Passion and Respect Make Everything Possible

Ivy Liu,
General Manager
Banana Aviation Industry Development Ltd.
KOREAN CUISINE FESTIVAL

@RENAISSANCE

Korean cuisine is known for its spicy with sweet flavor and rich ingredients. Renaissance Tianjin Lakeview Hotel discovers the gourmet map of South Korea this time. Enjoy spicy, sweet, salty, and sour flavors with authentic Korean cuisine here!

Validity: February 15th to March 15th 2020, every Sunday to Thursday. For more information and reservation, please call 022-5822 3160/3161
Dear Readers,

On 31 December, 2019, World Health Organization (WHO) was alerted to several cases of pneumonia in Wuhan. The virus that caused this did not match any other known viruses. The local health authority later identified it as a new virus named 2019-nCoV belonging to the family of Coronaviruses, which includes the common cold virus and viruses such as SARS and MERS.

As of Saturday morning, February 8th, China has over 34,500 confirmed cases of the Wuhan coronavirus, leading to 722 deaths, and it has infected nearly 35,000 persons worldwide and 724 deaths.

Over 100 million people are under partial or full lockdown in Chinese cities. Moreover, the virus has spread globally to more than 25 countries. The number of infections and deaths related to the outbreak of this mysterious virus in China keeps rising, but economists and analysts have counselled caution, saying it’s too soon to sound the alarm about the impact on the global economy.

Foreign companies with significant footprints in China, such as Toyota, Airbus, McDonald’s, Starbucks, Boeing and Disney, are suspending operations, and many countries are instituting travel restrictions as they respond to the outbreak of the coronavirus.

Currently, the coronavirus is the Number 1 threat to global investors. They are becoming jittery regarding the uncertainty, and it could erase 0.5 - 1% points off China’s GDP growth this year against a baseline forecast of 5.9%. The Chinese economy has trembled following the outbreak, causing significant instability in the country, and the government will have to race against time to limit the impact.

Good news was when Director general of the World Health Organization said that the number of new coronavirus cases for last few days have dropped. However, the numbers could go up again, but the last few days were showing a declining trend.

We talk in this issue with Ivy Liu, General Manager of Banana Aviation Industry Development Co. Ltd. in Tianjin, and she talks about her impressive career in the aviation industry, and her passion for her work.

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.

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Limiting the impact of the coronavirus spread
Nearly 60 million people are under partial or full lockdown in Wuhan and several other cities. Moreover, the virus has spread globally to more than 25 countries. The number of infections and deaths related to the outbreak of this mysterious virus in China keeps rising, but economists and analysts have counselled caution, saying it’s too soon to sound the alarm about the impact on the global economy.

The Rise of Robots
Robots are already learning to program themselves, and this is triggering many fears, including fears of a rise in inequality and of monopolization of this advanced technology. In the coming 30 years, advanced robots could potentially replace millions of workers.

Drone Delivered Meals Are Now A Thing
Can 3D skin be printed on humans now?

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Biz Briefs

Tianjin News

REGULATION ON EMISSIONS CONTROL IN TIANJIN AND BEIJING

Lawmakers in Beijing have voted to pass a regulation to further control the emissions of automobiles and non-road mobile machinery (NRMM) at the annual session of the municipal people’s congress which concluded on Friday. The regulation will take effect on May 1. Beijing had 6.36 million registered automobiles by the end of 2019, with about 30,000 trucks coming in every day from outside the city, as well as 46,000 to 60,000 NRMMs for long-term use. Motor vehicles with emissions exceeding the standard level will be blacklisted, and specific makes and models with high emissions rates will be traced to their manufacturers. Similar regulations adopted by neighbouring Hebei province and Tianjin municipality will also take effect on May 1.

OPENING-UP RESULTS HELP TIANJIN ATTRACT FOREIGN INVESTORS

Overseas investors and foreign companies have shown great interest in the mixed-ownerships reforms of state-owned enterprises in Tianjin after a promotional seminar held in Beijing highlighting Tianjin’s achievements in luring private investors to traditional SOEs. During the event, the city showcased many of the country’s time-honoured brands from Tianjin Food Group and Tianjin Pharmaceuticals Group, both of whom are vying for foreign investors. A total of 44.7 billion yuan has been introduced to the companies.

25 SELF-DRIVING TRUCKS DEBUT AT PORT IN TIANJIN

Twenty-five self-driving trucks debuted at an autonomous driving show at Tianjin port on Friday, featuring technological advances independently developed by domestic companies. The trucks, jointly developed by domestic companies Sinotruk and Truck Tech, have completed up to 30,000 hours of pilot operation at Tianjin port, handling shipping containers up to 6,000 times. In the last two years, self-driving advances have enabled Tianjin port to increase efficiency and cut operation costs and energy spending by 25 percent and 50 percent respectively, according to a Tianjin Port press release.

TikTok overpasses Facebook to become world’s second most downloaded app

TikTok and its Chinese equivalent, Douyin, ranked as the world’s second most downloaded app last year, but the short-video platform operated by ByteDance is facing challenges from both upstart rivals and established players that are starting to embrace short-form content. TikTok and Douyin amassed a combined 740 million downloads last year, overtaking Facebook and Messenger to become the world’s second most downloaded app behind WhatsApp, according to market analyst Sensor Tower. One of its smaller rivals, Likee, a short-video platform owned by Singapore-based Bigo, made its debut among the top 10 with over 330 million installations, half of those from India, according to Sensor Tower, whose report included worldwide downloads for iPhone, iPad, and Google Play but excluded Apple apps and Google pre-installed apps.

Goldman plans to double China headcount to 400 in five years

The Goldman Sachs Group plans to expand in China, with Chinese demand for Australain meat, wine and milk powder continuing to grow. A supermarkert spokesman said that the new logo was part of its plan to expand in China.

Finance

Coles launches fresh push to break into the Chinese market

Coles has trademarked a new logo consisting entirely of Chinese characters. In a sign that the supermarket is looking to expand in China, the new logo contains three Chinese symbols and translates to ‘Customer Australia market’. Coles has made no secret of the fact that it wants to expand in China, with Chinese demand for Australain meat, wine and milk powder continuing to grow. A supermarkert spokesman said that the new logo was part of its plan to expand in China.

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Biz Briefs

The People’s Bank of China (PBOC) made the announcement on its official WeChat account on Wednesday without giving details. The regulation is expected to accept the application signals that it’s moving closer to final approval. AmEx will pit itself against large domestic players in a well-developed market for mobile payments. Mobile transactions topped 190 trillion yuan ($27 trillion) in China in 2018, making it the world’s largest such market, according to iResearch. Ant Financial’s Alipay and Tencent Holdings Ltd’s WeChat Pay are the dominant players.

LUCKIN ENTERS VENDING MACHINE SECTOR

General Motors Co. warned that pressure on its China business will persist this year as the world’s biggest auto market suffers a prolonged slump, exacerbated by a lacklustre economy and the trade war with the U.S. GM and its partners sold 3.09 million vehicles in China in 2019, according to a statement on Tuesday. That represents a 15% decline for a company that was once the top foreign automaker in China. The China slowdown has had major implications for GM’s bottom line. In the first nine months of 2019, the automaker’s profit in the market fell by almost half to $891 million from $1.7 billion in the first three quarters of 2018. GM has not yet reported its fourth-quarter numbers.

American Express cleared a key hurdle in its bid to gain access to China’s $27 trillion payments market after the central bank accepted its application to start a bank-card clearing business.
months after the media reported that the database giant planned to lay off nearly 1,000 people from its China operations. In early May, Oracle informed its employees about a restructuring plan for its China research and development (R&D) operation, domestic media reported. The American database giant’s China Development Centre planned to dismiss more than 900 people from its offices in Beijing, Shenzhen and elsewhere. At the time, the announcement was seen as a possible prelude to Oracle shutting down its entire China R&D operation, which employed about 1,600 people. Oracle downsized its China R&D team as part of a global retrenchment, according to people with knowledge of the matter.

CHINA BANS RESALE OF NEW HOMES UNTIL AT LEAST 2023

A city in China’s east has moved to combat property speculation by banning new home owners from reselling their houses for at least three-and-a-half years. On 4 January, Tangshan, a prefecture-level city east of Beijing, implemented a 42-month resale restriction that applies to all newly built homes purchased after that date. This is the latest local government effort to rein in property speculation after Beijing gave localities more power to fine-tune their own housing policies, and it comes even as a nationwide economic slowdown is stimulating smaller cities to feed their property markets to arrest flagging growth.

CHINA TO BAN FOREIGN SOFTWARE AND HARDWARE FROM STATE OFFICES

China has reportedly ordered all foreign PC hardware and operating systems to be replaced in the next three years, intensifying an ongoing tech war. The country has half-heartedly attempted this sort of thing in the past, but this is its most serious effort yet to isolate itself from the influence of the western technology sector. The goal is not simply to replace American and European software and operating systems with Chinese equivalents, but to replace the hardware they run on as well.

CHINA ISSUES FIRST INDUSTRY GUIDELINES FOR FACIAL RECOGNITION PAYMENTS

As Chinese embrace the use of facial recognition for mobile and offline payments, an industry group has issued self-discipline guidelines to prevent related risks. The guidelines, released on Monday by the Payment & Clearing Association of China, outline several principles that payment process providers should follow in the use of facial recognition, including user consent and collection of minimal information. The guidelines stress that users’ facial image information should be stored in an encrypted way and separated from users’ other information such as bank account numbers and identification numbers. Merchants and other payment-receiving parties must not keep users’ facial image information.

China’s Ministry of Finance has scrapped one of the metrics it uses to evaluate local governments on their fiscal management—the latest move to ease pressure on officials as tax and fee cuts bite into fiscal revenue. The ministry has abolished the criteria of “fiscal revenue quality” previously applied to provincial-level governments and some cities from a scorecard of seven benchmarks, according to a regulation (link in Chinese) published on Sunday. “Fiscal revenue quality” refers to the proportion of tax receipts in total fiscal income, based on the premise that the higher the share, the higher the quality. The metric was partly aimed at discouraging local governments from boosting fiscal income through big land sales and unreasonable or illegal fees imposed on companies.

What’s in a quick response (QR) code? It’s an economy worth more than 8 trillion yuan ($1.15 trillion), says a new report released on Thursday. New industries and business models fostered by WeChat, China’s all-in-one application connecting people and businesses with a QR code, reached a market value of more than 8.58 trillion yuan last year, WeChat operator Tencent Holdings Ltd said in a joint study with Tsinghua University’s Institute for Global Industry. Featuring WeChat’s mini-program, public accounts and payment functions, the so-called WeChat ecosystem generated some 26 million jobs related to transactions via QR codes last year, the company said during its annual WeChat-themed Open Class in Guangzhou, Guangdong province.

CHINA’S CEOs OPTIMISTIC ABOUT 2020 ANNUAL REVENUE

Chinese CEOs showed the highest optimism about global economic growth in 2020 and 45 percent of the surveyed Chinese CEOs said they are “very confident” in their 12-month growth prospects, according to the latest annual global CEO survey by auditing and consultancy firm PwC. By comparison, only 27 percent of global CEOs are “very confident” in the prospects for revenue growth in 2020—a level not seen since 2005, Bob Moritz, Global Chairman at PwC, said in a video on the website of PwC. Experts noted that the deployment of technology and rapid growth of China’s digital economy bring great opportunities and confidence to Chinese businesses, though downward pressure on officials as tax and fee cuts bite into fiscal revenue. The ministry has abolished the criteria of “fiscal revenue quality” previously applied to provincial-level governments and some cities from a scorecard of seven benchmarks, according to a regulation (link in Chinese) published on Sunday. “Fiscal revenue quality” refers to the proportion of tax receipts in total fiscal income, based on the premise that the higher the share, the higher the quality. The metric was partly aimed at discouraging local governments from boosting fiscal income through big land sales and unreasonable or illegal fees imposed on companies.

WECHAT QUICK RESPONSE CODES HELP GENERATE JOBS AND BOOST BUSINESSES

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HOSPITAL ADOPTS ‘FINGER VEIN’ PAYMENT

Patients at a hospital in Sichuan Province now only need to bring themselves—no need to carry cash cards, or even remember pin codes—when paying for medical bills. According to the Sichuan Provincial People’s Hospital, an infrared camera inside their scanners can obtain images of intravenous veins in fingers. The new method greatly improves settlement efficiency, doesn’t require any complicated identification procedures on mobile apps or with banks, and reduces the risk of leaked medical card information and bank card fraud, the hospital said.

GIANT SINKHOLE SWALLOWS AN ENTIRE BUS

An enormous sinkhole swallowed a bus and pedestrians in northwest China, sparking an explosion and killing nine people. Footage showed people at a bus stop running from the collapsing road as the vehicle, jutting into the air, sank into the ground. Several people disappeared into the sinkhole as it spread, including what appeared to be a child. The incident also triggered an explosion inside the hole. A search and rescue operation involving more than 1,000 people and 30 vehicles was quickly under way. An investigation into the cause has been opened.

BIZ BRIEFS

February 2020

Frontline
Economy

MANUFACTURING PURCHASING MANAGERS INDEX

China’s manufacturing Purchasing Managers Index (PMI) was 49.3% in December, decreasing by 0.5% from the previous month. It is now in contraction territory, which is a warning signal.

Looking at companies of different sizes, the PMI of large-sized enterprise was 49.9% in December, declining by 0.9% from the previous month. The PMI of small-sized enterprises was 47.9%, or 0.5% lower than last month.

As for the components of the index, the production index and supplier distribution index were higher than the growth threshold point of 50, while the new orders index, main raw materials inventory index, and employment index were lower than the threshold.

CHINESE CURRENCY

The Chinese yuan rose to a five-and-a-half month high at 6.485 to the dollar in the offshore market, the strongest level since July 26, during Asia trading hours following news that the U.S. dropped the designation of China as a currency manipulator. This came as a good gesture from the US, to ensure the success of phase one of the trade deal.

With the signature of the agreement, relief may come to export-based industries in China. Nonetheless, China has also sought to bypass the taxes by exporting to the U.S. via other Asian countries. China’s share of global exports has actually grown over the past year, showing that decline in Chinese exports has been less pronounced than that from other countries.

Western businesses, meanwhile, are finding it increasingly hard to navigate the uncertainty. More non-Chinese companies than Chinese are shutting down factories in China. Manufacturers are consolidating in China, doubling down on technology in their remaining factories. These trends preceded the U.S. tariffs and have only been marginally accelerated by them. A good number manufacturers outsource their manufacturing to a Chinese-owned company producing in China, believing that the Chinese company will be lower cost than a foreign-owned factory, at the same quality level.

CHINA’S DOMESTIC CONSUMER MARKET IN 2020

Domestic consumption is expected to be a major factor in the US$4 trillion of growth forecasted for the Chinese economy in the upcoming ten years. Rising wage costs in China may be prompting companies to relocate their manufacturing operations elsewhere. Opportunities for growth in the domestic consumer market are simply too lucrative to pass up. We forecast that China’s consumer market will have an estimated gross domestic product of RM81 trillion in the next decade. China is predicted to become the world’s largest retail market at a value of around US$42 trillion.

CONCLUSION

Despite the current challenges, more predictable long-term trends point to promising opportunities for foreign investors in China. Analysts at Capital Economics said the ‘phase one’ trade deal will help put a floor beneath exports in 2020. A gradual recovery in GDP growth among China’s trading partners would also be another growth-supporting factor.

On the other hand, growing separation between the US and China in technology seems inevitable. In 2020 this separation may have wider-reaching effect, impacting financial markets much more directly. China’s economic momentum will continue to impact markets much more directly.

THE LONG-AWAITED TRADE DEAL IS FINALLY SIGNED

By Morgan Braby

Wallstreet was glad to see President Trump sign the US-China “phase one” trade agreement. The agreement included, among other things, pledges from Beijing to purchase more US goods. Polls by Reuters expected to see the deal signed on December 13th. Both imports and exports grew 7.6% year-on-year, while imports grew 16.3% higher than a year ago.

Economy
THE ELECTRIC VEHICLE REVOLUTION is Reaching New Heights!

By Rose Salas

Forget Tesla. China shifting its focus to having a cleaner environment, and enjoy this revolution alive, it can achieve a lower dependence on imported oil, cut back on oil consumption, and look for new ways to compete with global automobile manufacturers, along with hundreds of additional companies responsible for supplying components to produce these electric machines. Among all the raw materials, batteries are the most expensive and crucial item, and China has a solid grip on the global supply of the elements needed to manufacture them. According to the Yano Research Institute, China currently controls between 50% and 77% of the global market for the raw materials of electric vehicle batteries.

CHINA DOMINATES THE BATTERY SUPPLY CHAIN FOR EVS

At present, China has more than a hundred EV manufacturers, along with hundreds of additional companies responsible for supplying components to produce these electric machines. Among all the raw materials, batteries are the most expensive and crucial item, and China has a solid grip on the global supply of the elements needed to manufacture them. According to the Yano Research Institute, China currently controls between 50% and 77% of the global market for the raw materials of electric vehicle batteries.

ELECTRIC BUSES HAVE BECOME A NO-BRAINER IN CHINA

With over one million electric-powered cars on the streets, and sales rocketing 79% in 2018, China is the undisputed market leader for so-called new energy vehicles. A key factor behind this innovation is the constant backing provided by the Chinese government to drive companies' research efforts, and the government's subsidising of purchases. It wouldn't be wrong to say that China represents the future of electric vehicles! In 2018, the total number of electric cars sold in China was more than in the rest of the world put together. In the last decade, the Chinese government has invested nearly $60 billion to create an industry manufacturing electric vehicles, a move intended to reduce the number of licenses available for gasoline-powered cars. Industry sources further confirm that Beijing plans to invest just as much over the next decade.

Now that the industry is past its nurturing stage, the government is weeding out purchase subsidies and will finally eliminate them in 2020. A report by Bloomberg predicts that it is set to weigh on demand slightly in the next two years, though strong growth will resume after this phase, with sales estimated to hit 1.5 million electric cars in 2023. Conventional vehicles will gradually give way to EVs, before being overtaken. Vehicles of such a nature offer a practical solution to pollution and climate change.

While electric cars are cheaper, cleaner and more eco-friendly, unlike their fuel-powered counterparts, and can reduce the increasing demand for oil. Furthermore, they have the potential to export earnings and generate employment for the country. According to Bloomberg, if the EV business in China goes on as it is, it will account for 8% of China's passenger-vehicle sales next year, 20% in 2025 and 68% in 2040, adding massively to the economy of the country.

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Smartphone companies and auto manufacturers are expected to gain a competitive edge while China leads the EV market. The International Energy Agency said China's electric vehicle market in 2018 was heavily dominated by China, followed by the United States in 2015, and has been at the top place, changing over to electric vehicles is said to be taking place on a massive scale.

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Earnings

China dominates the battery supply chain for EVs

2018年政府将出台一系列政策支持电动汽车发展。2018年的销量增长了79%，是新能源汽车无争议的市场领导者。这项创新背后的关键因素是中国政府提供的持续支持。中国拥有超过一百万辆电动汽车，2018年的销量增长了79%，是新能源汽车无争议的市场领导者。这项创新背后的关键因素是中国政府提供的持续支持。据Yano研究所的数据，中国目前控制着电动汽车电池原材料全球市场的50%至77%。

电动汽车革命的未来就在中国

电动汽车正在成为一种无碳排放的解决方案。除了中国政府的持续支持，中国还拥有超过一百万辆电动汽车，2018年的销量增长了79%，是新能源汽车无争议的市场领导者。这项创新背后的关键因素是中国政府提供的持续支持。中国政府2018年提出的最高经济政策是生产尽可能多的电动汽车，到2020年底，其中一半或部分自动驾驶汽车将在道路上行驶。尽管中国在2015年成为超越美国的最大电动汽车市场，此后一直保持领先。政府支持补贴的内燃机的重击

电动汽车的推动者们可能会失去补贴，但预计在2020年生产。在未来的两年内，电动汽车市场将受到负面影响，但将带来强劲的增长。

生产支持和出口

中国有潜力成为中国电动汽车的生产基地。2018年的销量增长了79%，是新能源汽车无争议的市场领导者。这项创新背后的关键因素是中国政府提供的持续支持。中国政府2018年提出的最高经济政策是生产尽可能多的电动汽车，到2020年底，其中一半或部分自动驾驶汽车将在道路上行驶。尽管中国在2015年成为超越美国的最大电动汽车市场，此后一直保持领先。政府支持补贴的内燃机的重击

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I believe that women all over the world face different challenges in developing their careers. Especially in aviation industry, which is heavily gender imbalance, you have to redouble your efforts and never shy away from showing your desire and ambition in order to get a chance.

Ivy Liu is General Manager of Banana Aviation Industry Development Co. Ltd. in Tianjin, and she talks about her impressive career in the aviation industry, and her passion for her work.

Thank you, Miss Liu for having us here in your offices. Can you please introduce Banana Aviation to our readers?

Banana Aviation Industry Development focuses on the talent needs of aviation manufacturing and maintenance companies, and hopes to provide a lifetime industry platform for those who are passionate about the aviation industry. Banana is willing to share the complete life of aircraft manufacturing, maintenance and even dismantling cycles with those who are willing to enter the aviation industry. Banana focuses on the aviation industry itself, especially the entire aircraft life-cycle of manufacturing, maintenance, and recycling.

Why are you so fond of the aviation industry? What do you like about it?

In 2017, I had just given birth to my baby, and I felt that work in the aviation industry was more suitable for me. In my youth I had spent almost 10 years with two former pilots. That’s why I'm interested in the aviation industry. I had worked for Pan Pacific Tianjin Hotel as General Manager’s secretary, but I didn’t know if I should return to the hotel industry or not. Mr. Reinhold is my most beloved life mentor. He used to be the General Manager of Pan Pacific Tianjin Hotel, and I worked with him for three years. I was moved by Mr. Johann’s dedication, sincerity, integrity and professionalism.

But I chose to be an aircraft maintenance English lecturer as my first job after returning to work because I could get a better salary, and during the process of preparing lessons, I also found that I liked it. Later, because of the working relationship, I knew that the number of aircraft deliveries in China had surged, and the corresponding demand for manufacturing and maintenance personnel would increase. Providing supporting services for the aviation industry and related consulting services is the original intention of Banana.
But why airplanes? Any other industry. Why airplanes?
I knew the entire process, how to be a pilot, how to be a pilot student, how to be a real pilot, so I thought that maybe that was a good opportunity for me to start my career. And I searched on the Internet, and found a job offer for a maintenance English trainer. I got interviewed, and I passed and got the job.

What is Banana’s business scope?
Banana is currently the representative in China of the world’s largest FAA aviation maintenance technician training school, or we could say Aviation Institute of Maintenance (AIM).

In China, aviation industry has rapid development, but we still need refer to some well experienced system in the world, AIM has very clear direction to guide you on how to be a maintenance person. I wanted to introduce a really professional maintenance brand into our country and let people know how to be a member of this industry, because flight safety is very important. You don’t want to take a very dangerous flight as your transportation.

Everybody thinks the pilot is elegant and decent, but nobody cares about maintenance guys because they are low profile, they work hard in corners. But they’re quite important for aircraft safety. We cannot use aircraft with poor maintenance. Nobody wanna take risks in the air.

I knew AIM from the sponsor list in the GALA Dinner of American Chamber of Commerce in China, then I met Dr. Dana Lehman, who is the representative of AIM for Chinese market at that moment and told him “Any possibilities I can be your representative or agent in China?” Dr. Dana helps me lot, that’s why I got this brand in China.

We’re working on expanding the brand in order to enroll students for AIM. The price is a little bit higher than normal training fee, but you can get FAA license once you complete the entire training program and pass the FAA check and interview. That’s quite attractive for technicians or mechanics. A lot of aircrafts are registered in the U.S., so they need person who has FAA license.

In business development, due to in-depth contacts at the 5th Helicopter Aviation Expo in Tianjin last year, Banana signed a strategic cooperation agreement with Advanced Business Events (ABE), a well-known French aviation business exhibition company. Through ABE’s reputation in aviation industry, Banana is willing to use flexible business ideas to pay close attention to market dynamics, introducing high-quality resources, and providing in-depth exchanges for aviation companies, while also studying corporate needs, and providing high-quality and efficient industry information and services for the relevant companies.
Cover Story

What kind of people can join, are you recruiting, what kind of background?

The aviation industry relies on people much more than other industries. The automotive industry can set up a very professional automatic line to produce components or vehicles, but in the aviation industry, human beings are the main productive forces. If people have no respect and responsibilities toward the industry, little mistakes will lead to big disasters.

Thanks Ms. Liu for introducing you company and future projects. It was a very interesting conversation and a reference for young people who should feel passionate about their goals in life. We wish you and your company a successful career.

Basically, our business goals are the same as ABE. ABE is willing to invite many companies to attend the exhibition and Banana is always trying to have more companies hire our students. If training can provide you with a very bright future, it will involve more people to consider about it.

In May, we will jointly host the first aviation industry talent resource forum with ABE. Through the influential companies in the aviation industry, they will share the current status of the industry and the development needs of the talent market, and provide accurate and objective training information for the supply chain of industrial talent. We're willing to make an truly influential for the talent market, and provide accurate and objective training information for the talent market, and provide accurate and objective training information for the talent market, and our teams are working on this project.

As you see the trends in the aviation industry, how do you manage to meet them for your customers' expectations? How do you handle it?

My advice is: Deal with customers sincerely, share relevant information about the industry. Give feedback quickly and keep up with the development of aviation industry.

As a first-time customer, how would you describe Banana Aviation?

That is quite difficult because I don't remember how I created such a funny company name. It was really hard in the beginning, but I showed a lot of respect to my main contractor, and shared my personal and professional opinions with them. They then preferred to do me a clear timeline.

What do you think are the ingredients for achieving success at Banana Aviation?

I really am a fast person and quite strict. If I need something you have to give me a clear timeline.

What about for the long term - let's say five years.

I want to make a link for AIM and domestic schools. We want to offer a graduation certificate after they finish the training. That is the five year plan.

What kind of background do you think is most valuable?

We have to compromise with our goals have to balance family and work, but into the things you are working on. You have to be professional and focus on the Things I'm doing now instead of being a housewife. That's the challenge I still have.

Where do you train them?

We have a small training centre in Tianjin, but for the full program you have to go to the USA. Aviation Institute of Maintenance (AIM), which 13 schools in the U.S., and offers very professional training. They have real aircraft for students to practice on.

How does your leadership build on Banana Aviation?

Be passionate. You have to love it, you have to have the things you are working with and you have to put all your effort into the things you are working on. You have to balance family and work, but you have to compromise with our goals and do a great job.

What has been the most challenging part of opening Banana Aviation here in Tianjin?

Now I still have a challenge because few people understand why I put so much effort into it instead of my personal things or my family. I prefer to be professional and focus on the things I'm doing now instead of being a housewife. That's the challenge I still have.

We hope to influence the Aviation Institute of Maintenance (AIM), which 13 schools in the U.S. and offers very professional training. They have real aircraft for students to practice on.

I want to make a link for AIM and domestic schools. We want to offer a graduation certificate after they finish the training. That is the five year plan.

What are the business goals of Banana Aviation?

Basically, our business goals are the same as ABE. ABE is willing to invite many companies to attend the exhibition and Banana is always trying to have more companies hire our students. If training can provide you with a very bright future, it will involve more people to consider about it.

Now I still have a challenge because few people understand why I put so much effort into it instead of my personal things or my family. I prefer to be professional and focus on the things I'm doing now instead of being a housewife. That's the challenge I still have.

We will have a small training centre in Tianjin, but for the full program you have to go to the USA. Aviation Institute of Maintenance (AIM), which 13 schools in the U.S., and offers very professional training. They have real aircraft for students to practice on.

Please write an article about the development of aviation industry, how do you manage to meet them for your customers' expectations? How do you handle it?

My advice is: Deal with customers sincerely, share relevant information about the industry. Give feedback quickly and keep up with the development of aviation industry.

As a first-time customer, how would you describe Banana Aviation?

That is quite difficult because I don't remember how I created such a funny company name. It was really hard in the beginning, but I showed a lot of respect to my main contractor, and shared my personal and professional opinions with them. They then preferred to do me a clear timeline.

What do you think are the ingredients for achieving success at Banana Aviation?

I really am a fast person and quite strict. If I need something you have to give me a clear timeline.

What about for the long term - let's say five years.

I want to make a link for AIM and domestic schools. We want to offer a graduation certificate after they finish the training. That is the five year plan.

What kind of background do you think is most valuable?

We have to compromise with our goals have to balance family and work, but into the things you are working on. You have to be professional and focus on the Things I'm doing now instead of being a housewife. That's the challenge I still have.

Where do you train them?

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Harry Houdini, the legendary magician who introduced the art of escape tricks with surreal illusion, drew his last breath in Detroit 94 years ago. He was one of the few magicians who successfully crossed the barriers in public entertainment, keeping the art of magic alive and providing a new dimension in illusion.

As a magician, Houdini was successful in adopting promotional strategies through a combination of marketing and advertisements and one of his greatest productions was in performing escape tricks. An escape trick provides something exciting and enticing that instills positive thoughts in people who want to escape from their mundane daily life of struggle. It is can motivate people who want to break loose from their multi-dimensional problems and the limitations that bind them to their very existence.

**THE EARLY LIFE**

**ANECDOTES**

Born on 24th March 1874 in Budapest, and without any family background in stage performance, Houdini moved with his family to Wisconsin at an early stage in his life. His father was a rabbi with a local congregation. Life was tough for Houdini, and he was forced to work for a living and to support his family. Very early in life, he was attracted to the entertainment world. At a young age, he even joined a circus company as part of a trapeze team.

**THE DARK PERIOD**

After several failed attempts to become a distinguished rabbi, Houdini’s father was searching for new avenues, and his efforts took the family to New York, the city of promise and expectation, leaving Houdini’s loving mother back home. Both father and son tried to find jobs to earn a living. The boy was very emotionally attached to his mother, and this took its toll on top of the hard living conditions. But such was his positive attitude and his vision that things would one day change for the positive that nothing in those precarious conditions pushed him to find solace in drink and drugs as many of his contemporaries did.

**THE TURNING POINT**

Life continued to be a miserable uncertainty throughout those days, but Houdini never for any reason let negative emotions rule him. In his endeavor to beat the odds, he realized that he possessed an innate talent for magic tricks, and in partnership with Jacob Hyman, he performed the Brothers Houdini Show. In 1892, he lost his father and thereafter presented the show in public performances on the road and on stages in thousands of venues across the USA. Most of the shows were in New York City and the Midwest.

**FAMILY LIFE**

When Houdini married Wilhelmina Beatrice Rahner (known as Bess), she replaced Jacob Hyman as his partner, and the show was re-christened as The Houdinis. The first breakthrough came Houdini’s way in 1899 when Martin Beck gave him a big part in the Omaha March. Martin Beck was a renowned theater tycoon, and things started to change in Houdini’s life. Gradually he became established as a performer famous for his handcuff trick and many other illusions.

However, the association with Martin Beck took a nosedive, which prompted Houdini to do solo performances in Europe for five long years. This marked the end of his relationship with Martin Beck, and he returned to the USA in 1905 with renewed vigor and appreciation resulting from his experiences in many European countries. He had a strong desire to develop new tricks, and he was successful in developing many complicated illusions. Loss of his mother during this period had a profound impact on his emotional balance, but that again forced him to formulate more intricate tricks.

**ENTRY TO MOTION PICTURE FIELD**

Despite many ups and downs in life, and after 30 years of performing magic shows, Houdini moved into the film industry. He was the first action hero in Hollywood, and his first film was ‘The Master Mystery’, released in 1918. The film industry was a fascinating one for him, and he promoted a production company which, however, never achieved any sustainable success.

The master escapist’s relentless efforts to learn the history of magic and his critical approach towards spiritualists led him to associate with Sir Arthur Conan Doyle. But their relationship was short-lived, and due to ideological differences, they parted ways.

**PATIENCE AND CONVICTION**

By Kelly Miller

Harry Houdini, the legendary magician who introduced the art of escape tricks with surreal illusion, drew his last breath in Detroit 94 years ago. He was one of the few magicians who successfully crossed the barriers in public entertainment, keeping the art of magic alive and providing a new dimension in illusion.

As a magician, Houdini was successful in adopting promotional strategies through a combination of marketing and advertisements and one of his greatest productions was in performing escape tricks. An escape trick provides something exciting and enticing that instills positive thoughts in people who want to escape from their mundane daily life of struggle. It is can motivate people who want to break loose from their multi-dimensional problems and the limitations that bind them to their very existence.
Inspiration

THE PEAK OF HIS CARRIER
Harry Houdini had reached the peak of his career by 1926. He took his show to Broadway, and also loved to perform shows in public thoroughfares. Many of his shows had an element of danger due to the extreme risks involved. During one such show in Montreal in 1926, he was hit hard in the stomach and was hospitalized. The infection became aggravated and led to acute appendicitis, and he subsequently underwent an appendectomy. But immediately after the operation, he was again active in roadshows, and he continued to be active until drawing his last breath on Halloween Day in 1926.

Harry Houdini had a daredevil attitude that led him to accept escape challenges from other people. He would create unbelievably impossible situations and escape from them using his in-depth expertise. Whatever the trick, whether it was with handcuffs, a straightjacket, or leg irons, etc., he would devise an escape strategy that would ultimately free him from the situation. The success of most of his shows is attributed solely to his determination, driven by positive thoughts and incredible patience.

CONCLUSION
The attitude that Houdini adopted during his shows is something that you, too, can emulate in your life. You can learn from his strategy to deal with the challenges that you are facing in your daily life. By using the same approach that he used when you feel that the challenges you are facing seem insurmountable, you can make a plan to deal with the situation and develop a strategy to meet the challenges by practicing patience and conviction. Stay focused on your thought process, keeping your mind in balanced calmness. This is very important in becoming successful in life.

Fuji

By Nikita Jaeger

The tallest mountain in the land of sushi, Mt. Fuji is one of the most famous UNESCO Heritage sites in the world. Located 100 km from Tokyo, it is an ideal day trip destination on your visit to Japan. It is easy to be bamboozled by the grandeur of Mt. Fuji, but the area is rich in culture and nature. Locals have worshipped the mountain for centuries. Adventurers and hikers check achievements off their lists by climbing the summit. But Mt. Fuji is also an ideal region for families looking to enjoy the beautiful nature and landscapes that Japan has to offer.
GETTING A VISA
Japan has eased its visa regulations by exempting citizens of 68 countries from applying for entry permits. These include most European nations, Singapore, Australia, New Zealand, Canada, the USA, the UK, etc. Others require a visa in advance for a stay of up to 90 days in Japan. A single-entry visa will cost 3,000 yen, whereas multiple-entry costs 6,000 yen. Your passport must be valid for a minimum of 6 months from the date of your travel.

HOW TO REACH JAPAN
By Air
The bus terminal in Shinjuku, Tokyo, has 1-2 buses every hour that will take you around 2 hours for the journey. It will take in Tokyo and take the 166 km road to Mt. Fuji Shizuoka Airport, which is 80 km away from the mountain. It is advisable to land at the Haneja airport instead of Mt. Fuji Shizuoka Airport, which is 120 km away from the mountain. It is advisable to land at the Haneja airport instead of Mt. Fuji Shizuoka Airport, which is 120 km away from the mountain.

By Train
Travelling from Shinjuku Station to Otaki takes about 1 hour and 15 minutes on the limited express train and costs 2,500 yen. From Otaki, you can take the Fujikyu Line to reach Kawaguchiko Station, which will be another 1,140 yen for a 1-hour journey. The Japan Rail Pass is not valid here, and it costs around an additional 1,140-1,740 yen to incorporate this route.

Local Transport
For travel in and around the region of Mt. Fuji, buses and trains are the cheapest and most convenient means of transport. Fujikyu and Keio operate these buses.

Explore Fuji Five Lakes Region
As suggested by the name, the region comprises five beautiful lakes in the vicinity of Kawaguchiko, Shōjō, Sōshō, Motosu, and Yamanakako. You can spend 3-5 hours exploring the lakes and cycling in the region. The resorts in the area also offer snow sports activities.

Cherry Blossoms with Panoramic Fuji Views
A visit to Japan won’t be complete unless you witness cherry blossoms surround you. Climb the 400 steps to the pagoda and admire Japan’s tallest peak in its true glory, with nothing but peace and tranquility as your companions.

Participate in the Shibazakura Festival
If you thought cherry blossoms were only highlited in Japan, think again. Shibazakura, or pink moss, forms the most scintillating carpet spread over vast fields around Mt. Fuji, making the perfect landscape for your holiday pictures. The festival happens between April and June when the moss is in full bloom, but the best time to visit would be May. The admission cost is 600 yen.

Chill in Ice Caves
The caves in the region are the creation of Mt. Fuji’s earlier eruptions. But you won’t be seeing any lava in them. Instead, in the Narusawa Caves, you will be greeted with giant boulders of ice that are stored for usage throughout the year. Combine your visit with a walk through the Fugaku Wind Cave, which serves as a refrigerator for storage.

Family Time at Fuji Q-Highland
While all of these activities are family-friendly, nothing says fun like a day at an amusement park. Situated at the foot of Mt. Fuji, Fuji Q-Highland is a mixture of many superlatives, holding world records for several of its attractions. If you are visiting during the peak tourist season, buy the Priority Ticket to make the most of your visit.

Best Visiting Times:
Climbing Season: July-September
Tourist Season: March-November

MAKING THE MOST OF YOUR TRIP
Summit Mt. Fuji
The hike to the summit is a two-day endeavour in which the major portion of the hike is completed on the first day so as to view the sunrise on the next day. The hike is a time-consuming effort and you need to allow between 4-10 hours to complete the trail, based on your fitness level and the route you choose. On the first day, you will reach the 7th/8th station and stay the night there. Leaving early the next morning, you can reach the peak to view the spectacular sunrise, and then after this blissful experience, begin the descent, which takes roughly 3-5 hours.

MAKE THE MOST OF YOUR TRIP
The top of Mt. Fuji is a two-day journey in which the major portion of the hike is completed on the first day so as to view the sunrise on the next day. The hike is a time-consuming effort and you need to allow between 4-10 hours to complete the trail, based on your fitness level and the route you choose. On the first day, you will reach the 7th/8th station and stay the night there. Leaving early the next morning, you can reach the peak to view the spectacular sunrise, and then after this blissful experience, begin the descent, which takes roughly 3-5 hours.

CONCLUSION
Mt. Fuji is a spectacle location, and a day trip is not enough to cover everything it offers. With untouched nature a mere two hours from the hustle and bustle of Tokyo, it is a must-visit region for anyone looking to escape the city life. The location is a perfect mix of activities for solo travelers, families, and couples, with something to do for everyone.

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WHY TURNOVER RETAIL RENTS MAKE SENSE

By Michael Hart

For residential or office leases, we are accustomed to paying a fixed amount of rent each month usually with the addition of utilities and property management fees. However, for retail tenants, the range of rental types and other costs they pay is a little more complicated.

RETAIL RENTAL TYPES

Retail landlords can choose from several different types of rental conventions for their tenants. The easiest to understand is fixed rent. The tenant is charged a specific rent every month regardless of how much the tenant sells. The second is turnover rent, sometimes called percentage of sales rent, meaning the tenant will pay a rent that varies based on their sales: more sales, more rent; less sales, less rent. Another option would be to have a base rent with a percentage of sales and charge the tenant whichever is higher. An example would be a landlord that charges, a base rent of RMB 4,000 a month, but also charges 10% of sales with the caveat that they get the higher of the two. So, at a minimum, they’ll collect RMB 4,000, but if the tenant’s sales are RMB 50,000 in a month, their rent would go up to RMB 5,000. The challenge, of course, is tracking whether the tenant is reporting their actual sales.

TRANSPARENCY

A phenomenon which doesn’t only occur in China but is pretty serious here, is that landlords and tenants often don’t trust each other. Tenants often try to underreport sales to reduce taxes, and also in an attempt to pay less in turnover rents. Often what happens is that property management teams will directly inspect the POS systems in retail shops on a daily basis to try to assess whether the retailers are being honest. As electronic payment systems such as WeChat have become more prevalent, underreporting has declined, since those transactions get recorded automatically in the POS.

UTILITIES

In most cases, landlords also require tenants to pay for their own utilities, including water, electricity and gas, which are charged at a higher rate than in residential utilities. It used to be that tenants would pay utilities the month after they were incurred, but many landlords are switching over to a prepaid system, much like that which exists in residential developments in China. This means that additional money must be invested upfront by tenants.

PROPERTY MANAGEMENT FEES

Landlords often want to pass all of their costs off to tenants for items such as security, central utilities and cleaning. There is a reasonable level where this should happen, but it is pretty common when walking through most properties in China to see far too many property management employees doing far too little. As a result, property management costs are on the rise. It is interesting to note that in more developed economies, it is typical for tenants to be given audited statements of where the property management costs are being incurred. This is another form of transparency where the tenant says, “I don’t mind paying, but show me what I am paying for – and keep your numbers reasonable.”

ADVERTISING

In some cases, landlords, especially of department stores, will also require tenants to pay an advertising fee, but in most cases, if tenants want extra advertising throughout the retail centre such as directional signs, they can purchase it on an as-needed basis.

RENTAL LENGTH

One item that doesn’t get enough attention is the length of rental contracts. A typical rental contract in Tianjin for retail tenants can run anywhere from two to five years. For restaurants, it may in fact be a little longer. One factor that plays role is how long it will take a tenant to be able to write off the cost of their redecorations. Restaurants with large and expensive kitchens need longer leases, small retail kiosks, much less so. I have heard of landlords in some malls offering one-year leases for tenants that require a substantial amount of redecorating, with the idea that if sales aren’t good, the landlord will just replace these tenants. As a retailer, I’d steer clear of such short-sighted landlords who put all of the responsibility on tenants.

CONCLUSION

In summary, occupancy costs for retail tenants can be quite substantial. Their total cost each month is a combination of fixed property management fees, costs that vary with sales, such as utilities, and rents that can be either fixed or variable, or some combination of the two. The most successful retail centres have found that when the retail centre is well run and attracting plenty of shoppers, retailers are more than willing to pay a variable portion of their sales as rent to their landlords, and landlords can benefit from the increased traffic they help bring in. As both tenants and landlords in China continue to evolve, they will find that a reliance on variable rents will allow both parties to be honest about how their businesses are doing and will result in a better experience for landlords, tenants and more importantly, shoppers.
Alibaba’s Increasing Role in China’s Growth Story

By Morgan Brady

Alibaba is the world’s biggest retail and e-commerce company, hosting millions of merchants and businesses. It has about 45 million registered users from 240 countries. In addition, the company operates Aliplay, a platform powered by AliPay, which allows users to send and receive payments online. It’s also the world’s fastest growing e-commerce market, with its online profits and sales surpassing those of US retailers such as Amazon, eBay, and Walmart. It was launched in 1999 in Hangzhou by Jack Ma, a former English teacher, and 17 friends.

Alibaba is divided into three core businesses: Taobao.com is a consumer-to-consumer website much like eBay; Tmall.com offers merchants official storefronts for consumers in China; and Alibaba.com and AliExpress connect businesses in China with buyers around the world. You can find millions of suppliers from China shown on the website and a large variety of products ranging from electronics to automobiles and computers. Besides this, buyers can lead trade in 27 industrial categories and 700 product sub-categories.

A Strong Grip on the E-Commerce Market

Alibaba is known as the leading e-commerce company in China. The latest eMarketer data shows that Alibaba’s grip on China’s e-commerce market is far tighter than that of Amazon in the US. Data shows that Alibaba will capture a 55.9% share of all online retail sales in China by the end of 2019 (compared with a 37.7% market share for Amazon in the US). JD.com, Alibaba’s closest competitor, is likely to capture only 16.7% of China’s retail e-commerce sales this year.

Strong rivals have not been able to compete effectively with Alibaba. For example, Amazon will shut down its domestic Chinese marketplace this month after its failed attempt to take on Alibaba directly in its home market. Moreover, Walmart sold its Chinese online marketplace to JD in 2016.

The E-Commerce Market

It helps that Alibaba is dominant in a huge market. Retail e-commerce sales in China are now $1.5 trillion in 2018 and were growing 27.3% in 2019. To leverage its consumer base of 650 million, Alibaba is working on introducing more overseas brands to China. Demand for high-quality imported brands is soaring in China as the country’s middle-class population grows. Last month, the company launched an English-language version of its Tmall Global marketplace, which is the gateway Alibaba has created for international brands to access the Chinese market. Tmall Global has been available in Chinese language since 2014. Now Alibaba is hoping to expand its reach with the English version, and is also working on introducing it in other languages. It currently hosts about 20,000 international brands. This works both ways, as many SMEs rely on Alibaba to promote their products and services outside of China.

Consumer Base as a Secondary Benefit

Alibaba’s massive consumer base also has a secondary benefit in that it helps the company attract more advertisers to its platforms. UPS Pulse studies show that consumers prefer to begin online product searches on marketplaces rather than on search engines. Therefore, online marketplace operators are benefiting from shopping search traffic by allowing brands to run ads.

Alibaba expects its retail e-commerce sales to hit $392 billion in advertising revenue this year. This amount will still be ranked third after Google and Facebook in terms of the size of its ad business.

A Bridge to International Markets

Alibaba is playing a vital role in helping small and medium enterprises in China and around the world participate in global trade and become more competitive in the global market. It is creating jobs and opportunities for millions of companies and their employees by giving them a cost-effective platform to market their products, grow their business, and find quality suppliers. It aims to make business less complex for SMEs all over the world. The vast majority of Alibaba’s investments to date have gone to China-based startups (over 70%) and nearly 80% if the Greater China regions of Hong Kong and Taiwan are included.

Alibaba plans to build a supply chain between the Greater China regions of Hong Kong, Shenzhen, Zhuhai, and Macau, as well as the Chinese mainland, so that those processes are already in place; you need to build operational efficiencies for that. Procurement, listing and transporting the inventory will come at a much lower cost because those processes are already in place, said a third source aware of Alibaba’s plans. This source pointed out Alibaba’s investment in Xpresses Logistics and said it will help in better management of logistics.

The following chart confirms this direction. Most of Alibaba investments are in e-commerce, logistics, and enterprise solutions, respectively.

Alibaba’s Investments to Date by Industry

Alibaba is an entrenched player in the e-commerce market. It is the market leader in China, and among the top three players internationally. Given the vital role it plays in developing the e-commerce market, Alibaba is a catalyst in the growth of the Chinese economy and in global trade. It supports small and medium-size businesses and makes it a driver of socioeconomic development enabled by its scale. Despite this positive role, there may be a risk that Alibaba could reach a monopoly position in the market. This could ultimately hurt the level of efficiency that Alibaba can deliver, which is the very premise on which Alibaba builds its value proposition.

Alibaba’s Increasing Role in China’s Growth Story

Investment

Conclusion

Alibaba is an entrenched player in the e-commerce market. It is the market leader in China, and among the top three players internationally. Given the vital role it plays in developing the e-commerce market, Alibaba is a catalyst in the growth of the Chinese economy and in global trade. It supports small and medium-size businesses and makes it a driver of socioeconomic development enabled by its scale. Despite this positive role, there may be a risk that Alibaba could reach a monopoly position in the market. This could ultimately hurt the level of efficiency that Alibaba can deliver, which is the very premise on which Alibaba builds its value proposition.

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WHY START-UPS THRIVE IN CO-WORKING SPACES

By Nina Mitchell

COST-EFFECTIVENESS
When you launch your start-up, you will have many additional expenses to take care of, and spending a lot on your workspace might not be a very good option. At the beginning, your staff will consist of a few people, so you will not be requiring a very large office space, and getting a separate workspace is therefore not necessary.

Co-working spaces are much more affordable. Now, rents are not cheap, but co-working spaces are much more affordable than traditional office spaces. At the beginning, your staff will consist of a few people, so you will not have to pay for a very large office space, and getting a separate workspace is therefore not necessary.

Co-working spaces are very flexible. Once you have found a co-working space that suits your needs, you can change it as per your requirement.

REASON 1: COST-EFFECTIVENESS
Start-ups require you to be really invested in their potential. Success is something that you can achieve with proper knowledge and hard work, and co-working spaces help you take the first step towards that. They allow you to start your business, and surround you with opportunities and facilities to help you move forward.

Given below are five different reasons why start-ups can achieve great success and really thrive in a co-working space.

SUCCESS

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Given below are five different reasons why start-ups can achieve great success and really thrive in a co-working space.
Drone Delivered Meals

By Rose Salas

Imagine having your favourite food delivered by a drone to your high-rise window in less than 20 minutes! Sounds surreal, right? Well, this is what the online food industry looks like in China, where it has come up with a unique way to serve foods across the nation.

Food delivery drones were launched in China in 2018, but they are still in the experimental phase in the U.S. and Europe.

Picture this: numerous fleets of autonomous cargo drones, fast quadcopters and robotic trucks are making China a future world leader in robotics. More and more Chinese companies are opting for unmanned systems in delivery logistics to save on labour costs, time and traditional delivery mechanisms. By using drones, delivery services can skip China’s traffic-clogged routes, saving on time by cutting total delivery time to 20 minutes. Currently, drone delivery is available only in selected areas such as the Shanghai Jinshan Industrial Park and Guangzhou province, but there are plans to expand the program to other cities in coming years.

WHY FOOD DELIVERY COMPANIES IN CHINA ARE OPTING FOR DRONES

A fleet of new, autonomous cargo drones, fast quadcopters and robotic trucks are making China a future world leader in robotics. More and more Chinese companies are opting for unmanned systems in delivery logistics to save on labour costs, time and traditional delivery mechanisms. By using drones, delivery services can skip China’s traffic-clogged routes, saving on time by cutting total delivery time to 20 minutes. Currently, drone delivery is available only in selected areas such as the Shanghai Jinshan Industrial Park and Guangzhou province, but there are plans to expand the program to other cities in coming years.

ELE.ME BRINGS A NEW ERA OF FOOD DELIVERY

The Alibaba-owned delivery service Ele.me provides drone-delivered service from various restaurants along 17 routes in Shanghai’s Jinshan Industrial Park. The service aims to help food businesses in the Shanghai area beat traffic and reach customers faster. The drones do not land at customers’ doorsteps, but fly between two fixed spots for each route. That means the restaurant will launch them from a specific spot, and the delivery staff will meet them at another designated landing zone from where the orders will be delivered to the respective customer address. The drone-delivered meal service currently covers approximately 100 restaurants and vendors, and caters within 58 sq mi along 17 routes in the Jinshan District. The company has a track record of sourcing new ways to infuse innovation into food service. Last year, Ele.me also unveiled meal delivery robots for indoor deliveries in more than 500 office buildings throughout China.

HOW EXACTLY DOES ELE.ME WORK?

To use this service, place your order through the app as you usually would. You will receive notification once your order has been prepared, and the restaurant staff will then place your food in the delivery box attached to the drone at the distribution point and dispatch it to the designated pick-up location. From there, another delivery rider will complete the final stretch of the order by bringing it right to your doorstep.

While it’s not nearly as cool as having the drone deliver to your doorstep, this move will significantly cut down on the total distance physically travelled by a delivery rider by about 15 per cent of the route. With this advancement, Ele.me aims at reducing its operating costs while boosting the income of existing deliveries by up to five times.

KFC IS THE NEW ENTRANT IN THE DRONE DELIVERY BUSINESS

Drones delivering piping hot meals in China is nothing new, with various companies already operating in the market. And now fast food giant KFC is the new entrant in this business. The brand has started delivering its ‘finger-licking good chicken’ in association with the Chinese start-up Antwork in a bid to give the country’s food takeout market a facelift!

Ordering food online in China has now become convenient and easy. Your favourite cuisines are just a click away. And it even gets delivered within 30 minutes. Hangzhou-based start-up Antwork aims to improve this trend further by building low-altitude airspace logistics networks in urban areas that can replace human labour while cutting costs in China’s multi-billion food delivery markets.

THE LATEST COMPETITOR IS AIRBUS AND XAG

Joining the drone-delivered meal race is XAG and Airbus that are running trial initiatives in the Guangzhou province. Joining the drone-delivered meal race is XAG and Airbus under the association with the Chinese start-up Antwork in a bid to give the country’s food takeout market a facelift! The Alibaba-owned delivery service Ele.me also entered the race by using drones to deliver food in Shanghai’s Jinshan Industrial Park. The company’s plant-protection drones, the P30, deliver a meal on a pre-determined, one-mile route to a rooftop landing pad in under 5 minutes.

THE WAY AHEAD

With most online food services to be backed up by Chinese tech giants, new players in the food industry should start researching and adopting this technology. With the industry bigwigs like Baidu, Tencent and Alibaba already racing ahead, many of the inventions set to revolutionise logistics are already mature and waiting to be deployed. It’s just a matter of time until the safety and regulation of routes will catch up and allow the intelligence to be unleashed.
In order to ensure that the tax burden of all industries is reduced in the deepening of the VAT reform, the Ministry of Finance (MOF), State Taxation Administration (STA) and General Administration of Customs (GACC) jointly issued MOF/STA/GACC Public Notice [2019] No. 39 (PN 39) in March this year, stipulating that as from 1 April 2019 to 31 December 2021, taxpayers providing livelihood services to meet the needs of urban and rural residents shall meet the following conditions: The sales turnover from livelihood services shall account for more than 50% of its total sales turnover.

The scope of livelihood services includes cultural and sports services, educational and medical services, tourism and entertainment services, catering and accommodation services, daily services for residents and other livelihood services.

**Determination of Sales Period**

- For taxpayers established prior to 30 September, 2019, if sales turnover for the period from October 2018 to September 2019 (if the operating period is less than 12 months, it will be based on the sales turnover for the actual operating period) meets the above conditions, they will be eligible for the 15% Super-Credit Policy from 1 October 2019;
- For taxpayers established after 1 October 2019, if sales turnover for the first three months after establishment meets the above conditions, they will be eligible for the 15% Super-Credit Policy from the date of registration to be a general VAT taxpayer.

**Calculation of super-credit amount**

Current-period super-credits = Current-period creditable input VAT × 15%

Current-period creditable super-credits = Balance of current-period creditable input VAT at the end of the previous period + Current-period super-credits - Current-period adjusted super-credits reduction = If current-period adjusted super-credits reduction = If input VAT is transferred out accordingly in the current period based on its sales turnover from livelihood services.

**Applicable period**

Once the eligibility for the Super-Credit Policy is determined, the taxpayer is confirmed to be eligible for the preferential policy in the current year. The eligibility for the preferential policy in the following year will be determined based on the sales turnover of the previous year.

**The takeaway**

Compared to PN 39, PN 87 increases the super-credit rate for taxpayers engaged in livelihood services with sales turnover from 10% to 15%, bringing more good news to the livelihood service sector. Taxpayers should pay attention to the following aspects in practical application:

1. Taxpayers should determine whether they meet the conditions for applying the preferential policy as stipulated in PN 87, by correctly calculating the proportion of sales turnover from the provision of livelihood services based on their actual business operation;
2. Taxpayers should be mindful that the proportion of sales turnover from the provision of livelihood services in each fiscal year should account for over 50% of the total sales turnover in order to be eligible for the preferential policy in the next year;
3. Taxpayers should pay attention to how to calculate the super-credit correctly. The corresponding super-credits for the current-period transfer-out of VAT input shall be differentiated: those provided for at the 15% super-credit rate shall be reduced by 10% when being transferred out, and others shall be reduced by 10% when being transferred out;
4. The amount of super-credits shall be accounted for as other income and included in the taxable income for CIT calculation.

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CAN 3D SKIN BE PRINTED ON HUMANS NOW?

By Amber Oreal

WHAT IS 3D PRINTING AND HOW DOES IT WORK?

3D printing involves making 3D solid objects from a digital file. Initially, it was used to produce moulds to make jewellery, but it has also been used to make art and models. Objects of metal and plastic are made with 3D printing, and consumable art such as 3D printed chocolate has also been created.

A 3D printer uses melted plastic and other materials, with the most commonly used material being PLA or Polylactic acid filament. Other materials used are:

- Acrylonitrile Butadiene Styrene filament
- Wood fibre filament
- Polyethylene Terephthalate filament
- Polyvinyl Alcohol filament
- Nylon filament
- Ninjaflex and Thermoplastic Urethane filament

The choice of material is used based on what one wishes to print. The attributes of the end product determine the material to be used, based on longevity and durability etc.

On the surface, the 3D printer squeezes out molten plastic to be used, based on longevity and durability etc.

In medical research, 3D printing has proven to be extremely useful, and 3D printing has further revolutionized the medical industry. Organs have been printed for education and training purposes. Similarly, prosthetic limbs are now being printed and used, and wearable, affordable and durable prosthetic limbs can be printed by anyone. People are also experimenting with "printing-do-it-yourself" assistive devices and different designs of artificial limbs.

THE AMAZING DEVELOPMENT OF 3D PRINTED SKIN

3D printing technology can be used to make medical procedures simpler and less painful. As we have witnessed, 3D printing is used for making organs of the body for educational purposes. Now, it is also being used to print artificial skin to replace the grafting procedure. 3D printing and 3D bioprinting are allowing scientists to engineer the complex biological architecture required to develop tissue that can be used on humans. This can be an amazing development for burn victims.

Skin grafting is a very complex and painful procedure that involves removing skin from one part of the body to another. After the printing is done and the model has cooled off, there is cleaning of the model to be done as well.

HOW IS 3D PRINTING USED IN MEDICAL SCIENCE?

3D printing, as explained above, is used for producing art and models. However, in recent years, it has also been used as an educational instrument. In construction and various other industries, 3D printing has been used for research and to gain a better understanding of industrial manufacturing.

In medical research, 3D printing has proven to be extremely useful, and 3D printing has further revolutionized the medical industry. Organs have been printed for education and training purposes. Similarly, prosthetic limbs are now being printed and used, and wearable, affordable and durable prosthetic limbs can be printed by anyone. People are also experimenting with "printing-do-it-yourself" assistive devices and different designs of artificial limbs.

In addition, in the latest development by researchers at the University of Toronto, a handheld 3D printer has been made. Using this, artificial skin will be directly printed on the human body. This lightweight handheld machine can print skin on humans in around two minutes. This machine has not yet been tested on humans, but other hosts like pigs and rodents have been successfully experimented on.

At this rate, sooner rather than later, this type of skin graft will be possible for humans as well. Imagine the possibilities it opens up for further research and development in the field of medicine, not to mention how easy and affordable grafting will become for burn patients and accident victims!
E-NETWORK MARKETING

By Rose Salas

The traditional Network Marketing has been used for decades to spread the word about a new business or a new company by reaching out to invite business professionals and prospective clients to become part of a circle or network. Through networking, you can develop or establish a beneficial relationship that will help your business expand, widen your scope by partnering or venturing with other businesses, and meet endless opportunities for growth.

In networking, you personally meet key people to discuss a business. Visibility is important, and every minute is valuable. Prospects are educated about the business platform and model, and they participate in brainstorming sessions on how to develop a successful marketing plan.

In today’s digital age, the rise of e-Networking has made reaching out to leads, clients and business partners easier and more convenient. It basically involves doing traditional network marketing over the internet via a computer or smart phone! As we become accustomed to digital technology as part of our lifestyle, e-Networking provides a more viable, practical and time-efficient way to grow a business or a new company by reaching out to leads or business partners.

ADVANTAGES OF E-NETWORKING:

Cost effective and time-saving

When you want your business to grow and you want to get it widely known among the public, you need to spend a lot of money to present it to people. Setting up the venue and time is not always easy, especially if your audience comes from different locations or groups. With e-Networking, you can easily set up a virtual meeting with anyone, or with a group of people at a time which is most convenient for them. There are helpful resources that you can use to set up the meeting, such as a Skype call, a webinar, or video conference call in WeChat. You’ll never run out of options. You’ll save money, effort, and most of all, TIME!

Wider Range of Contacts

In traditional marketing, you need to have connections to reach your target network. You can send out invitations and do more work than you expected, only to find out most of the time that you haven’t met your expectations due to a lack of contacts. With e-Networking, you can do so much! On social media platforms, joining your target groups or online forums is a major advantage. You’ll get a wider range of connections, not just locally but even outside your own country, and you can find many effective ways to talk to your potential leads or business partners.

Ease of Conversation

Not everyone has the skill required to speak confidently in a live setting if you are someone who feels anxious, and fears answering on-the-spot questions, e-Networking gives you ease when conversing. You’ll feel less pressure when talking, and if you need any notes to guide you, you can prepare all your materials with easy clicks on your computer. You have the option to do a webinar without seeing your audience’s faces. In time, you’ll get more skilled with your webinar sessions. You can maximize the use of technology and enhance your skills in using it!

No more paperwork!

Sharing of information and business materials is easier with e-Networking. You can use email, blogs, and private direct messages to send your files to others. For added security, you can limit the people who can receive your messages by configuring private settings when sending files. For information that is meant for public viewing, sharing content is just a click away on their smart phones!

TIPS FOR MAKING YOUR E-NETWORK MARKETING SUCCESSFUL

E-Networking is an advantage for businessmen or entrepreneurs who don’t have the chance to meet all prospects and clients face-to-face. Here are a few things to remember to achieve success:

1. When finding or connecting to people, spend time researching the “right” ones. Connect only with the people who you think share the same passion and will work with you towards the same goal.

2. Establishing a business relationship starts by proving yourself worthy of trust. Be genuine and make a personalized approach. Let prospects or clients know how you were able to reach them, and make sure that they see a good and reputable profile on your social media platforms.

3. Make your presentation precise and professional. Since prospects or clients cannot meet you personally, the way you present your business will create an impression. Remember, a First Impression Lasts…

4. Get in touch and do a follow up appropriately. Avoid being pushy, and keep a good database of all your connections to keep track of what you’ve been working on. Nurture your leads and grow your online relationships the way you want your business to flourish.

Are you ready to take your business to the next level? E-Network Marketing could be the right solution for you.

Visit us online: btianjin.cn/200212

网络行销

在数字时代来临的今天，网络营销的崛起使得与业务合作伙伴的联系变得更加轻松便捷！网络营销已成为我们生活方式的一部分，为发展业务提供了一种更可行、更实惠、更便捷的方法！

网络营销的优势：
- 有效节约成本和节省时间
- 轻松对话
- 接触面更广
- 有效节约成本和节省时间

电子营销的优待？
如果您希望将您的营销策略提升一个层次，无疑这是一个不错的投资！
在线代理机构在营销领域具有专业技能。您可以从他们那里获得外包服务，以帮助您获得客户。您的业务将拓展到所有可能的地方。

如果您的组织或机构想要进行网络营销，这里有几点有用的建议，可以帮助您开始这项工作。
THE RISE OF ROBOTS

How will the story develop?

By Morgan Brady

The debate surrounding the loss of human jobs to robots has been a prominent one for a while. This is understandable as robots have been marching into our lives. Recently, however, robots are being used to perform tasks that require greater and greater levels of precision. Soon they are expected to act as career companions, security guards, and soldiers, to name just a few examples.

Today, over one million household robots, and a further 1.1 million industrial robots, are operating worldwide. The field of Robotics has exhibited the potential to positively raise efficiency and provide enhanced levels of service.

In the workplace, technology has already changed the way we work, with machines assuming work that had become a routine for humans. Machines are already way we work, with machines assuming work that had become a routine for humans. Machines are already

The problem becomes exacerbated when most jobs taken over by robots are low-skill, low-paid jobs. In many economies, those jobs represent the majority rather than the minority. Education and vocational development programs need to catch up.

Despite the concerns, there are already studies that show that the forecasts are somewhat pessimistic and that human workers actually stand to benefit from the rise of robots. For example, Amazon has employed more than 100,000 robots in its warehouses to efficiently move things around, while its warehouse workforce has increased by more than 80,000. Humans, in Amazon’s case, do the picking and packing of goods that consist of more than 480,000,000 items on its shelves. The machines make the processes more efficient, faster, less expensive to create, and are financially viable for companies.

THE WORLDadopts ROBOTICS

The Boston Consulting Group estimates that “more than $67 billion will be spent worldwide in the robotics sector by 2025, compared to only $11 billion in 2005.”

Across 17 countries, the increase in use of industrial robots over a period raised the annual growth of the GDP by 0.37%. This is compared to only $11 billion in 2005. The International Federation of Robotics (IFR) states that “by 2025 more than half of all current workplace tasks will be performed by machines.”

MACHINES WILL DO MORE TASKS THAN HUMANS BY 2025

A World Economic Forum (WEF) study says that “by 2025 more than half of all current workplace tasks will be performed by machines as opposed to 29% today.”

A statement by the Swiss non-profit organization further said that “simultaneously, rapid changes in machines and algorithms could create 133 million new roles in place of 75 million that will be displaced between now and 2022.”

COLLABORATIVE ROBOTS (COBOTS): MACHINE WORK WITH PEOPLE

We are also seeing the rise of collaborative robots, or cobots, which are now available from at least half a dozen firms. With every job taken over by machines, there will be an equal number of opportunities for jobs to be done by people. Some of these human jobs will be of the creative type, and in many cases, humans and machines will find themselves in symbiotic relationships, helping each other do what they do best.

Collaborative robots (Cobots): With people

China is the world’s largest manufacturer of robots, and has already invested heavily in the robotics sector.

China wants to replace workers with robots

According to the International Federation of Robotics (IFR), China is the world’s largest buyer and producer of industrial robots, supplying about 27% of the global market since 2015. Chinese factories spent over $67 billion acquiring industrial robots in 2015.

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Industry Development Plan (2016–2020), China is allocating extensive financial resources and supporting companies with subsidies to increase the adoption of robotics. Although provisional governments may augment the numbers, the efforts are still massive and significant. Statistics include Guangdong province, which will supposedly invest 943 billion yuan (approximately $135 billion) for the purpose of “machine substitution”, and the provincial government of Anhui, which has the intention of investing 600 billion yuan (approximately $86 billion) to subsidize industrial upgrading of manufacturers in its province. Overall, China seems to provide greater subsidies for robot adoption than any other nation. If we assume that the past growth rates will continue, by 2026 China will lead the world with the highest number of industrial robots forming a share of its industrial workers.

According to the International Federation of Robotics, China added 87,000 industrial robots in 2016, slightly below the number in Europe and the United States combined.

China needs advanced robotics to help balance its economic and technological ambitions with continued growth. It is laying the groundwork for a robot revolution by planning to automate the work currently done by millions of low-paid workers.

**Closing the Gap**

One disadvantage remains, however, which is that although China can manufacture simple robots, it is not able to make complicated robots such as those produced in Japan, the U.S., and Germany. It is difficult for China to fill this gap for several reasons, the main one being projects that focus on quantity over quality.

To address this issue, Chinese tech companies have invested in leading robotics companies. Last year, Midea, an electrical appliance manufacturer, purchased the German robotics company, Kuka. The firm’s CEO, Till Reuter, told CNBC that it wanted to be number one robotics company in China, where a market growth rate of 20% to 25% is expected. The company intends to make their robots as common as smartphones are today.

China has voiced its desire to welcome robot experts and entrepreneurs from all over the world to communicate and cooperate in order to push forward the development of robot technology and industry. The objective is for China itself to become a producer of a more advanced robot system.

**Conclusion**

China is able to see the opportunity and is gradually becoming the world’s biggest producer of advanced robots. Robots are gaining higher penetration rates in all jobs and tasks, and China wants to develop its robotics industry to enhance the efficiency of work and reap the benefits. However, it requires adequate skills and competencies to deliver on this effort. The race to become competitive in this area is crowded with competent rivals. The years ahead will show which direction this race will take.

When it comes to setting up shop in one of the largest countries in the world (population-wise), you need to take the first steps very carefully. Attending conferences, summits and other such events provides multifaceted benefits. From learning new things about the market to building your network and clientele, hacking your way into capturing the audience, and much more, everything that you could want for a business to succeed is available here. Events like the China Digital Marketing Summit, the Marketing Chief Congress, the Digital Innovation Summit and a few others will certainly provide you with the jumpstart that you have been looking for till now.
CHINA OUTBOUND TRAVEL AND TOURISM MARKET
COTTM is a major travel and tourism event that will take place in the New Hall, National Agricultural Exhibition Centre, Beijing, from 1st to 3rd April, 2020. This is a B2B event that focuses on outbound tourism and its growth and expansion. The discussion deals with the reasons for outbound tourism to the most-visited and popular places across the globe. The motto of COTTM is to promote and develop China’s outbound tourism.

CHINA DIGITAL MARKETING AND ECOMMERCE INNOVATION SUMMIT
This is a new-age conference and summit for everyone who wishes to explore the wide scope of digital marketing and how businesses can set up their own internet marketing portfolio. To be held between 9th and 11th March, 2020, this summit is one of the largest conferences in this niche. Some topics that will be addressed in the event include private traffic operation, social media, cross-border brands, short video, and content seeding. Most of all, it is here that you will get to look at and understand China’s digital marketing and e-commerce development.

INTERNATIONAL SIGNS AND LED EXHIBITION 2020
ISE is a popular trade show that will be held from 24th to 27th February, 2020, at the Shenzhen World Exhibition and Convention Centre. This event is focused on showcasing everything related to digital signage, illuminated graphics and video displays. Moreover, you will meet a lot of industry experts and other industry partners, and come to know more about the advanced technologies and innovations of this niche. The latest products will be shown, and there will be exhibits and networking opportunities for the attendees who gather here from 50 different countries.

ASIAN BUSINESS CONFERENCE AND EXHIBITION 2020
To be held at the Shanghai Hongqiao International Airport, Shanghai, from April 21st to 23rd, 2020, this conference caters to businesses in the aviation industry. The event attracts high-level attendees and stakeholders from the aviation industry, and showcases business aviation products and services.

SOME OTHER EVENTS TO LOOK OUT FOR:
• Shenzhen International Advertising Exhibition: To be held from February 24th to February 26th, 2020, at the Shenzhen Convention & Exhibition Centre, Guangdong China.
• Shanghai APPEXPO: To be held from March 4th to March 7th, 2020, at the National Convention & Exhibition Centre in Shanghai, China.
• Chengdu International Advertising Festival: To be held from April 10th to April 12th, 2020, at the Century City International Exhibition Centre, Sichuan, China.
• Argus Asia Fertilizer: This event that promotes and highlights the fertilizer industry will be held at the Four Seasons Hotel, Shanghai, China.
• China Marketing International Conference: To be held from June 4th to 7th, 2020, in Nanchang China.

CONCLUSION
A McKinsey Report has cited that by 2020, all the marketing trends of the Chinese consumer will radicalize. Earlier, 82% of Chinese customers were barely able to fulfill their daily needs. But this is expected to change in upcoming years. Thus, if the market itself is about to undergo a change, then as a businessperson or a marketer, you need to be well-informed about your niche and how best to approach the market in 2020. So, it is essential to participate in these events, experience what is driving the market, and how best to approach the 21st Century customer.
THE FUTURE OF WORK
In current times, the employee experience has been considered as the future of work, and it is quite evident that the smartest companies always prioritize the development of an outstanding company culture which eventually ensures long-term success.

The issue with most companies is that they do not know where to start from. They do acknowledge the importance of a strong company culture, but taking the right steps that help develop one is a different story, especially when both HR and management are uncertain as to what elements are the most crucial.

The good thing here is that with enough dedication and effort to achieve positive change, the management can develop a healthy company culture that helps attract the best talent while retaining a healthy company culture that helps attract the best talent while retaining a healthy company culture that helps attract the best talent while retaining a healthy company culture that helps attract the best talent while retaining a healthy company culture that helps attract the best talent while retaining a healthy company culture that helps attract the best talent while retaining a healthy company culture that helps attract the best talent while retaining a healthy company culture that helps attract the best talent while retaining.

Recognition Makes A Huge Difference
When talking about company culture, the aspect of perks makes a considerable difference. Most small enterprises are concerned that in order to develop a strong culture, they will have to start handing out huge bonuses or pay increases that they just cannot afford for long.

The good news is that most of the time, employees are not motivated only by the concept of getting a pay raise. Rather, they just want their hard work and efforts to be appreciated and acknowledged. Frequent expressions of encouragement can do a lot towards having a strong company culture, and this is the best place to begin. It is imperative for an organization to show their employees that they are a vital part of their team, and as crucial a part of the company as any other.

Should Performance Be Rated or Not?
Like yearly performance appraisals, performance ratings have also seen their day. It appears that on a daily basis, organizations are abandoning their rating systems or their obsolete ranking practices. This is because these systems have a significant negative impact on motivation levels. A performance rating leads to a ‘fight or flight’ response in most employees, and even the best ones grow concerned about the outcome should their rating systems or their obsolete ranking systems not work.

A Positive Aspect of Your Company Culture
Over the last few years, the significance of company culture has skyrocketed. It has been the subject of a number of discussions, and experts have been discussing its importance and how a strong company culture can positively influence productivity, retention, employee performance and overall company reputation.

Flexible
The flexibility feature is considered to be a prime workplace perk today. The conventional 9 to 5 working hours are redundant in situations where constant communication is required. Flexibility allows employees to work from home if necessary, which allows them to perform more efficiently and experience better overall morale.

For this reason, companies that intend to develop a strong company culture should seriously consider integrating more flexibility and autonomy into their performance management system. This will allow those companies to build a high level of trust among employees, which they will be keen to reap through their performance.

Payoffs
Employees who are not provided with recognition makes a huge difference in the engagement level. This has led to a shift in performance management in the last few years, with some leading companies, such as Microsoft and Adobe, abandoning yearly performance appraisals. In their place, organizations have been incorporating the concept of continuous performance management, which involves monthly performance check-ins.

Such monthly performance check-ins allow employees and managers to develop more productive relationships. They encourage frank discussions that foster progress and allow employees to give managers the right feedback on how the company should run. If the managers think that a certain process is obsolete or not conducive to a happy, engaged workforce, they are more likely to get in touch with a manager they trust the most. This allows the company and its culture to experience continual improvements.

In addition to fostering a positive working environment, monthly performance check-ins can prevent employees from feeling undervalued or undervalued, which is why companies are better off not employing ranking and rating systems, but rather encouraging an atmosphere of teamwork.

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Invest In Your Workforce
Millennials are truly dominating employment today, and despite everything one may have heard - this generation is keen to learn and explore. Employees who are not provided with opportunities to grow are more likely to make a switch to competitors who are willing to invest in them. If, on the other hand, an organization helps its workforce to develop their strengths and skills, it will surely benefit from fostering skilled, engaged employees who are very likely to stay with the organization for years to come.

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For this reason, companies that intend to develop a strong company culture should seriously consider integrating more flexibility and autonomy into their performance management system. This will allow those companies to build a high level of trust among employees, which they will be keen to reap through their performance.

Invest In Your Workforce
Millennials are truly dominating employment today, and despite everything one may have heard - this generation is keen to learn and explore. Employees who are not provided with opportunities to grow are more likely to make a switch to competitors who are willing to invest in them. If, on the other hand, an organization helps its workforce to develop their strengths and skills, it will surely benefit from fostering skilled, engaged employees who are very likely to stay with the organization for years to come.

By Betsy Taylor
CHINA AIDS TO REPLACE UP TO 30 MILLION PIECES OF FOREIGN TECH IN GOVERNMENT OFFICES WITH CHINESE TECH BY 2022

The Chinese government has instructed its offices to phase out technology produced outside of China, including hardware and software, by 2022, according to the Financial Times. The move is partly designed to make China less reliant on foreign-made technology, according to the report. The directive could mean that US companies such as Dell, HP, and Microsoft could suffer a blow in China.

According to China Securities analysts, it’s estimated that 20-30 million computers and other forms of tech hardware will be replaced. Thirty percent of this hardware is expected to be replaced by 2020 and 50% by 2021, with the remaining 20% being replaced by 2022.

Source: Business Insider

BAIDU HAS A NEW TRICK FOR TEACHING AI THE MEANING OF LANGUAGE

Earlier this month, a Chinese tech giant quietly dethroned Microsoft and Google in an ongoing competition in AI. The company was Baidu, China’s closest equivalent to Google, and the competition was the General Language Understanding Evaluation, otherwise known as GLUE. GLUE is a widely accepted benchmark for how well an AI system understands human language. It consists of nine different tests for things like picking out the names of people and organizations in a sentence, and figuring out what a pronoun like “it” refers to when there are multiple potential antecedents. A language model that scores highly on GLUE, therefore, can handle diverse reading comprehension tasks. Out of a full score of 100, the average person scores around 87 points. Baidu is now the first team to surpass 90 with its model, ERNIE.

Baidu’s researchers had to develop a technique specifically for the Chinese language to build ERNIE (which stands for “Enhanced Representation through Knowledge Integration”). It just so happens, however, that the same technique makes it better at understanding English as well.

Source: technologyreview.com

CHINA NEARS COMPLETION OF ITS GPS COMPETITOR, INCREASING THE POTENTIAL FOR INTERNET BALKANIZATION

On Friday (27 December), China announced that it would complete its competitor to the U.S.-operated global positioning system network by the first half of next year, increasing the pace of its decoupling from U.S. Technologies. China’s Beidou network of satellites — named after the “Big Dipper” constellation — will be the first service to compete with the U.S. Air Force’s global positioning system and already has a potentially massive user base, since over 70% of Chinese smartphones are now ready to use its positioning services, according to a report in the Nikkei Asian Review.

The Beidou network is integral to China’s long-term plans to dominate the next generation of telecommunications services and — coupled with China’s advances in fifth-generation wireless communications technology — represents a significant challenge to the U.S. hegemony over telecommunications infrastructure. China plans to launch the final two satellites needed to make the Beidou system operational by June 2020, according to a statement from the project’s director, Ran Chengqi, as quoted by The Associated Press.

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REPORT FINDS THAT HALF OF CHINA’S 600+ MILLION GAMERS ARE NOW FEMALE

The China Gaming Industry Annual Conference took place on Christmas day, and the “2019 China Gaming Industry Report” is out. Among the report’s findings is evidence that women now account for a solid 46 percent of China’s gamers, indicating that it might be time to ditch the “nerdy gamer dude” cliché. Out of a total of approximately 640 million Chinese video game users, 300 million are female. One reason behind this number is China’s mobile-focused gaming industry, functioning on a platform that is common across genders instead of on video game consoles which traditionally skew male.

The total number of gamers represents an increase of 2.5 percent from 2018. Other data from the report include an overall gaming industry revenue increase of 7.7 percent to 230.88 billion RMB (about 33 billion USD), a mobile gaming revenue increase of 18 percent to 158.1 billion RMB (about 22.6 billion USD), and an esports revenue increase of 13.5 percent to 94.73 billion RMB (about 13.5 billion USD). According to the report, mobile gaming accounted for nearly 70 percent of total gaming revenue in 2019, and role-playing was the most popular type of game, beating out games in categories such as strategy, card, casual, and shooting.

Source: radiichina.com
Business News

CHINA IS BUILDING MORE POWERFUL JET ENGINES

Chinese engineering has become so advanced that German jet engines could soon get a major boost from China. Officials in China have begun talks to sell sophisticated aerospace technology and manufacturing equipment to Germany for the production of high-performance jet engines.

As China moves to rapidly build its commercial and military aviation industry, the nation has made significant engineering breakthroughs, most notably in turbine blades, which convert the heat from fuel combustion into thrust. Turbine blades are among the most critical components of an airplane, determining a jet engine’s safety, power, and endurance.

Engineers in China have developed new processes that can make lighter and stronger blades using a hollow structure as well as single-crystal alloys that can withstand high temperatures and a special coating to facilitate cooling. These advances mean Chinese-made turbine blades are able to withstand temperatures several hundred degrees Celsius higher than the melting point of metallic alloys.

Source: Business Insider

CHINA LAUNCHES ITS LARGEST ROCKET EVER, THE LONG MARCH-5

China launched its largest-ever rocket this week. The Long March-5 Y3 rocket took off from the Wenchang Space Launch Centre in south China’s Hainan Province, carrying a Shijian-20 satellite. The launch took place at 8:45 p.m. Beijing time on Friday (27 December). Just over half an hour later, the satellite reached its planned orbit and the China National Space Administration (CNSA) declared the mission a success.

The rocket stands 57 metres (187 feet) tall, and is 5 metres in diameter around its core stage, with four boosters, each of which is 3.35 metres in diameter. This makes the Long March-5 the largest Chinese carrier rocket to date, with a total weight of 870 tonnes and producing thrust of over 1000 tonnes at take-off.

The two-stage rocket can carry a payload of up to 25 tonnes into low Earth orbit. Alternatively, for more distant launches, it can carry 14 tonnes into geostationary transfer orbit, which is an elliptical orbit that is used to reach the geosynchronous orbit which holds most satellites. Looking ahead to potential missions to the Moon and Mars, the rocket is also designed to carry up to eight tonnes into Earth-Moon transfer orbit, or up to five tonnes into Earth-Mars transfer orbit.

Source: digitaltrends.com

Source: Business Insider
**Chinese**

**TIANJIN**

**Chinese**

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  - T: +86 22 2339 7625

- **Ribeye Steak & Bar**
  - 1/F, Joy City, No.2 Nanmen Road, Heping District
  - T: +86 22 2343 9799

**New Dynasty**

- **Jin House**
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**Southeast Asian**

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- **ZEST**
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  - T: +86 22 5809 5100

- **Cielo Italian Restaurant**
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  - T: +86 22 2716 6263

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  - T: +86 22 2716 6264

**Japanese**

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- **The Corincher-Chance**
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- **Braggories & Desserts**
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Tai Chi Chuan

THE BOUNDLESS FIST

By Rose Salas

Taken from the Taiji symbol known as “Yin-Yang”, Tai Chi Chuan means boundless fist or supreme ultimate fist. The theory and practice of this philosophy evolved as a scientific way of strengthening one’s physical and mental health. It is time-honored and one of the famous ancient Chinese martial arts.

The physical movements in this martial art are composed of unified opposite actions, such as forward and backward, right and left, advance and retreat, slow and fast, upward and downward, releasing and withdrawing, pull and push, stretching and bending, opening and closing, inhale and exhale, and rising and falling. Though contradictory, this art is significant because of its two aspects: the essence is spiritual, while the application is martial.

WHY DID IT BECOME FAMOUS GLOBALLY?

Tai Chi Chuan, when performed, can help the performer learn self-defense as well as improve and maintain their health. In the early 20th century, the health benefits of this martial art were promoted, so many people around the globe were influenced to try it. Due to proof from medical studies, Tai Chi came to be seen as beneficial in maintaining one’s physical fitness while also providing the ability to protect one’s self in case of unexpected attack or danger. As your mind focuses on the movements, you develop a state of mental clarity and calmness.

THE MODERN FUNDAMENTALS OF TAI CHI CHUAN

The five traditional elements of Tai Chi are still followed today:

• Taolu - refers to the solo hand and weapon routines, forms
• Neigong & Qigong - involves breathing, movement/awareness exercises, and meditation
• Tuishou - Response drills
• Sanshou – Self-defense techniques

Some advanced students have also been introduced to traditional Chinese medicine as part of their learning. Tai Chi is the harmony of the mind, body, and soul. Like the principle of Yin-Yang, neither one can exist without the other. If you want to be a student of this martial art, the three major aspects must be present: health, meditation, and martial arts skills.

Your health is very important. Without good physical fitness and sound mind, it is impossible to overcome the challenges of combat in self-defense. It requires disciplined and skillful training so you can respond quickly and appropriately to the attack using the “yielding and sticking” techniques.

According to an article from the Cochrane Library that was published in March 2018, Tai Chi is a good remedy to improve recovery after a stroke. This is how the intervention works:

The psychological benefits reported for Tai Chi include improved attentiveness and sleep, and reduced stress and anxiety. Cardiovascular functions that have been reported to change following Tai Chi include reduced heart rate and blood pressure, increased vagal activity, and reduced cholesterol.

Tai Chi has also been reported to reduce pain in people with fibromyalgia, osteoarthritis, and rheumatoid arthritis.

Clinical studies have reported that Tai Chi is an intervention that can be helpful in chronic diseases, such as cardiovascular disease, diabetes, and osteoarthritis.

Tai Chi Chuan may be a centuries-old exercise, but the benefits are still potent and highly effective for many. It continues to grow in different parts of the world because of its holistic approach to wellness. Since it is ideal both for the young and old, you can learn it at any phase of your life. If you are looking for an activity that will relax your body and mind while improving your concentration, Tai Chi is the best choice. You will develop flexibility and allow the internal energies to flow while you align yourself in harmony with the universe!
Doing Business in China
4th Edition
By Tim Ambler, Morgen Witzel, and Chao Xi (2018)

Change in China since the publication of the first edition in 2000 is tremendous, though subsequent editions have kept pace with this development. China is an international market, sharing the common basics of business culture. The new edition of this essential business book provides guidelines to non-Chinese business people to help them understand the context of business in China, and includes business practices, markets, negotiations, and networks.

The book provides a detailed guide to marketing and managing business operations in China. It includes several factors that contribute to the success of a business, with topics of discussion such as issues in marketing, various notable products, their pricing, and includes business practices, markets, negotiations, and networks.

The book also emphasizes how to compete effectively in China, the world’s most competitive market. Business opportunities in China are extensive due to the fact that it is home to one-quarter of the population of the world. On the other hand, China is well known for its complexities of culture and government, and this book will help foreign and multinational businesses to understand the current development stage in China, and to develop efficient strategies to compete successfully. Since there is constant evolution in China, this fourth edition of the book Doing Business in China will be a valuable guide for international students of Chinese business and for business people who hope to do business in China.

In China做生意
第4版
自2000年第一版出版以来，中国发生了巨大变化。本书的第四版为外国商人了解中国的变化提供了指导。

本书修订了包括诸如产品分销、广告宣传、市场营销、如何选择合作伙伴和如何进行谈判，以及如何与中国政府打交道等。此外，还列出了中国商业环境变化的特点，为希望在中国开展业务的外国企业和个人提供了一般指导。

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Limiting the Impact of the Coronavirus Spread

By Morgan Brady
On 31 December, 2019, WHO was alerted to several cases of pneumonia in Wuhan City in the Hubei Province of China. The virus that caused this did not match any other known viruses. The local health authority later identified it as a new virus named 2019-nCoV belonging to the family of Coronaviruses, which includes the common cold virus and viruses such as SARS and MERS.

Nearly 60 million people are under partial or full lockdown in Chinese cities. Moreover, the virus has spread globally to more than 25 countries. The number of infections and deaths related to the outbreak of this mysterious virus in China keeps rising, but economists and analysts have counselled caution, saying it’s too soon to sound the alarm about the impact on the global economy.

China’s authorities have confirmed that the virus can be transmitted by “respiratory droplet transmission” or by touch. Some types of coronavirus viruses are more transmissible, and others are not.

Origin of the Coronavirus
There are two possible origins of the coronavirus. Both MERS and SARS, two deadly respiratory diseases caused by this virus, were also suspected to have been caused by bats.

Scientist Race to Produce a Coronavirus Vaccine

Government scientists, as well as scientists in the US and Australia, are working on producing a vaccine to stop the spread of the coronavirus. The hunt began on 10 January, when Chinese scientists posted the genetic makeup of the virus on a public database. Following this, researchers at the National Institutes of Health’s Vaccine Research Center in Maryland pinpointed the letters of the genetic code that could be used to make a vaccine.

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Foreign companies with significant footprints in China, such as Toyota, Hyundai, Airbus, McDonald’s, Starbucks, Boeing and Disney, are suspending operations, and many countries are instituting travel restrictions as they respond to the outbreak of the coronavirus.

As of Saturday morning, February 8th, China has over 43,500 confirmed cases of the Wuhan coronavirus, leading to 722 deaths, and it has 724 deaths and infected nearly 33,000 persons worldwide.

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CONCERNS INCREASE THE OUTBREAK’S ECONOMIC IMPACT

After sharp losses around the world, investors continue to assess the long-term economic effects of the coronavirus epidemic. Currently, the coronavirus is the Number 1 threat to financial markets as global investors are becoming jittery regarding the uncertainty. Investors have abandoned stocks in Asia, while markets in Europe have steadied. In the United States, the S&P 500 was up by more than 1%. Japan’s and South Korea’s stocks fell as futures trading in China slumped. Money poured into safe-haven assets like gold and pushed up the value of the USD.

THE ECONOMIC IMPACT ON CHINA

Due to the virus, China and other Asian economies face losses in the aviation, retail and entertainment sectors. Touted as China’s Chicago, fast-growing Wuhan was expected to record a regional economic growth rate of up to 7.8% in 2020, according to local government estimates. This would make it a key pillar of growth in China’s sluggish economy, which is expected to grow by 6% according to central government figures. However, the Coronavirus outbreak could erase 0.5–1% points off China’s GDP growth this year against a baseline forecast of 5.9%. The total value of imports and exports reached 244 billion yuan ($35.3 billion) last year, a record high that was 13.7% above the previous year and accounted for 61.9% of Hubei province’s overall foreign trade value. The Finance Ministry and the National Health Commission have extended 60.33 billion yuan ($8.74bn) to help contain the virus.

The markets opened on Monday on a decline following the lunar year holiday. The Chinese government prevented short selling and notified brokers of this to hinder further decline. It remains to be seen what other measures the government will take to offset the negative effects.

CONCLUSION

The outbreak will have a negative impact in China, but the lack of understanding about how the virus spreads and how bad it might be is adding uncertainty to the mix and compounding investor concerns.

The Chinese economy and the stock market have trembled following the outbreak, causing significant instability in the country. In order to stimulate the economy, the government needs to reduce the tax burden for small and medium-sized enterprises, among other measures. For the time being, the impact of the disruption to various businesses will be coupled with the psychological impact of fear and panic. Those effects will most likely ease, but gradually, rather than suddenly, and in the meantime, the government will have to race against time to limit the impact.
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