

JN
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TIANJIN TODAY 2014/06

纸媒在数字时代的自救

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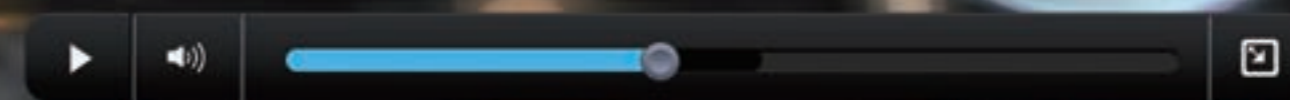
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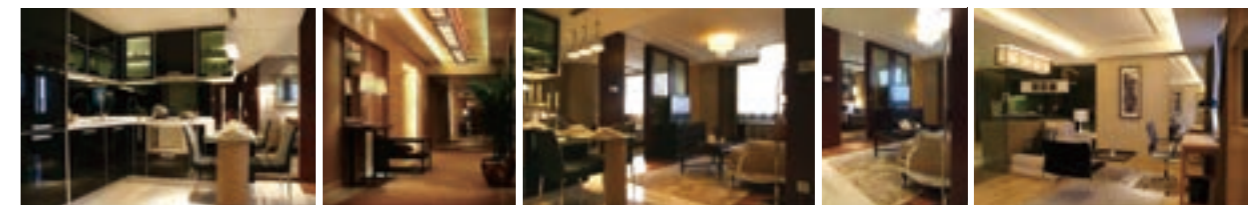
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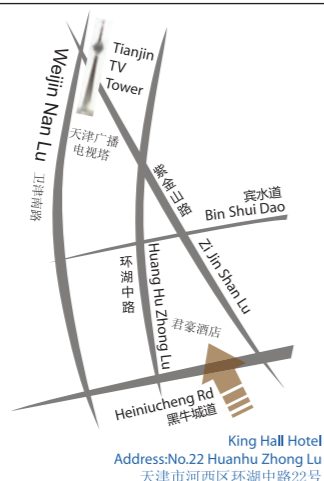
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Letter from the Editor

June is the Dragon Boat Festival holiday. In Chinese, called Duan Wu Jie 端午节 occurs on the 5th day of the 5th month on the Chinese Lunar calendar. This year, it occurs on June 2.

We are now fully into the summer season as temperatures will be high and we look forward to cool Tianjin snacks.

In this issue we will look at summer treats in the South City Food Street 南市食品街 at the corner of RongYe Street 荣业大街 and ShenYi Street 慎益大街.

Our feature article this month is centered on the evolution of Print Media, how it has become part of our life and how it is changing. This is also in commemoration of the 30th anniversary of Jin Magazine's parent company, the JinWanBao "今晚报".

It truly is amazing how the media has changed and becomes a major part of our everyday life. Just a few decades ago, we would need days to receive details of news events and international stories. Now, we can receive details almost instantaneously and even become the reporter by downloading directly to the Internet. As you can see from the article about the recent controversy in Hong Kong where a mainland tourist couple that had their 2 year old videoed peeing and the posting on the Internet caused a major event.

This is also the month for the Gao Kao 高考, the Higher Education Entrance Examination for over 10 million grade 12 students that hope to enter University. This 3-day examination is held throughout China and puts an incredible pressure on the students and their parents. We at Jin Magazine wish the Tianjin students all the best in these upcoming exams.

六月有一个很重要的节日-龙舟节。龙舟节又称端午节，中国传统节日，每年阴历五月初五，今年是阳历6月2日。

进入六月天气逐渐攀高，推荐你去天津的南市食品街转转，看看那里有什么超赞的天津小吃。

本期的专题是关于纸媒的故事，透过文章让我们一起了解纸媒是如何影响了我们的生活并发生改变。今年也是今晚报诞生的第30个年头。

媒体的发展是迅速的，不知不觉它已经成为我们日常生活中不可或缺的部分。几十年前，那些我们需要很多天才能知晓的国际事件，在今天，根本就是弹指之间就可以获悉它的始末。比如最近那起大陆两岁儿童在香港街道内急的事件，几乎就是同时被报道了出来。

本月恰逢高考月。据悉今年参加高考的学生将超过1000万人次。三天的考试，对于家长和学生都是前所未有的压力。《今日天津》也在这里祝愿所有的考生完美发挥，取得理想好成绩。

Monica Wang



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以上荣誉顾问按姓名首字母顺序排列, 排列不分先后。

TIANJIN NEWS

Tianjin set to surpass Hong Kong's GDP next year

天津GDP明年或超港

继上海和北京之后, 中国大陆人均收入水平最高的城市——天津, 预计最快将于明年成为经济规模超过香港的第三个内地城市。上海和北京分别在2009年和2011年超过香港。根据天津去年11.5%的增长率及对香港GDP和人民币汇率的平均预期, 预计天津也将超过香港。天津不但是大宗商品的集散地, 也是一个不断发展的制造业基地。根据最新的国家统计局数字, 2012年时天津人均收入为93173元(14944美元), 比北京高出7%左右。同年香港的人均收入为36736美元。天津邻近北京, 两座城市有高速铁路相连, 全程不到40分钟, 一些规划者呼吁将邻近的河北省融入京津冀都市圈。

Tianjin, the city with the highest per capita income in China, is poised to pass Hong Kong in economic output as soon as next year, following Shanghai and Beijing. Shanghai overtook Hong Kong in 2009. Beijing did likewise in 2011. Tianjin's move is based on last year's growth rate of 11.5 per cent and average estimates for Hong Kong's gross domestic product and the yuan in surveys. Ten years ago, Tianjin's economy was about a quarter the former British colony's size.

"It's got ports, it's got oil, it's got a bit of everything, while Hong Kong is basically a trading post with finance and the services," said James McGregor, greater China chairman for advisory firm APCO Worldwide. "It's just another look at the scale of China and the incredible urbanisation and the growth of the cities." Tianjin, with about 14 million people, or twice Hong Kong's population, is a shipping hub for commodities and a growing manufacturing site.

Airbus Group put its first final-assembly line outside Europe in the city. Toyota Motor is adding 50,000 units to its local capacity this year.

The city's government has for several years been leading development of districts modelled on Manhattan, complete with lookalikes of Rockefeller and Lincoln centres. Per capita income in Tianjin was 93,173 yuan (HK\$117,049) in 2012, about 7 per cent more than Beijing, the No.2, according to recent National Bureau of Statistics data. By comparison, average income in Hong Kong was HK\$284,770 that year.

Tianjin's proximity to Beijing - the two are connected by a high-speed train ride of less than 40 minutes - has China's top economic planners looking at ways to mitigate overcrowding and traffic. Some urban planners have also called for integrating nearby Hebei province into the "Jing-Jin-Ji" mix.

Hand painting postcards of Tianjin become internet hit

“笔尖上的天津”手绘图网络走红

近日, 一组“笔尖上的天津”手绘图在网络上走红, 网友纷纷转载并预订明信片, 很多人都称, 被美图勾起了自己的天津回忆。

A group of hand-painted postcards featuring scenic spots in Tianjin made by five college seniors have received very positive comments from Chinese social media users. The five will graduate from the Foreign Language Institute of Nankai University this June. Before they leave Tianjin for other cities, they decided to make a set of postcards to express their love to Tianjin - their second hometown. During the special senior trip, they visited almost all the landmarks and many other memorable places they used to have fun together in Tianjin. They have received nearly 300 online orders for the postcards in two days.

TIANJIN NEWS

Chinese zongzi banned from 22 countries

23个国家和地区禁止大陆粽子入境

端午节时节, 市民如想携带、邮寄粽子出入境, 需事先了解目的地国家对携带物、邮寄物的检疫要求, 详细名录内容可查询国家质检总局动植物网站。据悉, 至少23个国家和地区是禁止或部分禁止中国大陆粽子入境的, 其中日美英等6国是禁止肉粽子或蛋黄粽子入境, 新加坡允许粽子从中国大陆入境或邮寄, 但香港邮寄或入境是被禁止的。

Zongzi is one of the better traditional Chinese festival treats, but apparently the rice dumplings aren't as well loved abroad. If you're traveling and were planning on bringing the Dragon Boat Festival treats with you, well you have some unpacking to do.

Twenty-three countries and regions have banned travelers from bringing in any kind of the traditional Chinese food over fears of infectious diseases. The countries that will take the tasty treats off you are: Germany, France, Spain, Switzerland, Denmark, India, Indonesia, Brazil, Qatar, Hungary, Belgium, Russia, Congo, Saudi Arabia, Uruguay, Czech, the Philippines, Estonia, Burma, Mexico, Korea and Taiwan.

Other places have more relaxed bans and only disallow egg or meat-filled zongzi. Those six are Australia, New Zealand, UK, USA, Canada and Japan. In Singapore, you can bring or post zongzi from Mainland China, but not from Hong Kong.

Of course, you can make them once you get back home. If you're that dedicated to bringing zongzi to your loved ones, then these cooking courses are exactly what you need.

Tianjin to restrict vehicle use to curb pollution

天津采取限号措施缓解空气污染

天津政府规定, 严重雾霾天气将限制机动车上路数量, 以此缓解空气污染状况。如果持续出现污染天气, 天津将通过限号的方法减半出行的车辆, 以及停止工厂工地和一切大型户外活动, 且学校停课一天。

上个月天津颁布了禁令, 禁止天津地区再建钢铁和水泥工厂, 该做法符合去年中央政府发布的关于禁止在重点工业中心地区设厂生产的条文。

经济增长一直是国家的头等大事。但就此引发的环境污染俨然已经成为公众最关心的问题。当然政府也在极力改善这个问题。

The government of the industrial city of Tianjin in northern China will limit the number of vehicles allowed on roads during heavy smog, state media reported on Monday, in the latest attempt to fight pollution.

On days of severe pollution, Tianjin will halve the number of vehicles allowed on roads by restricting licence plate numbers, as well as halt construction and manufacturing activity, close schools for the day, and halt large-scale outdoor activities, the official Xinhua news agency said.

China has vowed to reverse the damage done to its environment by decades of untrammelled economic growth, and has identified the region of Beijing, Hebei and Tianjin as one of the key targets of a programme to curb big industries like steel, thermal power and cement, all major sources of smog.

About one third of the pollution in Beijing, whose often choking smog has been dubbed the "airpocalypse", comes from outside the city, a pollution watchdog said last month.

Last month Tianjin banned new steel and cement plants, following similar statements from neighboring Hebei province and Beijing, and in line with a central government plan last year to restrict new manufacturing in key industrial centers.

Economic growth has long topped China's political agenda. But public anger over pollution has sparked protests and the government has now vowed to impose its will and make cleaning up the environment its priority. Even so, authorities often struggle to bring big polluting industries and growth-obsessed local authorities to heel.

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WHAT'S ON

Tianjin Grand Theatre

Western Shore Museum

Tianjin Concert Hall

EXPO

Don't Miss

06/01-05

Drama: White Deer Plain
话剧:《白鹿原》
演出:北京人民艺术剧院
19:30



Culture Center, Pingjiang Dao, Hexi
Tel: 83882000
天津大剧院 河西区平江道文化中心

06/02

Children's Play: Rumba Sur La Lune
法国儿童剧《月亮上的小老鼠伦巴》
演出:法国Marizibill剧团
15:30&19:30

Culture Center, Pingjiang Dao, Hexi
Tel: 83882000
天津大剧院 河西区平江道文化中心

06/06, 07

Physical Theatre: The Immediate
肢体剧:《此时此刻》
演出:法国Imm é diat团队
19:30

Culture Center, Pingjiang Dao, Hexi
Tel: 83882000
天津大剧院 河西区平江道文化中心

06/07

Mime Show: Everyone is Unic
默剧:独一无二的你
演出:菲利普·比佐
20:00



Western Shore Museum
No.3 Youyi Bei Lu, Hexi
西岸艺术馆 河西区友谊北路3号
Tel: 022-23263505

06/08

Concert by Wiener Symphoniker
维也纳交响乐团音乐会
演出:维也纳交响乐团
19:30



Culture Center, Pingjiang Dao, Hexi
Tel: 83882000
天津大剧院 河西区平江道文化中心

06/09

Joerg Demus Piano Solo Concert
约尔格·德穆斯钢琴独奏音乐会
19:30

Culture Center, Pingjiang Dao, Hexi
Tel: 83882000
天津大剧院 河西区平江道文化中心

06/11

Ballet: Jane Eyre
芭蕾舞剧《简·爱》
19:30

Culture Center, Pingjiang Dao, Hexi
Tel: 83882000
天津大剧院 河西区平江道文化中心

06/21

2014 Chen Qizhen Concert Tianjin Station
2014陈绮贞时间的歌演唱会天津站
19:30



Tianjin Olympic Center
Tel: 400-818-3333
天津奥林匹克体育中心

06/13

Dance Drama: The Banquet
舞蹈《夜宴》
19:30

Culture Center, Pingjiang Dao, Hexi
Tel: 83882000
天津大剧院 河西区平江道文化中心

06/14

Zou Xiang Piano Solo Concert
邹翔钢琴独奏音乐会
19:30



No.88, Jianshe Road, Heping
和平区建设路88号
Tel: 23320068

06/15

CARiSMA Double Guitars Concert
卡雷斯玛双吉他音乐会
19:30

Culture Center, Pingjiang Dao, Hexi
Tel: 83882000
天津大剧院 河西区平江道文化中心

06/28

2014 Xu Wei The Moment Tianjin Concert
2014许巍「此时此刻」天津演唱会
19:30



Tianjin Olympic Center
Tel: 400-818-3333
天津奥林匹克体育中心

06/21

Chamber Orchestra Concert
交点室内乐团音乐会
19:30

No.88, Jianshe Road, Heping
和平区建设路88号
Tel: 23320068

06/22

Classic Songs Chorus Concert
康定情歌—经典名曲合唱音乐会
演出:北京节日合唱团
19:30

No.88, Jianshe Road, Heping
和平区建设路88号
Tel: 23320068

03/22

Concert by Kalamazoo Youth Symphony Orchestra
美国卡拉马祖青年交响乐团音乐会
19:30

No.88, Jianshe Road, Heping
和平区建设路88号
Tel: 23320068

06/25, 26

Circus Stage by Russian State Circus
马戏舞台剧《森林熊兵》
演出:俄罗斯国家马戏团
19:30

Culture Center, Pingjiang Dao, Hexi
Tel: 83882000
天津大剧院 河西区平江道文化中心

06/27

Joe Hisaishi and Miyazaki Hayao Cartoon Works Audio-visual Concert
天空之城—久石让与宫崎骏动漫作品视听音乐会
19:30

No.88, Jianshe Road, Heping
和平区建设路88号
Tel: 23320068



06/27

String Quartet
青花·中国印象——弦乐四重奏音乐会
演出:西岸新古典室内乐团·田园组合
20:00

Western Shore Museum
No.3 Youyi Bei Lu, Hexi
西岸艺术馆 河西区友谊北路3号
Tel: 022-23263505

06/28

Erhu Concert
红梅花开—于红梅生二胡音乐会
演奏:于红梅等
19:30

No.88, Jianshe Road, Heping
和平区建设路88号
Tel: 23320068

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Print Media Goes Digital

By David Wong and Carmen King

纸媒在数字时代的自救

今年是《今晚报》创刊30周年。1984年7月1日，第一份《今晚报》面世。作为国内著名报纸品牌，《今晚报》如今是名副其实的“世界级报纸”，连续八年进入世界报业协会评出的“世界报业百强”，2010年排第49位；2013年在《亚洲品牌500强》中，《今晚报》作为天津地区唯一媒体品牌荣登该榜，位列第399位；今晚报连续10年获得中国500最具价值品牌，2013年品牌价值达80.28亿元。

在新时代，《今晚报》也面临着网络等新媒体的冲击和如何赢得年轻读者的挑战。我们这次就来看看纸媒的历史、互联网媒体的进化以及未来的媒体走向。

印刷术起源于中国。公元200年的时候，中国人开始把图案刻在木块上并印于丝绸之上。直到公元1000年，毕升才发明了活字印刷。

德国人Johannes Gutenberg被公认为现代出版印刷之父。他的发明让知识可以大范围传播。第一本大规模印制的图书是《圣经》，当时的售价是30个金币，相当于普通人3年的工资。

印刷技术迅猛发展。但由于汉字的特殊性，当时大规模印刷在中国不能有效开展。中文并不像英语只有26个字母，可以随意组合成单词。所以，这个德国人的工作要简单很多，只需要搞定26个字母就能发明印刷术，而中文有成千上万个汉字，要制作同样多的字块，这是多大的工程啊！

中国的第一份报纸是2000多年前西汉初期问世的《邸报》，是一份只针对官员发行的报纸。随着大众对知识的渴求，越来越多的信息和报道开始向民众公开，而报纸就是一个载体，向大众传播可靠、及时的信息，同时成本相对较低廉。

在世界范围内，报纸的主要收入来源是发行。每个大城市都会有针对不同人群和市场的多种报纸。在北美，卖的最好的通常是八卦类报纸。

过去，在广播电视出现之前，报纸是最快捷和廉价的信息来源。在战争年代，报纸是最可靠的消息来源。人们对报纸上的消息深信不疑，因为和道听途说的小道消息相比，印在纸上的内容更可信。

慢慢地，媒体的观点更为开放，更能反映公众的心声，成为大众各抒己见的平台。每一份报纸也都有自己的态度，对同一件事的报道角度中，你就能看出不同报纸的政治观和道德观。

报纸至今仍然是我们生活中重要的一部分。比如，人们登机后第一件事就是要一份报纸。酒店的大厅、客房以及餐厅咖啡厅都会摆放最新的报纸供客人取阅。

但是，报纸的命运在最近几年也发生了巨变。由于订阅量下滑，很多报纸都推出了电子订阅和网站竞争。实体书店也面临同样的问题，人们越来越多地转向手机和平板电脑阅读。

我认为，这种变化是阅读需求的变化。过去人们追求的是坐在舒服的地方，享受阅读的乐趣。而现在人们追求的是快捷和方便。虽然我那些上了年纪的朋友们还是更喜欢把书捧在手里，闻着墨香的感觉，但我相信纸媒真的快到寿终正寝

的时候了。

那么纸媒应该如何自救呢？首先，纸媒应该意识到世界已经变了，而且是翻天覆地的变化。每天等着报童来送报的日子一去不复返了。人们只想知道此时此刻发生了什么，谁能告诉大众，谁就是媒体的王者。

没有人会等你按照传统的套路采、编、校、印，最后把报纸送到人家手里。所以，传统的纸媒就必须与时俱进。

今晚网是晚报集团应对互联网时代推出的第一个网络媒体平台。登录到www.jwb.com.cn，你会发现它涵盖的内容比报纸丰富得多。除了文字，网站上还可以上传海量图片和视频。人们可以随时随地看到这些信息。

除此之外，运营电子媒体的成本要低得多。以在天津生活的外国人来说，他们获取信息的渠道主要通过网络和电子媒体，而花费几乎为零。

曾经的传媒老大如果要在网络世界继续称霸就要在内容上与时俱进，因为人们已经不再满足于静态的信息，而是需要更多视觉冲击。

在《今晚报》的网站上，我们在简介中看到这样的办报宗旨“天津资讯，快速全面”。要做到这一点，《今晚报》必须整合各种技术平台和媒体类型，包括数字报纸、在线商务等。如果仍然拘泥于传统的印刷模式，《今晚报》很难在这个新时代实现自己的宗旨。其实，全球的主要通讯社都已经意识到，现在的问题不是“我们要不要做电子媒体”而是“如何最有效地把内容发布到传统、数字两个平台上”。

在电子内容上，《今晚报》没有只停留在制作电子报纸上，他们还运用了其他电子媒介来发布新闻。《今晚报》有自己的微博，目前的粉丝有七十多万，和报纸发行量基本持平。微博上发布的信息更具时效性，可实现实时阅读，而且篇幅较短，方便读者消化。《今晚报》还开发了自己的手机客户端，能够更为直接地将内容推送给订阅读者。

然而，随着各大纸媒全方位开发电子发布平台，传统的纸质报纸就真的要消亡了吗？纸媒已经存在了几百年，对传播智慧和文明起到了不可替代的作用。无论数字化在节约成本方面有多大的优势，彻底关闭纸媒对人类来说终究是个损失。

我们不能否认在这个时代，并不是每个人都拥有数字设备或会使用数字设备。如果只是因为没ipad就剥夺一个人阅读和学习的机会是不公平的。对于生活并不富裕的人来说，印刷品更容易获得。

随着时间的推移，技术的日新月异让文字以更加多样化的形式呈现出来。从前需要几个小时传递的信息现在只要几微秒就可以到达。过去只能用文字记录的记忆现在可以用高清视频进行数字化储存。在世界任何一个国家，印刷媒体和数字媒体都在不断做着联姻。走过30年历程的《今晚报》仍然算是个年轻人，她也借助着不同的媒体形式向世界发出自己的声音。

On July 1st, 1984 the “JinWanBao” 今晚报 literal meaning: “Today’s Evening News” was started. We congratulate this Tianjin newspaper celebrating its 30th anniversary next month, looking back at an impressive and successful history, becoming a daily publication of 12 to 16 pages and a daily circulation of over 700,000 copies.

The paper features important current events, economic news, social commentary, entertainment events, sports news, and unique supplements.

JinWanBao is not only a successful local paper but is recognized internationally. For the last eight consecutive years, it has earned a place in the prestigious Top 100 Newspapers of the World, as voted by the World Association of Newspapers. In 2010 it was ranked 49th by the Association. In 2013, JinWanBao was on the list of Top 500 Asian Brands, as the only media brand in the Tianjin region and ranked 399th.

JinWanBao has become the Top 500 Most Valuable Brands in China for the last 10 years; the brand value was as high as 8.028 billion yuan in 2013. JinWanBao has 20 overseas editions, covering 19 cities across 16 countries on five continents, with a weekly circulation of 500,000 copies. There is strong

local competition in Tianjin for delivery of news to the public in an accurate and timely manner; JinWanBao plays a leader role in this market with over 200 editors and journalists.



The debut issue of Jin Wan Bao

JinWanBao faces new challenges in the future with the advent of electronic media and the need to address the needs of a modern

readership and providing news on line: www.jwb.com.cn

In this feature article, we will look at the history of the print media and the progression to electronic media and what the future holds.

It is common knowledge that Printing was one of the early inventions of China. There are “Four Great Inventions” related to China and Printing is one of these four. The other three inventions are: Papermaking, Gunpowder and the Compass. In 200AD, Chinese printing was accomplished with wood blocks transferring images onto silk. This meant every image was created and used to make copies. It wasn’t until 1000AD that Bi Sheng invented movable type and enabled printing to be changed depending upon the new subject or news.

Johannes Gutenberg of Germany is recognized as the inventor of the modern printing press in 1450 and enabled the mass distribution of knowledge to the general public. The first mass-produced book was the Bible, and sold for 30 Florins (gold coins) about 3 years salary for a common person. There are 48 original copies still in existence today and most are incomplete. A complete copy is estimated to be worth about \$25 million or 150 million remimbi.

Printing techniques improved very quickly and it is estimated that there were one million books available by the end of the 15th century and this number was increased to over one billion by the 19th century. The biggest problem in advancing mass printing in China was the uniqueness of Chinese characters where each character is a word and there is no alphabet compared to the Western form of 26 letters to make up words.

Chinese scholars have traditionally classified the Chinese characters as HanZi 汉字 into six classifications.



Movable type printing

The first two types are "single-body", meaning that the character was created independently of other characters. "Single-body" pictograms and ideograms make up only a small proportion of Chinese characters. More productive for the Chinese script were the two "compound" methods, i.e. the character was created from assembling different characters. Despite being called "compounds", these are still single characters, and are written to take up the same amount of space as any other character. The final two types are methods in the usage of characters rather than the formation of characters themselves.

The first type, and the type most often associated with Chinese writing, is pictograms, which are pictorial representations of the morpheme or smallest grammatical unit, represented, e.g. 山 for "mountain".

The second type is the ideogram or a graphic representation that attempts to visualize abstract concepts, such as 上 "up" and 下 "down". Also considered ideograms are pictograms with an ideographic indicator; for instance, 刀 is a pictogram meaning "knife", while 刃 is an ideogram meaning "blade".

Radical compounds in which each

element of the character hints at the meaning. For example, 休 "rest" is composed of the characters for "man" (人) and "tree" (木), with the intended idea of someone leaning against a tree, i.e. resting.

Radical-phonetic compounds, in which one component (the radical) indicates the general meaning of the character, and the other (the phonetic) hints at the pronunciation. An example is 樑 liang, where the phonetic 梁 liang indicates the pronunciation of the character and the radical 木 ("wood") its meaning of "supporting beam".

Characters of this type constitute around 90% of Chinese logograms.

Changed-annotation characters are characters, which were originally the same character but have changed through time and usage by different groups. For instance, (樂) 乐 can mean both "music" yue and "pleasure" le.

Improvisational characters (literally: "improvised-borrowed-words") come into use when a native spoken word has no corresponding character, and hence another character with the same or a similar sound (and often a close meaning) is "borrowed"; occasionally, the new meaning can supplant the old meaning. 自 used to be a pictographic word meaning "nose", but was borrowed to mean "self". It is now used almost exclusively to mean "self", while the "nose" meaning survives only in set-phrases and more archaic compounds. Because of their derivational process, the entire set of Japanese Kana can be considered to be of this type of characters, hence the name kana (仮名 is the Chinese name for this type).

So you can see that Gutenberg had a relatively easy time with only 26 letters to contend with, while the Chinese had tens of thousands of individual characters that

needed to be typeset. This all changed with the advance of computerization and elimination of typeset. Although if you watch someone typing Chinese characters today, it is still more complicated than writing English. The Chinese character still needs to be "drawn" or created. The most common method is using pinyin with English letters or writing the Chinese character on a screen sensitive tablet then choosing the correct character.

Printed books evolved into Paperbacks, which cost less than Hardcover books and were easier to carry. The early 19th century saw numerous improvements in the printing, publishing and book-distribution processes, with the introduction of steam-powered printing presses, pulp mills, automatic type setting, and a network of railways. These innovations enabled the likes of Simms and McIntyre of Belfast, Routledge and Sons (founded in 1836) and Ward & Lock (founded in 1854) to mass-produce cheap uniform paperback editions of existing works, and distribute and sell them across the UK and Ireland, principally via the common WH Smith & Sons newsagent found at most urban British railway stations. These paper bound volumes were offered for sale at a fraction of the historic cost of a book, and were of a smaller format (110x175mm) aimed at the railway traveller. The Routledge's Railway Library series of paperbacks remained in print until 1898, and offered the traveling public 1,277 unique titles.

The origin of the newspaper in China was the TiPao 邸報 literally: News from the official residence, or often referred to as the "Palace Reports". These publications were initially only meant to be read by the bureaucrats and not the general public. It was later, when these reports were posted publicly and included news events that greater circulation was developed. Another factor was as literacy increased, the general public wanted access to greater knowledge and the newspaper was a vehicle that provided timely reliable information and useful current events including weather and business at a reasonable cost.

The revenues for newspapers come from circulation subscriptions, newsstand sales and advertising. Major cities usually have several different types of publications to address different consumers and different markets. Morning publications try to catch the readers on their way to work and evening publications are meant for home readers on their leisure time.

Subject contents vary also, news, business, sports and entertainment. In North America, one of the most popular publications is the Gossip paper that feature stories about

The days of waiting for your newspaper boy to deliver the news are long gone.

celebrities. Some of the eye-catching headlines are very extravagant and frankly ridiculous such as one paper that showed a picture of a pregnant woman claiming the father was an alien. These papers are referred to as "Supermarket Tabloids" because they are found mainly near supermarket checkout stands.

In the past, newspapers were the fastest and cheapest way to disperse news before radio and television and now the Internet. During the times of war and especially in overseas, this was a reliable way to read accurate information. It was also regarded as true because it was in print. Governments also started many newspapers so this was considered sanctioned or approved by the government leaders.

The media has now become more liberal and reflect the public opinion in the form of editorials and letters from the public that can become a public venue for criticism or an opposing viewpoint. The newspaper is also a good reflection of the society that it represents and services. You can tell the political or ethical nature of the newspaper by how it reacts and reports on local issues. One of the more controversial stories was the recent reporting of a Chinese student travelling in Europe and defaced a famous antique relic. The public response that ensued was very interesting and stimulated various points of views.

One feature of a newspaper is, unlike a book or magazine, its stories are short and meant to be read in a few minutes, giving facts and situational analysis and can be put aside to be continued at a later time. Newspapers also rely on Wire Services, a central agency that supplies recent stories in order to avoid duplication and errors in reporting and write in a common format so that all presentations are similar. In the USA, the largest is Reuters and Associated Press; in China, it's the XinHua News Agency 新华通讯社 and the China News Service 中国新闻社. The newspaper layout is actually designed to have short columns to keep the eye retention in a smaller space and enable the reader to grasp the story at a glance.

Newspapers are still an important part of

our society as we can see it is the first item sought for when boarding a plane. Papers are also still prevalent in hotels and delivered to guestrooms and available in the restaurants and bars. However this is changing quickly.

Subscriptions for the paper copies are declining and many newspapers are providing on-line subscriptions to compete with on-line and web services. Costs for advertising on-line is also comparatively cheaper than print advertising. The same is true for books. The number of bookstores are dwindling as the public is drifting to electronic books and the advance of smart phones and tablets. One argument could be that this new electronic age is helping to reduce waste and the need to cut down trees to print books and newspapers.

But I think the argument goes beyond this. We are in a new age of information, where the old habits of sitting down and enjoying the comfort of reading a good book is outweighed by the convenience of accessing information and efficient storage via an electronic device. I still hear friends, mostly older ones, over 50, that say they prefer the feel of a hard cover book and the smell of print and paper when they visit an old bookstore. It may be hard to compare the feel of turning a page on a book or the accomplishment of finishing a newspaper crossword puzzle or the Sudoku game usually next to the comics' page. But the days for the past print media may be numbered.

With such rich history, how could print media end up on thin ice? Put simply, the scene of the world is changing. Not to mention doing so at warp speed. These changes are fundamental, affecting the very core of humanity and society in general. Media, being based on such, naturally will also change. Few will deny these changes include



Digital newspapers on Jinwan website

a demand for instant access to nearly everything. The days of waiting for your newspaper boy to deliver the news are long gone. Now is about now. Knowing now what is going on now. Who can deliver such information is considered king. In a now versus later society, traditional print media requiring labor and time intensive production has had no choice but to stand aside as new digital media speeds by.

Time is now considered more precious than ever, and people in general demand instant gratification, thus the sheer idea of "waiting" for news, such as until the newspaper is written, read, proof read and printed is thought as utter lunacy. No one will stand for such delay in knowing what is happening "right now" around the world and in their local community. If the massive media entity known as "JinWanBao" was to delay delivery of news for the sake of "tradition", sticking to their roots of print vs. digital, no doubt long before now, it would have been left behind, licking its financial wounds all the way until bankruptcy. As a leading media agency JinWanBao has chosen to change with the times.

Upon visiting the home page of JinWanBao (<http://www.jwb.com.cn/>) you will discover much more than a newspaper. The site has a plethora of content, which is of course in digital form. Be it pictures, videos, or links to other sites, from a cost perspective and technological perspective, printing this content is impossible. JinWanBao is riding the digital wave and utilizing all that digital media has to offer. News can simply be released and received faster digitally than via print. For this reason the digital edition of JinWanBao allows more people access to the news when and where they want it.

The idea of simply “writing” some articles and printing them for the reader is long gone. You need text that moves, pictures that pop, and perhaps even a video that dazzles.

Outside of saving “time”, we hit the next major reason digital media, such as electronic books, magazines, or newspapers are so big, lower “cost”. Print media costs more than digital media. Be it in labor and time costs, or physical equipment and resources such as ink and paper, traditional print media is not “cheap”. Thus, in addition to delivering news to the news hounds faster, media houses can do so “cheaper”. This is considered by many as a win win for both the media agency and the media consumer. Folks around the world can get access to information digitally that would otherwise be unavailable if only printed. Not to mention the “delivery” cost and “receiving” costs of this digital media is often far less for both parties.

Any expat living in Tianjin knows the “cost” reduction related to digital media. Expats mainly rely on the internet and digital media to keep up to date with life and happenings abroad. How much do expats pay for all this digital content? It is often next to nothing or simply nothing at all. JinWanBao offers their digital edition online at no cost. Compare this to going to the newsstand and asking for a “free” print edition. In this respect, it seems like the consumer is benefiting even more than the producer as it relates to enjoying the reduced “costs” of digital media.

Be it due to saving “time” or “cost”, digital media makes sense. For these reasons and others, despite the nostalgia and sentimentality surrounding print media as discussed at the outset of this article, it appears digital media is here and staying. Not to mention, traditional print agencies must keep up with the times, not just being masters of print, but masters of the web. In addition to needing printing facilities and skilled staff to run this equipment, modern media agencies also need servers and sites rich with multimedia content. The idea of simply

“writing” some articles and printing them for the reader is long gone. You need text that moves, pictures that pop, and perhaps even a video that dazzles.

A browse of JinWanBao’s website will reveal what role digital media is playing with news agencies around the world. Consider what is said in the “About Us” section of JinWanBao’s website, namely to deliver on this benchmark: “Comprehensive and Timely Information on Tianjin”. To do so, JinWanBao must leverage many different corporate entities along with many different technology platforms and media types, to include: digital newspaper, online business, pictures, audio, video, etc. If JinWanBao restricted itself to print and print only, this goal of “Comprehensive and Timely Information on Tianjin” would be nothing more than an unfulfilled dream. Could JinWanBao really be considered as providing “comprehensive” and “timely” information on Tianjin if we were all waiting around for the paperboy to bring us the daily print edition of the newspaper? From this perspective, media agencies around the world have realized the question is no longer an either/or, that is ‘should we produce digital content or print content?’ rather the question is, what is the most effective way to blend the production and delivery of content in both digital and print format.

As it relates to digital content, for many newspapers, it doesn’t stop with having an “online” edition. Rather, likely they will employ cross marketing and even releasing “news” via other digital mediums. An example of this is JinWanBao having a WeiBo account. WeiBo is the major blogging platform inside China. JinWanBao’s WeiBo account (<http://weibo.com/27509527>) currently has over 727,000 fans. Being digital,

it lets pictures be distributed fast and cost effectively. Not to mention fans of the WeiBo page can browse content “anytime anywhere” via their computer or mobile device. This again can’t be said of print, as once it’s printed, at least until the next edition, nothing is being “updated in real time”, nor are we likely to be carrying our newspapers with us 24 x 7. Cell phones and iPad’s rarely leave our side, folks can be online virtually anywhere. Therefore, inherently listing content online instantly increases a media agency’s “market coverage”. WeiBo and blogs help media agencies alike to give news in “bite sized” chunks. It is far less intimidating to read a quick blog post than read an entire news article. Thus having a WeiBo account not only makes sharing JinWanBao content more convenient but it also breaks down some of the time barriers associated with catching up on the news.

JinWanBao also provides an E-Paper (<http://epaper.jwb.com.cn/>). A few benefits of the E-Paper versus the printed paper are that photos can be zoomed in on and text size can be enlarged with a click of the mouse or finger gesture. In this respect reading your daily edition of JinWanBao digitally actually makes more sense for friends with less than perfect eyesight. Perhaps the days of someone using a magnifying glass to “read the newspaper” are becoming fewer and fewer if they are able to learn the basics of getting online. Not to mention links to these online articles can be shared instantly with friends and family. Plus there is no need to “dip out the article” and save it somewhere. Simply bookmark the page to re-read it online at another time, or save an off-line copy. “Newspaper clippings” so popular in yesteryears are being replaced with the tree-friendly digital version.



The younger generation have abandoned paper media.



Print media have gone digital

Last but not least, on the topic of digital media are mobile apps. Be it KFC or Starbucks, it is becoming harder and harder to find a big brand that doesn’t have their own mobile app in iTunes or the Android market. JinWanBao is also keeping pace with the Jones’ in this respect as well, as they deliver digital content not just via their website and blog, but also have an Apple App available both for iPhone and iPad. Now mobile users can keep up to date without even opening their web browser.

With the list of “pros” related to digital media surpassing the “cons”, many major media agencies have a full folder of digital content. However this article has brought to light the evident need to keep the “old” while embracing the “new”. Print media has been around for ages, as it has been detailed earlier being an indispensable instrument in recording and passing on words of wisdom, essential to the survival of the human race. Were it not for the written word, humanity as a whole would exist in little more than an illiterate stupor, unable to learn from the past or prepare for the future. The pen and paper, along with the modern version of it, the printed word is irreplaceable. No matter how much savings in cost and time can be yielded by going pure digital, the bottom line is still a “loss” and not a “profit”. Digital media simply cannot completely replace print media.

No small proof of this can be found in the

countless of people who still in this digital day do not have or use a digital device. Yes, many still exist. The thought of someone somewhere young or old missing out on an opportunity to read, study, learn and progress simply because they don’t own an iPad or can’t surf the internet is simply unacceptable. Therefore, what initially appears to be the greater cost related to print media in the end works out. As the individual cost of the printed item is one pretty much anyone can bear. Especially if this printed item is given to the underprivileged soul at no charge. Making a book, magazine, pamphlet, or letter has been given free of charge to its reader. Yet, likely relatively far fewer “free” computers, smart phones or iPad have been given away with the sole purpose of enabling the person receiving it to be able to read the written words the world has to offer.

Yet, no matter how great the might of pen, paper and hard-copy printed media is, there are simply some places and sometimes that it fails us. Be it late at night when our loved ones are a sleep and the dim light of our iPad does not wake them, yet we can silently read our favorite book. Or when the call to travel abroad comes and we simply cannot haul our hefty hoard of hard-back classics. So too when we seek to move not simply with word, but with the power of picture, audio, video and more, printed media seems so still, lifeless and

incapable of packing the punch of a well produced digital piece.

Be it Chairman Mao’s Little Red Book also known as ‘Quotations from Chairman Mao Tsetung’, the beauty of poetry as portrayed by Shakespeare, the laws of the land as set forth in the Declaration of Independence or the best seller of all time the Bible, these literary works all exist due to the power of print. Via pen and paper or the modern printer press, a world without print is simply not the world we know. We are who we are today due to the printed word.

Yet lest us not stay stagnant clinging to what “was” instead of embracing what “is”. As time has passed, new and modern technology has emerged, enhancing what can and will be done with “words”. What once took untold hours to mail from one place to another can be shared in milliseconds via digital media. Memories which in the past simply could not be captured with anything other than text can now be preserved in vivid high definition video and accompanied by outstanding audio due to digitalization. From East to West the marriage of print and digital media can be seen at work. “JinWanBao” 今晚报 as it stands today, nearly 30 years young with a daily print distribution of over 700,000 and ironically likewise over 700,000 digital WeiBo fans proves in itself the power of old and new media joining together to inform the world.

海上人生

无论是在超市还是在饭馆里，你都能看见很多冒着气泡的水族箱，里面有各种各样的海鲜供人挑选。中国人对海鲜的热爱可见一斑。据统计，中国人每年人均会消费掉25公斤海鲜，而世界范围内这一数字只有16公斤。中国还拥有世界最大的捕鱼船和超过八百万渔民，捕获量是美国的4倍。

天津是中国北方重要的捕鱼区，提供了许多就业机会，丰富了本地人民的餐桌。今天，天津的沿海地区大多以旅游资源闻名，滨海航母公园、大沽口炮台和水上世界都吸引了很多游客。但其在沿海公路的后面还存在着许多的小渔村。来到北塘，你就能看到天津渔民捕鱼盛况，买到刚从海里打捞上来的新鲜海货。

老郭就是其中一位渔民，他和妻子靠打渔为生已经有20年了。他领我参观了他的渔船。驾驶室不大，但设施一应俱全，有GPS，无线电台和声纳仪。他们吃住都在船上，每天夜里出海，转天下午回来。他们收获的大都是皮皮虾，收成好的话一天能捕上200公斤。老郭夫妻俩每年要在船上生活九个月，但船上陈设十分简陋，完全没有家的感觉。我问老郭，孩子是否也愿意从事这个职业。老郭说他不愿意孩子再重复这样的生活，太苦太危险了！

老郭打来的鱼大都卖给了中间商。其余的时间，老郭夫妻还要修补渔网、做卫生以及购置生活必需品。总之，每一天都很忙碌。

在渔港附近有很多小饭馆，许多城里人都慕名而来享用新鲜又便宜的海鲜。老郭也会和其他渔民一起吃，互通有无。我以为他们之间是竞争的关系，但老郭说结伴打渔更安全些。拜祭妈祖娘娘，祈求一帆风顺也是必要的功课。

之后我打车来到大神堂，这是天津最古老的一个渔村了。老李家几代人都住在大神堂村，他介绍说，每到公共节假日他们经营的小饭馆都非常忙碌，因为要接待来自北京和河北省的大批食客。我们穿过这个拥有600多年历史的村子来到港口。这里比北塘还要大，停靠了130多艘渔船。

老李的渔船和老郭的差不多，因为港口就在村子里，所以他不必住在船上。村民老刘说，现在村里只有些上了年纪的人还在留守。每次打渔回来，家人都会热情迎接他们，女人们帮忙补渔网、把鱼拿到市场去卖，孩子们在一旁玩耍。

他们告诉我，现在打渔越来越难了。政府出台了各种措施，向海里增补鱼苗。老刘说，只要工作努力，收入还是不错的。

回去的路上我再一次经过那一段荒无人烟的小路。虽然这条路把这个古老的村庄和城市隔开，仍然抵挡不住现代文明的入侵。过度捕捞的压力和污染令他们的营生更加艰难。但只要肯吃苦，你会获得丰厚的海洋馈赠。对海洋的保护不仅关系着渔民的生计，还关系着这种古老的生活方式能否继续传承下去。

Life on the Sea

By Robert Watt

I expected fierce competition over their favourite fishing areas, but he says they share information because it's safer together.



Beitang harbour

design, their wooden hulls painted cobalt blue and their decks crammed with a paraphernalia of rust coloured tools, faded buckets and sun bleached ropes. Red flags flutter vigorously from each mast in the breeze. It looks traditional and picturesque.

Mr Guo has been fishing with his wife for 20 years. Despite looking as though his boat had been made decades ago, it's less than 5 years old. In the corner are a dozen Mantou being steamed on a charcoal stove and behind, a raised platform just large enough for a bed. He shows me the simple controls in the wheel house and I'm surprised to see among the worn woodwork; a GPS, short-wave radio and sonar. They live on the boat, sailing out daily after midnight and returning in the afternoon with their catch. Predominantly Pipixia, of which 200kg can be harvested on a good day.

Despite being their home for 9 months of the year, there are few personal effects. A fan screwed into the ceiling above the bed and a transistor radio are the only concessions to comfort. There are no pictures of the family that they rarely see outside of the three month summer fishing moratorium when they go home. I ask if their children are interested in fishing, but Mr Guo doesn't want this life for his children; it's too hard and dangerous, he says.

Most of the catch is sold to agents who sell it on to restaurants and markets. Selling directly to the public gets a higher price but, it takes time. Time where and boat net maintenance as well as cleaning, as well as shopping and restocking is needed. It's a long, busy day.

Opposite the moored boats are a string of open fronted restaurants where you can wash down freshly cooked cockles with some cold beer. A group of Engineers, who have driven from downtown, sit among a litter of empty shells enjoying a bottle of Baijiu - the traditional accompaniment. I asked Mr Guo if they eat in the restaurants with the other crews. He says they often dine together discussing where to fish. I expected fierce competition over their favourite fishing areas, but he says they share information because it's safer together. He points out a low hut where they gather every new moon and pray for protection to Mazu, the Chinese goddess of the sea.

Further along the coast, is the old village of Dashentang. I take a taxi, from the nearby city of Hangu, along the straight road into the hazy horizon. The land either side stretches out in an expanse of flat dirt and salt water ponds, their surfaces almost level with the land. The ponds are shrimp farms. Farmed fish is flourishing due



Mr Liu

to subsidies supporting aquaculture as an alternative to marine fishing. The sector has grown enormously and all around the Binhai area there is a patchwork of ponds dug out of the low lying mud.

I'm meeting Mr Liu, whose family has lived in Dashentang for several generations. We meet near a huddle of restaurants. He tells me they are very busy during public holidays, with people coming from Beijing and all over Hebei to eat seafood. We walk through the 600 year old village towards the harbour. It's larger than Beitang harbour with over 130 boats tied up along the quay side. He shows me his boat. It's the same blue wooden construction, much larger and crewed by 5 family members. Despite the bigger hull, the wheel house is about the same size as Mr Guo's and similarly equipped with modern electronics and a stove.

Because the harbour is in the village the crew don't live on the boat, but many families don't live in the village either. The local school closed last year, so all the young families have moved to Hangu. Mr Liu tells me the population is mostly old and middle aged people now. When the boat comes in their families meet them, the women help with selling the fish and mending the nets and the kids play alongside. I ask a boy if he wants to be a fisherman when he is older, he tells me he wants to be a policeman.

The harbour is busier than at Beitang; nets are strewn out and a line of boats have been hauled from the water for repair. Mr Liu says that

they used to build their own boats in the village, but that work has moved away. The boats venture further out to sea and the catches are larger and more varied. A refrigerated truck is being loaded with squid destined for Korea, another boat is laden with sacks of cockles. The crew tell me there are around 200 bags, each weighing 30kgs.

I'm told it's getting harder to fish, the catch is now mostly shellfish. The government is helping with release programmes to re-stock the sea. But while the fleet size has reduced, Mr Liu thinks there are more unlicensed vessels. It suggests a good living can be made and Mr Liu agrees you can make a reasonable income if you work hard. I remember the cargo of shellfish and calculate its value at RMB50,000.

I ask him about Mazu, but he doesn't worship the goddess. I feel the proximity of his family gives the comfort and protection that Mazu provides to the Guos. Here they celebrate the start of the fishing season in September with fireworks launched from the boats and of course lots of Baijiu. It feels a more positive attitude to the long season ahead; to celebrate it rather than seeking protection from it.

When I return from the village, I pass again through the flat no mans land that separates the close community and the anonymous city. As one fades into the hazy horizon behind, the other looms out of the horizon ahead. The horizons separate the two places, but while parallel lines never meet, the division here doesn't prevent the modern world's encroachment. Pressures from over fishing and pollution make the work harder, city life is more glamorous and the booming fish farms less dangerous and easier. But, so long as there are people willing to work hard, there will be work satisfying the demand for fresh food from the sea. Last year, the government performed the largest release of sea-life into the Bohai to maintain fish stocks. Over 70% of the people in the village rely on fishing for their livelihood. Preservation of fish stocks isn't just about saving jobs, but a way of life that has continued for generations.

On the way back, I take a detour along a desolate causeway to the new Mazu statue. Although part of the tourist area, it's also a reminder of the regions links to fishing. As the largest statue of Mazu in the world, her gaze and protection reaches far out to sea. Traditionally, her protection for the fishermen is from the threats from the water, I am hoping she can turn her attention to include more modern threats to their culture.

京津冀一体化带来的新机遇

最近，关于京津冀一体化的新闻甚嚣尘上。习近平主席和李克强总理相继提出要加强对京津冀三地的联动合作，并把这件事提升到国家战略的高度。中国的两位最高领导人相继表态，说明这已经是势在必行的一件事了。人们现在不只是观望了，而是要开始采取行动了。

中国有四大直辖市，由中央政府直接管理。这四座城市的特殊身份注定能帮助他们迅速发展。这次的大战略除了北京天津两座直辖市以外，又加入了河北省。河北省本身不是个小地方，人口大约有7100万，GDP达到3400亿美元，省内还聚集了不少大项目。天津在成为直辖市之前也属于河北省，所以两地之前是有一些渊源的。

对于在天津的外国人来说，这也是一件大事。我们都能感受到天津的高速发展。到处是在建工地，不是写字楼就是大商场。这其实都是在为即将到来的“一体化”做准备。

从交通上讲，北京到天津只有半个小时的火车车程。天津的三个火车站都有高铁到达北京。地铁二号线很快就会通达天津滨海国际机场，到那时人们不出地铁就能从天津机场直达北京。甚至有新闻说，天津将建造一条连接天津机场和北京机场的地铁线。这样一来，交通上的效率将大大提升。

河北省幅员广阔，制造业基础设施发达。“一体化”的框架下，这三地的居民都会迎来政策上的变化，这些政策都会促进三地的发展和与合作。我们可以参考深圳、香港和澳门的三地联动，中央政府的特殊政策对这一地区的经济社会发展产生了重大影响。我们相信，在未来几年中，中央政府会制定更加有针对性的政策推动京津冀三地的开放程度，创造更多的机会。

外国人可以考虑从拥挤的首都北京向天津和河北转移。北京的朋友搬到天津之后真心感叹生活成本下降了很多。如果你在天津创业，你也会发现这里有更多的机会和更少的竞争。在政策的鼓励下，天津会出现越来越多的外资公司。

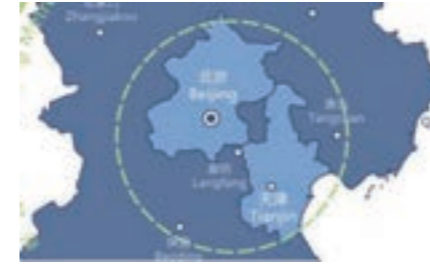
如果你期望中国做出改变，决策必须来自最高层。已经从最高决策层传来的“京津冀”一体化的声音必定会给三地带来机遇、增长和变革。天津在基础设施上优于河北，所以从北京迁移出来的资源更容易流向天津，让天津成为异地发展的最优选择。

If as stated, in the coming years, the Chinese Central Government continues to tailor policy to meet the tri-city integration, this alone will open up and ensure tremendous opportunity, which otherwise would be impossible.

for Beijing, the 津 for Tianjin, the 冀 for Hebei and lastly, “一体化” meaning “integration”. Linguistics aside, Hebei is not small. With Wikipedia estimating province population at over 71 million and GDP over 340 billion USD there is a lot going on inside of Hebei. Another interesting point is that before becoming directly controlled by the Central Government, Tianjin used to be a part of Hebei Province. So the push for more cooperation between these three locations, Beijing Tianjin and Hebei is not without precedence.

For expats living in Tianjin this is big news. Why? Namely expats are typically in Tianjin for one of a few purposes, study, work or travel. Regardless of which category you fit into, you have likely realized Tianjin is changing fast. Nearly everywhere is construction. If it isn't a new office complex or mega mall than it is a new subway stop. Tianjin's rapid remodel likely is not an accident or coincidence by any means. With only recent news of the new “Beijing Tianjin Hebei Integration” hitting the streets, the reality is, long before now this “integration” had already begun. As with most “big” things, the reality of all the changes along with the “who, what, when, where, and why” is simply becoming more clear with time.

Tianjin stands to benefit greatly from this initiative. Take for example what has already occurred in recent times. Tianjin currently has three train stations, East, West and South Stations. From any of these three stations you can be in Beijing within 30 minutes. Just a few years ago such a concept would have seemed like a dream. Tianjin Metro line 2 is already in the process of being extended to the Tianjin BinHai International Airport (TSN). When that work is



complete, literally someone could travel end to end, from Tianjin Airport to Beijing without leaving the subway system. There is even talk that a direct subway line from Tianjin Airport to Beijing Airport will be built. If so, there efficiency in both time and cost for Beijing to Tianjin city-to-city travel will become even greater.

As Beijing and Tianjin integrate, so will Hebei. Hebei is a vast plot of land with a huge manufacturing infrastructure. Reports related to this tri-city integration indicate residents of all three locations can expect policy changes directly designed to meet the goal of expanded growth and cooperation. Anyone who is familiar with the cities of Hong Kong, Macau, and Shenzhen understands how significant Central Government Policy is to economic and society

based growth. If as stated, in the coming years, the Chinese Central Government continues to tailor policy to meet the tri-city integration, this alone will open up and ensure tremendous opportunity, which otherwise would be impossible.

For expats currently passing through Tianjin, such as for travel or education, perhaps in light of the “Beijing Tianjin Hebei Integration” news, reconsideration is in order. For expats living in Beijing suffering from soaring housing costs, suffocating subway rides, and stand-still traffic a relocation to Tianjin may start to make more and more sense. Almost instantly any expat that moves from Beijing to Tianjin will enjoy a dramatic reduction in living costs, as rental rates are indeed much lower. Not to mention Tianjin cab rides are much less with the starting fare being 9 RMB and the per KM rate for distance traveled and the cost per minute for wait time are also both lower than Beijing. Especially if you are an expat looking to do business in Tianjin, there is big opportunity. Outside of the discounts listed above, there is the natural benefit associated with having no competition as compared with Beijing. The number Wholly

Owned Foreign Entities (WFOE) in Tianjin pales in comparison with Beijing at current. However, with this new push for more balanced and stable development throughout the three locations of Beijing, Tianjin and Hebei, it stands to reason that the number WFOE's will increase in Tianjin. This is good news for all. Tianjin expats long awaiting more choices in foreign food, entertainment and business will likely get what they have been waiting for. Expats feeling the crunch of over population and too much competition in Beijing may finally get a break.

The bottom line, if you want things to change in China, it absolutely has to come from the top. The “Beijing Tianjin Hebei Integration” is big news and it comes from the highest of Chinese leaders. It spells big business, big growth and big change for all three locations. Tianjin especially stands to benefit as it has a substantial head start on infrastructure and amenities when compared with the rest of Hebei province. This means if expats and locals alike listen to Chairman Xi and Premier Li, and follow suit by considering a move outside of Beijing, it is very probable Tianjin will be at the top of the list of places to go.

A Tri-win Opportunity

by Carmen King

According to Baidu on March 5th, 2014 the current Premier of China Mr. Li Ke Qiang stated in his official report that there would be increased cooperation between Beijing, Tianjin and Hebei. Premier Li's comments followed closely on the heels of China's current Chairman Mr. Xi Jin Ping having made similar statements, formally expressing how the improved collaboration and development of these three territories represented a major national strategy.

One need not be in China long to understand the powerful role the Chinese Central Communist Government possesses, to some extent perhaps even more so than in other countries, what the Central Government says matters. That is why when the two top officials in a relatively short period of time say similar things, namely the integration of Beijing, Tianjin and Hebei is on the radar, earmarked as one of the foremost strategies for national development, people will not only listen, take note, but more significantly take action.

No one needs to be told that China is on the global watch list. Be it the massive population of over 1.3 billion, or the massive money represented by the estimated GDP of 13 plus

trillion USD as listed on Wikipedia. China is big. As such within China there are certain “big” cities, and “big” initiatives. Having only four locations being directly controlled by the Central government (Beijing, Tianjin, Shanghai, and Chongqing), in general these places already are considered big deals by the Central Government. Personally governed and controlled with no intermediary provincial government as is common with other cities in China. Now if that type of direct relationship wasn't enough, in recent times top officials have stated increased focus on two of these four locations, namely Beijing and Tianjin, with one more province being adding to the special guest list, that is Hebei.

Hebei in itself is not a city, rather a northern Chinese province made up of several cities. Chinese is a fascinating language, wherein exist efficiencies. One of which is whereby one Chinese character can be used to designate somewhere, in this case the singular Chinese character of 冀 represents Hebei Province (河北省 (HéBěi Shěng)). Therefore in Chinese government writings related to the new “Beijing Tianjin Hebei Integration”, you will see this headline as 京津冀一体化, with the 京 being



The integration will reduce Beijing's pressure to a great extent.

PROMOTION

To be a hotel manager it helps to be transient by nature. New blood brings new ideas and every few years most five-star hotels like the Radisson Blu will bring in new talent. Recently this has been the case with the appointment of Maurice Cook to the Radisson Blu Plaza Hotel Tianjin. Before his appointment as General Manager of the Radisson Blu Plaza Hotel Tianjin, Maurice had

been working in China for more than ten years. His experience in Beijing and Shanghai with the Carlson Rezidor Hotel Group has been an integral part of his forty years in the hotel industry. Of those forty years, twenty four have been with Radisson Hotels in China, Vanuatu, Indonesia and Australia. Maurice is now looking forward to his tenure in Tianjin and working with all his fellow employees to ensure

they are offering the best possible service to their hotel guests.

Since you have been in China for a long time, you know the lay of the land in the five-star hotel industry. With that in mind, were you happy with the state of affairs at the Radisson Blu when you arrived as the new GM?

It is a tough market in Tianjin since there are other competitors in town. Nevertheless, there is still a market for us. Although our location is a bit different from the other hotels, we are in easy reach of the train station and it is an obvious advantage. Moreover, this makes it possible for us to offer a new marketing opportunity to train travelers from other cities since we are so close to the station. Therefore, we will be working on increasing our market share in Tianjin and attracting more local and expats customers to experience our food and beverage services. We will also cooperate with local business partners to host more gatherings, such as Social Networking Events, and have more promotions to publicize our hotel.

You have been working in Carlson Hospitality Worldwide for many years. Why did you choose them to develop your personal career?

When I joined Carlson in Australia in 1990, I discovered there were many opportunities in the organization since our group was quite new in the country. From 1990 to 1995, we opened eleven new hotels in Australia so the group was growing very fast. It was a great place to work as it was a demanding and expansive time for the company. I was more than willing to work with Carlson to help develop my career in hotel industry.

What is the hardest part of balancing your personal and professional life? When you relocate in a new city how do you overcome the fear of the unknown?

I believe that every job in the world has a certain amount of stress. That's part of the challenge of the job. For life and work balance, I think you need to be able to switch off and be able to recharge when the opportunity arises.

If you are determined to improve your career and your life, you must do it without hesitation. Otherwise, you are just wasting your valuable time. When you are young, it is important to take relocation for work as an opportunity to push your life forward. A good example of this was when I worked in Australia as a manager in the Food & Beverage department. I received an offer to be appointed as the Hotel General Manager in Vanuatu. I grasped the chance and it propelled my career upward to a new level.

Moreover, when I received the offer to relocate to Tianjin, I told myself that it was a great opportunity to explore a new city in China. The good news is that if you are willing to relocate, the opportunities are there for you to further develop and enhance your personal life and professional career.

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近期,来自澳大利亚的毛瑞斯·库克先生被卡尔森酒店集团任命天津天诚丽笙世嘉酒店总经理一职。库克先生2001年来到中国,就职于卡尔森集团公司,先后在北京和上海两个城市工作多年。库克先生拥有有40年的酒店业工作经验,其中24年服务于卡尔森集团集团在澳大利亚、瓦努阿图、印度尼西亚以及中国地区的高级酒店。他表示,希望在任职期间带领酒店全体员工为客人提供优质的服务并为员工营造愉悦工作的氛围。

New Leader of Radisson Blu Plaza Hotel Tianjin



GM: Maurice Cook, Radisson Blu Plaza Hotel Tianjin

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PROMOTION

营造家的感觉

我叫林德宏，是格林园酒店的总经理。天气好的日子，我喜欢走出办公室，到酒店花园里的凉亭坐坐，放空一下大脑。我觉得这个花园是整个酒店的精髓。虽然格林园的定位是商务酒店，但却有度假村的感觉。20年前，这里是康师傅公司的员工宿舍。现在，这片区域几经扩建修缮，发展成为针对长期外派商务人士的酒店，有些客人已经在这里住了十年了。

酒店所有房间都在别墅式的一栋栋小楼里，同时配套有两个小型会议室，一个游泳池，健身房，桑拿，蒸汽房，按摩浴缸和一个室外网球场。这些设施只对住户开放，能保证极好的私密性。房间内各种设施一应俱全，你只要拎包入住，绝无后顾之忧。

我喜欢在早餐时间和客人们聊聊天，渐渐地我们都变的十分熟悉。我也让我的员工多了解客人，至少要知道每个人的名字。客人之间也建立了和谐的邻里关系，他们会彼此相约喝茶聊天。

我们会为每个客人准备一份生日礼物，今年的礼品是一对陶瓷茶碗。对客人来说，每年都会有惊喜。让客人享受酒店的舒适，同时又有家的温暖，这是我们力求做到的。您只要专心于工作，其他的交给我们！

Close to Home

By Robert Watt

My name is Terence Lin. In the summer time, or on a nice day like today, I often like to leave my office and come out into the gardens to clear my head. I get a coffee and cake from the café and sit at a table in one of the shaded arbours that are dotted around the grounds of the Green Park Villa.

As General Manager of the hotel, I think the openness the garden provides, is very much a theme in the hotel's overall environment.

Although it's a business hotel, it feels like a resort hotel. Staying at a typical hotel can feel claustrophobic after a couple of weeks, even if you have a good suite. So, when Green Park Villa was built 20 years ago, for Master Kong instant noodle company's high level management to live in, a more open environment was created. A living space where everything was taken care of and they could just concentrate on working.

Since then, the place has been renovated

and expanded to include people outside of the company - other business people. We focus on long stay guests, some are here on business trips but mostly they come here for longer. Long stay means 1 year at least. About 80% are long stay guests staying here 1 to 3 years. Some guests have been here for 10 years.

About 80% are long stay guests staying here 1 to 3 years. Some guests have been here for 10 years.

We have 350 rooms organised into villa style buildings rather than into a single block. There are two small conference rooms, a swimming pool, gym, sauna, steam room and Jacuzzi, there are also outdoor tennis courts. The facilities are only available for residents, so if you go to the gym, or the pool, it won't be busy. You'll never feel like dumplings in a pot.

Some of the rooms have all the appliances you'd find in the home, as well a rice cooker, cutlery and crockery. Basically all you need. We tell our guests you only have to bring a suitcase of clothes, everything else will be provided by us. If there is anything else you need, I will get it.

We have two high quality restaurants which are outside; Japanese and a Teppanyaki. We also have a Taiwanese restaurant and of course the western restaurant that serves breakfasts in the mornings and coffee and snacks all day. Each restaurant has its own kitchen, a speciality chef and staff.

I always go to breakfast and meet the guests, so I gradually get to know them. I want my staff to know them too. They always say good morning everyday and should know their name at least. Some become like a friend. The guests get to know each other too after a while. Even the Japanese, who are traditionally not so open, gradually get to know each other and you see them having coffee together at weekends and talking together. We keep the restaurant open for breakfast until 11:00 on weekends, so they can come down late to relax and chat.

Every year we give each guest a small birthday gift. This year it was a pair of personalised porcelain cups. I send the gift to their room. Every year it's something different so it's a surprise, like you would get from your family at home.

Families often visit and the Japanese wives especially thank us for taking care of their husbands. They don't have to worry about cleaning or meals. You get all the comforts of a hotel, but with the warmth of home. It's the same philosophy as we started with; we take care of you, so you can concentrate on your work.



Terence Lin

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Past Events

2014 Spring Property Market Update

Friday, May 9 – The Ritz-Carlton Tianjin

On May 9th morning, nearly 20 audiences participated in AmCham China Tianjin 2014 Spring Property Market Update with fantastic breakfast at the Ritz-Carlton, Tianjin. Michael Hart and Durrell Mack from Jones Lang LaSalle provided an update on the multiple new shopping centers and office buildings expected to open in following two years, and talked about areas that are slated for redevelopment or repositioning that might impact property values, or, at least, make traffic worse.

The event concluded with active Q&A.



Upcoming Events

Defining your China Import Strategy

2:30 - 5:30 PM, Wednesday, June 18 –The Executive Centre Tianjin

China is undergoing a major overhaul, transitioning from a global manufacturer to a service and consumption driven economy, which opens up tremendous opportunities for foreign companies to sell their products in China. To succeed in the Chinese market, it is important for foreign sellers to fully understand the regulatory and business environment, and define their import strategy accordingly.

This seminar will address and explain key issues that should be considered when intending to import to China, including:

- Permissions and restrictions of imported products that are going to be sold in China
- Possible import restrictions and major certifications (e.g. CCC mark) that may be required in order to sell certain products in China
- Advantages and disadvantages for foreign companies to use agents or distributors instead of establishing their own China entity
- Key factors for companies to consider when setting up their own entity for imports to China including required registrations and filings
- Import duties such as VAT, customs duties, and Consumption Tax and related case study
- Advantages of Special Customs Zones, e.g. Free Trade Zones

Speaker:

Silke Neugebohrn works as a Senior Associate in the International Business Advisory team at Dezan Shira & Associates Beijing office. Silke advises clients on incorporations, corporate structuring and restructuring, labor issues, and further legal and tax issues concerning their China investment. Prior to joining Dezan Shira & Associates in 2012, Silke worked for four years as in-house legal counsel for a publicly-owned company in Germany where she primarily dealt with contract law and regulatory compliance/ procurement issues before relocating to Beijing in 2010. She is a qualified German lawyer, studying law at the University of Adelaide, Australia, and Cologne University, Germany, where she also earned her master's degree in business law (LL.M.oec).

Tianjin Monthly Executive Breakfast Briefing

7:15-9:00 AM, Thursday, June 19 – The St. Regis Tianjin

AmCham China, Tianjin would like to invite you to the executive breakfast on June 19. This event is a great opportunity to meet the members of our 2014 Executive Committee and to become involved in the Tianjin professional community. Network and share information with your fellow members, while enjoying a delicious breakfast at a great price.

The guest speaker for this month will be Mr. Roger Di, Partner from KPMG. He will speak on Obtaining your R&D Incentives in China. According to PRC Tax Law, for qualified R&D expenditures, an entity could claim 150 percent as a deduction for Corporate Income Tax purposes. However, enterprises may encounter some problems when applying for the R&D expenditure super deduction.

Roger is leading KPMG Northern China R&D Incentives Services. He also has around 15 years of experience in advising on issues related to China investment regulation, foreign exchange administration / remittance, customs, investment vehicle incorporation, tax planning and designing tax effective investment structure / restructure. Roger worked in many North America KPMG offices, including Vancouver, Toronto and NY.

Tianjin Monthly Women's Professional Committee (WPC) Lunch

12:00-2:00 PM, Thursday, June 26 – Venue (TBD)

AmCham China Tianjin invites you to the WPC's monthly executive lunch, an excellent networking opportunity for female senior executives. The WPC aims to reach out to women in Tianjin as we hope that through strong mutual support and friendship, we will make Tianjin a better place to work and live in. Through such regular get-togethers, AmCham China Tianjin chapter hopes to strengthen ties among women in Tianjin.

Friday, July 4, 2014

AmCham China, Tianjin Annual US Independence Day Celebration

@ River Lounge of The St. Regis Tianjin

Doors open 4:30pm * Dinner 6:00pm

Tickets

Adults: RMB 260

Member Children between 5 -12: Free

Non-member Children between 5-12: RMB120

Children under 4: Free

Buffet Dinner * Drinks * Ice cream * Live Music * Games * Lucky Draw

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Booth Sponsor: RMB 3,500

Send an e-mail to ali@amchamchina.org
or call Anna Li at 022-23185071 to book tickets.





EUROPEAN CHAMBER IN TIANJIN

2014 EU Family Day 10 May, 2014

Almost 40 families with more than 100 adults and their kids came for the annual EU Family Day Celebration held in Hotel Indigo Tianjin Haihe on 10th May, 2014. This year's family gathering started with the German Garden BBQ buffet lunch at Blauer Engel, kids enjoyed the cooking lesson and swimming pool while adults went for hotel tour, wine tasting and film show in the afternoon. All of them enjoyed a relax and funny afternoon with the comfortable weather.



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Past Events

Seminar - Defining Your China Import Strategy

06.05.2014

China is undergoing a transition from a global manufacturer to a service and consumption driven economy, which opens up extensive opportunities for foreign companies to sell their products in China.

Our seminar aimed to inform the participants about key issues that should be considered when importing goods to China. Ms. Silke Neugebohrn, Senior Associate in the International Business Advisory team at Dezan Shira & Associates Beijing office, gave answers on questions like permissions and restrictions of imported goods, import duties such as VAT, customs duties, and consumption tax and the advantages of Special Customs Zones etc.



Special Events

German Night in Tianjin

17.05.2014

The German Chamber of Commerce cordially invited its members and friends to the German Night in Tianjin on May 17, 2014 at the 3 Kronen Brauhaus. The German Night is one of the major social events for the German Community and everyone interested in German culture and already took place for the fourth time in Tianjin. More than 120 people joined the event for a casual evening in a typical German atmosphere – with German buffet, German music, a free flow of beer and lucky draw.



More upcoming Events

- June 4, 2014: Networking Dinner in TEDA, Delights Restaurant & Bar
- June 12, 2014: Seminar – Trade Credit Management in China
- June 16, 2014 (23.45h): World Cup 2014 Public Viewing, Germany vs. Portugal, Paulaner Tianjin
- June 25, 2014: Kammerstammtisch Tianjin, Drei Kronen 1308 Brauhaus Tianjin
- June 26, 2014 (23.45h): World Cup 2014 Public Viewing, USA vs. Germany, Drei Kronen 1308 Brauhaus Tianjin
- GM Roundtable: HR developments and talent management, date tbc



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EVENTS

2014第三届中国（天津）人力资源服务业展示对接会暨人力资源管理高峰论坛召开

2014年5月9日，由中国（天津）人力资源发展促进中心、人力资源经理俱乐部主办的第三届中国（天津）人力资源服务业展示对接会暨人力资源管理高峰论坛隆重召开。本届论坛邀请到天津市人力资源和社会保障局局长、知名高校专家学者莅临现场，近千位企业高管和人力资源行政管理人士齐聚一堂，共同探讨新时代人力资源所面临的环境变化和角色转变问题。

A New Era for HR Development

On May the 9th officials from the Tianjin Human Resources and Social Security Bureau, well-known experts in the field and almost 1000 high-ranking company managers and HR professionals gathered to discuss the changes in the environment and role transformations in human resources. The event, organized by the China (Tianjin) Human Resource Development and Promotion Center and HR Manager Club and sponsored by the Daily Newspaper, was the third consecutive yearly summit. Several lecturers addressed issues in their specialized fields and expressed interesting points of view.



"It is important to establish harmonious labor relations" - Zhang Han, Director of the Labor Relation Office of Tianjin Human Resource and Social Security Bureau.

Through the analysis of statistics from 2013 it can be seen that labor relations in Tianjin are generally harmonious and stable. The signing of labor contracts has become the norm and workers' incomes have been steadily rising.



Characteristics and development trend of labor dispute in a new era - Cui Cheng, Director of the Labor Dispute Arbitration department, Tianjin

Human Resources and Social Security Bureau.

The harmony and stability of labor relations are the foundation of social stability. The collaboration was assembled to integrate and optimize social mediation resources, to arrange and assist mediation organizations and to innovate and improve the system of resolving labor disputes. The collaboration system has handled a large amount of labor disputes in a just and efficient manner and provided a powerful judicial guarantee for resolving labor disputes and enterprise development.



HR Managers' Hired by Local Universities

The HR Managers' Club has been in close contact with local universities, including Nankai University, Tianjin University and the

Tianjin University of Finance and Economy, in order to organize HR seminars that explore students' practical knowledge base and to tutor graduates in career development. On the day of the seminar, 20 experienced HR managers from the HR Club were hired by the Management and Economics Department of Tianjin University as practice tutors and the Tianjin University of Finance and Economy as off campus tutors.



"Improve employees' income and promote the common development of the company and the employees" - Liang Shuangyan, Director of Salary and Welfare of ABB North Asia.

From employee dedication surveys we see that salary is still the most important factor in employees' dedication and loyalty to the company. Therefore, in order to motivate the employees to work better and boost sales, a company should establish short and long-term incentive systems in its salary scale.



A New Role for HR Managers - Liu Xia, HR Director of Freescale Semi-conductor (China) Co., Ltd.

Liu Xia, an experienced HR manager, shared her view on the new role of HR managers from a brand new perspective and out of conventional thinking.

HRCLUB:
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ABOUT ZHONG HUI

Welcome to Tianjin. We hope you enjoy your time here. First of all, we want you to have a good understanding of what you might encounter here:

欢迎来天津投资，但你首先要面对以下风险：

- 1** You could be facing legal risks, if you do not understand Chinese tax policy.
对税务政策不了解，面对未知的法律风险！
- 2** You could be facing financial risks, if you are unfamiliar with Chinese accounting standard.
会计制度与国外不一致，面对财务风险！
- 3** You could be facing operating risks, if you do not have good communications with government and administrative offices.
在中国这个人情社会如果不能与行政机关良好沟通，就会面临经营风险！
- 4** You could be required to pay a large number of income taxes, if you do not know how to transfer the profit abroad.
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Zhong Hui (Tianjin) Certified Tax Agents—we are here for you. 中汇（天津）税务师事务所为外资企业提供整体财税解决方案，为您消除以上所有风险！

- 1** Zhong Hui Certified Tax Agent is one of the largest professional taxation service firms in China. We are rated AAAAA that the highest qualification available from the CCTAA. 中国规模最大的税务专业机构，拥有全国最高5A级资质！
- 2** The excellent understanding of the local policies, because we are a professional taxation agent that has operated in Tianjin for 14 years. 我们是扎根天津14年的专业财税机构，深入了解本地政策！
- 3** The rich experiences of tax services, because we provide services to a larger number of customers, including Otis, Decathlon, Hutchison Whampoa and other international companies. 服务过包括奥的斯、迪卡侬、和记黄埔等许多国际企业，经验丰富！
- 4** We have an excellent relationship with the local government and administrative offices. 拥有顺畅的政府沟通渠道，得到当地行政部门的信任！



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The library

中国成为海外留学最热目的地

近几年中国涌现了很多外来风潮，从食品到手机再到学生。改革开放以来，中国已经将自己打造成世界经济增长最快的国家之一。随着中国经济的扩张，人们渴望掌握除了母语之外的另一门语言——汉语，以期在国际市场上占有一席之地，而学习汉语的最好方法之一，当然就是来中国。到中国上学有一个有利的因素，那就是学费。相对于美国高校学费可能带来的债务危机，在中国上学会便宜很多。另外，中国政府也对来华的外国学生提供了很多便利。比如在很多专业上都设有奖学金，比如中文，文化和中医。

我一个朋友跟我说，外国人来中国学习的第一个原因通常是奖学金；而第二个原因就是他们看到很多中国的城市进驻到他们的家乡发展新经济，如此一来，学习中文让他们既能在中国赚钱生活，也能回家找到工作得以生存。当世界变得越来越小的时候，掌握一门除了母语之外的语言就显得非常重要。中国是世界上人口最多的国家，同样也是最大的经济体之一，所以对很多行业来讲，会讲中文很重要。当中国经济不断持续增长，学习汉语就显得极为迫切。学习汉语的最好方式就是去读中国的大学。目前已经有越来越多的学生意识到了这一点，他们正抓住任何可能的机会想方设法来到中国。

根据2011年国家留学基金委员会的报告显示，在中国留学的外籍学生总数已经达到292,611人，这其中分别来自194个不同的国家。迄今为止，数量肯定有所增加。

国际学生中，亚洲学生占据比例最高，约占总数的64.21%；其次是欧洲，比例是16.15%；美国第三，比例11.05%；非洲第四，比例7.09%。所有外籍学生中，韩国学生的数量最多，其次是美国、日本、泰国、越南。这些学生中的40.61%是来考取学位的，另外将近60%的学生可能只是来做交流项目，项目最多持续一年或一个学期。

对所有来中国留学的外国人来讲，他们毕业后会有很多就业的机会。最常见的一个就是教外语。中国人寻找学习其它语言的机会，正如外国人学习汉语一样。如果你碰巧能说汉语讲英语，那么我相信在培训学校，你一定可以找到一份很好的工作。

据《环球时报》报道，2010年在中国的外籍人员超过200,000人，这一数字自2000年以来就以每年10%的速度增长。外籍人员的起始年薪为每年50,000元人民币，但是很多企业都会提供住房和交通的补助。许多外籍员工都将他们在中国的生活经历运用到以后的家乡事业上，或者将此作为职业踏板以寻求在中国的更高薪资的工作。当世界变小的时候，中国文化和语言就显得格外重要，因为同其它国家合作已经作为一种趋势，是不可避免的了。

The Chinese government offers at least seven different kinds of governmental scholarships for foreign students, that all provide either partial or full tuition.

China is recently experiencing an influx everything foreign, from food to phones to students. Ever since China opened their doors to the international community, they have created one of the fastest growing economies in the world. With the expansion of the Chinese economy, there is a huge desire for people who are fluent in their native language and Chinese. One of the best ways to learn Chinese and get a foot in the international market is by studying Chinese language in China.

As a student studying Chinese, I can say that it would be nearly impossible for a foreigner to learn this language without living and studying in China.

Money can also be a good reason to consider pursuing a higher education degree in China. Coming from America, where the average college debt can be crippling, China can be a viable option that is much cheaper. Even some of the European universities are much more expensive than the Chinese universities. On the flip side, after earning a degree in China, there are plenty of opportunities to make money.

As a foreigner, fluency in Chinese is necessary for almost any kind of business venture in the country. In the United States, and many other foreign countries, China is making a huge economic impact, and there are so many companies that are looking for employees who can speak Chinese and understand the country. The Western world is not the only one making an impact on the Chinese economy, but many other Asian and African countries are also contributing.

The Chinese government is also making it very easy for foreigners to study in China. They offer a wide array of scholarships and grants in many areas of study. These can include Chinese language or culture, but can also be more specialized, like studying traditional Chinese

medicine. It would be almost impossible to study this field in any other country. Chinese has such a long, rich and diverse history that there are many of these kinds of opportunities to study things that would be almost impossible anywhere else.

"The first reason foreigners study in China is always the scholarships," one friend of mine told me. He said that the second reason was that many foreigners seen Chinese countries coming to their home countries, and they want to be able to capitalize on the new advances in their economies. They can make a lot of money either in China or at home. Studying Chinese language can also help get jobs in other countries, if they so desire.

The Chinese government offers at least seven different kinds of governmental scholarships for foreign students, that all provide either partial or full tuition. It is clear that China is trying to be as welcoming as possible to those who wish to study here. There are even many arrangements that can be made for those who have little Chinese language skills.

Another friend from Turkmenistan, said that he choose China because of the closeness to his home country, and the Chinese economy is growing so quickly; there are many opportunities for him, both here and at home.

Chinese isn't the only language that is available in China. They also have several other good programs. China has a good university system that some surrounding countries may be lacking. A young English student is studying here, because she was interested in Chinese culture, especially the cuisine. She thinks it's a very unique culture and perhaps she will teach Chinese or break into the Chinese market. It was

important for her to study in China to gain some perspective on such a large part of the world, and to better understand the country as a whole.

An American graduate student said that he chose Chinese as an accompaniment to his English major, while he was still studying in America, because it was both lucrative and interesting. He realized he wanted to do a second language, and Chinese was the most interesting to him. After he graduated in America, he decided to pursue a higher degree in China. He has spent a lot of time studying and learning here in China, in a couple of different cities. And is finalizing a degree in linguistics at Nankai University.

As the world becomes smaller and smaller, it is more and more necessary to speak a language that is not your native one. China has the largest population in the world, but also one of the biggest economies, for many industries, it is necessary to speak Chinese. It will only become more imperative to learn the language as their economy continues to grow. And the best way to learn Chinese is to spend time at one of their universities. Many students have realized this and are using any opportunity they can to come to China.

According to the China Scholarship Council in 2011, there were record numbers of foreigners studying in China. The number had reached 292,611 and included students from 194 different countries. The number is sure to have increased since then. These students are



In the class

also not localized in one region of China, but are studying in 31 different provinces.

Asian international students occupy the highest percentage, with about 64.21 percent of the total. The second highest percentage is the European share, at 16.15 percent. America comes next with 11.05 percent of the total. Africans take up the fourth highest with 7.09 percent.

Korea is the country that contributes the highest number of foreign students, followed by the United States, Japan, Thailand and Vietnam.

About 40.61 percent of these students are degree seeking, and the other 59.39 percent are non-degree seeking students. This some 60 percent is probably doing a study abroad program that only lasts a year or a semester.

Of all the foreigners studying in China, there are plenty of work opportunities after graduation. One of the biggest and most obvious is to teach a second language. The Chinese are looking for every opportunity to learn other languages, just like foreigners are learning Chinese, there is a special interest in English. If you happened to speak both Chinese and English, you can do well working for training centers, schools or universities.

According to the Global Times, there are over 200,000 foreigners working in China in 2010, a number that has been increasing every year by 10 percent since 2000. The starting average salary is about 50,000 yuan per year, but many companies are willing to help with housing and transportation. Many foreign workers are able to use their experience in China to either help their careers in their native land or as a stepping stone to higher salary in China.

The world continues to grow smaller and smaller, and as it does, Chinese language and culture become more and more important; because working with other nations is becoming unavoidable.



Awarded the scholarship to foreign students

PROMOTION

让教室的空气变得更加清新

IST国际学校遵从学生利益为先的办学准则。除了学业以外，学校最关心的就是学生的健康和安。众所周知，中国的空气质量已经成为全世界关注的焦点。北京、天津等污染严重的省市已经开始向雾霾宣战。鉴于学生家长都十分担忧目前的空气质量，IST决定在30000平米的校园内安装一个空气清洁系统。这一决定受到了学生家长的欢迎，他们相信这一举措会让本已经非常优越的学习环境得到进一步提升。

IST将借鉴北京德国使馆学校的经验，对学校的换气系统进行改造，为现有的冷气管道加装空气过滤设施，并且为有需要的部分安装全新的管道和系统同时门窗的密封也将得到加固。保守估计，新系统可以让室内的PM2.5指数降低80%。

整个改造工程将在今年暑假进行，8月份开学前将全部完成。IST国际学校在对抗空气污染上所做的努力最终会让家长获益，家长放心。

Improving Air Quality in the Classroom

By Daniel McCool

The International School of Tianjin (IST) is a "friendly place where the needs of the student come first", states the opening line of the school's philosophy. Above and beyond its internationally accredited curriculum, IST's foremost concern is for the health and safety of its children. Poor air quality in China has long been an open concern, with Beijing pledging war on air pollution last March. IST is joining in on this battle, leading the way on the classroom front to put the needs of the student first.

IST offers placement to children of parents who expatriate for the many foreign-owned companies in the Tianjin area, including Volkswagen and Airbus. Many families preparing for expatriation are considering, more and more,

this issue of air quality. It is thus that IST will be installing a centralized air purification system throughout its 30,000 square-meter campus. Schools should be far-sighted, the school believes, acknowledging the potential long-term effects of air pollution. Their clean-air initiative has already been warmly welcomed by parents and will make a wonderful contribution to what is already a pleasant study environment.

A tour of the campus reveals a thoughtful design aimed at low pupil density and high air-space. Walls are tall throughout and large windows welcome an abundance of sunshine, allowing view of the many trees that occupy the grounds. Large, open spaces and indoor gardens make for peaceful and spacious learning. On top

of all the school has already done towards its learning environment, IST will be leading the way in Tianjin with the addition of their clean-air initiative.

On top of all the school has already done towards its learning environment, IST will be leading the way in Tianjin with the addition of their clean-air initiative.

Most Beijing international schools use an Air Quality Index (AQI) of 250 to be the safety threshold for outdoor activities. IST cut that number to 200 last year and will not allow their students to go outdoors during days that exceed that AQI. The school has already invested in its own AQI monitoring system and has been testing – three times throughout each day – the AQI of its classrooms and halls, as well as the surrounding outdoors, averaging these results with local AQI readings.

The German School in Beijing – another international school – installed air filtration systems in their buildings last year, and IST is making use of what the German School has learned since then. What has been found is that having standalone air-purification units in every classroom is not a feasible solution, as students are constantly opening and closing doors. If the larger spaces and hallways of the school are not also purified, then clean air for classrooms will be a difficult goal. Therefore, IST will install air filtration units into their existing cool-air ducts and systems while installing new ducts and systems where needed. The seals of doors and windows will also be improved. The minimum expectation of the new system will cut the indoor AQI by 80% – a substantial improvement – and will cover the entirety of their indoors.

The installation will occur over the summer while the school is out of session, and should be completed by August for the new school year. As aforementioned, the families of the school are already excited about the new clean-air initiative, but they will not be the only beneficiaries of such commitment. Foreign-owned companies are already stating how it is difficult to invite families to expatriate for work, as air quality is an escalating concern for parents. As schools are often seen as conduits of information for expatriated families, IST is taking the initiative to lead the way towards battling air pollution. Far-sightedness must start with our children, indeed.



Steve Moody, IST Director

Recollections of Childhood

2014 the tenth spring parent-child games of Hopeland International Kindergarten

“追忆童年”——华兰国际幼稚园2014年第十届春季亲子运动会

在20世纪，不论60、70还是80年代，每年的运动会都是一代人难以忘怀的记忆。童年是每个人心中最美好、最纯真的年代。在华兰国际这片希望之地上，我们带领家长和孩子们一起打开尘封的记忆，回顾永恒的游戏，找寻童年的逝去！

今年的运动会格外的不一样，我们按年龄段分四场进行，家长朋友们穿着统一的红蓝白运动服，和孩子们一起参加运动员入场式、团体操表演、亲子游戏和各种竞技项目。孩子们整齐的团体操、家长们的第八套广播体操、趣味横生的亲子游戏、拔河、跳绳、踢毽子让我们的大朋友、小朋友们都欢呼雀跃，High翻全场，大家都纷纷赞叹：“今年的运动会史无前例，空前成功！”

华兰国际幼稚园2014年第十届春季亲子运动会取得了圆满成功！“友谊第一，比赛第二！”

Specialty Xiao Long Bao

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中国君子

在中国，每当我为女士开门或让她们先行离开电梯时，她们开始会有些犹豫，然后称赞我是个绅士。而当天，中国越来越趋于国际化的时候，我们应该重新审视一下形象这个问题。

在成功举办奥运会和世博会后，中国还在不断的在世界舞台上大放光彩。中国人在意自己的形象，这包括他们走出去给外人留下的印象和外国人来中国看到的他们的形象。去年，有超过1.29亿游客来到中国，9730万中国人出国。随着世界人民对中国的兴趣不断持续高涨，预计这些数字还将以两位数的速度继续增长。

孔子认为，君子要具备四个品质：孝顺、仁慈、礼节和真诚。

孝顺，被认为是孔子哲学的基本准则，在儒学和中国文化的发展中起着重要作用。所谓孝道是指孩子对家长的尊敬与重视。中国人一直将此作为自己的职责，并最大程度的履行这些职责。仁慈是区分人类和动物的标准，是区别君子和他人的界限。孝道是基本，仁慈是顶峰。一个君子若想达到顶峰，必须首先学会爱人，爱他人爱自己。仁慈是每个人都该为之奋斗的品德。礼节，是君子所遵循的准则和社会礼仪。这个品质要求人们不仅要遵守普遍的礼法还要谨记特殊的礼节。对于一个有礼法的君子来说，他不仅要遵循全部的社会礼仪，还要懂得运用这些礼仪去处理其它社会事宜。在西方，我们称之为伦理学，任何企业或公司都需要在道德规范的约束下工作运营。这些规章制度能帮助员工辨别正误并以此来指导自己的行为。真诚，在汉语里有比真实更加深刻的意义。理想的君子应该把诚信融入他的行为，做善事，有信仰，要有将美好和诚信带到社会的每一个角落的使命感。

这种由一个国家的公民所建立的思想道德和高修养标准的过程也被称为“软实力”。它的意义在于，与其靠武力统治一切，不如走一条更为崇高的道路。英国虽然已不是商界和军界的巨头了，但每当人们提到绅士，最先想到的必定是英国人。

提高“软实力”不是一朝一夕的事情。庆幸的是政府和公众已经意识到我们需要改变。2008年奥运会之前，北京政府就发布了通知，要求北京出租车司机提高礼仪。紧接着，上海市政府也在六个月的世博会期间发布了“七不要”以此来提高城市形象。

软实力不会一夜之间发生，且很有可能需要下一代人才能实现，但好在情况正在往好的方向发展。中国不是有句古话吗？好事多磨，一切都值得。



The Chinese Gentleman —Jun Zi 君子

By David Wong

Whenever I open a door for a Chinese lady or allow her to leave the elevator first, she is usually unsure and hesitates or will say: "Gentleman". China seems to be putting more notice of this as China is becoming more international and taking the more of the front stage in the world.

Having completed the successful world events such as the 2008 Olympics in Beijing and the 2010 Expo in Shanghai, exposure in the international scene is becoming commonplace for China. Also with growing economy and higher incomes of Chinese citizens, they are travelling extensively to other countries.

One of China's concerns is the Chinese image that its citizens are projecting when they travel or what the foreign tourists see when visiting China. Last year, over 129

million tourists came to China and 97.3million Chinese went abroad. These figures are expected to grow by double digits as China becomes a more popular destination and facilities improve and Chinese citizens increase their personal wealth and disposable incomes rise.

When one speaks of Gentleman, the immediate picture is of an English or British aristocrat, well mannered and respected. The most common description is using the Rudyard Kipling poem titled "If" written in 1895 and published in 1910. The poem is highly regarded as the description of what is a Gentleman. The first paragraph is: "If you can keep your head when all about you are losing theirs and blaming it on you.

*"If you can keep your head when all about you are losing theirs and blaming it on you,
If you can trust yourself when all men doubt you,
but make allowance for their doubting too;
If you can wait and not be tired by waiting,
or being lied about, don't deal in lies.
Or being hated, don't give way to hating,
and yet don't look too good, nor talk too wise."*

According to Confucius, the four ideal virtues of a gentleman were: filial piety, sincerity, propriety and benevolence.

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These qualities are very similar to those outlined in the teachings of Confucius. According to Confucius, the four ideal virtues of a gentleman were: filial piety, sincerity, propriety and benevolence.

Filial piety, known as Xiao Shun 孝顺 in Chinese, has played an important role in developing Confucius and Chinese culture as a whole by establishing the importance of family connections. Confucius considered it a foundational principle of his philosophy. Filial piety focuses on children giving appropriate respect to their parents, and, in doing so, supporting the social order of Chinese society. The ideal Chinese gentleman was not only aware of his duties to his elders, but also actively fulfilled those duties to the fullest extent possible.

This is also reflected in respect for elders.

Benevolence, or Ren Ci 仁慈 in Chinese, is for Confucius what separated men from animals and what separated gentlemen from normal men. As much as filial piety was the bedrock for other virtues, benevolence was the apex. For a gentleman to achieve benevolence, he needed to be driven by a love for humanity, both for the people around him as well as himself. For Confucius, acting according to Ren Ci was the goal of human actions and a quality for which all people should strive.

Propriety, or Li Jie 礼节 in Chinese, called upon Chinese gentlemen to act according to the rules and etiquette of society. A man who acted with propriety respected the social order and his place within it. This quality meant acting according to custom in not only a general sense but also following the specific rules of conduct laid out by Confucius. For a gentleman to act with propriety, he must not only act in accordance with the overall social rules, but also use proper etiquette when dealing with individuals based on their place in the social order. In the West, sometime referred to as Ethics and most companies and organizations operate under a Code of Ethics. This code will outline the morals of the company and may not identify all the specific rules and regulations but will provide the employee with the ability to judge what is right or wrong and behave accordingly.

Sincerity, known as Zhen Cheng 真诚 in Chinese, had a deeper meaning than just being truthful. The ideal Chinese gentleman should incorporate sincerity into all his actions; it formed the basis of a moral need to do good works and act in good faith. The Chinese gentleman's actions would ideally be guided by a love of virtue and an innate desire to be

This "Soft Power" cannot be taught or gained overnight. The good news is this is changing and the general public and the government realize that the image needs to be improved.

righteous in society.

Many felt that these teachings were swept aside during the Cultural Revolution and young people were no longer taught how to behave. The Chinese Gentleman or Jun Zi was originally used in reference to a privileged person or an aristocrat, a concept that was not acceptable during the Cultural Revolution. In fact when you see many Chinese parents spoiling their "Little Emperors" as they are referred to due to the one child policy, it is easy to agree that they are not being taught how to behave.

The opposite of the Chinese Gentleman or Jun Zi is the Xiao Ren 小人, "small or petty person" who does not grasp the value of virtues and seeks only immediate gains. The petty person is an egotistic and does not consider the consequences of his action in the overall scheme of things. Should the ruler be surrounded by xiaoren as opposed to junzi, his governance and his people will suffer due to their small-mindedness. Examples of such xiaoren individuals can range from those who continually indulge in sensual and emotional

pleasures all day to the career politician who is interested merely in power and fame and not sincerely aiming for the long-term benefit of others. One example I have learned after living in China for a number of years, is trying to control my temper. Anger management is essential because once you lose it, you lose any respect or sympathy or empathy from others. Especially if you are a man and you argue with a woman. You will be immediately be branded a Xiao Ren 小人. There is probably no greater insult to a Chinese person than referring to him or her as a Xiao Ren 小人. Basically implying that he or she does not have any positive traits, manners or morals.

This process of establishing morals and a high ethical standard by a country's citizens is also referred to as "Soft Power". Instead of trying to rule a situation from the barrel of a gun by force, a person can take the "high road" of a "gentleman". The British is no longer the world leader in commerce or military but when one mentions the word, "Gentleman", you immediately think of the Brit.

This "Soft Power" cannot be taught or gained overnight. The good news is this is changing and the general public and the government realize that the image needs to be improved. Prior to the 2008 Olympics, the Beijing government issued notices to Beijing taxi drivers on how to improve manners. The Shanghai government issued the "7 Don'ts" during the six month Expo event. This soft power will not happen overnight and may take another generation before it becomes reality but things are improving. It is not easy, most good things aren't but getting there will be worth it.



British gentleman



被淡忘的市花——月季

天津人对月季花再熟悉不过了，因为每到5月，它便在我们生活的周围盛开着，正因为月季花的绚丽多彩，馥郁芬芳，深受市民喜爱。可是，如果你现在随便问一个年轻人，天津的“市花”是什么，恐怕没有几个能回答的上来。难道天津还有“市花”吗？不但有，曾经家喻户晓。

今年恰逢天津“市花”诞生30周年。1984年根据市民评选结果，市园林局、园林学会推荐，天津市第十届人大常委会第十六次会议批准，将月季花定为天津市的“市花”。到1991年全市栽植月季达187.77万株，约600个品种，建有7个月季园、8条月季路，“中环彩练”还被评为津门十景之一。由于“市花”月季在天津市民心中深深扎下了根，从1991年至1993年，天津市举办了三届“月季花节”，还评选了三届“月季花小姐”。可是，在此后的近20年间，人们渐渐淡忘了“市花”月季曾经有过的辉煌，每年的这个时候，月季花依然陪伴着我们，它作为“市花”的身份并未改变。



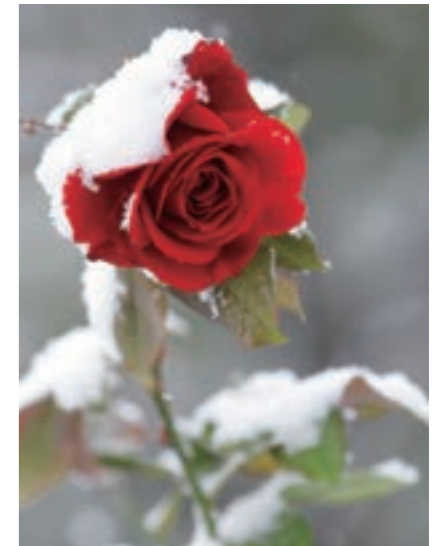
Chinese Rose —Tianjin's City Flower

by Zhangjian

Tianjin people are familiar with the Chinese rose which you can see flowering everywhere in the city in May. People love its beauty and fragrance, but if you were to ask a young person, "What is Tianjin's official flower?" few could name it. Does Tianjin have a city flower? Of course it does and it used to be quite well known.

This year is the 30th birthday of the naming of Tianjin's official flower. In 1984, after a vote of citizens - the Tianjin Municipal Bureau of Parks and Woods and the Institute of Landscape Architecture at the sixteenth meeting of 10th Standing Committee gave permission for the Chinese rose to become the official flower of Tianjin.

By the end of 1991, Tianjin had planted almost two million Chinese roses. These roses were made up of 600 varieties and planted in seven Chinese rose gardens and along eight city roads including "Zhong Huan Cai Lian" which was chosen as one of the top ten sights of Tianjin. From 1991 to 1993, Tianjin had three annual festivals to celebrate the "Chinese Rose Flower Festival" and selected three young ladies as "Miss Chinese Rose". However since then, people seem to have forgotten the importance of the rose to the people and city of Tianjin. Despite this, the official flower of Tianjin, the Chinese rose is still brightening people's lives today.



创业不分贵贱

本地报纸最近报道了一则新闻，一个年轻人和三个朋友开了一家米线店。这家店生意非常好，每天中午都爆满。为什么这家米线店会吸引媒体的眼球呢？原来这家店的几位老板都是名牌大学毕业的高材生，其中一位大股东张天一还是北大法律系的毕业生。

如果你还是觉得这有什么稀奇，那么你应该站在中国家长的位置看这个问题。中国的家长对孩子的培养总是倾注所有的精力、财力和物力。这个孩子放弃体面光鲜的职业去卖米线，他的父母心里肯定不好过。也许如果他开了一家高级餐厅，他的父母还会觉得有些面子。

也许张天一的决定是正确的，他的小店生意蒸蒸日上。但他的同龄人们还在竞争激烈的求职市场上苦苦挣扎。

中国的孩子从小就被父母过度呵护，缺乏生活经验，创业对他们来说像是一场冒险。家长们会担心他们太累或上当受骗。

我在天津的朋友也曾经经营一些饰品或服装小店，但大都最终不了了之，因为他们根本不懂做生意。他们不选择同类店铺扎堆的地方，要么选择客流稀少的地方。我曾经去过一个朋友的店，整个商场空空荡荡的。虽然她自己觉得生意勉强过得去，但周围的商铺一个接一个关门，让整个商场变成一个鬼城。

父母可以干涉子女的职业选择吗？在中国，当然可以！因为他们为孩子投入了一切。当孩子长大成人，就是他们回报父母的时候了。一份稳定的工作自然更符合这样的社会规范。

大学毕业生选择创业也是一把双刃剑。一方面，他们放弃了优越稳定的工作机会，一旦创业失败，他们很难再有那么多选择，因为已经有新的大学生取代了他们的位置。另一方面，中国现在也是企业家的乐园，市场潜力巨大。如果他们不放手一搏，也许他们以后会后悔，“如果我当年创业了，会不会也像比尔盖茨一样成功？”

Business is Business

by Paula Taylor

A local newspaper carried a report about a young man who opened a simple rice noodle restaurant with his three friends. It is now packed to the rafters every day. Whilst it is nice for him that his business venture has paid off, why did this make the newspapers, after all people open restaurants all the time, sometimes they are successful and sometimes they are not.

The reason this particular success story has caught the eye of the Chinese press is that the restaurant owners are all highly educated graduates of prestigious universities, and the main owner, Zhang Tianyi, majored in Law at Beijing University, so has arguably had the best university education that China has to offer. If you are still unsure as to why this is newsworthy, you need to put yourselves in the position of the chap's parents. Having no doubt made huge sacrifices to give their son an expensive education, they were maybe less than pleased at this decision to throw away the glittering career that surely beckoned in order to sell bowls of rice noodles. Other Chinese parents would also be baffled by his decision. Maybe if he had opened a high-class restaurant it would have given his parents more face and would have been something to brag about to their friends.

Whether they are proud of this establishment is open to speculation.

However Zhang Tianyi seems to have made the right business decision as his business is booming. Meanwhile many of his fellow students are trying to get a foothold in the ever more difficult jobs market.

Chinese children are so protected and sheltered by their families that they have little experience of life and so the idea of them going into business and risking everything is alarming. Parents worry about them having to work too hard, or they worry about them getting cheated, as did the son of one man who went to Macao and gambled away everything, including the business in a very short space of time.

I have friends in Tianjin that opened their own businesses and most of them failed, partly because they didn't know anything about business. I have had to talk friends out of opening coffee shops or clothes shops either in areas that were all already saturated with them, or in areas with absolutely no people traffic, i.e. location was the problem. I visited a friend's trinket shop in a tiny little mall that was devoid of people because although it was on the main road, it was set back and far away from the bus stops, so people would just



Zhang Tianyi in his noodle shop

be hurrying past without even noticing that the place existed. Although she herself was just about doing ok, one by one the other shops closed down until it was a non-sustainable ghost town.

I still don't understand the thinking behind the Chinese business methods. I remember one luxury car dealer telling me that he was pleased that many other luxury car dealerships were opening up across the city. Bearing in mind that people will probably only buy one car at a time, I foresaw problems, but he was adamant it was a good thing for people to have more choice. Very magnanimous, but good business sense.....

So do parents have a right to have an input into whether their child goes into business on their own? Yes of course they do, and even more so when they have put their own lives on hold in order to ensure that they give their child their all. A far more sensible and safer path is to get a good job with a good

Chinese children are so protected and sheltered by their families that they have little experience of life and so the idea of them going into business and risking everything is alarming.



A Chinese movie American dreams in China tells a story about university graduates establishing their own business

company that has benefits such as a pension and health insurance. When a child wants to put everything he has been given, including that precious education on the line to enter into the unknown - well this is still not the norm in China.

The way it works as you probably know, is that the parents give up everything to give their child the best chance in life, and then when the parents get older, it is payback time. They expect to be able to sit back and enjoy the support of their children, and this support can sometimes mean taking on unexpected responsibility. For instance a friend's father had borrowed a lot of money from family members which he was unable to pay back. But that was okay, because my friend had got an exceptionally high paying job and she was made responsible for paying the money back. When I asked her why she had to pay the money back, after all it was going to take at least a year, maybe two, of her basically handing over every penny except what she needed for her living expenses, she said that if she didn't pay it back her family would be shamed. It didn't seem like a fair deal to me,

after all he hadn't borrowed the money for her benefit, it was for some failed business venture of his own. However I knew better than to interfere in family matters so I didn't give her my unwanted and useless opinion. As far as she was concerned there was no other option.

The fact that some people are being adventurous and opening their own businesses is a good and a bad thing. After all, if they don't take the chance to grab one of the good jobs when they graduate and instead open their own business, if it fails their options are limited. They will then have to admit they messed up big time, possibly went against their parents' wishes, failed at business anyway, and meanwhile there are plenty of other new graduates willing and able to take up the opportunities that they wasted. On the other hand China is a land of entrepreneurs, China is one huge marketplace. If they didn't take a chance maybe they would always regret not trying, and they would always wonder if they would have become phenomenally successful, after all Bill Gates famously dropped out of Harvard

to go into business and we all know how that particular decision turned out. Incidentally a bestseller in China is the biography of Steve Jobs. However a failed business venture in China means loss to the whole family.

Zhang Tianyi is well on his way to becoming a rich man, with other restaurants well under way, but I wonder how he had the idea to open a rice noodle restaurant when he was supposed to be absorbed in his law degree. I also love to know what his parents thought of the idea when he first broached it to them and whether or not they gave him any help.

Not many parents can stand in opposition to their children once they have decided on a particular course, and unlike their parents before them, the younger generations in China seem determined to forge their own path in life. Whether their parents agree with their choices is neither here nor there, whereas once upon a time parental approval was vital, Chinese parents are now finding out, like parents all over the world, that they are not in charge anymore, their kids are.

你能接受随地小便吗？

最近在香港发生了一件令人不愉快的事情。一位大陆游客让自己2岁的女儿当街小便，这一幕被一个香港人用手机拍摄下来还上传到互联网上，引起很大争议。

一方面，人们认为孩子当街便溺实属不妥，另一方面，偷拍孩子暴露的照片还上传至网络有侵犯他人隐私，甚至传播儿童色情照片的嫌疑。

广州的一家媒体很快列举了世界各国对随地小便的相关法律条文。还举了美国加州的例子，有家长让孩子当街小便而被市民投诉，进而被罚款。

英国对于“憋尿”能力比较差的人群，如老人、孕妇、儿童和残疾人更加宽容。如果是躲在汽车后面如厕甚至能获得谅解。

这件事的发生还有其深层的文化背景。中国有给孩子穿开裆裤的传统，这样方便两岁以下的孩子随时随地解决问题。在这样的习惯中长大的孩子自然会认为随地大小便没什么大不了。所以你会看到高速公路两侧经常有男司机毫不避讳地方便。

当然，每个国家的文化习俗都不同。也许你接受不了的事情在别的国家是司空见惯的。美国人在夏天的穿着大胆暴露，在中国这么穿就不行。

针对在香港发生的这件事，有人说香港有那么多厕所，为什么一定要在马路上。但你要考虑到香港的人口密度。每年香港要接待4000万内地游客和2000万外国游客，可想而知，厕所门口要排多长的队。在寸土寸金的香港，未来公厕的数量可能会越来越少。

我们之前也说过智能手机的普及可以让人随时随地拍照片，我们的隐私受到前所未有的威胁。如果你是那个女孩的母亲，面对朝自己孩子拍照的人你会做何感想？既然有针对随地大小便的法律，也一定有针对侵犯他人隐私的法律。

在众多讨论中，人们忽略了一点，那就是人们对变化的不安。近几年，大陆游客大量涌入香港，对港人的生活产生了一些冲击，人们心中是否有一种负面的情绪。这是很正常的情况，而且越是传统的社会越会对变化产生更激烈的反应。也许在天津，如果有一天大量外国人来到天津生活，带来全然不同的生活习惯，也会产生一些社会问题。

这个问题并不是非黑即白那么简单，有人可以用严密的逻辑性得出结论，但也许我们需要的只是多一些包容和理解。“己所不欲，勿施于人”这是全世界都能通用的理论。如果人们都戴着有色眼镜看人，那无论是一件多微不足道的小事都能引爆一场冲突。

人无完人，我们不能要求别人按照自己认为对的标准生活。人生短暂，还是以平和的心态享受每一刻吧。

Urinating in Public Acceptable or Not?

by David Wong

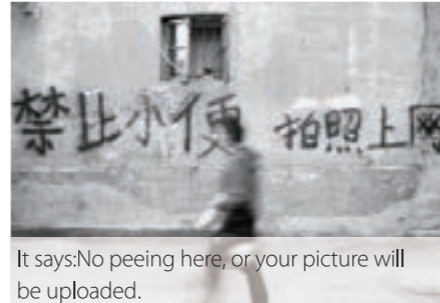
A recent incident in Hong Kong where two Mainland Chinese tourists allowed their two year old to pee in the middle of a busy street in public has sparked an incredible high traffic of comments around the world. The incident was recorded on video via two local Hong Kong citizens using their smartphones and uploading it on the Internet, which went viral very quickly.

This generated web traffic between the mainland and Hong Kong and quickly spread to Taiwan then internationally. It even became a news item on the BBC and Washington news. Comments were coming down on both sides of the incident. On the one hand, was this an indecent public act? On the other side, do individuals have the right to take photos, especially of exposed children without consent and distribute them on the Internet? Is this not

also a violation of personal rights and could even be classified as child pornography?

One of the Chinese newspapers in Guangzhou ran an article shortly after the April incident that featured examples of foreign laws regarding urinating in public in England, USA, France and Europe in general. The article also gave examples of some local California and Massachusetts citizens complaining about parents allowing their children to pee in public and resulting in fines to the parents.

Also there were examples of public understanding of certain circumstances to condone this behavior. British law seems to allow for relaxed regulations for special needs groups such as elderly, pregnant, children and handicapped persons. There were even allowances for acceptance if the act was done behind the owner's vehicle. How many times



It says: No peeing here, or your picture will be uploaded.

have you seen male drivers, in China, relieving themselves in open view beside their vehicles while driving on the highway? With so many rest stop areas on the highways, I find this habit inexcusable.

Certainly one factor that needs to be considered is the local culture. In China, it is very common to see youngsters up to the age of two, wearing "split pants" Kai Dang Ku开裆裤. These are certainly unique here, as I have never seen these in North America. These pants allow the baby to pee whenever and wherever

People have cited laws regarding peeing in public, I am sure there are also laws relative to taking pictures of individuals without their consent.

necessary without removing the pants. Most of my Chinese friends told me that this was acceptable and if the baby has to relieve itself, a quick squat on the side of the road or sidewalk was reasonable.

Children growing up with this habit obviously would feel that peeing in public is OK and not a big deal. (Partly explaining the frequency of seeing male drivers at the side of the highway.) I do not want to sound condescending, but it is not an acceptable habit in many other countries, so one needs to consider this when traveling. Just as in North America, during the summer, clothing styles tend to be very revealing and skimpy, probably less than acceptable in China where dress codes tend to be more conservative and traditional.

So what may be totally acceptable in one culture or country may be offensive in another.

Everyone needs to be aware, just as local native residents should be more tolerant of visiting tourists that may not be aware of local standards. This even applies to different regions within a country. In China, many rural citizens that become migrants in a major city like Tianjin or Beijing have a difficult time adjusting to new customs just as local urbanites have in receiving these newcomers.

Some of the people contributing comments to the Hong Kong incident contend that there are many public bathrooms available and there is no excuse for relief in areas within full view of the public. Not sure if this is a valid argument due to the high density of people in cities like Hong Kong or major cities in China. There were over 40 million visitors to Hong Kong from Mainland China last year and another 20 million from other countries. Line-ups for public toilets can be quite long and if you have experience with raising children, a two year old does not have much "holding power" – especially those brought up on "split pants". Aside from the young ones having an urgent need for a toilet, some elderly or adults with bowel disorders will be in the same situation. As land becomes more precious, I expect that the availability of public toilets will be even less in the future. Therefore I think that the argument that there are plenty of public washrooms is not valid.

One side of the argument that has not been raised to a great extent is the issue of personal privacy. In previous Jin articles, we wrote about the proliferation of smartphones. Nowadays you can take a high resolution photo or video by just clicking your cellphone and with another click, post it on the internet. How much more intruding can you get? So if you happen to be carrying your loved one, a 2 year old daughter and she is in a compromising situation with her private parts in view, how would you feel about a complete stranger taking a video and posting it for everyone to see? People have cited laws regarding peeing in public, I am sure there are also laws relative to taking pictures of individuals without their consent.

There has been a great deal of discussion but one point that may be missed is the underlying issue of change and non-acceptance of differences. Is there a negative undercurrent in Hong Kong regarding the change of influx of mainlanders, as visitors and authority? It is human nature to feel uncomfortable with a change in the status quo. The more traditional a society or

community is, the harder it is to adjust to change. For example, in Tianjin, there are relatively few foreigners, if tomorrow, the numbers of expats increased substantially, I am sure there would be a reaction of adjusting to accept this influx of different morals, customs and dress. A few can be tolerated but when there is a mass that affects your way of life, problems can arise if not addressed properly.

This situation does not have a simple explanation nor solution; it is not totally black or white. One can argue many sides and be come up with perfectly logical conclusions depending upon your viewpoint. Perhaps there is a greater need for tolerance and empathy. A North American saying is "Don't

criticize someone until you have walked a mile in their shoes." Another common saying worldwide, across many cultures, is the "Golden Rule" – Do unto others, as you would have them do unto you. This may not be easy if you have some predisposed opinion or viewpoint, in which case, any incident, no matter how trivial, will trigger a confrontation. If many people have the same underlying feelings, a simple situation can explode to a needless overblown affair.

No one is perfect in this world and we all have flaws and imperfections. It is also impossible to have everyone conform to what we think and feel is "right or proper". Life in the world is short, so take a deep breath and try to enjoy each moment as best we can.



A world famous peeing boy

天津的后花园——蓟县

我最近发现一个特别奇怪的现象：人们生活在他们居住的城市却不曾真正的游览每个角落！来天津这么多年，我自认为很了解它，可没成想它居然可以大到如此地步。我对我的第二故乡了解竟然少之又少！所以趁着劳动节的时候，我决定去看看这些我未曾知道的领域。

我去的地方是蓟县，第一站独乐寺。这里供奉着中国最大的木制佛像。一般的佛像都是采用某种金属打造，而这座大佛却完全是手工雕刻再喷绘。时至今日，我们仍然能看到佛像的雄伟辉煌，由此可以想象，在制作之初必定是精雕细琢。不只是佛像雄伟壮观，这里的寺庙也大有看头。典型的传统建筑体，加上墙体上的精致壁画，独乐寺绝对值得你去看看。

独乐寺里面还有一个小博物馆，展示着来自不同朝代的小物件。每一样小物件都能帮助参观者更好的了解中国古代文化。寺庙里面还有很多其它小的雕像，大多都是古代的神话人物。我们有幸看到了传统的祈祷方式。他们穿着传统风格的服装，向朝拜者喷洒圣水。能亲身感受这几百年历史的文化是很神奇的一件事。

参观完独乐寺，我们就去了蓟县大溶洞。溶洞的内部打着很多不同颜色的灯光。导游讲了很多关于钟乳石和石笋形成的奇闻轶事，以及各种形态的岩石的故事。五彩的灯光将影子打在墙上指引着参观的游客。溶洞里面有很多不可思议的自然现象，比如形状各异的岩石和水道。

第二天的行程是游览府君山公园。府君山公园里的山看上去不难攀爬，其间还有许多小亭子可供游人休息歇脚，从山底看过去是很可爱的一片景区。游玩的当天风很大，但绝对是放风筝的好天气了。野餐、游戏、聊天说地，这样的好天气一定要尽情的享受到底。

蓟县还有很多值得观光的的地方，比如长城、盘山。可我们真的是没有时间再去游览这些美丽的地方，但我确定一定以及肯定，我会再来一遍蓟县。

蓟县的出租不是很多，就算是有也都不都是很正式的那种，不过别担心，司机人都很好。但是我还是得提醒大家，在你上车之前先和师傅谈好价。总的来说，我的五一假期过的相当满意。



Fujun Mountain Park

It was amazing to experience a piece of culture the way that it happened hundreds of years ago. The Buddhist culture is alive still at the Dule Temple.

It's interesting that many residents of a city or town never experience all that that place has to offer. I have recently fallen victim to this problem. I thought that I had seen everything Tianjin has to offer. What I didn't know is that Tianjin is a huge place, with many suburbs belonging to it. I know very little about my adopted home, but over the Labor Day Holiday, I had a chance to view some new territory.

I was able to visit Jixian. I was only there a short time, so I wasn't able to sample all the things there, but I did see some great sites. It took us two and a half hours to get there but only an hour and a half to return. The bus ticket was only 50 yuan, and there is a bus that leaves Jixian every 10 to 20 minutes to the Hebei Bus Station in Tianjin. There are also some trains that go to Jixian.

The first stop was the Dule Temple, which houses the largest wooden Buddha in China. The ticket is only 30 yuan and 20 for students and children. Buddha statues are usually made from some type of metal, but this giant Buddha is hand carved from wood and painted. The

amount of work that must have gone into the Buddha is evident in the splendor that is still apparent in the artifact. The hand carving is exquisite and exact. This Buddha is quite a sight to see.

Not only is the Buddha beautiful and giant, the Temple is also quite amazing. It is laid out in the traditional style, and all of the buildings are decorated with exquisite hand paintings. The paintings showcase the traditional Chinese style and have been well preserved or repainted. They are still brightly colored and gorgeous to look at.

There is also a small museum inside the Temple that houses many artifacts from several different dynasties. All of the artifacts help the viewers to understand ancient Chinese culture. There are diagrams of their old housing, pots and pans, ancient money and even animal tusks from animals that are extinct. The museum does a nice job of describing all of these things; unfortunately, there are only Chinese explanations, but they are all still nice to look at.

There is also a small-scale model of the Temple, that the view can see all of the intricate parts of the Temple. It is nice to be able to see the whole Temple from the birdseye; you can appreciate how it is all laid out and designed.

The Temple houses many other smaller statues as well. Many of them are members of ancient Chinese myths. There are also some traditional warriors who guard the entrance. They symbolize strength. The Temple also has many of the dragon's children guarding the great Buddha. This is very common in traditional Chinese temples.

Lastly, the Temple shows the visitors a traditional way to pray, with characters from famous ancient Chinese legends. They are dressed in the traditional style and sprinkle the patrons with water. Their dress is beautifully

designed and is a testament to how ancient Chinese people would have dressed. It was amazing to experience a piece of culture the way that it happened hundreds of years ago. The Buddhist culture is alive still at the Dule Temple.

Right next to the Temple is a business street, where you can purchase many different traditional-style Chinese artifacts. The street is designed in the traditional style, with archways that are beautifully painted. It puts you in mind of an ancient market that could have been outside the Temple.

After the Temple, we went to see Jizho Cave. Jizho Cave is a karst cave. It is a very large karst cave. The entrance fee is 60 yuan and 30 for students and children. The cave took about an hour to go all the way through it.

It was lit from the inside with many different colored lights, and there was a Chinese tour guide. They had red, green, blue, white and purple lighting. It would be a good idea to bring a Chinese-speaking person with you, if you're not completely fluent. The tour guide has many anecdotes and stories about all the formations of the stalactites and stalagmites. Our guide told how many of the rock formations make Buddha shapes, young women or animals.

The lights made really cool shadows on the wall, because of the colored lights that are used to guide those who are visiting. There were so many amazing natural formations inside the cave, including some special rock types and waterways.

After our day of sightseeing, we had a delicious dinner of some traditional Chinese food, including some of the local seafood. We stayed at a relatively inexpensive, but nice, hotel. In Jixian, tourists have the ability to do stay at some homestays with the local people, but we decided to stay at a regular hotel.

On the way back from dinner, we picked up

some fruit to eat for breakfast the next day. After breakfast, we walked from our hotel to the Fujun Mountain Park. There is a small mountain there to climb near the park. We decided not to climb the mountain, but instead walked about the beautiful park.

It looked like a relatively easy climb, but we were a little bit short on time. If you do decide to climb the mountain, there are several small shelters where you can stay and take in the view. They looked really lovely from the base of the mountain.

It was pretty windy that day; we decided to buy a kite. It was such a nice day and perfect kite flying weather. There were several other people around also flying kites. Up near the base of the mountain, there were also many vendors selling souvenirs or food. We had a nice lunch in the park, and it was great to eat outside. The garden is nicely laid out and you can find several private areas to sit and talk or eat.

In Jixian, there are also several other attractions. There is a section of the Great Wall that is close by and that visitors can climb. Nearby, there is also Pan Mountain, many people go there in the evening to make the climb throughout the night and then watch the sunrise from the peak.

We didn't have enough time to do either of those things, but I'm sure that they are both wonderful attractions. I would surely like to go back and visit Jixian again, perhaps to climb the mountain.

In Jixian, there are few taxis, so many of them are run by the local people and unofficial, but the drivers are very good, and we didn't have a single problem with them. You do, however, have to make sure you discuss the price before you agree to the ride to make sure that you don't get ripped off, but overall, it was a nice way to spend my Labor Day and take in some nature.

Discover JiXian

by Ashton Weis



Huangyaguan Great Wall



Entrance Memorial of Fujun Mountain Park



Dule Temple

广袤静谧的内蒙古

提到内蒙很容易让人想到无边无垠。它们矗立在幻想与文明的边缘带给人们无限的神秘以及无法触及的遥远。在过去的印象中，内蒙人似乎是一群生猛的蛮人，驰骋在广袤的草原上，然后用敌人的脑袋当马球。之所以对内蒙有这样的想象，完全是受到了成吉思汗和忽必烈故事的影响。我决定亲自去内蒙看看。

我定了一个周末短途游。大客在周五的傍晚出发，一路向北。如果你选择自驾，旅途时间会缩短很多，旅程也更舒服一些。但是穿过黑暗抵达黎明，穿过噪音和拥堵的周五夜幕抵达静谧的内蒙和广阔的牧场，也足以让人心旷神怡了。

汽车在清晨时分停在一个不知名的小村庄，我看到了一个远离都市喧嚣的世界。天空湛蓝，空气清新。村子里既没有网络也没有信号。唯一的动静就是偶尔的鸡鸣狗吠。

我们租了几匹马开始了我们的探秘之旅。当时间接近中午的时候，我们停在了杂树林的边缘，从这边望下去，除了消失不见的房屋和道路，这里像极了英格兰南部。马术表演之后我们就往回走了。令人意外的是，在村口的时候竟然得到了山羊群的热切欢迎。

晚间的时候，饭店办了一场烧烤活动——烤全羊。两个人翻转着羊肉，还时不时的向嘶嘶作响的羊肉上面撒着香料。整个院子被从房间透出来的灯光和一只形单影只的灯泡给照亮了。当月光照在明亮的夜空，这里的一切都那么的宁静而美好。我从来没有如此清晰的看过银河，也从没觉得它可以离我这么近，这感觉真是太棒了。

内蒙是一个长长的省，气候变化取决于你要到访的地方。乌兰布统大草原是一个不错的地方，从天津过去也很方便，春季末到夏季中是旅游的最佳时节，气候适宜，绿草青青。到了秋天就是一片金灿灿的景象，可到了冬天，这里算得上中国气温最低的地区之一了。如果你想去看沙漠，那么8、9月或许会好一些。夏天还是可以洗澡的，但是到了晚上气温就会下降，所以一定记得带件外套。为了防止晒伤，防晒霜也千万别忘了拿。

这次旅行我花了450元用于食宿，另外200元租了一匹马。对于那些想要逃离这座城市呼吸几口新鲜空气的人来讲，这是一个完美的假日。人们想要放松心情，想要逃离喧嚣，想要仰望蔚蓝天空。如果有需要你也可以带上一些“奢侈品”，比如一本书，一瓶酒，或者再加一个手电筒。远离现代都市将所有的压力抛之脑后，在这片神奇的大地上过一个简单的周末吧。

Inner Mongolia

By Robert Watt



We gathered around the fire, our faces flushed from a day outdoors and from the glowing embers. Overhead, a white moon glimmered bright enough to show the land beyond the houses and the river, now shining silver.

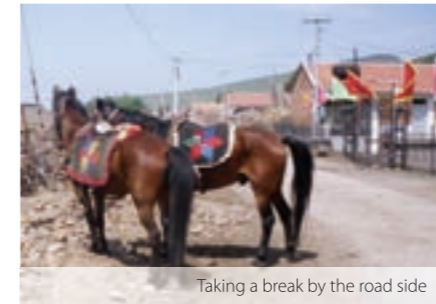
Riding horses

Places like Timbuktu and Inner Mongolia have long been synonymous with the impossibly remote. They represent those far off, inaccessible places close to legend, lying between the margins of fantasy and the fringes of civilization. In the imagination, Inner Mongolia is a vast and harsh plain of windswept grasslands populated by fierce, barbarian hordes that play polo with their enemy's heads.

The images associated with this land, are influenced by stories of its notorious rulers, Ghengis and Kublai Khan and informed by a history that describes the horror and fear of the Mongol empire as it swept across Asia to the gates of Vienna in the 13th Century.

Eight centuries later, Inner Mongolia, at least among those in China, is becoming better known for the huge building programs in cities like Ordos and the capital Hohhot, as well as its massive mining and heavy industries. Neither of these provides much of a draw to the tourist. Likewise, little remains of the Mongol leader that Marco Polo described as a leader of leaders, or his fabulous palaces and gardens made famous by the poem of Coleridge.

For those keen to explore the mysteries of China, it's easy to overlook this obscure region.



Taking a break by the road side

But in a part of the world where population and economic growth is putting immense pressure on the environment, this province (China's third largest and among the least densely populated) is still unspoiled. And at less than 300 miles from Tianjin, it's hardly the heart of darkness most outsiders still imagine it as.

The unique customs and culture of inner Mongolia are being promoted by local government with the establishment of areas where horse riding, grass skiing and quad biking can be enjoyed. Some tourist areas have Yurt like hotels and offer traditional singing and dancing shows, as well as archery and other 'ethnic' activities. There are also tours to the sand dunes of the Gobi desert and to the vast woodlands that are being planted, in an attempt, to halt the spread of the desert and reduce the sandstorms in Beijing and Tianjin.

For those who prefer something less contrived, there are also trips to small villages springing up. Local people, keen to capitalise on the emerging tourist market, are keen to supplement their small farming incomes during the short summer season. While much more basic than the tourist resorts, they do give an insight into village life which a stay in directly supports. They are also considerably cheaper.

I booked such a weekend trip through a small company in Tianjin. The bus left in the early evening of Friday and travelled all night through the darkness. If you go by car, the journey time is considerably shorter and more comfortable. But, sleeping through the night, makes the transition from the noise and smog of a Friday rush hour, to the silence and wide green pastures of Inner Mongolia, that much more dramatic.

Certainly, when the bus pulled into the tiny, unnamed village in the early hours, I felt a world away from the hectic city life. The sky was a clear blue and the air fresh and moist. The village, nestled in a valley of rolling grass covered hills, was without internet and mobile reception. The only sounds were from the occasional dog or chicken.

The hotel we all stayed in was a grey, single

story building, set in a courtyard with a number of rooms leading off a long corridor. The rooms were basic, but clean, with a private sit down toilet, a warm shower and a hard bed. The only other furniture was a big, old TV which showed a handful of grainy Chinese channels. This isn't a place to be pampered; the attractions were all outside in the vast landscape that the window looked out upon. Rolling out beyond the dusty courtyard and ending in a horizon more distant than I'd seen for months.

After a brief rest and a buffet breakfast, we hired some horses and rode out into the country. The ground was soft and moist under foot. But beneath the short lush grass you could see the sandy soil. With all the greenery, the scattered trees and the shallow streams, it's easy to forget that Asia's largest desert frequently blows in from over the hills.

We rode along a wide trail for a couple of hours. There was nothing to disturb the peace but goats and cows, horses and flocks of birds. As morning turned to midday the sun grew hotter and the light sweaters came off. We stopped at the edge of a copse of trees and looked out over the valley. Except for the total absence of houses and roads it could have been the South of England.

After a display of horsemanship by the drivers and some galloping across a flat field by the more experienced riders, we headed back, splashing through the streams. We were welcomed at the village boundary by a herd of goats bleating.

In the evening, after another buffet meal, the hotel organised a BBQ. A whole lamb was roasted on a spit over a barrel of burning charcoal. Two men turned the animal, occasionally brushing spices into its sizzling meat. The courtyard was lit by the lights from the rooms and a single, bare bulb, hanging on a

thin wire. We gathered around the fire, our faces flushed from a day outdoors and from the glowing embers. Overhead, a white moon glimmered bright enough to show the land beyond the houses and the river, now shining silver.

Later in the night, with a belly full of lamb, I went for a late walk around the village. Away from the lights of the hotel, you are plunged into a darkness that you never find in the city. The moon had dipped below the horizon leaving the heavens awash with stars. I hadn't seen the Milky Way so clearly since I was a child and never had it felt so close, so immense, or so awesome.

Inner Mongolia is a long province and the climate varies depending on where you visit. The grasslands at Wulan Butong are the most accessible to Tianjin and are best visited, in the late spring to mid summer, when the weather is pleasant and the grass lush. In autumn, the landscape turns a golden brown and in winter, temperatures are among the lowest in China. If you want to visit the desert, then August or September are better. Summer is also prone to showers and temperatures can still drop at night so it's worth taking a light cagoule and a thin sweater. Also, take sun cream as you can easily burn in the dust and smoke free air.

I paid 450RMB for the travel, hotel and food, plus a further 200 RMB for a hire of the horse. There are more expensive places but don't expect luxury. This is a holiday for those who want to get away from the city and spend a few days of healthy pursuits outdoors. Or to just relax, away from the stifling heat, breathing the clean air and seeing the huge clear skies. Bring a few luxuries if you need; a book, a bottle of wine and maybe a torch. Leave the modern world and all its stresses behind for a simple weekend in a land of legend.



Welcomed by a herd of goats

Hanjin Group Chairman Cho Yang-ho to head Hianjin Shipping



development of Hanjin into a global transportation and shipping group. Cho said that he would not take a salary until the shipping company records a surplus, indicating his determination to stabilize its business as soon as possible.

In his inauguration speech, the new chairman said, "Hanjin Shipping, which has played an important role in marine transportation in the group, is itself the history of shipping in Korea. We can overcome the current difficulties when the executives and employees move forward together with one mind based on the tradition of the company, which has developed into a global shipping firm in the face of a number of crises."

He expected Hanjin Shipping to be able to bounce back as a leading global shipping company if it successfully continues ongoing efforts to normalize business and maximizes synergy as an affiliate of the Hanjin Group.

"I pledge to provide full support to help Hanjin Shipping overcome the current crisis, utilizing human and physical resources of the Hanjin Group to the maximum," Cho said.

Chairman Cho also promised not to cut any jobs and asked the employees to remain where they are and carry out their respective jobs faithfully.

Cho has pursued his career in transportation and logistics, following the management philosophy of the late founder and chairman of the group, Cho Jung-hoon, to turn Korea into a "transportation power."

Chairman of the Hanjin Group, Cho Yang-ho, was appointed as chairman and CEO of the group's shipping service arm, Hanjin Shipping, in a board meeting on April 29.

Chairman Cho now heads all major affiliates of the Hanjin Group, including Korean Air and Hanjin Shipping, which is expected to accelerate the

Bazaar for Sewol-ho Victims

Korean Air held a charity bazaar at its main office building in southwestern Seoul on April 23 to help the families of those who were killed in the sinking of the Sewol. Clothes, toys and daily necessities were sold in the bazaar, where a box was installed to receive donations. Korean Air will deliver the money raised through the bazaar to the National Emergency Management Agency.



'Learn Korean Program' for Foreigners

Korean Air's foreign employees participating in the "Learn Korea Program" pose for the camera in traditional Korean costume. Korean Air has held the program twice a year since 2010 for its foreign employees around the world. The latest event took place in Seoul April 23-25.



Korean Air celebrates launch of nonstop service between Incheon and Houston



Korean Air celebrated the launch of a daily nonstop flight between Incheon/Seoul and Houston in a ceremony at the International Terminal of Incheon International Airport on May 2. President and COO of Korean Air Chi Chang-hoon, Acting President of the Incheon International Airport Corp. Choi Hong-ryeol, and many others attended the event.

The 248-seat B777-200 will serve the new Incheon-Houston route daily, departing Incheon International Airport at 9:10 a.m. and arriving at Houston's George Bush International Airport at 8:30 a.m. local time. The return flight leaves Houston at 10:40 a.m. and arrives in Incheon at 3:30 p.m. the next day.

Houston boasts state-of-the-art industries such as aerospace and energy as well as good cultural facilities. With a population of over six

million, it is the largest city in Texas and the fifth largest in the United States. The city is also home to the Mission Control Center of the National Aeronautics and Space Administration (NASA) and the world's largest oil refinery. Seventeen major Korean firms including LG Electronics, Samsung Heavy Industries and SK Energy have offices in the U.S. city, which contributes to high air service demand.

With no Korean flag carriers previously operating direct flights to Houston, travelers had to go transit from Dallas or some other destination to fly to Houston.

Houston represents Korean Air's 14th gateway in the Americas. Others include New York, Los Angeles, San Francisco, Atlanta and Sao Paulo.

Korean Air extends benefits of 'Excellent Boarding Pass' program

Since Korean Air launched the "Excellent Boarding Pass" program in 2012, passengers visiting Korea have been enjoying ultimate service excellence not only in-flight but also on the ground.

The "Excellent Boarding Pass" program provides discounts and additional benefits in Korea to passengers from overseas regions holding their boarding passes. To enjoy these exclusive benefits, passengers simply present their IDs and Korean Air boarding passes at any of the partner businesses within seven days from the departure date (except for one partner).

Since the establishment of the program, Korean Air has partnered with

over 30 companies to offer more varied and comprehensive benefits to passengers after they disembark, enabling them to enjoy unique services in various places in Korea.

The passengers' benefits begin as soon as they arrive at the airport. They can exchange money at favorable rates, receive discounts on mobile phone rental, and take public transportation from the airport to downtown areas provided by Korean Air's partners. Discount benefits are extended to more tourist attractions, such as amusement parks, folk villages, theatres, restaurants, cafes, shopping malls, and department stores.

Tianjin Networking Club at Nikko Hotel Tianjin

On May 20, TNC event was held at the wonderful Lounge Bar of Hotel Nikko Tianjin. A lot of professionals and entrepreneurs attended the event. The event is organized by Jin Magazine, and co-organized by American Chamber of Commerce, European Chamber of Commerce, German Chamber of Commerce, Singapore Chamber of Commerce and Hong Kong Chamber of Commerce.

We were excited to see many new faces that day, such as Javier Gimeno, Resident Manager of Renaissance Hotel Lakeview Tianjin. The new comers to Tianjin were eager to know about the local business environment and look for opportunities. So TNC is definitely the best platform for people like this since the spirit of TNC is about mutual help and mutual benefit.



Olivier Rochefort, General Manager of Hotel Nikko Tianjin made a welcome speech to the guests and hosted the lucky draw session. We're also grateful for Mr. Makoto Ando from Kirin Beer for the special sponsorship.

The event proved to be another great success. TNC social event has become the most important and influential business event in Tianjin and we look forward to seeing you in June.

For more information, please log on: www.tjnetworkclub.org or email: tnc@jinmagazine.com.cn



Hyatt Regency Tianjin East Brings Contemporary Style to the Historic Coastal City of Tianjin



Hyatt Regency Tianjin East has arrived in China's picturesque northern coastal city of Tianjin, which is a short drive or train ride from Beijing. The opening of the contemporary landmark marks the return of the Hyatt Regency brand, 28 years after making history. In 1986, Hyatt Regency became Tianjin's first international hotel in 1986 – and the first Hyatt hotel in China.

Hyatt Regency Tianjin East heralds the return of sophisticated Hyatt hospitality to Tianjin, where the Hyatt Regency name is synonymous with hosting top-level guests, prestigious meetings and special events. Hallmarked by contemporary style, convenience and comfort, Hyatt Regency Tianjin East will once again become the premier address for dining, meeting, celebrating and relaxing in Tianjin.

Rising 25 stories over Tianjin's Hedong District, Hyatt Regency Tianjin East's strategic location forms part of the fast-developing commercial hub connecting downtown Tianjin and the booming Tianjin Binhai New Area business district. The convenient location is just 20 minutes from Tianjin Binhai International Airport and 10 minutes from the historic heart of Tianjin. It is also close to Tianjin Line 2 Metro Station and Tianjin Main Railway Station, a regular stop for high-speed train services from across China including the Tianjin-Beijing line, which connects the two cities in just 28 minutes.



5th Anniversary Celebration at Crowne Plaza Tianjin Binhai

Crowne Plaza Tianjin Binhai celebrated its fifth anniversary on May 16th. They invite teachers and children from Tianjin Children Welfare Office come to our hotel and join this party with us together. The hotel and owner company always focus on the charity program during the operation and Tianjin Children Welfare Office is one of them. Before the spring festival 2014, Tianjin Airport Holiday Inn Express, Tianjin Binhai Holiday Inn Express and Crowne Plaza Tianjin Binhai went to Tianjin Children Welfare Office together and ate cakes play games with the children there, also donated one hundred thousand yuan to them.



The National Key Cultivation Project of Thousand Enterprises in Dozen Cities

Entrepreneurship and Strategic Improvement Training Class for SME, with China Association of Small and Medium Commercial Enterprise (CASME) as the host, was sponsored by Tianjin Municipal Science and Technology Commission and organized by Tianjin Intertech Corporation. The opening ceremony of Entrepreneurship and Strategic Improvement Training Class for SME was held at the lecture hall of Tianjin Intertech Hotel on May 5, 2014. This class, a nationwide free training for small and medium-sized entrepreneurs, aimed at encouraging, supporting and guiding non-public economic development to stimulate the vitality of non-public economy and to strengthen the competitiveness of SME.



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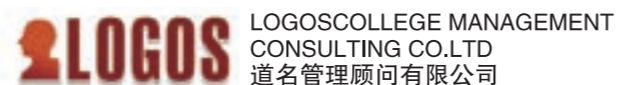
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2014巴西世界杯

时隔四年，世界最高荣誉、最高水平、最高知名度的足球比赛——世界杯，即将重返视野。

2014年巴西世界杯是第20届世界杯足球赛。比赛于2014年6月12日至7月13日在南美洲国家巴西境内12座城市中的12座球场内举行。这是继1950年巴西世界杯之后世界杯第二次在巴西举行，也是继1978年阿根廷世界杯之后世界杯第五次在南美洲举行。2010年南非世界杯，西班牙队最终摘得冠军头衔。而纵观过去19届世界杯的夺冠情况，巴西五次、意大利四次、德国三次、阿根廷和乌拉圭各两次、英格兰法国西班牙各一次，本届冠军队伍的猜想也一直是球迷间最大的话题。截至2014年5月8日，国际足联/可口可乐世界排名显示西班牙队高居榜首，紧随其后的是德国、葡萄牙、巴西和哥伦比亚。

对于本届比赛的小组分析，A组的巴西极有可能携手喀麦隆闯入第二轮战斗。B组的劲旅西班牙和澳大利亚在上届的决赛中遭遇了最差的抽签。C组的哥伦比亚是最有希望晋级的队伍。至于D组，显然，意大利将成为年轻的英格兰的最大障碍。法国是E组最有希望的队伍。相对于防守薄弱的伊朗和尼日利亚队，F组的阿根廷要稍显强大些。G组最具争议，因为同为强队的德国和葡萄牙势均力敌。排在H组的比利时或将超越俄罗斯等成为该组最大的黑马闯入决赛。

在早前的赛前友谊赛中，西班牙1:0击败意大利。巴西以绝对优势5:0力克南非，阿根廷0:0战平罗马尼亚。法国则展现了强势的回归2:0战胜荷兰，英格兰则以1:0完胜丹麦。

作为CCTV-5世界杯官方大使，贝克汉姆期待与中国观众分享他独特的视角。更多详情，敬请关注 <http://www.cctv.com/program/C15635/19/07/index.shtml> 在线观看请访问 <http://tv.cntv.cn/live/cctv5> 或 www.livesoccertv.com

2014 FIFA World Cup

By Daniel McCool

"The FIFA World Cup™ is the biggest single-event sporting competition in the world," says FIFA's official website. It is an international football contest held every 4 years since 1930, except in 1942 and 1946 due to the Second World War. It is contested by the senior men's national teams from the 208 Member Associations of FIFA. Held from 12 June to 13 July, this month-long football festival will not be one to miss.

After a long 4 years, the FIFA World Cup™ is here again, hosted by five-time champions, Brazil, who will be looking to make it six. Spain are the current champions, winning their first in South Africa in 2010, with Italy winning their fourth in Germany in 2006. The 19 FIFA World Cup™ tournaments have been won by 19 countries: 5 times by Brazil, 4 by Italy, 3 by Germany, 2 by Argentina and Uruguay, and once by England, France, and Spain – but who is likely to win it this year? As of 8th May 2014, the FIFA/Coca-Cola World Rankings show Spain in first place followed by Germany, with Portugal in third and Brazil in fourth, followed by a surprising Columbia in fifth place. This year, the luck of the group drawings will likely allow for

all of these top teams to progress out of the group stage:

Analysis of the group stage will likely see Brazil progressing from Group A with Cameroon fighting for second place. 2010 finalists, Spain, look strong in Group B with Australian suffering the worst draw. Columbia look the likeliest of Group C, over Japan, Greece, and Cote d'Ivoire. Italy will likely disappoint the young England squad from Group D. A weak Group E should guarantee a top spot for France, while Messi will have an easy time scoring for Argentina against the defensively weak Iran and Nigeria of Group F. Group G promises to be the most contentious, with

Who is likely to win it this year? As of 8th May 2014, the FIFA/Coca-Cola World Rankings show Spain in first place followed by Germany.

favorites Germany and Portugal fighting for the top spot. Meanwhile, dark-horse Belgium hopes to surprise a victory from Group H over Russia, Algeria, and Korea Republic.

In pre-tournament friendlies, Spain beat Italy 1-0. Brazil proclaimed their strength by destroying South Africa 5-0, leaving Argentina to disappoint with a 0-0 draw with Romania. France displayed a return to form with an impressive 2-0 victory over the Netherlands, while England overcame Denmark 1-0.

As official World Cup ambassador for CCTV-5, David Beckham looks forward to sharing with the Chinese audience his unique perspective. Tune in to hear what he has to say: find CCTV's broadcast schedule at <http://www.cctv.com/program/C15635/19/07/index.shtml>. Watch online at <http://tv.cntv.cn/live/cctv5> or www.livesoccertv.com.

Download official documents, posters, and maps from FIFA's official website: www.fifa.com. At 12:00 CET on 5 June, FIFA.com will publish a list of all the players who will participate. The next two World Cups will be hosted by Russia in 2018 and Qatar in 2022.



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