- the Catalog of Priority Industries for Foreign Investment in the Central-Western Region.</td>
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</tbody>
</table>

2. QUALIFIED SCENARIO AS CAPITAL INCREASE

Announcement 53 has specified a scenario as qualified capital increase.

Article 2.3 Where the direct investment is being paid in cash, the said payment shall be directly made from the profit distributor into the account of the investor enterprise, or the party that sells the equities. The cash payment shall not be paid into any other foreign or domestic account prior to the direct investment.

Announcement 53 has specified a scenario as qualified direct payment.

Article 2.4 Where an overseas investor transfers the reinvestment funds into the invested enterprise, or the account of the share transferor, through the special deposit account for RMB reinvestment established according to the regulations of the financial authorities (“Special Account”) on the same date of receiving such reinvestment funds in the Special Account from the profit distribution enterprise, it shall be deemed as meeting the requirements in Article 2.3 of Circular 102.

3. EFFECTIVE PERIOD

Announcement 53 is effective from January 1, 2018. For the distributed profits received from January 1, 2017 to December 31, 2017, Circular 88 and Announcement 3 still prevail and the tax incentives are only applicable to the projects under the encouraged category.

CONCLUSION

Announcement 53 serves as the implementation guidance and supplementary explanation of Circular 102. It has further clarified certain conditions of qualified reinvestment, and in consequence further expands the application scope of the tax deferral policy. Foreign investors are suggested to actively consider the eligibility for the tax preferential policy for direct reinvestment, and conform to the implementation regulations in the application of the tax incentives. At the same time, the investors need to keep a close contact with the in-charge tax authority to obtain a better understanding of the local practice of unclarified issues, such as the treatment of refunded tax from the reinvestment of dividend distribution.

T

he Ministry of Finance, the State Administration of Taxation (“SAT”), the National Development and Reform Committee and the Ministry of Commerce have jointly released Cai Shui (2018) No. 102, Circular on Expanding the Applicable Scope of the Policy of Temporarily Not Levying Withholding Tax on Distributed Profits Used by Overseas Investors for Direct Investments (“Announcement 53”) to replace the previous Cai Shui (2017) No. 88, Circular on Policy Issues concerning Temporarily Not Levying the Withholding Tax on Distributed Profits Used by Overseas Investors for Direct Investments (“Circular 88”) to increase the applicability of tax deferral policy on the reinvested profit distribution by foreign investors.

Announcement 53 shall be effective from January 1, 2018, while Announcement 3 becomes ineffective from January 1, 2018.
Tianjin Real Estate Market
2018 Review

By Michael Hart

As we look back at the commercial real estate market in Tianjin in 2018, several key themes took center stage. The opening of much anticipated office and retail projects continued to shape new emerging business areas in the city. A new subway line opened, reinforcing the importance of mass transit and increasing the value of property along the system. And finally, the Tianjin economy adjusted to its position as a more mature and slower growing city, just as the US China trade tensions began to cause uncertainty in the economy in general.

MACRO ECONOMICS

In early 2018, the economic statistics showed that for the full year 2017 Tianjin, once one of China's fastest growing economies, had moved much further down the rankings and was now one of the slowest growing ones, growing by less than 4%. As 2018 continued, business activity seemed to reflect that activity had indeed slowed. An important caveat however, is that the GDP was still growing. This is the key challenge for Tianjin, how to grow in a more measured and sustainable manner. In terms of real estate, the various district governments of the city have been betting that after the dust clears, big real estate development projects will transit into long term centers of business activity. Another factor we saw assisting the economy was the relocation of companies to Tianjin from Beijing. It had long been asserted that as Beijing pushed out manufacturing, Tianjin would benefit. A huge wave of firms never materialized, but, indeed, we did see some manufacturing firms moving to Tianjin from Beijing.

NEW AREAS HAVE EMERGED

The most obvious and positive development in commercial real estate during the year was the completion of a number of projects helping to boost existing CBD (Central Business Districts) or submarkets. We’ve highlighted a number of those key projects below.

TV Tower Area

Tianjin’s TV Tower has long been a well-known landmark, but hasn’t offered much once you’ve visited the revolving tower. However, now, it sits in the center of an emerging CBD area, home to a shopping mall and several newly completed office towers. A Conrad hotel is nearing completion as well. Two developers, the Luneng group and China Overseas, both completed new office buildings and have already begun to attract companies and office workers to the area. Located along subway line three, this area will certainly gather attention in the coming years.

XiBei Jiao

This area has been gaining momentum for a number of years, transforming this corner of Henggao district from a quiet suburb to a busy hub with more activity sure to come. The catalyst has been a mixed-use development by the Lujiazui group of Shanghai, next to their large residential development surrounding Wellington International College. The development across from Aqua City, has two office towers and a Courtyard hotel. In September, the mall called L Plus opened and will, we believe, help cement this section of town as an important business district in the coming years. It is located atop subway line one’s, Xibeiqiao station.

New Badali

After several years of massive construction, the New Badali area has finally started to see projects there completed and opened. Located in Hexi district and straddling Heinfucheng Road, this emerging CBD has seen the completion of its first office building and shopping mall with much more to come over the next few years, as more office and retail projects are completed. The retail mall is called MCC, owned by a local government related developer, and the office project is called Shuangying Plaza, developed by the Tianjin Bohai Real Estate Group. The opening of subway line 5 (Heinfuchengdao Station), also means the area has access to two subway lines with subway line 1’s Chentanghuang station anchoring the eastern end of the area. Hexi district has a large residential population and this new massive development has created a new CBD and stretched Tianjin’s commercial areas further to the southeast.

Yujia pu

Although the area in Binhai New Area has been widely praised and it currently does have an oversupply of office buildings, there are some positive signs for the area. In the spring the InterContinental hotel opened and is located just next to the manucured riverside in the heart of Yujia pu. This has done a couple of things for the area, including attracting more workers and more events, like conferences, which in turn, bring in even more visitors. It is a good example of how a hotel is an important element of a CBD. Nearby, work continues on Julliard’s campus, sure to bring great energy and more people to the area when it opens in 2019 or 2020. The local train station connects this area to central Tianjin and to Beijing south station.

SUMMARY

Tianjin’s multiple-year real estate boom is starting to slow with many major development sites finished or nearing completion. A few more areas will emerge, but the completion of major projects in 2018, has already helped define new CBDs or submarkets within the city. These will attract more workers, creating a more diverse commercial landscape, giving companies more choices when it comes to choosing an office, and consumers more options when looking for shopping and dining destinations. And as the opening of subway line 5 has shown, the future of successful real estate in Tianjin, will be closely aligned with the cities mass transit system. The trick for Tianjin will be to convert these large real estate projects into long term engines of growth for their local districts.
Today, we brush our teeth without knowing how well we're brushing. Are we reaching all the zones in our mouth? Are we brushing long enough? While we might get feedback from our dentist during our once or twice a year visits, how do we know whether we're brushing correctly the rest of the time? Smart Toothbrush might be a solution to this problem. With proper usage data, we could have feedback on how to brush better, spending less money on the expensive dental procedure.

**KOLOBREE'S FIRST SMART TOOTHBRUSH**

The fact that 3.9 billion people are currently suffering from some form of oral disease is deeply distressing. But there's hope because most cases of oral disease are easily preventable. French company Kolibree has combined the most advanced sensor technology and designed a smart toothbrush "to outsmart your dentist". The world's first smart toothbrush is made of 3D sensors that track the path we move the toothbrush, at the same time showing the sections you might need a little more brushing. These sensors include a gyroscope, accelerometer, and a magnetometer that detect the location and angle of the brush. In that way, we all can keep track of our brushing habits over some period of time. And that's not all. While tracking our brushing positions, this smart device also measures how often we brush our teeth (in the morning, in the evening, after the meal, before we go out), and how much time we spend brushing. The data are all provided through a specially designed app for Android and iOS devices. This powerful technology also has the ability to store data, and create a personalized visual "check-up to show where the user brushed — and missed — over a 7-day period."

Kolibree's innovative technology educates the user to brush better, longer, and more thoroughly, "said dental hygienist Elizabeth Farrell, RDH, BSDH, from Hurst, Texas, who is now working with Kolibree as a consultant after using the Kolibree toothbrush for about a year. "While Kolibree doesn't proclaim to solve periodontal disease or suggest it can keep cavities or gingivitis at bay," the company admits in a press release, "the better you take care of your teeth, the more likely you can and will avoid serious problems."

"Congratulations, your teeth are shining." This way, the trend to record everything that we do during the day, the calories that we take, the activities we follow, got to a whole new level. Now we can share our brushing habits with the world, motivating ourselves to be better each time. "It provides the highest degree of user interaction to track your oral care habits to help improve your oral health, and we believe it will have significant impact on the future of personal oral care, providing data-based solutions for oral health, and making the relationship between dental professionals and patients a more collaborative one," said Wayne Gamble, global vice president of Oral Care at Procter and Gamble. The Oral-B's two product which will be available are SmartSeries 7000, sold for $220, while the SmartSeries 5000 will retail for $160.

By Fanny Bates
Trends for 2019

By John Feng

2019 年趋势

我们现在已经进入通常是一年中最具活力的时期之一。为了更好地计划明 年，您需要知道您无法控制的变化是什么。因此，了解趋势以及营销巨头和 影响者对未来一年的想法非常重要。在本文中，我将与您分享一些预计将在 2019 年发生的趋势变化，以及您如何适应它们。

基于账户的营销(AMB)

这种方法最终将成为常态。目前，ITSMA 向 87% 的营销人员的调查中显示，AMB 在投资回报率方面优于所有其他营销投资。

如果还不熟悉这个概念，请允许我为您做一下简介。这与传统营销的主要区别在于目标。您不必向广大受众创建内容，并希望正确的客户在广告投放时的 30 秒内观看电视或收听广播。您首先需要研究您的客户。找出与 您的产品完美匹配的客户或服务，然后为他们创建非常具体的内容。这些内 容不仅有价值，而且具有吸引力。这种方法预计将在 2019 年经历一次非常 大的提升，服务从小品牌到小而精确的客户群体个性化内容。
What Skills Should Candidates Include in Their Resumes?

By Betsy Taylor

Employers prefer hiring candidates who offer them with a 360 degree “package”. Hiring, in the present times, is not just about being skilled in just one area which the Job Title relates to. If your resume does not exhibit awareness, knowledge or relevant experience to your seniority and role in each of the skills you possess, you could be missing out on most of the Interview calls for sure.

BUDGETING

One of the most crucial skills a candidate must reveal on their resume is awareness of costs and adding value, particularly in the present times. If you have suggested your employer with a cost-efficient proposal or launched a service which you are anticipating to bring in additional revenue, your service will be well taken care of effectively and efficiently.

SPEAKING SKILLS

Client interactions, meetings, getting the most from the suppliers or water-cooler moments, no matter what the forum is, being able to communicate your ideas, motivate, persuade clients, explain complex issues, and even inspire happens to be one of the most sought-after business skills that your potential employers would be looking for in your resume.

WRITING SKILLS

Around 25% of resumes contain spelling and grammatical mistakes (and this does not include acceptable errors if your resume is in English which is not your first language). If you just cannot take out some time to go through your own resume before sending it for the job application, it is quite unlikely that you will check the work you produce once you are employed. Exceptional writing skills should relate to the reader and must be conveying the point effectively. Taken together, communication in terms of writing and speaking well are the key basis of your career development, as they will allow you to influence your clients, peers, boost team spirit, push through management decisions, and eventually improve productivity.

PRIORITYIZING AND ORGANIZING

Are you being able to meet the deadlines? Are you adept at prioritizing your work? Can you set up an effective system? Ensure your potential employer knows that you can actually work in a logical manner and that you can get the jobs done in a timely and orderly manner. It is imperative that you let them know that you do understand your responsibilities and they will be well taken care of effectively and efficiently.

INITIATING

Stating ‘it is not my job’ is the last thing your employer would like to hear from you. They are always in search of employees who are capable of adding value to the Company by ensuring things do take place at the right time and when required. If you bring new variation to old concepts, let them know that you are capable of accomplishing more than others, because you are ready to roll your own sleeves up and work with your peers to add value beyond the usual job remit.

PUBLIC RELATIONS

Do you ever communicate with people outside the Company as part of your job? You perhaps be interacting with suppliers, customers, the Media, Service-providers, or other professional bodies and while you may not be needed to address an audience of 1000, you should be able to handle yourself well. Let your prospective employer know that you are capable of delivering more than technical know-how and ability – it conveys good people skills, willingness to set your own work aside to assist others, patience, and much more.

COMMUNITY AND ENERGY

If you are always willing to give 100% in everything you do, it surely will be noticed by the employer. Arriving earlier or staying late than your colleagues makes a big difference – but do not think that you are fooling around by using that time to check your social media accounts or gossiping. Doing your job with high energy levels will certainly help you accomplish more.

These aforementioned skills are crucial and if your resume does not convey these skills, then it is time for you to redo your resume. Do not forget the fact that all the employers out there are already aware of what you have to offer, it is what you have written on a paper and it is that piece of paper that is trying hard to get you an Interview call at least! If you have sent the same resume out 6 times and never got invited for an interview, then it is not doing the job properly and needs to be changed immediately!
Chamber of AmCham China, Tianjin, in partnership with Air Canada, held its 2018 Annual General Meeting & Winter Holiday Party on December 6th at the Renaissance Tianjin Lakeview Hotel. After expressing warm greetings to all members, Martin Winchell, Chairman of AmCham China, Tianjin, summarized the outstanding accomplishments and milestones that we have made in 2018 and expressed that AmCham China, Tianjin, would continue to be a key advocate for businesses to both the United States and Chinese governments. Alan Beebe, President of AmCham China, was also present to give Tianjin Chapter 2018 Awards to the following companies and individuals.

**AMCHAM TIANJIN MEMBER COMPANY ACHIEVEMENT AWARDS:**

- PricewaterhouseCoopers Consultants (Shenzhen) Limited Tianjin Branch
- Affiliated Computer Services (Tianjin) Co., Ltd.
- Allied Mineral Products (Tianjin)
- LehmanBrown Accounting And Financial Consulting Ltd. Tianjin Branch
- Vishay Celtron (Tianjin) Technologies Co., Ltd.

**SPONSORSHIP AWARDS 2018:**

- Air Canada
- Tianjin United Family Hospital
- Schneider Logistics (Tianjin)

**COMMITTEE AWARD 2018:**

- Environmental and Sustainability Committee

**THE LEGEND:**

- Steven Yau

After the general meeting, members and friends joined the Christmas Tree Lighting Ceremony at the Renaissance Tianjin Lakeview Hotel. The ceremony was filled with Christmas carols from the Choir of HIKSVS International School, two rounds of exciting Lucky Draw with amazing prizes, and an open buffet dinner with free flow drinks. All attendees enjoyed a wonderful holiday moment as well as mingled with old and new friends.

This event would not have been possible without sponsors, and AmCham China, Tianjin, would like to take the opportunity to thank Air Canada for being this event’s Exclusive Platinum Sponsor, JLL, Tianjin United Family Hospital, and ROCOH for being the Silver sponsors. In addition, AmCham China, Tianjin, would also like to thank the host venue, Renaissance Tianjin Lakeview Hotel, and the rest of our sponsors for their strong support and participation.

AmCham China, Tianjin, looks forward to a brighter future in 2019. For information on upcoming events, please check out our official website for more.

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**Tianjin Monthly Executive Breakfast Briefing**

US-China Trade Astor Hotel Tianjin

possible development trends, as well as the potential impacts to business.

Following POTUS Donald Trump and his Chinese counterpart, Xi Jinping’s meeting at the conclusion of the G20 on December 1, 2018, Trump and Xi agreed to a 90-day pause on increasing US tariffs on Chinese imports from 10% to 25%, while the two sides attempt to resolve critical issues through negotiation. China agreed to buy more US exports is a positive step towards reducing the trade imbalance, however, issues remain regarding forced technology transfers, cyber theft, IPR violations. Further concerns regarding China’s discriminatory economic policies must also further be addressed before the two can come to a more substantial agreement. All eyes are on December 18th, the 40th anniversary of China’s implementation of its reform and opening up policy, which Beijing could use as a platform on which to emphasize its commitment to transform its economy. For more information on the US-China trade dispute, check out AmCham China’s US-China Trade Dispute Portal.

We would like to thank both Albert Xie and Patrick Powers as well as the Astor Hotel for helping us conclude an amazing final breakfast briefing!

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**SPONSORSHIP opportunity Available! Please Contact Chamber Staff**

**Upcoming Events:**

**Signature Events in 2019**

- 2019 April >> 2019 European Chamber Tianjin Chapter Board Election
- 2019 May >> 2019 Badminton Tournament and Family Day
- 2019 June >> 2019 European Chamber Business Confidence Survey Launch
- 2019 August >> 2019 Member Reception Night
- 2019 October >> 2019 European Business Annual Gala Dinner
Ancient Temples in China

White Horse Temple, Lingyin Temple & Xiangguo Temple

By Rose Salas

Let’s look at these 3 ancient temples and their long-lived values that still stand up to this day.

WHITE HORSE TEMPLE

白马寺 Pái-má shì or the White Horse Temple in Luoyang, Henan Province is considered as “The Cradle of Chinese Buddhism.” It was one of the oldest Buddhist temples built in the patronage of Emperor Ming who sent out two emissaries and came back on a White Horse to house the scriptures of Buddhism. Until today, this temple is a favourite tourist spot of many foreigners as they say their prayers. It also serves as a hall of worship for its people aiming to preserve China’s rich culture and religion. This temple is also covered with century-old trees and other historical sites. One of the most distinguishable features of Chinese temples is the architecture, an architectural feat is a marvellous sight that some have been standing for thousands of years ago. Chinese temples are known for their marvellous shrines and halls that reflect the old culture from the tiled roofs to the pillars, as well as the base of its temple. Most of all, the materials used are also remarkable—from numerous tons of jewels, gold, and marble used to create statues and temples, truly reflects such a great talent in the field of architecture.

CHINESE CULTURE AND RELIGION

One of the main reasons for Chinese Temples and Monasteries’ fame up to this day is the knowledge of people about our rich culture and deep respect to religion. Thousands of millions of people visit these temples to worship their ancient gods and deities by giving offerings and lighting incense as they say their prayers. It also serves not just as a hall of worship, but some also serve as the center for social and welfare activities to help the needy and the environment.

ARCHITECTURE

One of the most distinguishable features of Chinese temples is the architecture. From thousands of these temples (from smallest to the biggest and tallest), this architectural feat is a marvellous sight, that some have been standing for thousands of years ago. Chinese temples are known for their marvellous shrines and halls that reflect the old culture from the tiled roof to the pillars, as well as the base of its temple. Most of all, the materials used are also remarkable—from numerous tons of jewels, gold, and marble used to create statues and temples, truly reflects such a great talent in the field of architecture.

What makes these temples an epitome of our rich culture? The following summarizes what makes Chinese Culture still significant today.

White Horse Temple

HENA A few miles north of Kaifeng City lies the White Horse Temple, a famous historic temple. It was constructed by Emperor Ming of the Eastern Jin Dynasty in 55 AD to house the Buddhist scriptures brought to China by a foreign monk. The temple is considered “The Cradle of Chinese Buddhism” as it was one of the oldest Buddhist temples built in the patronage of Emperor Ming who sent out two emissaries and came back on a White Horse to house the scriptures of Buddhism. Until today, this temple is a favourite tourist spot of many foreigners and tourists as they say their prayers. It also serves as a hall of worship for its people aiming to preserve China’s rich culture and religion. This temple is also covered with century-old trees and other historical sites. One of the most distinguishable features of Chinese temples is the architecture, an architectural feat is a marvellous sight that some have been standing for thousands of years ago. Chinese temples are known for their marvellous shrines and halls that reflect the old culture from the tiled roofs to the pillars, as well as the base of its temple. Most of all, the materials used are also remarkable—from numerous tons of jewels, gold, and marble used to create statues and temples, truly reflects such a great talent in the field of architecture.

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China's Crisis of Success

Author: William H. Overholt, 2017

Unlike the majority of economic books on China that outline the issues with China's infrastructure from a businessman's or an economist's perspective, China's Crisis of Success by William H. Overholt takes a look China's infrastructure from a legislative and social standpoint with deep ties to the economic implications of erroneous legislation and corrupt governance. Arguably a myth-buster-type of book, Overholt masterfully gives light to how China rose to Superpower status and why the only means of continued growth relies upon a total re-haul on the political structure of the Chinese government.

After having analyzed the economic growth of China, Overholt explains that with a growing percentage of poverty, a greater level of inequality, greater and greater corruption, and a rising environmental degradation, China is not nearing a better future. In Overholt's analysis, China is destined, thanks to Xi Jinping's political strategies, a Japanese-style stagnation and a major political-economical strategy.

Overholt also gives answers as to what is the best route for China to take for not only investors' sake, but also for domestic inhabitants to endure. He clarifies that the current structure lacks a proper orientation to consumption, a need to become less reliant on investments, an improvement of manufacturing, and a shift from manufacturing on a wide scale to the servicing industry. Obviously involving risks, Overholt details the necessary steps to take this and how China's political leaders must brave the obstacles to avoid an economical crash arguably of a level much greater than the great depression in post-war America.

The thirteenth meeting of the Group of 20 (G20) which was held in Buenos Aires, Argentina, on December 1st 2018, ended with some unexpected and very positive news. According to the latest press releases, Chinese president Xi Jinping and American president Donald Trump have decided to cease a trade war, which threatened to the world's economic growth and destabilized financial markets lately.

President Xi underlined that both China and US are aware of their important roles in the world economy and that cooperation between them is the only way to foster international prosperity and peace. This was the first meeting of the two, after the escalation of the trade war earlier this year. Both sides have agreed to make efforts in order to intensify their negotiations in the following 90 days, and to stop further tariff increases, hoping that additional tariffs imposed this year will be abolished in the near future.

The ceasefire has certainly come as a surprise, given the friction between China and US over the past months. Why would two economic giants suddenly hit pause on a trade war? It seems that past months have shown to the both sides that trade wars have no winners. But, the agreement of the two presidents is surely a short-term victory for both sides.

On the one side, possible reasons for the change, of course for Trump, could be the pressure of American large companies that were negatively affected by his politics and the growing deficit Companies that are threatened to lay off workers, or even shut down operations in the US and some other parts of the world.

In the column chart below published by the US Census Bureau, the negative effects of the trade war on the US can be observed, which might have made America think twice. Chart depicts US trade deficit with China for the five-year period, from 2013 to 2018. As it can be seen, both US exports and imports declined in 2018, when the war escalated. US imports from China plummeted 41% from $505.47 billion in 2017 to $296.56 billion in 2018. The same happened with US exports to China, which dropped from $129 billion in 2017 to $74.28 billion in
2018, which is nearly 43% decline in percentage terms. These could be the possible reasons why Trump decided to be more flexible in his attitude.

On the other side, China was always consistent in its claim that it does not want a trade war, but that it does not mean it will not protect its core interests. China promised to always work in the best interest of its nation and economy. Past eight months have proven its trustworthiness in this regard, especially when countermeasures by raising tariffs on American vehicles were introduced.

**WHAT ELSE DID JINPING AND TRUMP AGREE?**

According to the State Councilor Wang Yi, China promised to import more agricultural, industrial and energy products from the United States, in accordance with market demand, aiming to gradually smooth imbalances in two-way trade. He also stated that China will take US concerns regarding intellectual rights and technological cooperation into consideration in the process of further opening-up. Americans promised to cancel the planned increase of tariffs from 10 to 25 percent for thousands of Chinese high-tech products, which was planned for January 1st 2019. Tariffs already drove up the prices of many Chinese products including solar panels, TVs, cars, electronics and even clothes.

Based on what Vice-Minister of Commerce Wang Shouwen told reporters, they will insist that Americans remove tariffs on other goods as well, without being specific about the time span. In addition, China and the US also reached a consensus regarding the opioid Fentanyl, and the president Xi Jinping promised to put the Fentanyl on the list of controlled substances and adjust regulations.

**WHAT TO EXPECT AFTER THE THREE-MONTH PERIOD?**

In Buenos Aires, Trump was still focused on “America first”, while Xi Jinping was emphasizing the importance of cooperation and compromise. It is hard to estimate the possible outcome of their meeting. The first sign of improvement was rise in stock prices in both markets, which was marked on the first business day after the meeting. Given the complexity of issues, this deadline might seem short to make changes.

Some Chinese export manufacturers are afraid that the United States might further escalate trade war in case negotiations fail. There is reasonable fear that failure might especially negatively affect Chinese auto industry, which relies heavily on the US market. Exporters were able to cushion the effects of tariffs to some extent. However, doing so in the long term and especially if higher tariffs are introduced by Americans, would probably make them go out of business. Therefore, some of them are beginning to consider moving their operations into other Asian countries.

Since the increase of tariffs is cancelled for the beginning of 2019, exporters could wait to see how the events will develop further before taking any drastic measures. Another potential problem for China is that foreign investors might reexamine their decisions to rely on Chinese factories given the circumstances, regardless of the low labor prices. Some business analysts are skeptical that the trade war has really ended. According to them, failure to reach the deal is a possible chance for markets of developing countries to benefit from tensions with the US, and it is possible that both Chinese and American companies will begin to explore their options there. Such moves could deeply impact entire world economy and shift its course.

Source: Statista.com

President of the United States of America, Donald Trump
Drei Kronen 1308

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