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MAGAZINE

今日天津

TIANJIN TODAY 2014/10

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音乐梦想

**FEMI AND THE RISE
OF THE TIANJIN
MUSIC SCENE**

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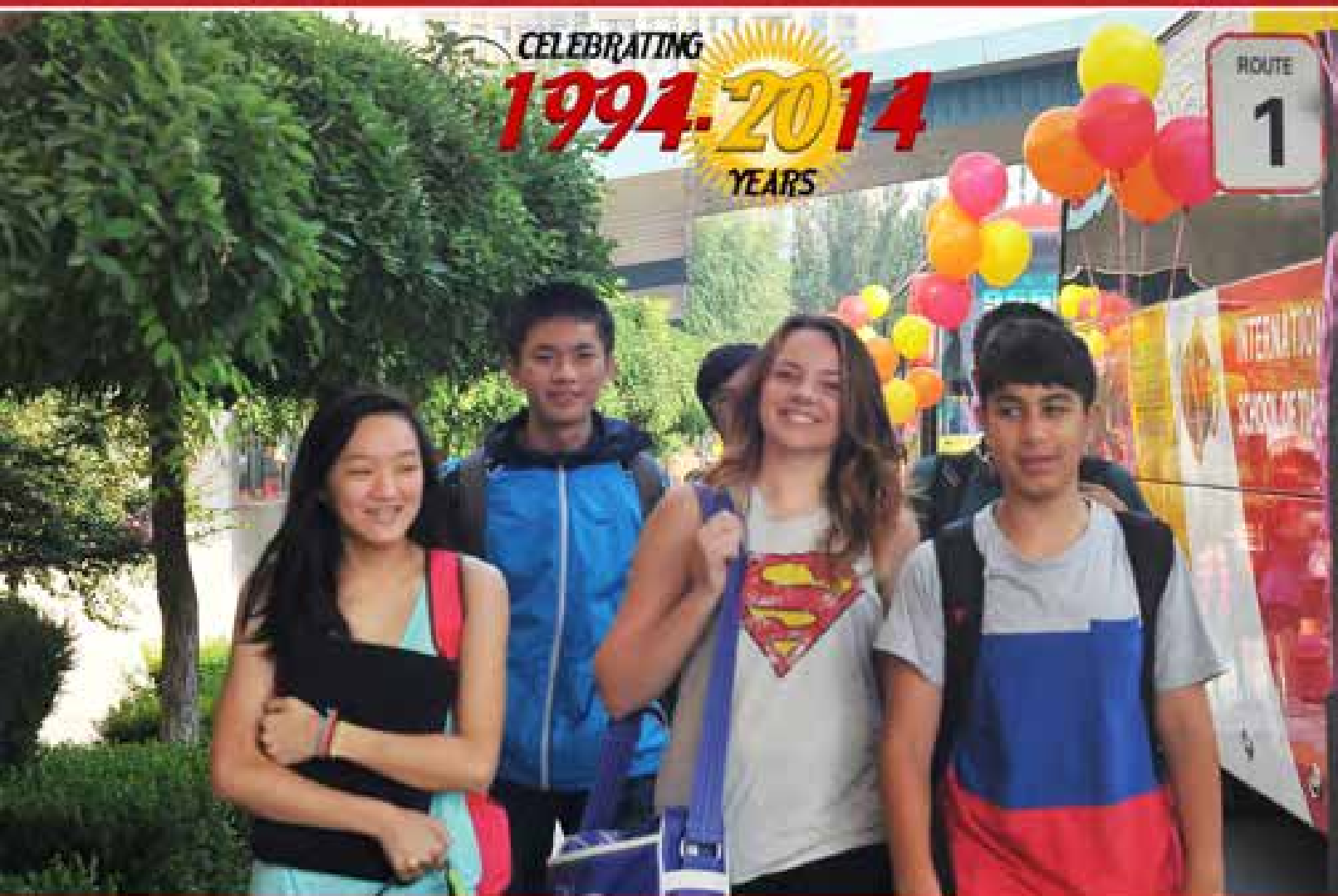


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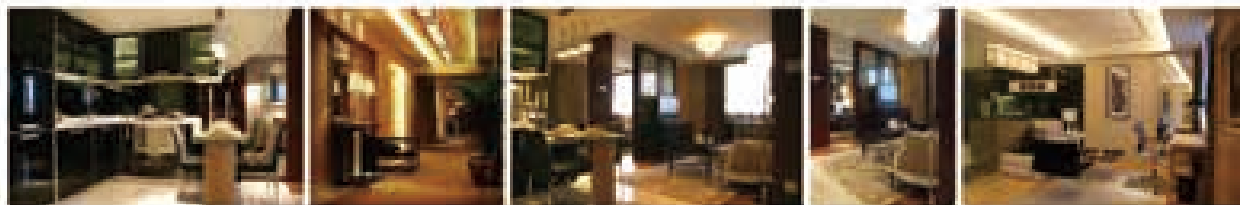
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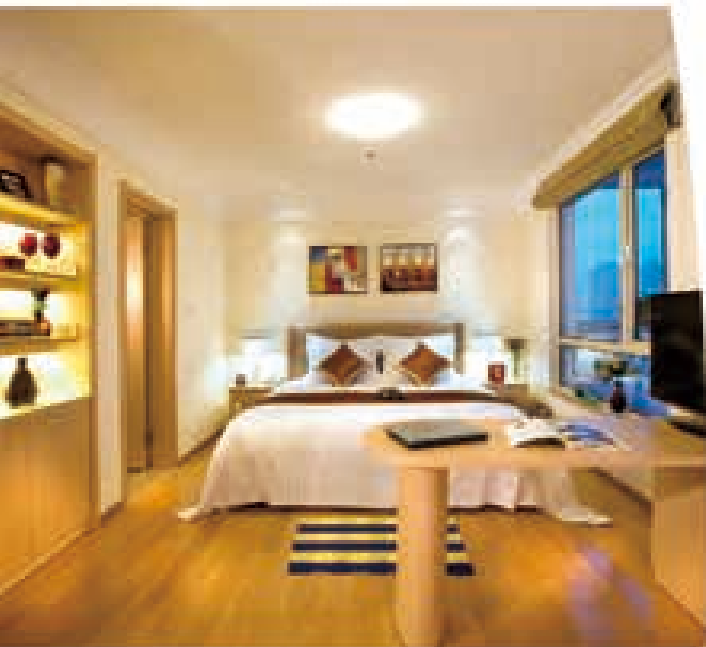
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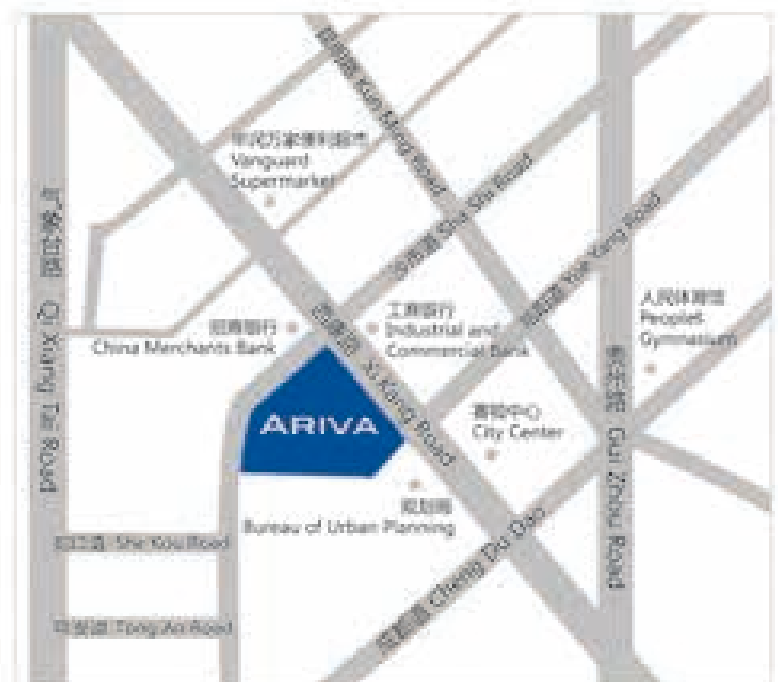
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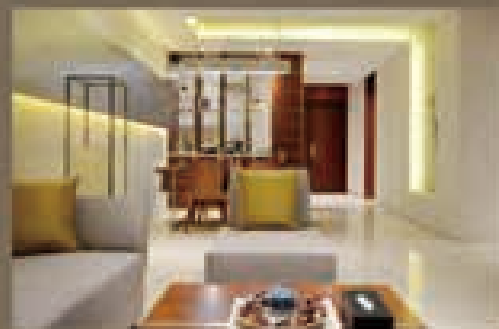
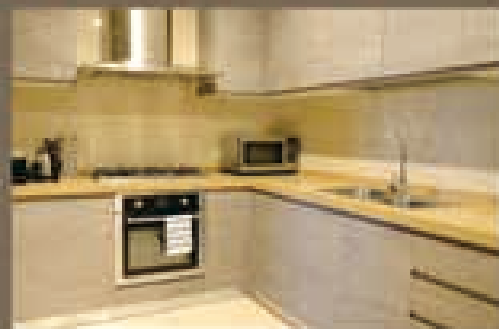
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W

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W

W



20

Feature
Sweet Tianjin
甜味天津

People

26



Femi and the Rise of the Tianjin Music Scene
非洲小伙儿的音乐梦想

Tianjin in Photographs



Wang Yurong
—Born to Art
为艺术而生的王玉荣

48



Discovering Tianjin
How's Heping?

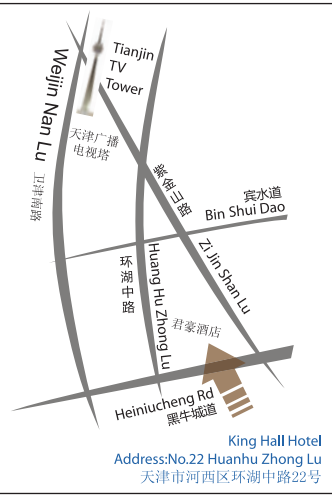
56

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Business

Blind Business 盲目有风险，创业需谨慎 28

Investment

Got screwed?! Here's why! 总是被骗？记住这几条忠告吧！ 30

Promotion

Affordable Luxury 触手可及的奢华享受 32

Education

Test Time in Tianjin 备考 44

Culture

The Name Game 起名字的学问 42

Lifestyle

How has China Changed me? 中国是如何影响了我？ 52

Travel

Florentia Village 佛罗伦萨小镇 54

Parting Shot

Hot or Cold 饮水的学问 62

Ads Index

Hotel 酒店

Holiday Inn Binhai Tianjin
Holiday Inn Tianjin Riverside
The Westin Tianjin

School 学校

Tianjin International School
International School of Tianjin
TEDA International School
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Letter from the Editor

The month of October will mean a major holiday for most people as they celebrate China's National Day for a 7-day holiday to begin the month. This will be the last major holiday before we start our winter and the last chance for our families to enjoy the warm fall weather.

This month, our writers will explore the western and Chinese palates of sweets. What are the main differences and what sets apart what we prefer? We will also look at how adaptive the expat has become after living in Tianjin in the article "How Chinese have you become?" Also related to food, is the article about how to tackle the Buffet and All You Can Eat restaurants.

The travel section will provide a review of the Florence village and in this issue we will provide a summary of the different districts in Tianjin. We start with the Heping district in the October issue. We hope you find our article providing tips on using travel agents useful in your travel choices.

The Education and Business section will look at how to approach writing English exams and what you need to consider when considering opening a business in China. It is not so simple when you consider cultural aspects and government regulations that are different than Western standards.

Tianjin has successfully hosted the Davos conference and took advantage to showcase Tianjin to the thousands of international participants and media who experienced the famous Tianjin hospitality. The weather cooperated and hopefully the positive impression of the multitude of visitors will mean an increase of future tourism for the area. Jin Magazine was made available to all the visitors and we have received positive feedback.

If readers have suggestions for future articles or comments on existing articles, we would love to hear from you. wangzy@jinmagazine.com.cn

伴着十月的到来，我们也迎来了入冬前的最后一个重要节日——国庆节。尽情享受这个秋天最后的余温吧。本期的专题文章将和你一起探讨中西方对“甜味”的不同理解；而另一篇文章则是和你分享一些被中国同化了的老外的故事。

本期的旅行，我们将为你推荐一个魅力十足的小镇——佛罗伦萨小镇。在那里，你不仅可以感受到国际大牌的时尚魅力，更能领略其独一无二的欧洲建筑风情。在中国备考虽不容易，但做生意更加困难。跟着我们的脚步，看看专家是如何给你支招的。

天津成功举办了2014年夏季达沃斯论坛并在此期间很好的展示了天津的形象。良好的空气质量以及和谐的城市氛围一定会为天津未来发展带来无限的可能与希望。借助今日天津的平台，我们也陆续收到了一些好的反馈。如有任何疑问，敬请联系以下邮箱 wangzy@jinmagazine.com.cn，我们将时时刻刻与您分享当下最及时的讯息。

Monica Wang



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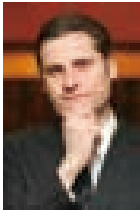


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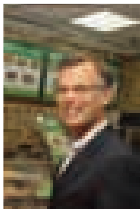


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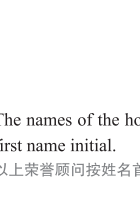


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以上荣誉顾问按姓名首字母顺序排列, 排列不分先后。

TIANJIN NEWS

Binhai CBD aims perfect place for companies to relocate

■ 滨海CBD为企业搬迁营造良好氛围

良好的政策使得越来越多的机构看好滨海CBD的发展前景。滨海新区中心商务区特别强调五个主导产业的发展, 其中包括金融、总部业务、国际贸易和跨境电子商务、技术以及互联网和文化创造。截至2014年8月底, 滨海CBD已有3055家注册企业, 注册资本达1709亿元, 其中金融企业有将近534家, 注册资本总值达1500亿元。

Strong and good policy expectations made more institutions optimistic about the development prospects of Binhai New Area Central Business District (CBD), said an official. "Policy expectations of the integrated development strategy of the Beijing-Tianjin-Hebei region and Tianjin free trade zone provide Binhai CBD a historic opportunity," said Deng Weiming, head of the Central Business District Administrative Committee in Binhai New Area.

As President Xi Jinping called for integrated and coordinated development of the Beijing-Tianjin-Hebei region in February, the capital city will move non-core functions to surrounding areas. With its advantages in location, environment, transportation, public services and preferential policies, Binhai CBD will be a good place for companies to relocate, Deng said. Given the background of China's weak economy, Binhai CBD saw 598 enterprises registering in the district in the first eight months of the year, exceeding the whole number of last year. As of the end of August 2014, 3,055 enterprises have registered in the Binhai CBD, with registered capital of 170.9 billion yuan. Some 534 of them are finance enterprises, with registered capital of 150 billion yuan.

End of the road for high-emission vehicles

■ 京津冀长三角等地城市核心区年内禁行黄标车

根据环保部等六部委近日公布的《2014年黄标车及老旧车淘汰工作实施方案》, 今年全国计划淘汰的600万辆黄标车及老旧车中, 有近五分之一来自京津冀地区。今年年底前, 京津冀、长三角和珠三角的地级以上城市的核心区域彻底禁行黄标车。

High-emission vehicles will be banned from driving in main areas of China's three key economic regions by the end of the year, according to a plan jointly released by five ministries, including the Ministry of Environmental Protection.

The three regions are Beijing-Tianjin-Hebei, the Yangtze River Delta and the Pearl River Delta, Beijing News reported. The plan outlined tasks for each provinces and cities. The capital is required to remove 391,000 vehicles this year, while the numbers for Tianjin and Hebei province are 143,000 vehicles and 660,000 vehicles, respectively. That means, a total of 1.194 million vehicles will be taken off the road in the Beijing-Tianjin-Hebei region over the next three months. That number is almost one fifth of the total 6 million high-emission vehicles that are to be taken off the nation's road by the end of the year, according to the 2014 Government Work Report released in March. Huangbiaoche, literally vehicles that are posted with yellow labels, refers to vehicles that cannot meet national emission standards.

They include gasoline-fueled vehicles that fail to meet the National I emission standard and diesel-powered vehicles that cannot meet the National III emission standard.

Binhai eyes economic power slot

■ 滨海新区将打造动力大都

凭借其地理位置的优势，天津滨海新区将打造继深圳经济特区和上海浦东新区之后的又一动力大都。天津滨海新区涵盖七大产业功能区和一个贸易港口，包括天津港保税区、天津港口经济开发区、天津滨海高新技术产业开发区、天津经济技术开发区、东疆港自由贸易区、天津生态城、天津滨海新区中心商务区 and 天津港口。自今年二月份，国家呼吁京津冀地区的协调发展之后，许多著名企业也都将重点业务转移到了天津。截至今年上半年，天津滨海新区已吸引了京津冀地区的156个项目来津进行投资。

With its advantages in location, Tianjin Binhai New Area expected to build itself into another power house in China, like the Shenzhen special economic zone and Shanghai's Pudong New Area.

Located at the center of the Circum-Bohai Region and the eastern seaboard of Tianjin, Binhai boosts great transportation systems with the first intercity high-speed rail between Beijing and Binhai, the largest freight airport in North China and the fourth biggest port in the world. Tianjin Binhai New Area covers seven major industry functional zones and a comprehensive trade port, including Tianjin Port Free Trade Zone, Tianjin Harbor Economic Area, Tianjin Binhai Hi-tech Industrial Development Zone, Tianjin Economic-Technological Development Area, Dongjiang Free Trade Port Zone, Sino-Singapore Tianjin Eco-City, Tianjin Binhai New Area Central Business District and Tianjin Port. The industrial output of the area reached 802 billion yuan in 2013, compared with the figure of 381 billion yuan in 2009. That's a one-year increase of 21.6 percent.

As President Xi Jinping called for integrated and coordinated development of the Beijing-Tianjin-Hebei region in February, many famous companies, such as Ganji and Ikea, decided to transfer key business to Tianjin. In the first half of this year, Tianjin Binhai New Area attracted 104 projects from Beijing and 52 projects from Hebei province. Three small and medium-sized technology enterprises in Binhai New Area won seats to attend 2014 Summer Davos, together with entrepreneurs and business elites from the world's top 500 enterprises.

Researchers say instant noodles are 'not junk food'

■ 天津科技大学研究证明：方便面比包子营养更均衡

近日，天津科技大学营养专家团队在第十四届中国方便食品大会中带来了一份最新研究报告《方便主食营养比较研究》，以提供人体能量来源的三大“宏量营养素”作为主食类食品的评判标准，以科学的观点提供消费者合理的膳食建议。在这份报告里，经研究发现，凉皮、炒河粉、方便面等食物在主食宏量营养素的能量均衡度上居于前列。其中，方便面在能量提供方面更为均衡。

A proverbial storm has been brewing on social media in China, although instead of a teacup, this one's more like in a bowl of steaming instant noodles.

It all began after researchers from China's Tianjin University of Science and Technology concluded that instant noodles, one of the most popular snacks in the country, have thus far been wrongly viewed as "junk food".

The researchers arrived at that finding after examining the 15 "instant food" items, such as steamed buns, fried rice with eggs, frozen dumplings and noodles, of course.

What they concluded was that not only do instant noodles provide basic nutrition but that they also offer a balanced meal in comparison to steamed buns, rice or other staple food in the mainland.

Moreover, instant noodles of high quality, they said, are much safer than some of the take-out food or that which is sold at the streets.

The analysis was based on nutritional guidelines recommended by the WHO and those provided by the State Council. Using these, the researchers focused on the composition of macronutrients, such as carbohydrates, proteins and fats in these snacks.

According to the WHO, the ideal caloric break-up of foods must be as follows: 50%-65% from carbohydrates; 20%-30% from fat; 11%-15% from proteins.

The researchers claimed that instant noodles contain 50% of carbohydrates, 39% of fat and 11% of protein, which is a far better nutritional balance when compared to hamburgers and frozen dumplings.

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10/01,02

Strawberry Music Festival 2014

2014天津草莓音乐节

13:00-21:00

Bo Long Hu, Tianjin Future Science City, Binhai New Area
天津滨海新区未来科技城·渤龙湖



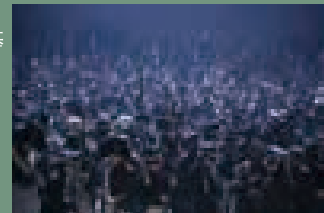
09/30-10/02 & 10/04,05,06

Opera: War and Peace

歌剧《战争与和平》

演出：俄罗斯莫斯科国立斯坦尼斯拉夫斯基和涅米洛维奇-丹钦科音乐剧院
19:30

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



10/02

Emperor Fantasy: Piano Solo
Concert by Li Yundi

王者幻想—李云迪钢琴独奏音乐会
演出：李云迪
19:30

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



10/03

Concert: On Wings of Song

乘着歌声的翅膀

—天津爱乐合唱团音乐会

演出：天津爱乐合唱团
19:30

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

10/04

Concert by Royal Liverpool Philharmonic Orchestra

皇家利物浦爱乐乐团音乐会

演出：皇家利物浦爱乐乐团
19:30

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

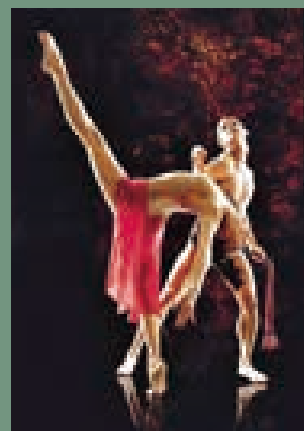
10/08

Dance Drama: Lotus

舞剧《莲》

演出：北京当代芭蕾舞团

19:30



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

10/09,10

Ice Ballet: The Sleeping Beauty

冰上芭蕾舞剧《睡美人》

演出：圣彼得堡国家冰上芭蕾舞剧团

17:30

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

10/11

Classical Music Concerts

贝多芬的眷恋

—古典音乐饕餮系列之十一

演出：天津爱乐乐团

19:30

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

10/11,12

Ice Ballet: Swan Lake

冰上芭蕾舞剧《天鹅湖》

演出：圣彼得堡国家冰上芭蕾舞剧团

14:30



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

10/12

Concert: Vienna Boys' Choir

维也纳童声合唱团天津音乐会

演出：维也纳童声合唱团

19:30

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

10/21

Public lecture: The Door of Vocal Music

歌唱的思考—声乐之门

主讲人：石广羽

15:00

Western Shore Art Salon,
No.3 Youyi Bei Lu, Hexi
Tel: 8622-23263505
西岸艺术馆 河西区友谊北路3号

10/26

Piano Concert by Du Taihang and Student

中国钢琴名师系列8·杜泰航师生钢琴音乐会

演奏：杜泰航

19:30

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

10/28

Public lecture: The Art of Vocal Music

中外艺术名曲—声乐艺术

主讲人：薛跃林

15:00

Western Shore Art Salon,
No.3 Youyi Bei Lu, Hexi
Tel: 8622-23263505
西岸艺术馆 河西区友谊北路3号

10/17

Concert by Mariah Carey

玛利亚·凯莉2014中国巡演演唱会 天津站 19:30
Tianjin Olympic Sports Center Stadium
天津奥体中心体育场(水滴)



10/13,15,17,18

American Sports
Film Festival

美国运动电影节
19:00

American Cultural Center for Sport,
Tianjin University of Sport Library
Tel: 158 2200 6352
天津体育学院中美体育文化交流中心



10/14

Public lecture: Talk about Music

一茶一坐—音乐杂谈
主讲人: 张如昕
15:00

Western Shore Art Salon
No.3 Youyi Bei Lu, Hexi
Tel: 8622-23263505
西岸艺术馆 河西区友谊北路3号

10/18,19

Children's Play: The Little

Match Girl
儿童剧《卖火柴的小女孩》
演出: 中国儿童艺术剧院
10:30&15:30



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

10/30,31

Opera: Nora

歌剧《娜拉》(世界首演)
演出: 天津爱乐乐团
19:30

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

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Sweet Tianjin

by Bryce Cristiano, Robert Watt, David Wong
and Carmen King



甜味天津

不论你是哪个国家的人，甜食都是与生俱来的偏好。天津的味道是否也是甜的？是哪一种甜呢？我们几个外国人这个月不停地尝试在天津能买到的甜食，就是希望大家一个答案。

总的说来，中国人所能接受的甜度要低于西方人。最明显的一个例证就是在星巴克这样的国际连锁咖啡厅里，所提供的食品种类会有所差异。在美国的星巴克，吃的只有甜甜圈和糖果。这些甜品不但表皮裹着糖，里面的夹心也是甜的。而在天津的星巴克你找不到这样甜的发腻的东西，而更多的是零食和三明治。

美国人认为咖啡和甜甜圈是最自然的搭配，而中国人却认为甜甜圈太甜了，接受不了。事实上，很多西方甜品在引入中国之后都要重新改良配方，把甜度降低。以在中国很受欢迎的DQ冰激凌为例，美国的DQ会在冰激凌外面裹上巧克力，而中国就没有这种产品。

现在我们来认识一下中国的传统甜食。无论是北方还是南方，年糕都是很重要的甜食，而且经常作为各种节日的特殊食品。这种以米为主要原料的食品可以有多种吃法，可蒸可炸，然后蘸上白糖，非常可口。

中国南方还流行各种甜汤，也称为“糖水”。豆腐花就是广东人常吃的一种甜品。但天津人更熟悉的是豆腐脑，味道是咸的。

除了巧克力以外，奶制品在西方人的饮食结构中也非常重要。但是，这里的奶制品和西方的味道也不尽相同。

在异国生活，我们不能奢求每日饮食与在家无异。即便是国际品牌的食品也会针对目标市场做口味上的改良。同时，原料产地的不同也会导致最终口味上的差异。同一款奥利奥饼干在美国和在中国的味道绝对是不一样的。

很多巧克力生产企业都开始关注中国这个庞大的市场。好时巧克力就耗资5亿美元收购了上海一家食品企业，以求更加便利地参与到中国日益庞大的巧克力市场。

除了好时以外，雀巢、费列罗、吉百利等国际巧克力品牌早已占领了中国超市的巧克力货架。这些巧克力包装精美，价格不菲，被中国人看做是馈赠佳品。有的还推出适合本地人口味的新产品，比如海鲜味的脆饼。

同样，中国人不喜欢太甜的巧克力。雀巢有一款巧克力棒叫做“脆脆鲨”，作为一个美国人尝来确实不够甜，而且里面的夹心也明显迎合了本地人的喜好：红豆、黑芝麻和绿茶。

外国人在中国遇到的另一个问题是奶制品的缺乏。牛奶和奶酪是西方人必要的副食，但在天津似乎并不好找。在天津找到优质奶酪的难度相当于在华盛顿找到一个诚实的政客。

饥饿的外国人看到柜台上的一盒牛奶会立刻双眼放光，但当意识到这牛奶没有保存在冰箱里，就立刻失去了购买的欲望。牛奶杀菌分为高温短时杀菌和超高温杀菌。经过超高温杀菌的牛奶在开封前无需冷藏，但是口感就要比高温短时杀菌的牛奶淡一

些。所以，我们在这里的星巴克喝到的拿铁奶味也会略淡。

中国的乳业市场其实在发生着变化，市场上的奶制品种类不断丰富，有奶片、乳饮料、果味奶、巧克力奶和昂贵的进口奶。希望对奶制品需求的增长能够促进中国乳制品安全的监管，奶业企业也能够把重点放在提升口味上。

目前，外国人购买优质的奶酪产品还要依靠进口超市。但如果你的生活费有限，不妨也尝试一下无需冷藏的超高温杀菌奶，至少喝了它你不会闹肚子。

为了探究两种甜食口味的差别，我们还做了个有趣的实验。很多人在回国的時候，都喜欢买些本地的食品带给家乡的亲友尝尝。我们的撰稿人之一Robert也在天津的超市里买了一些销量不错的本地糖果和小吃，带回英国给他的同事品尝。

英国人对食物的态度仍然十分保守，自己不熟悉的口味一般不会轻易尝试。他们对什么甜食有着固执的观念。在Robert带回的零食中最受欢迎的是脆脆的坚果类小吃，另一种类似棉花糖的糖果紧随其后。最后剩下的是一种看起来很奇怪黑色软糖，因为没有人知道这到底是什么。

西方有一种说法，“人是先用眼睛品尝食物的”。卖相不好的东西没人想吃。外形奇怪的食物不但会影响人们的胃口，还会影响人们对其口感的预测。

Robert从天津带回来的一种糖果包在红色的纸里，看起来很像鞭炮。有个同事猜它肯定是辣的。还有一种糖的外包装上画着一只虾，这种糖也变成了最不受欢迎的，因为大家都觉得海鲜怎么可能跟甜品挨上边。

刚刚提到的黑色软糖其实是一种水果干。从外包装上看，实物更像是肉类或蘑菇，怎么看也不像是零食。虽然这种水果干味道还可以，但是硬的可以把牙磕碎。

实验的结果证明大部分天津产甜品反响还是不错的，只不过大家因为不知道原材料到底是什么而不敢轻易尝试，因为有些素食主义者担心里面有动物产品。人们根据以往的经验对食物口感作出判断，食物的颜色、形状以及质地都会让人做出联想并对食物的口感做出预测。糖果、饼干、脆饼、布丁都应该有自己的形态，任何另类组合都会影响人们对它的接受度。

以上就是“天津糖在伦敦”的故事。这个有趣的故事也说明国际食品品牌必须根据目标市场的喜好做出改变，所以你会发现在家经常购买的零食到了中国就变了味道。

差异是生活的调味剂。口味上的不同对外国人来说不是世界末日。他们需要作出的第一步就是突破视觉上的屏障，迈出尝试的第一步。但同时这也给中国的食品企业提了个醒，除了口感之外，是否有令人赏心悦目的外形也十分重要。

虽然，天津的食品市场还不能完全满足外国人的需求，但我们应该看到越来越多的国外食品品牌已经把目光转移到中国市场，这意味着越来越多的品牌将加入到糖果市场的竞争。相信在不久的将来，我们无需到北京采购食物，在天津也能找到符合自己口味的甜品。

What do an American, Brit, and Canadian have in common? All are busy sampling "sweet Tianjin". What is sweet Tianjin? Namely, it is the sweeter side of Tianjin cuisine.

Situated next to the national capital of Beijing, Tianjin is a growing metropolis with expats from around the world crossing paths. As they do, these expats find themselves tasting Chinese treats that are not savory but sweet. What's the lay of the land as it relates to sweets throughout China and in Tianjin?

In general, Chinese sweets are more common in South China, rather than the northern region, such as Tianjin. Although if you tasted moon cakes from the recent Mid Autumn Festival last month, which are very sweet with Lotus or sesame stuffing, you may disagree.

Overall, the Chinese palate tends to be a lower level of sweetness compared to the Westerner. A good example is the coffee outlets that are becoming very popular all over China. If you visit most of the Starbucks and Tim Horton's coffee shops in Canada and United States you will notice that the majority of food sold in these restaurants are donuts and sweets. These are not just sugar coated but stuffed with sweet fillings and covered in chocolate and sprinkled with candy. This is far more than what you would find in local coffee establishments in Tianjin, which would feature more snacks that are less sweet or sandwich type menu items.

In North America, where coffee and donuts are a natural combination, the Chinese find donuts to be too sweet and not as popular. In fact, most of the Western sweets sold in China need to be reformulated to a lower sweetness level in order to be accepted by the Chinese consumer. Go to a Dairy Queen outlet in the West and you will see that chocolate covered ice cream and chocolate toppings on ice cream cakes are very popular but not prevalent in China.

In China, you will seldom find stores that are dedicated to selling chocolates and candy. Whereas in the West it is common and gifts of chocolates on special holidays make a common gift. Again, chocolate is not as popular in China. Perhaps, because chocolate was introduced later into the Chinese market, since chocolate originates from Mexico and Central America. Chocolate is also very interesting since the main ingredient which is cocoa, is actually very bitter.

Much of the chocolate consumed today is in the form of sweet chocolate, a combination of

cocoa solids, cocoa butter or other fat, and sugar. Milk chocolate is sweet chocolate that additionally contains milk powder or condensed milk. White chocolate contains cocoa butter, sugar, and milk but no cocoa solids. These three types of chocolates represent the main gift for women during Western special holidays such as Valentine's Day, Mother's Day and Christmas.

Another reason that chocolate is not so popular in China is probably due to the fact that it melts so easily and not cannot be transported without being damaged. Therefore, Chinese sweets tend to be subtler and are foods that are sugar flavored or sprinkled with sugar. One example is Chinese kuih, written as gao (糕), are usually made from ground rice flours. Many of the gao are made especially for important festivities

such as the Qingming Festival (usually in April) or Chinese New Year (January or February) however many others are consumed as main meals or snack on a daily basis. An example of this is Nian Gao (年糕): Known in the Fukien (southern province near Taiwan) language as "Ti Kueh" and Malaysian as kuih bakul. A sticky and sweet rice cake customarily associated with Chinese New Year festivities. In Southeast Asia it is also available year round as a popular street food treat, made with pieces of Nian Gao sandwiched between slices of taro and sweet potato, dipped in batter and deep-fried. These rice-based snacks have a wide variety of textures and can be chewy, jelly-like, fluffy or rather firm and very different from western pastries.

Another popular form of Chinese sweets is



These tastes seem to reflect the best example of a foreign company not only entering China with its products, but crafting a unique product specifically for the local demographic.



Candy package for Chinese weddings

soup. Again, this type of dessert originates from South China from the Guangdong province and is found in Cantonese dishes. (Canton is the earlier translation of Guangzhou, the capital of Guangdong province) Chinese dessert soups typically consists of sweet and usually hot soups and custards, and are collectively known as tong sui 糖水 in Cantonese. Some of these soups are made with restorative properties in mind, in concordance with traditional Chinese medicine. A commonly eaten dessert soup is dou hua 豆花.

Dou hua 豆花, dòu huā is the short form of dou fu hua 豆腐花, dòu fu huā. It is a Chinese snack made with very soft tofu. It is also referred to as tofu pudding and soybean pudding. In the south, it is traditionally eaten with sweet syrup.

In northern China, dou hua is often eaten with soy sauce, thus resulting in a savory flavor. Northern Chinese often refer to dou hua as dou fu nao 豆腐脑. Dòu fu nǎo literally 'tofu brains' (often shortened to "豆脑 dòu nǎo"). Local Tianjin people usually eat dou fu nao for breakfast together with eggs or "you tiao" (fried dough sticks). Dou fu nao can be found at breakfast stands along the streets in the morning. At other times it's hard to find it and you will have to go to a restaurant.

China with so many years of history and so

many regional cuisines has an endless variety of sweets. These varieties far surpass the Western dessert menus so thankfully the Chinese desserts are less sweet but still make it difficult to keep the pounds off and watch our waistlines.

In addition to the unique and peculiar sweet treats eaten throughout China and in Tianjin, chocolate consumption certainly still has its place. However like the expats that travel to Tianjin, upon arrival chocolate tends to adapt to the local market. Chinese chocolate and overseas chocolate are quite different. Both can be found in Tianjin. Another item closely related to sweets is milk. Be it the milk used to make ice cream, butter, cheese, cream and other dairy items; "dairy" products have followed suit in being "localized". Not to mention snack food in general has often been given a "local twist". How does all this localization affect the flavor and the life of an expat living in Tianjin?

Being abroad for any extended period can give people the hankering for foods from their homelands. Whereas whole meals prepared in a manner similar to what people have grown up with abroad may be difficult to find, there exists a much

more accessible alternative; snacks. While some individuals may not find themselves often consuming Oreos and chocolate bars, it's only natural to feel curious as to how their taste differs abroad. It's common for corporations to tailor foreign snacks to the expansive Chinese market in order to make it more palpable to their taste palates, so it's logical to assume that the composition of these snacks would be significantly different. Many snack producers may source their ingredients from different locations inside of China than their



Dairy products are consumed daily by some expats

overseas counterparts. This could have some nominal impact on the end product, even the introduction of new flavors. For example, Oreos come in a smorgasbord of different flavors from grape, tiramisu, birthday cake, and orange.

Where we really notice a difference in the quality and taste differences is in the chocolate. The market for chocolate in China has been rapidly changing over the years is drawing in a lot of foreign interests. The renowned American chocolate corporation, Hershey, has taken its own \$500 million dollar stake in China through its acquisition of Shanghai Monkey Food Joint Stock Co. This move allows Hershey coveted access into the booming market for chocolate in China which has been opened up by other companies like Nestle, Cadbury, Lindt, Ferrero, and Mars Inc.

These companies already dominate the store shelves and it's hard to find a store in Tianjin which doesn't offer up a selection of chocolates from these prominent foreign brands. The gold wrapped hazelnut chocolates, Ferrero Rocher, are always found in hard plastic cases and fetch quite a high price amongst other chocolates on the shelves. The Ferrero Rocher chocolates are even helpfully encased in heart shaped packs year round in case you're making last minute gifting purchases. This is an exciting new market for companies and we're certain to see some crazy products come out as these companies attempt to please the tastes of Tianjiner's and other Chinese nationals. Hershey has already alluded to such things as seafood flavored wafers and strawberry cheese chews. Thus we can expect to see more competition as it relates to gourmet chocolate and other sweet snacks.

When it comes to the taste of chocolate, you needn't be a connoisseur to be able to distinguish the differences in American, European, and Chinese chocolates. What seems to be the paramount critique of foreign chocolates in the eyes of Tianjin citizens is that they're too sweet for their preferences. Even regarding the disdain for moon cakes among some Tianjiner's has been the problem of being too sweet.

Tianjiner's like Chinese in general simply don't seem to have the same sweet tooth which prevails overseas where the chocolate can be absurdly sweet. Nestle Tianjin Ltd product, 脆脆鲨 (Cui Cui Sha) chocolate wafer bars with the notable yellow shark on the packaging, seem to really be a product of Tianjin tastes. The chocolate itself has a much more subtle and toned back sweetness which really feels lackluster to an American chocolate consumer. The fillings of the

CuiCuiSha bars are also inspired by Chinese tastes such as: sweet red bean, black sesame, and green tea. These tastes seem to reflect the best example of a foreign company not only entering China with its products, but crafting a unique product specifically for the local demographic.

Another issue for expats in Tianjin is satisfying the need for dairy products. The American food pyramid isn't full of much else but MSG, high fructose corn syrup, meat, cheese, and milk from the base to the apex. In order to subsist each week, certain milk and cheese quotas must be met which can prove quite trying in Tianjin. Looking for fine cheese in Tianjin is about as difficult as finding an honest politician in D.C. Tianjiner's and Chinese people in general simply don't consume dairy on the same level as foreigners but like all markets, that too is slowly changing.

For some Tianjin expats, the sheer sight of



Chinese black sesame candy

packaged milk sitting on a counter in bags with no refrigeration can be a monumental turn off. For those unfamiliar, there's a difference between the pasteurization HTST (High Temperature, Short Time) and UHT (Ultra High Temperature). When milk is pasteurized through UHT, it's exposed to temperatures around 275 degrees Fahrenheit for three seconds which gives the milk the ability to be shelved without refrigeration until it's opened; besides the pretty awesome ability to keep unrefrigerated milk this also makes for a distinctly different taste.

With these types of milk, often times the taste is a lot less creamy and full than its HTST counterpart. Where this really presents itself as an issue, is when it comes to Starbucks and coffee drinks. Whereas a hot latte in America will have a more thick taste, a latte here will not. It appears

though that HTST milk can still be purchased at your local JinGong (津工) market in the fridges. When you buy the milk bottles from JinGong, be sure not to pick up a bottle of yogurt which comes in the same packaging and can prove as a colossal disappointment when making coffee.

From milk tablets, milk water, apple milk, bagged chocolate milk, and expensive German imported milk; there's a market also developing for the change in Chinese milk consumption. This change in consumption will hopefully also bring safer milk as there's much criticism towards the current state of milk in China. Better safety regulations will hopefully bring more dairy based products to market. Thus allowing Chinese manufacturers to take the next step in product improvement, that is focusing on "better taste", which is severely undeveloped.

The introduction of cheeses to everyday

Tianjin life may be a long way off, yet expats are allowed to dream of a glorious dairy filled future for Tianjin and the whole of China. If you're currently on the hunt for cheese and milk, there's always the Metro supermarket located just outside of the Tianjin West station or 莱威丝DIY蛋糕 shop tucked away in a neighborhood near Wujiayao Subway Station (吴家窑站). Locating "normal" milk will always prove difficult in foreign countries and as long as it's pasteurized, you'll be relatively safe from bacteria. While an insatiable thirst for milk won't be quelled by milk tablets alone, the UHT milk is at least worth a try once you understand why it's sitting on an unrefrigerated shelf.

As things currently stand, dairy and sweets are not really imbedded in the diets of Tianjin locals but with the introduction of sweets tailored

There is a well known saying, 'you eat with your eyes first.' This popular adage is supported by research that shows that foods that look unappetizing are often not eaten.

to their tastes, it should make life as an expat just a bit easier and maybe even more exciting as we get to experience the tastes of "localized" products. Seafood flavored wafers? Sure, why not? The less sweetened forms of chocolate may even prove a nice change of pace for those of us visiting from abroad. As with all foods in China, be careful with what you're putting into your body but don't so quickly dismiss products because they're out of your norm.

Having discussed the sweets of both Tianjin and China, one thing comes clear, living abroad opens doors of opportunity to try new things, and even discover new business opportunities. These await expats willing to adapt instead of holding back. Letting local taste buds tailor recipes of old. Not everyone though has had the opportunity to visit Tianjin. For these friends back home, how will they get the chance to taste "sweet Tianjin"? Have no fear, Tianjin expats are here to help!

When returning from a trip aboard, it's customary to bring some local snacks for one's colleagues. Usually, this will include varieties of biscuits, chocolates or other candies. Tianjin snacks such as "shi ba jie ma hua" (十八街麻花) are a traditional choice. A better indication of Chinese tastes is an assortment of sweets sourced from the self selection aisles of supermarkets such as E-mart and Tesco. The inexpensive snacks give a good idea of popular tastes of Chinese people. Some look unusual and others familiar to those back home. Of course, just because they look similar doesn't mean the contents are going to be what is expected.

So goes the story as a pile of these Tianjin snacks recently appeared along with an email inviting people to try them. In the UK, Chinese snacks are not totally unfamiliar, many companies have links with businesses in China and visitors frequently bring back Moon cakes and other strange munchies. Of course, stories about the

weird food eaten in China circulate and reinforce the reputation that Chinese people, rather like the French, eat anything and everything. However, unlike the French, who typically conceal their foreign fare with a covering of sauces, Chinese chow is openly promoted with reports of its medicinal benefits. Not surprising then that the treats are approached with caution and suspicion. One colleague remarked, 'looks like they have a lot of nasty things inside.'

Not everyone tried the Tianjin sweets. Certainly, there was less of a stampede towards the eating area than occurs when someone brings in a homemade cake. The British are still remarkably conservative when it comes to food. Tastes have become more worldly over the last 20 years and diets have changed considerably from the meat and 2 overcooked veg staple of the past. But there still remains deep rooted prejudices around what should be eaten and at what time. There are quite set ideas about what constitutes a sweet, what makes an appropriate nibble between meals and what food goes with what. Cakes and biscuits are still associated with tea breaks and chocolate is a reward. Few get

oblong jelly like blocks, a handful of these were still on the table at the end of the day.

There is a well known saying, 'you eat with your eyes first.' This popular adage is supported by research that shows that foods that look unappetizing are often not eaten. It's easy to understand why foods that are discoloured, in odd shapes, or otherwise untypical are regarded with suspicion. More surprising is the finding that visual cues don't just affect the acceptability of foods, but also modify how the taste, odour and flavour are perceived.

When all you know about the food is what you can see through the wrapper, or in some cases, just the pictures and colours of the wrapper itself, then the packaging becomes vital. One of the Tianjin sweets looked like a red firecracker and a colleague had said that he expected it to be spicy. The similar tasting sweet in a wrapper that had a picture of a shrimp on it was among the last to be eaten. As one guy explained, 'fish and sweets just don't go together.' Of course, the sweet didn't taste of shrimp; it was just made in the rough shape of a shrimp's tail.

It was the same story with the squidgy black



Dried fruits

excited about fruit unless it's dipped in chocolate, or cooked in a pie. Meat is for dinner unless it's also in a pie (but not with the fruit).

The first Tianjin treat to disappear were the more familiar looking snacks in transparent wrappers. These were crisp, nutty, small pasties, more biscuits than sweets. They received a favourable reception. The small sweets that looked like a star burst or marshmallows also went quickly. Last to go were the strange looking packets of black squidgy stuff and the dark

sweets that turned out to be dried fruit. Peering through the bag, the contents could just as easily have been meat or mushroom, neither of which is traditionally considered a snack in the UK. Dried fruit has been promoted as a healthy alternative to traditional sweets, but it hasn't become popular - except among health fanatics and there are few of those in this office. The black packets were dried fruit of an unidentifiable berry. The flavour was quite sharp, actually very good, but it was little more than a thin skin of fruit welded to a

large, tooth breaking stone.

Overall, most of the 'Tianjin sweets' were liked. Some were even described as delicious. One person linked them to some Turkish and Middle Eastern candies. The main problem was knowing what was inside. Vegetarians, for example, are reluctant to try anything if they can't determine if it contains animal products.

Even among those able to eat anything, being unsure of the contents causes problems. The jelly blocks turned out to be nutty rather than fruity which a dark, red colour usually suggests. It's difficult to imagine what type of nut would make something dark red and the reaction is to make sinister conclusions that they must either have some other unknown, tasteless ingredient, or be loaded with colourings. If your mind is expecting soft fruit and is used to nuts being crunchy, then it takes a few moments to know that the sweet and squidgy stuff in your mouth is nuts. Until that realisation kicks in, it's surprisingly difficult to make a judgment about whether you like it or not. The brain's immediate reaction is to warn you 'this fruit tastes wrong'.

There clearly are different tastes in snacks between Chinese and Westerners, but the difference isn't so much the flavours, as the colours and textures and the associations they make. They create pre-conceptions about the food based on our past experiences: fruit jelly is normal, nuts are normal, but nut jelly is bad. Likewise, there is a clear distinction of what is considered a snack; sweets, biscuits, crisps, nuts and maybe dried fruit, but not mixed and sold together. Not everything available in the self selection aisle was sampled, snacks from a foreign country are expected to be unusual, but eggs and liquids were just too weird.

So goes the tale of "sweet Tianjin" traveling abroad. Besides a hearty laugh, there is quite a bit to be learned from this look at sweets throughout China and in Tianjin. What sells in other countries may not sell in Tianjin. What sells in Tianjin may not sell in other countries. This certainly ups the challenge for brands that want sell internationally. Likewise expats may get a surprise as they purchase a product because it is a brand they know from home only to find out the taste is not the same.

Variety is the spice of life so the saying goes. Therefore differences in taste may not be the end of the world for expats or local Tianjiners. However one thing is for sure, non-native Chinese taste testers need to be willing to go beyond what they "see" if they want to really try Tianjin treats. This is due to the "sweets" industry inside of Tianjin and China as a whole not being

nearly as mature as that which is overseas. Particularly big brands in countries are demanded to have not only a good tasting product but one that "looks good" as well.

Sweet treats are loved by young and old alike. The key is though, what is



Chocolate tastes different in Tianjin.

considered "sweet" varies between Tianjin and other countries. However, from a health perspective this isn't necessarily a bad thing as mega doses of sugar so present in sweets from the west doesn't help anyone on their road to health. However the argument typically goes, sweets are not eaten for health they are eaten because they taste good! In this regard there is a huge market opportunity for Chinese companies to produce products that meet expats demand for "super sweet" sweets.

In the west sweets are often a must for meals. After all what's a burger without a milk shake? What's a hearty plate of pasta without some real cheesecake? While brands like Cold Stone, Baskin Robins and Dairy Queen can all be



Donut

found in Tianjin, their business to the passerby does not appear as busy as abroad. Not to mention, especially when it comes to purchasing foreign brand sweets, they come at a real premium. That means Tianjin expats living on a budget (yes these do exist) may want to buy that sweet treat, but just can't foot the bill. In addition, when it comes to cold the Chinese often miss the mark. Freezers are not always kept as cold as they should. Soft ice cream not soft serve ice cream is not fun.

All things considered, expats in Tianjin should count their blessings. There are many cities in China that have far less foreign food. Foreign brands have set their sights on China and Chinese brands are determined not to lose a customer on home turf. This has set the stage for more and more competition in the sweet treat market. Likewise as more expats consider fleeing the push and squeeze of Beijing life and move to Tianjin, perhaps even more foreign friendly sweets will come to be available locally. In addition to the "brands from back home" with their new "local flavors", Tianjin expats have the opportunity to get to know "sweet Tianjin" via the local sugary selections. As usual when living abroad keep an open mind and enjoy the ride. If all else fails, remember Snickers® satisfies, and they are available all over town in Tianjin.

Femi and the Rise of the Tianjin Music Scene

by Bryce Cristiano



非洲小伙儿的音乐梦想

我们上个月的文章已经提到，现代音乐在天津并不普及。与北京相比，有志于投身音乐事业的中国人和外国人似乎在天津很难发展。幸运的是，我们已经有一些现场live house和小型的户外广场能够让这些音乐天才一展才华。比如，在天津最繁华的津汇广场门口，就经常有不同的乐队为人们做免费的表演。我以为警察会来驱赶他们，但令人欣慰的是他们没有。也许他们中的某些人能被专业人士发现，愿意帮他们实现梦想。

除了本土的音乐青年，一些来津生活的外国人也怀揣音乐梦想。飞龙是天津工业大学计算机专业的学生，今年只有23岁。他来自尼日利亚，已经在天津学习四年了。除了学业外，飞龙非常喜欢唱歌。他自学了吉他，可以自弹自唱，他的家人也非常支持他。

飞龙说他最初确实想通过唱歌出名。但渐渐的，他的想法发生了改变，他要把唱歌发展成更宏大的一项事业。在中国生活四年之后，飞龙对文化多样性的社会接受问题十分关注。他希望通过他的音乐，人们的思想能变得更加开阔，同时对像他这样的非洲朋友有更多的了解。因为他发现，很多中国人很难接受特定的少数人种。他想要传达一些信息，改变一些偏见。

飞龙已经组建了新的乐队F.A.M.E，成员分别来自尼日利亚、美国和加纳。虽然他们之间认识很久了，但作为一支新的乐队仍然在磨合之中。你可能会在天津不同的地方看到他们的表演。乐队目前表演的音乐类型很多元化，有布鲁斯、流行、雷鬼、摇滚以及中文歌曲。他们希望不断拓宽艺术领域，能够让天津的现场音乐表演，尤其是外国人的表演市场变得活跃起来。

我们希望他给那些音乐青年们一些建议，飞龙反而显得很谦虚。他说：“不要总想着一夜成名，或是梦想着成为大明星。重要的是专注于自己，发掘自身最独特的潜质。通过模仿你喜爱的明星，你也会有一些成长的空间，但不要总是把你们两者做比较。那些明星的成功也不是一蹴而就的，所以不要因为暂时的默默无闻而灰心丧气。”

我们的文章无法让你对飞龙的音乐有更直观的认识，不过你可以到优酷网站上搜索他的音乐视频，如果你喜欢他就多支持他，如果你想和他一样，就立刻拿起乐器唱起来吧！

As touched on in a previous article regarding the 13 Club located in the Italian Style Town, the modern music scene isn't exactly flourishing in Tianjin. As opposed to Beijing, where the music scene is huge and there are plenty of opportunities for locals and foreigners alike to showcase their musical talents with modern music, Tianjin has yet to follow suit. Luckily though, the acceptance of 13 Club and the several other small open mic locations are

Using his talents, he hopes to be able to tackle social issues in China such as the issues with diversity and the acceptance of other nationalities.

starting to show some kind of framework for the future of music in Tianjin. More recently, the crossway of YingKouDao (营口道) and NanJingLu (南京路) at the heart of the city has been invaded regularly by musicians who manage to draw in quite an expansive audience for their free performances. It's quite surprising that the police haven't broken up these obstructions on the corners, but I'm personally glad that they haven't. These kind of demonstrations of public music appreciation should hopefully open up further opportunities for musicians in Tianjin and give sponsors reasons to host small concert events within the city.

While there are plenty of local Tianjin bands trying to break into the limelight, there are also musicians from abroad who are bringing their talents and ambitions into the city. Enter Femi, a 23 year old student at the Tianjin Polytechnic University who is currently studying computer programming. Femi traveled from his home in Nigeria to have spent the last four years studying in Tianjin. Besides working hard on his major, he also has a passion for singing which has permeated much of his life. From a very young age he was noted for his talent with singing which was always fostered by his mother and brother. His brother, being a close source of inspiration, has even joined him in Tianjin over the last four years. This family has always supported his endeavours in singing and provided him with many opportunities to hone his natural talent. For Femi though, there's no clash between his education and his ambitions for becoming a popular singer as he holds a passion for both, computer sciences and singing.

Femi noted that his original aspirations (as with most artists), was to seek fame and popularity. Over time, his ideals have altered and he's interested in taking a magnanimous direction in his career. Using his talents, he hopes to be able to tackle social issues in China such as the issues with diversity and the acceptance of other nationalities. He hopes to see this through using the positivity of his music to create an uplifting message that can open up the minds of more obstinate individuals who don't understand the recent influx of African expatriates. A lot of the Chinese have had issues integrating several ethnicities as tourism and immigration into China has become more common over the past few decades. Hopefully his message can lead the way to changing the perception that some Chinese have towards diversity in their country, as it has been a persistent issue in the media over the years.



While Femi is looking to cement his career in music making, he has been doing most of his performances solo. Though he did note that he wants to work with Chinese musicians in the future for songs originally in Chinese as he feels it would be easier to capture the native tone and inflection of the language with a Chinese citizen helping out. Despite this, it hasn't stopped him from joining a new band, F.A.M.E. The band name is an acronym comprising of the members names, Femi (Nigerian vocalist and guitarist), Alyssa (American guitarist and vocalist), Michael (Ghanaian bassist), and Enoch (Ghanaian drummer). The group has been in collaboration for only a short amount of time despite knowing each other for much longer. As they're still finding their style, the band plays a variety of genres from blues, pop, reggae, rock, and Chinese songs. You might be able to catch them for free, playing live at plazas around the city. It's their goal to expand their artistic vision and collaborate together to strengthen the live expat music scene, as well as the music scene of Tianjin in general. It will be exciting to see what kind of headway that their band makes in arousing public interest of live music as well as bringing more expat artists into the scene. Groups like this help foster the continued growth of not only the music scene for expats but for stunted music scene in Tianjin which could severely use some kind of foreign aid.

Femi seemed a bit surprised when asked what kind of advice he could offer to other aspiring musicians, humbly responding; that it's important to ignore the big artists in the terms of trying to match their success. It's important to focus on yourself and the traits that make you unique, even if those traits

are presently underdeveloped. There is always room for experimental growth by emulating your favourite artists but you shouldn't constantly compare yourself to these idols. The success which these popular artists have attained have not been overnight so don't feel so let down when you aren't immediately seeing the same kind of popularity for your own skills. As far as any advice for Chinese musicians, Femi noted that it's important for Tianjin'ers to see their individuality and learn to express that in a modern way.

To all Tianjin residents both foreign and domestic, now's the time to pick up your guitar, drums, french horns, or kazoos. People are expressing public interest in musical performances and it rests solely on the people to herald in the coming musical revolution to Tianjin. It should only be fitting that the musically vibrant location of Beijing also spill over into Tianjin as well. For now the music scene will crop up in small venues and plazas waiting for it's chance to break out and into the forefront of Tianjin interests. If you wish to check out some of the work from Femi, he occasionally plays live shows at the Indie bar or you can find his videos at: <http://i.youku.com/femiwang>. It's important for us to show some time of support to the endeavours of artists as it's them who will build the future cultural identity of China and Tianjin for generations to come.



盲目有风险，创业需谨慎

你买过彩票吗？对买彩票这件事，你抱有怎样的心理？试想一下，你轻轻松松的选几个号，转眼就能变成百万富翁，该是多么激动人心的一件事啊。一夜暴富，人人都会做的梦，然而事实往往事与愿违。

彩票的风险性和随机性是显而易见的，那么投资呢？我时常会看到一些人在没有准备的前提下就经营自己的买卖，而这样的风险无异于买彩票。更可怕的是，这些现象早已在天津屡见不鲜了。天津人的钱不会浪费在赌博上。相反，他们更愿意将钱投资在自己的“事业”上。这里我所说的“事业”，是一种他们从未有过经验的行业，甚至是他们从未接触过的领域。我都知道的案例多到不胜枚举。而这种盲目的创业更是一种愚蠢的表现。当然，会有人愿意通过自己的双手来发家致富。但问题是，你没有一个好的计划，坚定的理念，和一个坚固的团队，你又谈何创业？

一个从没接触过咖啡的男人想要开一家咖啡馆，而他此前的工作经历均与咖啡无关，最后怎样？他的生意走进了一个死胡同里，到头来还是以失败告终。

盲目创业的不是只有天津人，很多外籍人士有时也会误入歧途，而他们这样做的后果往往更不堪设想。外籍人士盲目的最后，结局很可能会打道回府，重头再来。所以，盲目有风险，创业需谨慎。当然，不否认，不少外籍人来津创业都是带着不错的点子，但结果有时也会不尽如人意。为什么？首先天津不是你的家乡；其次你对天津的市场不够了解。不同的市场文化会给你带来巨大的落差。缺乏市场意识，往往会让我们选错地址，投错资金，被供应商玩弄于股掌之间，且没有法律的保护。

无论是本地人还是外籍人士，做生意不应该像买彩票一样。如果你对天津了解不多，但依然想在这里做生意，那么我的建议是，找个专业的人咨询一下，他们会帮助你做详细的市场调研，并教你如何进行合同谈判，最重要的是，他们会帮助你合法的在天津做买卖。如果你准备进行投资或是你已经开始盲目投资了，希望当你读到这篇文章的时候，能对你有所帮助。认清行情，减少损失，杜绝盲目投资。

While the risks and random nature of lotteries are apparent for all to see, in principal to the unknowing investor opening a business without the proper planning is pretty much the same as playing the lotto.

Blind Business

by Carmen King

Oddly, they are not gambling in the traditional sense of buying lottery tickets, playing poker or heading to Macau. Instead, they are “gambling” in the sense that they are pouring big money into new businesses in Tianjin, when they themselves have zero prior experience in running a business or in the industry within which they hope to operate.

The examples of this are too many to list. Put simply this type of “blind business” is silly. It is downright foolish. It is bad for the “gambler”, bad for the consumer, and bad for the city of Tianjin. Yet person after person hopes to get rich quick with a business of their own. The issue is, they lack a solid plan, a solid idea, a solid team and equally important the time, money and stamina to see things through.

How do you feel about playing the lottery? For some idea of striking it rich in a matter of moments is very appealing. Not to mention you don't have to do any work, just pick some numbers and the next thing you know you are rich. Sounds great, until you take the time to realize your winnings are just someone else's losses. The nail in this coffin is that chances are you will lose not win, thus lotteries are big money, just not for you.

While the risks and random nature of

lotteries are apparent for all to see, in principal to the unknowing investor opening a business without the proper planning is pretty much the same as playing the lotto. Chances are you will lose and lose big. What's scary is just how prevalent this “blind business” phenomenon is in Tianjin.

Be it locals or expats, both are being lured by talks of “big RMB to made” in Tianjin. With RMB signs in their eyes they are off to the banks to withdraw money and start their “blind business”.



Find a legitimate business professional to help you

For the sake of making a point and hopefully helping many other “blind business” mice to rethink their next “big idea” we are going to sight a specific example of a new “blind business” which was started in Tianjin. It brought the people involved no small amount of financial loss. So goes the story of a man who “dreamed” of opening a coffee shop with friends.

This story reads like so many other “blind business” sagas. Namely, this man had never run a coffee shop before. Plus previous work experience was totally unrelated to the business he now hoped to own and operate. Next on the list of “red flags” was a lack of knowledge specifically as it relates to the location where he would open the coffee shop. This resulted in a double dilemma, not only was the rent high, but customer traffic was low, a deadly combination for any “blind business”. Top this off with lack luster menu items due to personally not knowing how to cook and being left to the mercies of hired help.

Sadly and to absolutely no surprise of any seasoned business bystander this gamble did not pay off. After dumping cash into the operation month after month, soon the bleeding had to stop and the coffee shop was closed. The worst part of all is so much of this multifaceted pain and suffering associated with “blind business” could likely have been avoided. Like talking to a doctor before getting surgery, so talking to a business consultant might have saved the life of this business and its owner.

“Blind business” is not limited to Tianjin locals, expats are just as prone to fall into this ever so obvious gaping hole. For expats though, this proverbial hole may be even deeper, and come with even graver consequences. For a local who lives through a failed “blind business” they simply find another job or “go back to live with mom and dad”. Which fortunately for them is a comparatively simple process, as Tianjin and China is their homeland. Expats though face the daunting demise of not only losing precious time and money due to a failed “blind business” but even worse have to foot the bill of flying home and starting from scratch. Those plane tickets are neither free nor cheap and worst of all you may not have a place there waiting for you. So all the more, expats too must count the costs before getting involved with “blind business”.

Expats with a “good idea” coming to Tianjin to start a business often reads as follows. Good idea, bad result. Why? Again common symptoms of “blind business” are there early on. Namely, Tianjin isn’t their home town, obviously. New expats to Tianjin lack real market



Doing real market research is necessary

Find a legitimate business professional that can aid you in doing real market research, negotiating contracts and most importantly obtaining the proper licenses to work in Tianjin legally.

awareness. It takes years just to learn the language, yet alone know the city. Even if expats arrive with fluent Chinese, which most do not, the dramatic differences in local markets can be financially fatal.

As a clear reflection of this lack of market awareness, expats in Tianjin often find themselves choosing the wrong location, over paying for rent or supplies, and all too often having little to no legal protection. Expats often do not have the proper credentials to work in China. As an example, recently a PSB sting led to a collection of expats working illegally being prosecuted. Even if expats don’t get “caught” for working without the proper work permit they likely will pay a price with their pocket books. If their “blind business” itself doesn’t suck them dry, they may find themselves on the “outside” of their own business so to speak and having not a legal leg to stand on.

Such a scene is staged to occur when all the business paperwork gets put in a local Chinese name, then the expat works at the business, perhaps even “runs” the business “off the books”. Early on this might seem fine, but when money starts to be lost or when money starts to be made, things often change. When they do, the expat has nothing in writing legally that can protect his financial interests. This is classic “blind business”.

Regardless of being local or foreign, business should not be like playing the lottery. Don’t use the hard earned money of you or your family to open some business that you have zero related experience in running and “hope” you will make it big! Chances are, like playing the lottery, you will lose and lose big. Expats must not just know the ropes linguistically but legally when planning to do business in Tianjin. If you haven’t been here for years and know Tianjin like you know your hometown, get help. Find a legitimate business professional that can aid you in doing real market research, negotiating contracts and most importantly obtaining the proper licenses to work in Tianjin legally.

If you are reading this article and either: a) thinking about starting a “blind business”; or b) already participating in a “blind business”; then please let this be a warning! Like chest pains may indicate a heart attack looms, so the symptoms listed herein may indicate you need to seriously reevaluate your venture. Now is the time to open your eyes to reality, cut your losses, avoid further damage and get legally protected. Say “no” to “blind business”.

总是被骗？记住这几条忠告吧！

人生总是充满不可预知的厄运，商场上也是如此。你本想与之互利共赢的“合作伙伴”最终欺骗了你。有很多因为合作一方不遵守协议而发生的商业纠纷都不是耸人听闻的。所以你需要了解一些防止被骗的基本常识。

1. 如果一家工厂给其他客户提供的货品质量不好，那给你的货物也不会好。不要被低价迷惑而掉入他们的陷阱。虽然合理的价格可能不那么诱人，那也要强过日后花大价钱维修。

2. 不要听信供应商的信口雌黄。如果他们以文化差异的借口拒绝和你讨论关键问题，那这其中一定有猫腻。

3. 永远不要被供应商牵着鼻子走。过度依赖同一个供应商的产品就会把主动权交给对方。让你的供应商库丰富起来才能始终占据主动。

4. 你的供应商应该像你重视他们一样重视你。这是双方关系中一种平衡。如果对方有没有你都无所谓，那你不要与其合作。

5. 不遵纪守法的公司不要合作。有一些公司为了节省成本而在账本上做一些见不得光的手脚。这时候你要小心，如果东窗事发，你的供应链就断了。

以上几条你听来熟悉吗？因为这就是真理！生意关系和人际关系有很多相似之处，可以互相借鉴策略。

becoming the dominant partner in the relationship. Once the partnership has peaked, don't be afraid to move on and diversify your supplier base from different regions to be on the safe side.

4- Make sure they want the partnership as much -or more- as you do. If the supplier is taking you lightly STEP AWAY. There is nothing worse than to be in a sore relationship with your needs ignored and your requirements taking a backseat to your partner's. Don't work with a company that can easily live without you. Don't be the needy side of the relationship and do your best to ensure that your business partners are.

5- Don't let your supplier drag you down with them. Dark secrets have a place as well and it's not your tax form. We all know that many companies in developing nations have "methods" of avoiding paying taxes. And naturally this gives them flexibility to provide cheaper products and

Got screwed?! Here's why!

By Moe ElGareeb

Very few things in life go as you plan them. More times than not you find yourself faced by a strange and often unsettling situation when you least expect it. One such situation is when you strike a supposedly "mutually beneficial" business deal with a supposed "partner" only to find yourself on the losing end of a very costly rip-off fraudulent scam.

This situation becomes much worse if it happens between industrial entities that own and operate multi-billion dollar manufacturing sites spread across several continents sourcing components from as many as hundreds of suppliers and sub-suppliers.

There are many scary stories of business deals gone bad because on or more of the agreement partners haven't honored their part of the deal for whatever reasons and what we're going to try to do here is cover some of the ABCs of deal striking especially when it includes partners in developing nations and evolving markets where business partners might be looking for a quick buck and not interested into long term partnerships. So here are the top 5 tips for a profitable relationship:

1- Always consider the factory's quality as a sign of what's to come. Factories who cheat other customers or deliver them faulty products will not be angels when it comes to dealing with you. DO NOT let the cheaper prices lure you into the webs of an evil tycoon waiting for a price-cutting buyer to fall into their lap. The better prices won't look attractive when you return your product for repairs

Factories who cheat other customers or deliver them faulty products will not be angels when it comes to dealing with you.



at the facility at YOUR expense.

2- DO NOT take any non-sense from your supplier. If something doesn't make sense that's probably because it doesn't! DO NOT accept the common notion of "that's how they do things over-there". Culture has a place and that's a museum NOT a meeting room. If a supplier refuses discussing something important to you because it is too "sensitive" for them to talk about it, make it "sensitive" to you to be in the room with them.

3- Always be the larger entity and the one pulling the strings and don't let the supplier lead the relationship. Note that the more you spend on the supplier's product (i.e. the more you pay them) the larger they become and the more they start

become more competitive. HOWEVER, working with them is risky at best because of the possible sudden supply chain break if they are caught and because you might get dragged with them into it when their sky starts falling. Just pass!

There you have it. And if it all sounds too familiar, that's cause it is! Business relationships share a great deal with personal relationships. More than you think. And the fact is, there are many tactics that can be copied from the dating and personal relationships world and -with few modifications- be applied to the business world to ensure that when you go into your next business deal, you know how to never get screwed again.

Send your comments and questions to Moe via moghareeb@gmail.com



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ISIRI 認證



触手可及的奢华享受

想去香格里拉？无需长途跋涉，天津海河沿岸就新开了一家香格里拉大酒店。Hakan Ozel是天津香格里拉大酒店的总经理，自1999年起就来到中国，辗转在大连、深圳、温州和北京几个城市工作，现在来到了天津。Ozel先生对这家新酒店感到非常自豪，首先是因为酒店的所有304间客房全部面对海河，拥有宽阔的视野。除此之外，韵咖啡自助餐厅和香宫中餐厅让宾客享受到世界级多样美食。目前，韵咖啡正在推出“三人同行，一人买单”的超值优惠，这也体现了Ozel先生所提倡的“触手可及的奢华体验”。

夜晚的香格里拉并不沉寂。大堂吧除周一，每晚都有来自罗马尼亚的爵士歌手倾情献唱。品一杯特别调制的鸡尾酒，伴着舒缓的爵士乐，这是一天中最好的放松时刻。

目前酒店刚刚开业一月有余，各种庆祝开业的促销活动还在继续当中，无论是订房还是订餐都能享受超值的折扣。

maximum seating of 1,700; a fantastic choice for weddings of all sizes or that next big conference. With a rich history of hospitality at Shangri-La, the new location in Tianjin is a haven for expats and locals alike looking for family and business oriented service and affordable indulgence.

With the goal of making indulgence affordable, Shangri-La Hotel, Tianjin is celebrating its grand opening with a number of rooming specials. Guests can enjoy a mid-week stay for 688 RMB per night with 1 complimentary breakfast; or 788 RMB per night with 2 complimentary breakfasts. Tianjin love-birds looking for a taste of affordable luxury over the weekend can check in at the reduced rate of 1088 RMB per night; this includes complimentary breakfast, lunch and dinner buffet for two.

To make reservations call: (86 22) 8418 8666 or email to : reservations.sl@shangri-la.com for more information.

The address in Chinese is as follows: 天津市河东区海河东路328号 tiānjīn shì hédōng qū hǎi hé dōng lù 328 hào)

Affordable Indulgence

By Carmen King

Trip to Shangri-La just got a lot easier for Tianjin expats. No mythical wild goose chase needed, just head to the new Shangri-La Hotel (香格里拉大酒店 xiāng gé lǐ dà jiǔ diàn) in the Hedong district within the Tianjin city limits. From the Tianjin East railway station it is but a quick base fare cab ride. Another option is to hop on metro line 9 to the Da Wang Zhuang stop (大王庄站 dà wáng zhuāng zhàn) and then take a short walk to the Shangri-La Hotel.

Mr. Hakan Ozel is General Manager at the Shangri-La Hotel, Tianjin. While new to Tianjin, both Shangri-La Hotels and Mr. Ozel are not new to China. In 1999 Mr. Ozel arrived in Dalian, later heading up hotel operations and projects in Shenzhen, Wenzhou, and Beijing. Mr Ozel is quite enthusiastic as it relates to the future of Tianjin and Shangri-La. Especially in light of the recent Central Government initiatives to integrate Beijing, Tianjin and Hebei.

Why is Mr. Ozel so proud of the new Tianjin Shangri-La Hotel? One reason is the 304 guestrooms all have a "river view". Second, 39 serviced apartments are available for lease. This makes Shangri-La not just a good place to call home for the night, but perhaps even months or years. Third, two in-house restaurants ensure no one is going hungry. Not to mention the breakfast, lunch, and dinner buffets are a dream come true for those looking to taste a variety of different dishes.

Daily buffets can also be enjoyed without a room stay. The rates are as follows: 168 RMB per person for breakfast; 178 RMB per person for lunch and 198 RMB per person for dinner. There is also a current special running which allows 3 people to eat for the price of 2. Last but not least on the list of food related joys is Shangri-La's afternoon tea for two at 138 RMB.

One might also consider coming by Shangri-La for an evening cocktail. In addition to

sipping your favorite beverage in the splendor of the grand open foyer, every night except Monday, from 8-12, the melodic voice of a Romanian Jazz singer accompanied by a Mauritian pianist can be heard.

It should also be noted, the Shangri-La Hotel, Tianjin offers 10 multi-function rooms for special events. One of these is the grand ballroom with a

With a rich history of hospitality at Shangri-La, the new location in Tianjin is a haven for expats and locals alike looking for family and business oriented service and affordable indulgence.



Mr. Hakan Ozel



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Past Events

Tianjin Monthly Executive Breakfast Briefing

7:15AM – 9:00AM, Thursday, Aug.21st –The St. Regis Tianjin

On August 21st morning, 30 professional guests attended AmCham China Tianjin's monthly breakfast briefing at the St. Regis Tianjin with Fantastic food. The guest speaker for this month was Juan L. Korszyk, General Manager and Integration Leader for GE Oil & Gas Equipment (Tianjin) Co., Ltd. He discussed GE's recent activities in Tianjin and across China. Afterwards, Mr. Korszyk responded attendees' questions earnestly.



Essential Skills Training: Excel PivotTable Training Course

8:30AM – 4:30PM, Thursday, Sep.11th –AmCham China, Tianjin Meeting Room

AmCham China Tianjin launched its first training event on Sep.11th, which was focused on Excel PivotTable feature. Gold trainer Xue Zheng from Eddics gave a whole day impressive class on how to create automatically updated reports in excel, to save time and be more efficient in our daily work.



Upcoming Events

Expatriate life in China--What every HR department needs to know about domestic laws and regulations

2:30PM-5:30PM, Friday, Oct. 10—Wellington College International Tianjin

Event type: Education Forum Event

Open for: HR departments, relocation groups and expatriates

Registration

Members: Free

Employee of members: Free

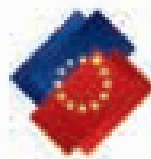
Non-members: Free

* Please register no later than Friday, 3rd October in order to ensure you receive two complimentary drinks per person (with a selection of British ales, wines and spirits) as well as complimentary light buffet.

Speaker: Ms. Jackie Zhang – Partner, Beijing Gaopeng & Partners

Tianjin Monthly Executive Breakfast Briefing

7:15-9:00 AM, Thursday, October 16 – (The Astor Hotel)



European Chamber
中国欧盟商会

2014 European Business Gala Dinner “Castle Night”

Ticket Purchasing

022-58307605

tianjin@european-chamber.com.cn

Tickets will not be available at door.

Date & Time

Friday

October 17th, 2014

18:30-23:15

Entry Fee

Member: rmb 500 (rmb 4500 for corporate table with 10 seats)

Non-member: rmb 800 (rmb 5500 for corporate table with 10 seats)

Venue

2nd Floor, Grand Ball Room

The Ritz-Carlton Tianjin

No.167 Dagubei Road, Heping District, Tianjin

Come to the European Chamber “Castle Night” Gala Dinner, where we take you on a first-class journey to Europe in one night. Meet friends and enjoy an evening of delicious European cuisine, wines, classe cool cocktails, great entertainment and prizes! We look forward to welcoming you to what will surely be a night to remember!





Past Events

Seminar - Attracting and retaining the right talents in China

16.09.2014



HR topics belong to the most important challenges for international companies in China. On September 16, 2014, the German Chamber invited Mr. Hsiao Chiu to talk about arguably the most important asset of any organization – the human capital. The interactive seminar focused on trends and challenges of today's labor market in China, the cost of hiring the wrong and losing the right people, understanding and managing the expectations of Chinese employees, and advised participants on what companies can do to retain their talents.

Save the date: 5th German Chamber Oktoberfest

11.10.2014

The Oktoberfest Festival in Munich has been held since 1810 and is one of the most famous events in Germany as well as the world's largest folk festival. Come and join us for the Oktoberfest celebrations in Tianjin and enjoy the Bavarian buffet dinner and a free flow of the freshly-brewed original Oktoberfest beer at the 3 Kronen 1308 Brauhaus beer tent. The German Festival Band will entertain with classic Oktoberfest songs throughout the night.

Special rates for all employees of German Chamber member companies and for groups of more than 5 people. Information and reservation: 022 8787 9249 / tianjin@bj.china.ahk.de / <http://china.ahk.de/chamber/events/north-china/tianjin>



Save the date: 2nd German Chamber Soccer Cup Tianjin

19.10.2014

The German Chamber of Commerce invites you to the 2nd German Chamber Soccer Cup Tianjin on Sunday, October 19, 2014 at the sports field of the International School Tianjin (IST). After the successful tournament last year we look forward to the 2nd competition in Tianjin, making this a permanent and memorable event for players, spectators and the German-Chinese community. This family event includes 10 teams competing for the German Chamber Cup, a kids program with bouncy castle, playground and soccer area, a "Torwand"-Shooting (target shooting) with many prizes, food&drinks inclusive German BBQ and beer, and much more. The tournament starts at 9.30am.



Other Upcoming Events

October 16, 2014, 7.30am: Breakfast Seminar – Salary Developments 2015: Presentation of the German Chamber Salary and Wage Survey, The Westin Hotel
 October 29, 2014, 2.00pm: Interchamber Workshop – Global Ready Leadership: How to Develop Your Capability as a Global Leader, The Astor Hotel
 October 29, 2014, 7.00pm: Kammerstammtisch Tianjin, Drei Kronen 1308 Brauhaus



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HR 人力资源经理俱乐部 HR CLUB



September is a transition season between Summer and Autumn, which is not cold and not hot with each area takes on a golden autumnal scenery. In this busy autumn month, the first courses of the Practical Class and the Master Class of the 2014 (Human Resources Management Practising and Training Camp) are getting on their stride. The scheme of most courses is detailed in the following table (only courses of the Master Class are under determination successively).

Employee Commitment Management	Practical Class	September 19	Am, Friday
The Application of Psychology NLP in Human Resources Management	Practical Class	September 19	Pm, Friday
CTT	Practical Class	September 25	The whole day of Thursday
Performance Management and KPI design	Practical Class	September 26	Pm, Friday
Compensation Management Practice	Practical Class	October 17	Am, Friday
Career Planning and Development	Practical Class	October 17	Pm, Friday
Training System Development and Effectiveness Evaluation	Practical Class	October 24	Am, Friday
Practical HR Communication Skills	Practical Class	October 24	Pm, Friday
Dismissal Management Techniques	Practical Class	October 31	Pm, Friday
Scientific Compensation System Design and Personnel Encouragement	Practical Class	September 7	The whole day of Friday

Hurry, don't wait! Go quickly and choose one of the wonderful activities, which is going to be your own special golden scenery.

The 2014 China Employee Relations and Labor Law Forum is grandly opened and the 2014 Blue Collar Compensation Survey Report Meeting, which elaborates the enterprises' change and effect on the areas such as salary standard, welfare policy, salary raises and demission and provides advice from the professional perspective. As regard to seminar, there you will have Data Management Practical Skills and Techniques helping HRs to deepen and enhance their practical ability of data and How to Attract and Reserve Key Talents in Enterprises Through High-end Medical Insurance, which focus on designing more attracting welfare plan for enterprises to retain and attract key personnel.



More wonderful and colorful activities are ready to meet you unexpectedly in HR CLUB. We welcome elite colleagues to join here!

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Eight crab Gift box: RMB 998

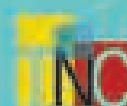
The new gift boxes also include
a bottle of famous-grade rice vinegar
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Seminar on the Tianjin Environment for Investment and the Development of Tianjin Binhai New Area was Held in Tianjin



A seminar on the investment environment in Tianjin and the development of the Tianjin Binhai New Area was organized by the Office of the Government of the Hong Kong Special Administrative Region in Beijing (Beijing Office), the Hong Kong and Macao Affairs Office of the Tianjin Municipal People's Government, the Hongkong Chamber of Commerce in China (Tianjin Branch) and the Hong Kong Trade Development Council was held on August the 28th in Tianjin.

The seminar invited the vice director of the Tianjin Municipal Commerce Commission, Sun Jiannan, and the director of the Economic Cooperation Office of Tianjin Binhai New Area Commerce Commission, Xu Hongqiu, to share their



views on the current investment environment and relevant investment policies in Tianjin and the ongoing development of the Tianjin Binhai New Area. They shared their investment experiences with the representatives of Hong Kong enterprises in Tianjin.

The unique advantages provided by its geological location make Tianjin a shipping center of great importance and enables it to play an important role in the coordinated development of the Beijing-Tianjin-Hebei area. Besides being a new district, the Binhai New Area is also a reform testing district. The main topic of the seminar was how to make good investments in the area and how to take advantage of the resources available in the Tianjin Binhai New Area.



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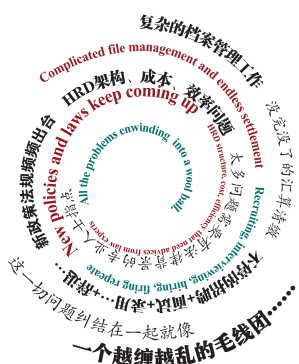
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New Term Begins!

September has been a really busy month with the beginning of the new school term. On the eve of the Mid Autumn Festival, the students and teachers made moon cakes that were so sweet and delicious. There were so many different flavors in the paste we used which included lotus, jujube, red bean and Hami melon flavors. It made it so hard for us to pick which was our favorite flavor. On Teachers' day, the students made beautiful paper-cut cards and painted them to express their gratitude and to show the high level of respect they have for our teachers. Then the fruit trees in the kindergarten were ready to be harvested and we had our Picking Day. We were so happy that we had such a bountiful harvest this year. In this golden September, the students forgot all about the recent holidays and having to leave their parents behind as they realised it was great to be back at school.



丰富多彩的“九月开学季”

开学季的九月真是活动多多，丰富多彩啊！中秋节前夕老师和我们一起动手制作了香甜可口的月饼。你们看，不但漂亮还有很多不同口味的呢，莲蓉的，枣泥豆沙的，还有哈密瓜口味，我们最最喜爱的就是哈密瓜味道的哟！对了，教师节这天我们还制作了，绘画的方式精心制作了漂亮的贺卡送给老师，表达了对老师的热爱之情；看到幼儿园里的各种果树都成熟了，我们知道最最喜爱的采摘日来到了！满园树下我们忙的不亦乐乎，看我们满满的收获就知道有多开心了；金色的九月里多姿多彩的活动让我们忘记了和父母分离的焦虑，一张张笑脸告诉你，我们有多快乐！

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考试面面观

关于考试，你有何种情绪？面对种类繁杂的考试，天津的学生又是如何准备它们的？带着这个问题，我采访了一些天外的学生，想以此来发掘他们独有的考试秘笈。

来自重庆的一名韩语专业的大二女生表示，准备考试一定要合理的规划时间，而不要留到最后一刻才开始着手准备。她觉得复习期间，最好能够自己独立完成。一位来自江西的韩语专业的大三女生表示，考试很重要。她在上课的时候会特别注意老师讲课的重点，并且会坚持做单词测试。但是另一方面她觉得反复书写单词是浪费时间的表现。一个在天津学习汉语的苏格兰小伙子说他非常讨厌考试。复习的时候，他倾向于在公共场所独自学习。音乐可以为人带来动力，所以在复习前十分钟，他会听一会儿音乐以此来集中精力。他在复习的时候会首先抄写教材，然后覆盖再默写出来。两个来自英国的学生更倾向于听录音并通过大声朗读的方法来记忆知识。其中他们也提到了书写的重要性。

现在我们来看看在天津的意大利学生是怎样的情况。据统计，在外院留学的意大利学生有45人。一个女学生表态说尽管她对考试很有自信，但由考试所带来的紧张和压力也会让她很讨厌。对于她来讲，着重复习重点词汇和短语要比反复书写它们来的更有效率一些。相反，另一个意大利女学生却很喜欢考试。她觉得考试不仅仅是一种动力，更是对父母的一种交代。而她的复习方法就是手写记忆。我们的第三个意大利女孩患有严重的考试综合症。不管她怎样用功准备考试，只要考试一来，她就会觉得浑身不自在。简单来说，她喜欢学习但讨厌考试。阅读和在重点文章下画线是她常用的方法。大量的写作也是她的必杀技。音乐是她的必备品。她喜欢在公共场所复习功课，比如图书馆等，当然一定是独自复习。

最后我接触到的是一个来自美国的老兵。他学了将近6年的汉语，他坦言对于考试，他的爱大过恨。主要的原因是觉得考试是有技巧可寻的。

正如你所看到的一样，不同的人有不同的备考方法。而通过这次的调查，我们也能看出一些问题。一、拖延症。永远不要等到最后一分钟才想着要去复习，因为这样做，往往事倍功半。二、音乐的功效因人而异，所以找对你的方式很重要。三、在公共场所复习还是私人空间复习，是一个自我决定的选项。四、不要只是复习相关的内容，你得掌握“如何”考试才是关键。考试的本身就是一种技巧。所以，有的时候，你要提高的往往并不是课业知识，而是更多的考试技巧。

This is largely due to the fact that he feels test taking “techniques” can be mastered. Having learned “how” to test, he is confident he can pass them.

a week interval between each time. However does not write words over and over again, feeling this is a waste of time.

A Scottish lad studying Chinese in Tianjin loves to hate tests. Despite any ill will, tests are unavoidable. While he finds an area with fellow students studying motivating, he chooses to sit and study alone, chatting with those around him only during breaks. Music is a part of his test prep protocol. Based on reports that soldiers listen to heavy metal before going to war to pump them up, he listens to about 10 minutes before starting test prep. Stating doing so leads to improved focus and concentration. The banging metal gets turned off though during actual study time. In contrast to the Chinese collegiate noted above, he writes a lot. First, textbook content is hand copied line for line. Second, each line is covered and re-written until one sentence can be written three times in a row without looking. Test prepping in Tianjin must start much earlier than in Scotland as all

Test Time in Tianjin

by Carmen King

Tests, do you love them or hate them? How do you prepare for a test? To get a sample of what testing in Tianjin is like, these questions and more were posed to a panel of students at the Tianjin Foreign Studies University (天津外国语大学 *tiānjīn wàiguóyǔ dàxué*), also known locally as 外院 *wàiyuàn*. The responses revealed test taking crosses culture barriers. The international student body faces the common challenge of taking and passing tests in Tianjin. When its test time in Tianjin what's the secret for passing? Let's see what our collection of collegiates have to say.

A second year Korean language student from Chongqing (重庆 *chóngqìng*) during her first year of studies stated she got less than desirable test results due to procrastination. Having learned her lesson, the goal for this year is to start test preparation earlier. Specifically she plans to segment her learning by reviewing vocabulary listed every few days instead of waiting until the last minute and reviewing them in one concentrated session. She personally felt test preparation is best done alone.

A third year Korean language student from Jiangxi (江西 *jiāngxī*) realized the importance of test taking early on in her academic carrier as her college placement test scores where insufficient

to take the majors she original wanted, namely French or Spanish. She now looks to improve test results by carefully noting the teacher's tips as it relates to which content will actually be tested and what types of questions will appear, such as multiple choice, essay, etc. She typically reads vocabulary words to be tested twice, with



Listening to recorded audio tracks along with reading texts out loud as part of test prep

content is in Chinese.

Two chaps from the UK are busy getting ready to test in Tianjin. Back home they both tended to cram. Here they are finding Chinese much more time intensive. They plan to use a combination of listening to recorded audio tracks along with reading texts out loud as part of their test prep. They too mentioned the power of writing. Stating main phrases will be hand written word for word over and over again until memorized. While these techniques were stated as good for passing a test, it was admitted usually a few days after testing, most if not all is forgotten.

Now we turn to the Italians. It was stated a group of 45 Italians are studying Chinese at “外院 wàiyuàn”. While the place they call home is the same, their view towards tests and the techniques used to pass them were anything but. One girl flat out stated she hates tests. Why? They make her nervous and stressed out. Yet, she

is confident she can pass them. How? She listens to music while reading text books. For her, underlining key words and phrases is considered more important than hand writing them over and over.

In contrast another Italian female student likes tests. Perhaps even going so far as to say she loves them. Why?! For her tests are motivating. They provide the impetus to study hard and make progress in her learning as a test is looming on the horizon. She also states a strong sense of responsibility to her parents as another reason test taking is taken seriously. Music is also in her test preparation procedure. However she is very specific in listening mainly to classical music without lyrics. Lastly, unlike her friend, writing instead of just underlining is paramount.

Our third Italian girl finds test taking nerve racking. No matter how much she prepares, when it comes time to take that test, the jitters come a knocking. Put simply, she loves to study but hates tests. Reading and underlining key texts is a standard practice. In addition writing in large quantity also makes the list for tackling tests. She likes to listen to music as she studies and isn't picky about either the type or if it has lyrics. For her studying at a public place such as a library is encouraging, and preferred to being alone.

Last but not least on our list of Tianjin test takers is a calm and poised Chinese language veteran from the States. Having studied Chinese for 6 years he tends to love tests more than hate them. This is largely due to the fact that he feels test taking “techniques” can be mastered. Having



Studying in a group

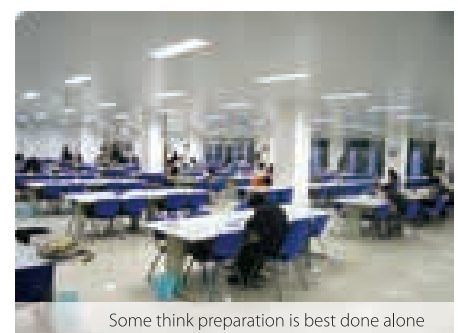
learned “how” to test, he is confident he can pass them. He chooses to study alone so as to avoid unnecessary distractions. While music listening is fine, the type of tunes is tweaked as per his mood. Classical is chosen when awake and alert, whereas dance and lively beats do the trick when tired. Reading and underlining is routine. When it comes to writing, he is a big fan. However, his secret lies in not simply copying texts word for word, but rather writing a summary of what he has just learned.

So there you have it, a collection of test preparation styles as varied as the countries represented. Not just at “外院 wàiyuàn” but throughout Tianjin tests are being taken regularly. With each test comes a series of skills that need to be mastered by the student. Regardless of topic, tests are as one student put it ‘unavoidable’ at this point in time. In researching test taking in Tianjin, a few things become very clear. One, procrastination is the devil. Don't wait until the last minute to cram. It will cost you. Second, listening to music while studying may

So when looking for a tutor, teacher or educational institution at which to study, be sure the one chosen excels at explaining “how” to pass the related test not just covering curriculum.



Studying in private or public also needs decided on



Some think preparation is best done alone

be a blessing or a curse, so alter accordingly. Third, studying in private or public also needs decided on. Fourth and finally, don't just study the content related to the test, master “how” to take the test. Test taking appears to be a skill in itself. So when looking for a tutor, teacher or educational institution at which to study, be sure the one chosen excels at explaining “how” to pass the related test not just covering curriculum.

起名字的学问

起名字无论在哪种文化中都是一件大事。起名字是个艰难的任务，因为你要考虑与名字相关的文字意义、文化认知甚至是迷信禁忌。为新生儿起名字更要慎之又慎。一个人的名字可能会决定他/她在学校的人缘、人们对你的看法以及你在求职时的运气。有研究发现，有些名字能带来更多成功的可能性，而另一些名字则会因为人们的偏见而不受欢迎。在英语国家，一个名字可能有不同的拼写方法，这也反映出起名人的文化背景和偏好。我们在学校里都经历过给同学起外号或被同学起外号，这都是和名字的谐音有关。没有人喜欢被起外号，所以为此发生的冲突总是难免的。

无论是东方人还是西方人，都认为一个人的名字会对其未来人生有很大影响。有些父母会选择当前流行的名字或者他们喜欢的影视人物的名字。新一代父母还喜欢选择和日月星辰有关的玄幻名字。

在中国，父母对孩子的名字更加重视，他们甚至花钱请人为孩子起名。与其说这是一种迷信，他们更愿意称之为“传统”。在更久远一些的年代，家长们会给孩子起“乳名”，在大名起好之前做暂时的称呼之用。在美国，孩子没有乳名，但是会对孩子的正式名字稍加改动，叫起来更加可爱亲昵，让人一听就知道是在称呼孩子。在中国，还有“赖名好养活”的说法。给孩子起一个不太动听的乳名可以帮孩子消灾避祸。

人们喜欢使用与“名”、“利”和“财富”相关的字来起名字。但是，直接给孩子起名字叫“多金”并不能帮助他/她吸引更多的财富。在美国，曾经有父母因为给孩子起名叫“希特勒”而被政府剥夺了对孩子的抚养权。有些名字虽然吸引眼球，但也会给孩子日后的生活产生很多负面影响。

中国人给孩子起名字都图个吉利，但是西方人经常用前人的名字给孩子命名，通常是家长尊敬和热爱的人。但西方的父母除了力图让自己孩子的名字与众不同之外，也应该学学中国人，在名字加入更多好的寓意和希望。

naming an infant. Names carry a great deal of weight in the world as they can decide your popularity in school, how people judge you, and how well you'll fair when it comes to getting a job. Studies have found that certain names have more success in the world than others because of biases associated with certain names. Even the differentiation of spelling between the names: Dillon, Dyllan, and Dillan can have different cultural and personal biases associated with them. Especially in cases where racism is a problem, a name that's associated with a certain ethnicity that the employer has a problem with will hinder becoming hired. Besides people simply preferring one variation of spelling over another, it can also cause issues in school, where names which rhyme easily offer more accessible options to children who wish to taunt you. I know that I got off much easier than most peers in elementary school as kids would just associate my name with "rice": "Bryce likes rice" isn't exactly a really heavy hitting insult. Although for many people, even these lesser insults can cause a great deal annoyance when used in repetition. As a child, I once punched another child in the face for saying my full name ad nauseam. That kind of response all depends on your temperament and patience, which the latter of was extremely lacking for my childhood self.

The Name Game

By Bryce Cristiano

From naming a puppy, finding a suitable alias for shady activities, or founding a new nation; naming is a huge deal. The different names which you select coupled with their true

meaning, the current cultural perception associated with the name, and superstitions surrounding the name make the task extremely perilous. This is especially true when it comes to



Dictionary is an important tool for naming

Most people in both the East and West place a great deal of importance on naming their child as they feel it can have a large effect on their life and shape their future relationships. Many parents try to pick names that are currently popular or relevant to current society. A great bearing over this can be popular movies and television shows of our time where the parents have an emotional investment in certain characters. Many New-Age types try to give their children pseudo-spiritual names which serve as being conversation topics rather than having any real bearing over their life. For example I have a friend by the name of, Terra Luna Sol which is Latin for Earth Moon Sun. What I could first tell about her upon meeting was that she must have some kind of New-Agey parents. Terra had this to say on her name and how influential it is in her life:

"When someone firsts learns my full name they automatically, and pretty accurately, assume my parents are hippies, and depending on the day they might assume I'm one as well. But I feel like after they speak with me, they realize my name has as much effect on my personality as anyone else's."

In China there's also a great importance on naming children suitably. A lot of what we would perceive as being superstitious in China is not to the people who would rather refer to such things as "traditions". There's been a trend in having parents hire individuals who will select names which are deemed suitable for the astronomical correlations under which they're born. Another practice which isn't as prominent in modern day society, was the idea of "milk names". Milk names were given to children at birth as a sort of placeholder for when the parents thought of a better name for their child. Since it was only temporary, many children might get some cutesy name which is even a practice in America. While many people don't have special names for their babies in America, it's typical for Americans to unofficially use nicknames or derivatives of a name in order to give it a cutesy sound which appeals more to a child. For instance, the name George might seem more like an adult name, so during his childhood, he may be referred to as Georgie, as it's a name we would more likely associate with a child. For the Chinese though, milk names of the past were often also used as a means of warding off evil spirits. By naming a child something distasteful such as dog or spoiled meat, it ensured that evil spirits would want nothing to do with the infant. Besides milk names, there was also a great significance placed on nicknames as it's only within your family that you can be addressed by your family name. So it

It's true that names can alter the world's perception of your personality, your socioeconomic background, and your education; but naming your kid 'Sir MoneyLots McDiamondPants' isn't going to turn him/her into a magnet for wealth.

was common in the past for people to use many different names in a variety of situations. In the past hundred years, this kind of nicknaming has become a thing of the past as the Chinese don't have a societal need for so many nicknames anymore.

There are many other superstitions which are held up by only certain fragments of the community. Some suggest that the certain number of strokes in your name can have meaning when related to numerology as some numbers are greater than others. Many parents might have named children after other successful people or after "money", "fame", "wealth" as that kind of name would draw those things to the child's life. A lot of this comes off as harmless old traditions that are no more influential over a person's life than The Secret. It's true that names can alter the world's perception

of your personality, your socioeconomic background, and your education; but naming your kid 'Sir MoneyLots McDiamondPants' isn't going to turn him/her into a magnet for wealth. Such is the case of one, Heath Campbell from Holland, New Jersey who named two of his children, 'Aryan Nation Campbell' and 'Adolf Hitler Campbell'. These names have already garnered attention from the government and has led to having four of their children stripped from the family. Not only does this have a negative effect on the development of these children, but the children could find extreme difficulty finding jobs if they happen to keep these birthnames. While people understand now that a child can have no radical political affiliation, with age it could be perceived that they had chosen those names themselves or that they're joking when applying for jobs. How seriously would an employer take the resume of Adolf Hitler?

While the Chinese may seem more traditionally concerned with finding names that will grant some kind of mystical fortune to their children, the same can't be said of America. Names are derived mostly from preferences and life experiences with people under the same name. If you grew up with an arch nemesis by the name of Edin, you're probably not going to be naming your child Edin (unless you're a masochist). Chinese culture shows that it's more important to not only think of the public perception of names, but to also tailor names to the potential success of their child. This is something that American parents should take into consideration more than trying to find a name that's "super unique". Naming your kid "Mikhail", instead of the tradition "Michael" makes it seem like you can't spell or that you're extremely,



What do you think of a guy who has a strange name?

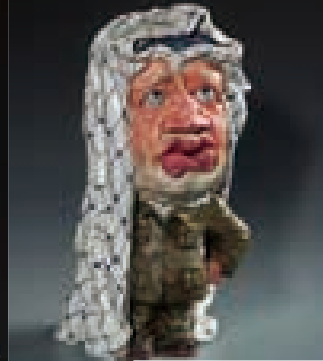
画说天津 为艺术而生的王玉荣

王玉荣艺术精品展，于2014年9月29日至10月29日在北京“昌南苑”举行。展出王玉荣先生从艺30多年来的经典作品近200余件/幅，作品涵盖国画、漫画、瓷板画、泥雕、瓷雕等领域。

王玉荣先生是一个值得关注且极具投资潜力的艺术家，他自幼拜“泥人张”第五代传人张乃英为师学习雕塑，并师承于漫画泰斗华君武学习绘画。艺海搏击数十年，他带给人们一个又一个的惊喜，从而受到国内外艺术界的赞许。在由北京漫画中心和中央电视台CCTV-4联合推出的“2008手塑漫像超人”大赛中，王玉荣先生凭借风格大气、夸张出奇、个性鲜明、手法独到、漫味十足的作品获得了《人像雕塑电视超人》的冠军；2006年在第三届民博会上，王玉荣先生群雕《搭大棚》，深刻、形象地反映了上世纪80年代天津老百姓在胡同大办喜事的热闹场景，不但获得金奖还被天津民俗文化馆收藏；2007年他的瓷雕作品《传统与现代的对话》荣获“民间文化品牌珍贵艺术品奖”；2008年瓷雕作品《安南》获第三届国际创意产业博览会金奖。

王玉荣说：“我经常突发奇想的，一旦有了灵感就动手实施，不管别人说什么，完全为了抒发自己的情感。”几十年来，他之所以活力四射，亮点频闪，就是因为他把全部积淀，都化作对生活的热爱和对未来不尽的向往。这次展出的系列作品，集中体现了王玉荣扎实的功底，严谨的作风，多彩的技巧，精湛的品质。

“一只破笔，二两黑墨半床书；三件雕刀，四斤红泥满屋香。”这就是王玉荣的自我描绘。



The statue of Arafat



Kofi Annan



Wang Yurong



The fat lady

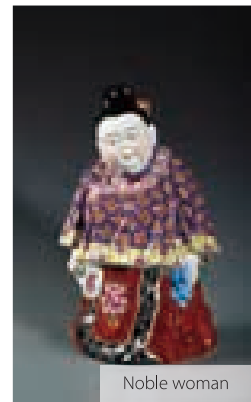
Wang Yurong

—Born to Art

by Zhang jian



The god of longevity



Noble woman

The Wang Yurong Art Exhibition will be held at Chang Nan Yuan, Beijing, from September 29 to October 29, 2014. For this exhibition, we were lucky enough to preview more than 200 pieces of Wang's works including traditional Chinese paintings, cartoons, porcelain plate paintings, clay figurines and other porcelain works.

The work of Wang Yurong has great investment potential and this exhibition is certainly worth having a look at. When he was a child Wang learned the art of sculpture from a fifth generation successor of the Zhang Clay Figure School - Zhang Naiying and then studied painting under the cartoon master Hua Junwu. He has been engaged in the art field for decades and has always surprised people with his output which has garnered a strong reputation in the world of art.

In the 2008 Hands Shaped Caricature Superman competition, organized by the Beijing Cartoon Center and CCTV-4, Wang won with his unique style of drawing and his superb use of technology. His work, "Build A Shed", which was displayed at the third Folk Art Fair, reflects his view of Tianjin locals celebrating

good times in the 1980s. It not only won the gold medal, but was also kept for display by the Tianjin Folk Culture Museum. In 2007, his porcelain works "Dialogues Between the Traditional and the Modern" won the Precious Art Award. In 2008, his porcelain work "An Nan" won the gold medal at the 3rd International Creative Industry Expo.

Wang has said: "I often let my mind wander here and there, and once I have my inspiration, I would put it into effect - no matter what others say - I just express myself, my feelings and my emotion." Over the decades, Wang has never lost his enthusiasm. The series of work in this exhibition embodies his solid foundation in the arts, his rigorous style, his skills in the uses of color and the superb quality of his work.

"One broken paintbrush, some black ink, three knives and four pounds of red mud," is all Wang needed. The simplicity of the materials he uses gives little indication of the quality which his work is consistently able to maintain.



If you want to get an unusual present for the folks back home, the Facekini is a good choice, imagine the fun they would have trying to work out what it is for.

Whilst in China I was constantly amazed at some of the sights I saw, ranging from the weird and wonderful, the amazing to the downright bizarre. I remember clearly been stared at by two females on a bicycle who could not hide their fascination at my appearance. What I found really surprising is that the two of them were wearing hats that looked like bears. It was twilight and it really freaked me out at the time because I just saw these two bears on bikes approaching me in the darkness. I thought it incredible that they found the sight of me strange when their own appearance was so unusual. However as no one around me batted an eyelid it was apparently normal to go around with that kind of headgear on. I spoke to Mary about them as they were in their 20s, grown women as far as I am concerned, far too old to be wearing what would only be cute on a six year old. Mary disputed that they were grown women as they were university students, and she saw nothing wrong in their hats. I told her it would be impossible in the West to see grown women wearing a child's toy on their heads. Unfortunately I was forced to eat my words when three years later famous women, including some Hollywood stars started wearing these hats, even being hailed as the ones that were at the forefront of this fashion. At least I did tell anyone that would listen that this fashion actually started in China.

Actually this isn't the first time I have had to admit I was wrong about Chinese fashion never catching on in the West, although I can safely guarantee that some things will definitely not catch on. For instance the couple's T-shirts, where boyfriend and girlfriend wear the same design to show that they are in love. The one for the girl always looks cute, but a pink rabbit on a man just doesn't have the same effect. Glittery jeans will not be every man's fashion staple in the West.

The craze for dressing doggy friends in

Fashion for Faces —The Facekini

by Paula Taylor

"脸基尼"——中国引领的新时尚

在中国，我经常能看到一些令我大吃一惊的景象，有的精彩，有的古怪。我还记得有一次走在路上，两个骑车的女子一直盯着我看，对我的长相很是好奇。同时我也盯着她们看，她们两个都带着卡通熊式样的帽子。当时天色渐暗，她们乍一看很是吓人，好像两只熊在骑自行车。但我周围人似乎对她们的装扮见怪不怪，但对我来说，这样的帽子只有学龄前的小孩子会戴。我还和我朋友说，在西方，成年女性绝对不会打扮成这样出门。但几年之后，我不得不收回这句话，因为在好莱坞，这样的装扮突然变成时尚，女星们纷纷把卡通帽子戴在头上出门。我要说，这个潮流是从中国兴起的。

其实，这不是我第一次错误地认为中国的时尚永远赶不上西方。但是我仍然可以确认，有一种潮流永远不会在西方流行，那就是情侣装。

近年在中国的沿海地区流行起一种叫做“脸基尼”的东西。在海边游泳的女性因为害怕脸被晒黑而在脸上套上这种类似面罩的东西，只露出眼睛、鼻子和嘴。发明这种“脸基尼”的设计师称，中国女性在游泳的时候非常担心被晒黑。一开始只是一些大妈和阿姨戴这个，后来有小孩子也套了个面具，看来是为了以后变成白雪公主做准备了。但我们都知道，在西方，人们都向往日晒后的古铜色肌肤，所以这种东西永远不会成为西方的潮流。

但是，我现在又要收回这句话了。我第一次听到“脸基尼”这个词是在一份英文报纸上，只是单纯的报道。但是现在竟然有时尚杂志捕捉到这个新的潮流，专门为此做了专题，甚至让模特戴着以“脸基尼”为灵感而设计的面罩在台上走秀。于是我们看到了时尚杂志里的“脸基尼”大片！CR时尚杂志的主编说，他的客户特别喜欢这个设计，这的确给他们带来了完全不一样的视角。

我不是一个能看懂高级时尚的人，我不知道谁在消费着T台上展示的那些衣服。但对于这个“脸基尼”面罩我是完全能看懂的，也知道什么人在穿。如果它真的成为海滩新时尚，那中国也会因此走到时尚前沿。所以，下次你看到任何奇怪的现象也不要大惊小怪，说不定哪天它在你的老家也会风靡起来。

有些人说，这面罩很像是烧伤病人脸上戴的面罩。所以，设计师为此加入了多样性的元素。淘宝上售卖的脸基尼至少有18种颜色。如果你想为老家的朋友带一份与众不同的礼物，这“脸基尼”是今年最好的选择，让他们猜猜这是干什么用的。不仅仅在海边，如果你今天的发型不够酷，或者脸上粉刺泛滥，你也可以用它遮丑。但是我要提醒你，在银行抢劫案频发的地区要慎戴，警察的枪可不长眼！

虽然长时间接受阳光的直接暴晒会引发皮肤癌，但我还是觉得在三四十度的天气里戴这个会很不舒服。对于我们英国人来说，“脸基尼”倒是在冬天预防冻疮或雨水拍打。我是否也考虑从淘宝买点货？

cute little outfits also started in Asia, arguably Japan, but look how many celebrities in the West spend a fortune on their pets because of jumping on this particular bandwagon. I personally think that dogs have already been provided with adequate clothes in the form of their fur.

Something else that will never, I repeat never catch on is the Facekini. According to Xinhua net this fetching garment was invented by Zhang Shifan from Qingdao. She was addressing the needs of female swimmers who were worried about the sun damaging the skin on their face and neck. At first it was middle aged ladies who were wearing the Facekini, but some children have also been seen wearing them, no doubt preparing them for life as a pale skinned beauty in the future. Now we all know that many Western women like to tan their skin as dark as possible, so this is one big reason why this fashion will never catch on in the West.

As you will see, the Facekini has holes cut out for the eyes, nose and mouth. I immediately thought that this design presents a problem. After all, if the nose is exposed, will that not mean that this area will end up rather brown, whilst the surrounding face area remains white? The garment does not seem to provide a perfect fit, as obviously faces are all different shapes, so the other areas not covered around the lips and surrounding eye areas will also end up brown. Also it seems that whilst some ladies wear all covering garments to swim in, others are not so worried about the rest of their bodies getting tanned, just their faces.

No this fashion will never catch on in the West. Oh dear! I may just have to eat my words again. I first heard about the Facekini in an English newspaper, and in fact many other countries had similar articles. These articles were for information only, just reporting on the trend, but now the Facekini has apparently been elevated. CR Magazine, an international upmarket fashion bible, (so upmarket that I have never read it, as it is obviously out of my league), has not only featured the Facekini in articles, but it has also sent models down the catwalk wearing them. Fashion shoots have pictured the models wearing them alongside



Facekini in fashion

haute couture, and whilst many of us are not able to afford Gucci and Armani, all of us will definitely be able to afford the Facekini, currently selling for a very modest 25-30 RMB. Alexandra Utzmann, of CR Fashion Book says that her clients have all been very pleased with the photos she has taken of the models wearing both the Facekinis and their designs. No doubt the unusual look has given them something different to work with, as surely there are no new styles, the designers seem to be refashioning fashions from the past.

I have never understood high fashion and frequently marvel at the bizarre designs coming off the catwalk. I wonder what kind of people can actually wear them, as the designers seem to all try to outdo each other in creative absurdity.

However at least with the Facekini we know who wears them and why. So if they become mainstream wear for beachgoers, once again China will have spearheaded a useful fashion craze. Next time you see something strange there don't be so sure that you will never see it back home, as China continues to be at the forefront of the

unusual.

Comments have been made that the Facekini resembles something that burns victims have to wear, so the makers of them have started to feature different designs and colours, Taobao has them on sale in 18 different colours. If you want to get an unusual present for the folks back home, the Facekini is a good choice, imagine the fun they would have trying to work out what it is for. Apart from wearing them on the beach they might be good to wear when you are having a bad hair or face day and do not want to be recognised, although a word of caution is needed, in areas where bank robberies are high and the police carry guns, wearing one might be a little dangerous.

I fully appreciate the need to have protection from the sun, too much exposure to it can obviously cause skin cancer, and it does age the skin terribly, but in 30 or 40 degree heat they must be really uncomfortable to wear, being made from nylon or stretchy rubber. Although this is not a problem we will have to worry about in England, as you will know if you have been here. Maybe the Facekini will be good to wear here for the opposite reason – to prevent frostbite or saturation from the rain. Maybe I should start importing them in readiness for our winter. I have one question for the tan shy ladies, why don't they just use waterproof sunblock? The Facekini – coming to a beach near you soon?



中国是如何影响了我？

在中国生活的六年多时间里，我经历了很多故事，有积极的，也有消极的。我的经验告诉我，如果你想更轻松自在的在一个陌生的城市生活，那么从失败中汲取经验无疑是最好的黄金法则。比如，和你的房东进行沟通，你就要学着去接受她的观点，然后再循序渐进的置入你的意见。

中国人的观念里，老外在当地的女朋友是件很不稳妥的事。他们觉得，你的短暂停留便“发展一段恋情”更像是一种不负责任的表现。而中国的女性更是会经常性的怀疑你是否同时和多人保持交往关系。我无奈的同时，也在她们的质疑声中找到了答案。环境教会了一个在中国的老外如何承担责任，而中国则教会了我应该如何管理时间，目标，生活，甚至全部。

中国人在酒桌上有一套自己的文化。与其说他们喜欢享受美酒，不如说他们更喜欢这种一醉方休，不醉不归的态度。说到这一点，我并没有针对中国的意思，也绝无抨击意味，只是单从饮酒这方面，中国的确有自己的一套学问。

在中国，你要学会合理规划时间。在和一些同在中国的友人聊过之后，他们告诉我，有的时候，他们会觉得自己好像处在一个下沉的状态。而语言障碍，社会背景差异，风俗习惯，污染，甚至只是简单的生存都能带来莫名的孤独感和失望感。东方西方大不相同。中国人祈求以一种惊人的速度进入到一个高度发展的现代社会。而我们却更希望自己找寻新奇。所以对于从发达国家来到这里的外国人来说，中国为我们提供了最好的机会，我们也需要完整性，我们也想要责任感。而我知道的是，很多人来到中国只因为无法适应这里的生活，最后遗憾离开。在中国的这段时间教会了我很多东西。经验就像一面镜子，无论是现在还是将来，它将使我受用一辈子。我发现我越来越喜欢这种“与众不同”的感觉，只是偶尔我还需要适应当地人的态度和观点。

中国人对外国人似乎有一种特殊的期望值。而纵观好莱坞的电影，我知道你们也肯定是将集体主义与个人主义混为一谈了。我所学到的是，理解，是每一个个体的责任，而不是一个人在另一个人身上的期许。来中国让我变得更自信，更自觉以及更坚持。但另一方面，来中国也或多或少助长了我的一些不好行为。

作为一个老外，很多时候我不得不按照当地人的想法去做事。就我的经验来看，我要告诉你的第二条法则就是：永远不要在中国人面前使用情态动词，你懂的，他们从不会按照你希望的方式去办事。你懂的！

Being untrue, I'm annoyed when nearly every local woman assumes I must have had more than one girlfriend at one point or another during my stay in China or, simply, that I have girlfriends all the time.

Living in China for over 6 years has had both positive and negative effects on me. I believe it's important to acknowledge the positives and understand the negatives. It's imperative when living within another culture to do so, if you want the time to be a positive experience. For this, I need to learn how to adapt to my host's point of view, as well as gain perspective on my own paradigms. In this article, I would like to journey through the topics of alcohol, as well as imperialism, perspective, adaptation, and, of course, women.

Foreign men have a negative reputation when it comes to having relationships with local women: that they are here for a short time, are undependable, and are casually too 'open'. Being untrue, I'm annoyed when nearly every local woman assumes I must have had more than one girlfriend at one point or another during my stay in China or, simply, that I have girlfriends all the time. This tells me a lot about local culture and environment. It also tells me how I ought to behave.

The environment presented to a foreign male in China is staggeringly opposed to balance, and I find that the experience of China is very much a test of how well a person can handle responsibility. China is teaching me a lot about how I manage my time, goals, and life, if at all. Cost of living here being relatively cheap, while foreign salaries providing much disposable income, allows a person to know little bounds.

China has a way of turning everyone who enjoys a drink into a drunk or drinker. Alcohol here being cheap, and there seeming (for some) to not be very much else to do, turns many into finding a hobby in the bottle. This does not mean to say that this is a China-specific phenomenon, that the cities are depressing, or that foreigners here can't live meaningful lives, but that China comes with a kind of inhering test.

How has China Changed me?

by Daniel McCool



A foreigner with his girlfriend and her parents

It's important for foreigners to manage their time well while living in China. Having had this actually said to me, and having met many foreigners while living in China, it seems that China has the effect of making some feel like they're sinking or overly-settling in. Language barriers, discrepancies in socialization, custom differences, pollution, and simply living in an alien environment can all contribute to a sense of despondency and isolation.

Westerners are extremely different from their China locals. Locals have had to enter the technologically (and culturally) modern world at an astonishing rate, considering. This difference provides the opportunity for a 'developed-world' person to not be themselves, and demands integrity and responsibility. Some people fail this test, only to hopefully find their ground again once either the novelty has expired or they leave.

It seems that China – or living here – has taught me many things. The experience works much like a mirror, and I wonder whether I would have gone through similar experiences had I spent this time in my own country or not. I've found positivity in the likes of 'being different', but that I constantly need to keep balancing this with learning how to better relate to locals' points of view.

The people of China seem to have a particular expectation of foreigners. Do they misunderstand our behavior towards relationships? Do they misunderstand our 'openness'? Do they not understand what it is like to be an expatriate? From having watched many Hollywood films, do they make collectivistic generalizations about individualistic people? What I've learned is that it's each person's own responsibility to understand, not for one to expect it from another.

Here is how China has positively changed me: (1) I have become more confident, thanks to



Staying in China is like a test of how well a person can handle responsibility

the attention, compliment, hospitality, and relative understanding I receive from locals; (2) I have discovered my own imperialistic tendencies, realizing that I am not here to change anyone but myself; (3) and I have learned how to adapt and how to continue.

And here is how China has, at one point or another, negatively changed me: (1) I had become an attention-hungry pig, viewing myself as different from the people around me; (2) I had become an arrogant proselytizer of culturally-irrelevant ideology; (3) and I had become lost amongst a society that does not understand how to nurture me.



Local woman always doubt a foreigner

As a foreigner in China, I am a complete stranger in a land estranged from such. As a placid loch becomes a river when forced through a valley, I have (and had) – in some ways – become just the way locals view me. Is this something I could have prevented had I known better? Or, perhaps, is it my duty to prove them otherwise if I disagree? Or, do I simply ignore the stereotyping and do my own thing?

Secondly, how is it at all possible to evaluate a people who abide by different paradigms? Nothing disturbs me more than selfish subway-seat seekers or sidewalk mosiers, but how can I judge a people based on an ideology they have not subscribed to? Rule number 2: never use modal verbs in China (i.e. 'should' – locals should not have to do things the way you think they ought to).

And, finally, having become aware of China's once timeless aversion to outside influence, how can I continue to expect such a culture to provide

for me in a way that is best for my well-being? I need to understand where and when I am. As a foreigner invited to China to work, I need to do my best to represent my nation and to show this country that there is something to be gained from exchange.

Conclusion

It is my responsibility while living in a foreign country to positively contribute to my host nation's view of the people of my hailing. It is useless to expect locals to change their minds as long as their observations validate their presumptions. Therefore, visitors should all view

themselves as cultural ambassadors: act as you would like to be viewed.

Another important lesson is that one must be clear about his or her goals. What is it you expect to get out of China, and is that what you are here to do? The all-important question being: why did you come to China? This is a deep question that resonates on many levels.

To what degree are you either of the Three 'M's: Manager, Manufacturer, or Misfit? Expatriates come to live and work in China for different reasons, just as they do with any other country. I once overheard a Chinese couple saying, after they saw me sit down in the restaurant, "Why do foreigners come to China?" as if there were no reason to come here, being that they think our native country is much better than China. I wonder what they think they understand.

Though I am grateful for all I've learned, I still wonder if "How has China changed you?" should really be "How has China revealed you?"

佛罗伦萨小镇

天津和北京之间，有太多的内容可观可看。从天安门到颐和园，从天津港到各国租界。如果这些辉煌的建筑物都无法满足你强烈的好奇心，那么我推荐你不妨到佛罗伦萨小镇去看看，那里也许是你旅行的终结点。

佛罗伦萨小镇位于京津之间的天津武清区，是中国首座纯意大利风格的大型高端名品折扣中心和休闲文化中心，占地面积将近20万平方米，设有奢侈品、国际名品、运动和户外以及休闲四大特色购物主题体验区，满足了不同游客的购物旅游需求。来这里你不仅能享受到与世界同步的国际奥特莱斯体验，更能感受如诗如画的意大利建筑美景与充满活力的时尚氛围。

众所周知，奢侈品在中国的价格要明显高于世界上其它的国家。尽管不少外国企业选择在中国建立工厂，但那些由廉价劳动力生产出来的产品价格依然高的让人望而却步。但近几年，随着发达城市中产阶级的崛起，人们对于奢侈品的消费也逐渐增多。天津佛罗伦萨小镇提供的近200家门类丰富的奢华及时尚精品，绝对是你不可错过的假日购物休闲的好去处。

佛罗伦萨小镇为意大利建筑师所设计。整个设计团队将空间的合理运用视为设计重点。所以无论是环境设计还是公共区域，佛罗伦萨都保有着意大利传统小镇的设计风格。为了重现16世纪意大利小镇的生活场景，这里的选材也别具匠心，如仿古的屋瓦、装饰框和优质的木质和铁艺街边家具。早在小镇开业之初，这里还曾邀请了意大利驻中国的大使来此进行参观游览，当时，大使给出的评价是“地道，正宗”。

到小镇的方法有很多，最便捷的当属坐火车。天津站上车，武清站下车，全程票价仅需15元。选一个阳光明媚的好天气，带上家人和朋友，一起去城外散个步吧。

positive aspects of Tianjin is the sheer variety of the architecture. You can walk through the French Concession of BinJiangDao, the English concession of WuDaDao, enjoy fine dining in the Italian concession, take in the ancient Chinese architecture of Gulou, or enjoy the port of Tanggu. While the concession history of Tianjin is legitimate and all those buildings stand as historical locations, China has quite the knack for reproducing historical locations from all over the world. So if the legitimate Italian Style Town isn't large enough for you, there's always the Florentia Village.

Making it stand in the open farmland of WuQing lies the massive 200,000 sq. meter complex of this 16th century Italian styled outlet mall. Being in WuQing makes it a great location as it's right in between both Beijing and Tianjin which offers easy accessibility from the high speed railway, so there's no excuse not to visit this beautiful reproduction of Venice. Offering its own Grand Canal and replica Coliseum, the village doesn't just serve as an interesting tourist trap, but as an outlet mall for luxury brands. The project is headed under Jingjin Designer Outlets and plans are already in place to install these Italian styled outlets all across China to attract shoppers from the sprawling cities of

Florentia Village

by Bryce Cristiano

Between Tianjin and Beijing, there's a great deal of Chinese history and architecture to experience. From Tiananmen Square, the Forbidden Palace, the Great Wall, and the

Summer Palace of Beijing; to the historical concessions and port of Tianjin. There's a great deal to do and see in these populous cities with rich histories. What most foreigners note as being



A river runs through the village

The village itself was designed by an Italian architect and was visited by the Italian Ambassador to China during its opening, granting it a seal of approval as “authentic”. It certainly has a unique feel, from the colorful Renaissance buildings to the grand arena construction.

Guangzhou, Chongqing, Beijing, Tianjin, and Shanghai. The Wuqing installation was the first of its kind in China and so far the reviews have been extremely positive. Investors in the project have spent a vast amount of money to ensure a positive shopping experience for consumers which has allowed Florentia Village to become a beacon of luxury products.

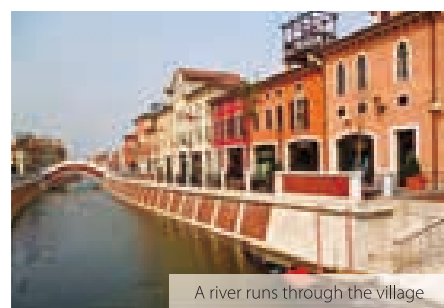
The price of luxury goods in China is notably higher than most other places in the world. Despite most foreign industries establishing factories in China over the past few decades as a source of cheap labour, the prices for products of cheap labour are still high. Even more so in China, where just the act of bringing products from America to sell in China can be lucrative. With the widening of the middle class in developed urban centers like Tianjin and Beijing, there's an unprecedented middle class market who has a disposable income for luxury items. With the expansion of this market, foreign investors are now looking to take more risks on China by offering up these kind of outlet mall services. Florentia Village caters well to the new Chinese middle class by offering 200 genuine luxury brands. From Armani, Burberry, Givenchy, Prada, and more; there's no deficient on luxury items with great deals for shoppers. Because of its proximity to both Beijing and Tianjin, coupled with the luxury incentives, there's always a healthy flow of shoppers gawking at the discounted prices as well as the faux Italian buildings.

The village itself was designed by an Italian architect and was visited by the Italian

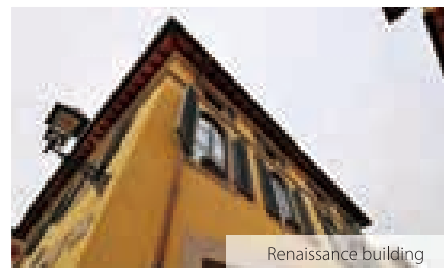
Ambassador to China during its opening, granting it a seal of approval as “authentic”. It certainly has a unique feel, from the colorful Renaissance buildings to the grand arena construction. Gondolas lazily drift up the river and the enclosed designed makes it easy to get swept away from the otherwise bleak dullness of what lies outside of the village. Despite this though, there's just the authentic charm of Venice that's missing. Florentia Village does offer the Italian run restaurant, Bella Vita, besides that though it's just a stylized outlet mall. If you're not in the market for luxury items, it's still an enjoyable visit to take pictures of the architecture and to window shop a bit. It would be nice if they offered more shops that gave it a more personal feel, rather than just luxury items. I'm sure this is done purposely though since if they try to import a more authentic feel, they could run the risk of coming off as Florentia Village Theme Park, rather than Florentia Village Outlet Mall. It doesn't matter how much concrete you pour, or how many luxury brands you have; you can't import history and culture. It seems almost like wasted potential to NOT go all out with this kind of project and turn these centers into not only hubs for luxury brand shopping but hubs for cultural appreciation.

Despite that though, it looks nice enough for a day out of the city. There's a great amount of detail and money which has gone into crafting this Italian village. It makes for the ideal location to visit on a sunny day when you wish to snap some photos and surprise your friends back at home by suddenly “appearing” in Italy. The savings are year round but be sure to check out their website at <http://www.florentiavillage.com>

where you can find any promotions before you decide to take the trip out to the village. Tickets from TianjinZhan to WuqingZhan cost 15 yuan each way so it's hardly an expensive time out if you're looking to save cash. Hopefully in the coming years the middle class of China will evolve a little classiness to go with their money so we can see the expansion of more authentic villages which cater to a future market of the evolved middle class. Rather than simply shopping in villages designed to look like foreign locations, they can actually provide an experience of those cultures. Shopping experiences are wonderful for this new group of Chinese consumers, but consumerism alone is vacuous.



A river runs through the village



Renaissance building



The street of Florentia Village

天津的中心—和平区

和平区是天津一个很重要的行政区，人口密集。通过和平区的官方网站www.tjhp.gov.cn，你可以了解一些该区的概况。

和平区不但是天津地理上的中心，也是金融和商业中心，银行和金融机构林立，每年为天津贡献651亿元GDP。同时，和平区也是拥有最多五星级酒店的行政区。

这些酒店为外籍人士提供了安静放松的休闲环境。除了按日订房，这些酒店还能提供长期租住的公寓。虽然花销更大，但品质和舒适度完全能够得到保障。对初次来中国的外国人来说，选择这些酒店是非常可靠的。和平区的人口数量也很庞大，官方统计有397,000人。算上流动人口，实际的数量还要更多。

滨江道还聚集了很多商业街区，比如滨江道。滨江道是一条很长的开放商业街，每天都是人山人海。如果你不喜欢人挤人的喧闹，可以坐电瓶车直达商业街的另一端。当然，在如此喧闹的场所，你要时刻警惕小偷，保护好个人财物。

更加高端的商场例如伊势丹，就在滨江道附近。这里不仅有高端品牌服装鞋帽，还有深受外国人喜欢的进口超市。这里的交通也很便利，地铁一号线营口道站可直达。

怎样来概括和平区呢？那就是多样化。和平不仅是地理上的市中心，也是天津的金融业、酒店业和商业中心。作为外国人，他们可以选择任何一个高档酒店品尝美食，解决所有金融问题，购物也非常方便。你不妨也考虑搬到和平区吧！

video and audio has finished the same content will be provided in English. One small note though is the English portion of the introduction is rife with Chinglish. From an expats perspective it would be wonderful if Heping would find a native English speaker to help them retranslate and rerecord this audio and video. Still, we must thank the Heping district officials for at least trying to give expats a warm welcome via a message translated into Chinglish! Also, the statistics provided on Heping's annual financial production, geographical size and population are quite useful!

Via this introduction you will learn that Heping is noteworthy for its financial contributions (annual GDP of 65.1 billion RMB) to the city of Tianjin. In addition to being considered the "center" of the city geographically, Heping is also known as the "financial district". Many finance related banks and entities call Heping home. Outside of the huge financial contributions Heping makes to Tianjin to the tune of 1/19th of the city's revenue, it is also heavy on hospitality. This is due to a large number of leading international hotels likewise finding Tianjin Heping district the place to be. A few to note would be the Astor Hotel, the Hotel Nikko, the Ritz-Carlton, the St Regis, the

How's Heping?

by Carmen King

Heping (和平héping) district in Tianjin China is home to many. Interestingly the name of this district in English means "peace". The Heping district official website is: <http://www.tjhp.gov.cn/>. The website has a

unique feature in the bottom right corner. An audible introduction to Heping district will be given in Mandarin Chinese while a video plays of a Chinese woman signing the message. Chinese subtitles are also provided. After the Chinese



International Department Store and Xikai Catholic Church



Bin Jiang Dao



Nanjing Road

Tangla, and the Westin.

These hotels can often be a haven of relief and serenity for expats. Be it a clean bathroom or a decent western meal, these high-end hotels typically can be relied on for both. Another interesting aspect is that some of these hotels like the Westin provide “apartment rental”. In addition to the typical nightly room rental, one can also lease an apartment within the hotel long-term. While the price may not be the cheapest, at least expats can be assured of a certain level of comfort and quality. Before an expat “knows the ropes”, the risks of being taken advantage of or getting a place that is far different than “advertised” is quite high. Therefore, especially when first arriving in China, sometimes paying more so as to ensure you have some idea of what you are going to get is worth it. With so many high-class hotels in Heping, expats have such an option.

Heping district isn't short on residents either. With the government website stating an official registered local district population of 397,000. One can be assured though that the actual number is much higher. Many people who come from the China countryside looking to make some money in the “city” likely are not included in the above statistic. Add to that the international guests calling Heping home. Outside of those living there, expats will also be spotted in Heping for the shopping. One of the oldest and most famous shopping streets in Tianjin is BinJiang Dao (滨江道 binjiāng dào).

BinJiang Dao is not for the faint of heart. It is a long open air shopping street. At peak times people are shoulder to shoulder. If strolling down BinJiang Dao packed amongst a sea of humans isn't your style, you can pay for a cart to shuttle you from end to end. However, pedestrians not riding in these carts need to be super careful. The

carts are typically driven like the cars here! So you better be on the lookout and dodge them or else!

Outside of dodging carts, expats need to be extremely aware of pickpockets when at BinJiang Dao. Not just when walking around but especially when getting on, off or riding public transportation you need to be on high alert. Backpacks need to be worn in front and pockets are best to be zipped or buttoned shut. Be aware that Police have posted warnings of thieves using long tweezers to steal things from a distance.

In one word it is, diverse. Heping district is not only the “city center” geographically speaking but also the center of finance, hospitality and commerce for Tianjin.

Tactics include using a razor to cut open pants pockets from behind so the wallet falls out.

Lastly on the topic of safety is to avoid being a hero. These criminals often do not work alone, rather in groups, even though you may only see “one” in action. Likely they are carrying knives and if confronted are prepared to use them. Reports have been made of someone trying to stop a theft and in the end being stabbed to death. All of this isn't to scare you stiff, but rather to be informed. Expats and locals alike are best to think in advance how to prevent becoming a victim! Heping district is working to curb the situation by having plenty of plain clothes and uniformed

police onsite at BinJiang Dao.

In the vicinity of the BinJiang Dao shopping street in Heping is the Isetan (伊势丹 yìshìdān) building. There you will find of course the Isetan store and other places to shop and eat. Isetan is a high-end Japanese department store brand. One level is a grocery store with lots of imported goods. If money isn't an option, expats may enjoy shopping there. The other levels have different shops with a collection of goods from men's, women's, and children's clothing to other household wares. Attached to the Isetan building is the YingKou Dao (营口道 yíngkǒu dào) subway stop. So be it to get to BinJiang Dao or Isetan, taking the subway is a convenient choice. Heping stands as a unique district in Tianjin for yet another reason, religious. Heping is a hub for religious rites. Public places of worship include Buddhist, Catholic, and Islamic. The Catholic Church since 1916 has operated at 9 XiNing Road (西宁道 xīníng dào). Nearby at 55 XiNing Road is the Islamic mosque (伊斯兰教清真寺 yīslānjiào qīngzhēnsì), which was opened in 1992. The largest Christian Church in Tianjin was built in 1996 and can be found at 62 Shanxi Street (山西路 shānxī lù). As for Buddhists, the well known HaiGuang Temple (海光寺 hǎi guāngsì) also calls Heping home.

How's Heping? In one word it is, diverse. Heping district is not only the “city center” geographically speaking but also the center of finance, hospitality and commerce for Tianjin. In Heping, expats can catch a gourmet bite to eat at a number of luxury hotels. Handle all their financial transactions at any of the various bank and investment firms. Plus shop until they drop at BinJiang Dao and Isetan. With all these amenities, instead of just visiting, why not consider taking the next step and calling Heping home?

Korean Air presents signature in-flight meal 'bibimbap' at MATTA Fair 2014



Korean Air, the flagship carrier of South Korea, has returned to MATTA Fair this year after the MATTA Fair 2012, which drew such a huge and impassioned response from thousands of visitors.

In cooperation with Korea Tourism Organization, Korean Air once again introduced its traditional in-flight meal bibimbap to all visitors and strengthened its presence in the Malaysian market.

At the event, a Korean chef who specializes in traditional Korean cuisine demonstrated the unique way of cooking bibimbap and an executive Swiss chef further explained the origin of the dish and details of the recipe.

Moreover, selected visitors were given a chance to participate in the cooking show and join in the fun of mixing the ingredients in bibimbap under the chefs' guidance. After the show, Korean Air flight attendants served the delicious rice dish to all visitors.

Apart from bibimbap, Korean Air introduced another popular Korean dish samgyejjim, a ginseng chicken stew similar to the popular dish samgyetang. The ginseng chicken soup is traditionally served in summer for its nutritious value and also to recover strength from excessive sweating and physical exertion during the hot weather.

As a Korean cultural ambassador, Korean Air has been participating in renowned world travel fairs held in various cities such as Singapore, Hong Kong, Shanghai, Beijing, Tokyo, Berlin, Madrid, and Auckland. Korean Air will continue its efforts to promote Korean culture and flavors to the world.

Incheon-Tel Aviv flight service resumed

Korean Air has resumed service between Incheon International Airport, Seoul and Tel Aviv, Israel.

From Sept. 13, Korean Air operates three flights a week (Tuesday, Thursday and Saturday) on the Incheon-Tel Aviv route, utilizing a B777-200 aircraft.

Korean Air had temporarily suspended operation on this route from July 19

due to the security concern caused by the deployment of Israeli troops around Gaza.

As air safety has now been secured after an open-ended cease-fire agreement between Israel and Palestine, Korean Air decided to resume operation to Tel Aviv.

Korean Air offers relief service for typhoon victims in the Philippines

Employees of Korean Air helped people in the Bicol Region in the Philippines who are suffering damage from Typhoon Rammasun.

Some 30 members of the Didimdol (Stepping Stone) and Sanasa (People Who Share Love) groups in the company visited the Bicol Region on Aug. 25- 30 and offered services for the relief of typhoon victims.

The Korean Air employees helped to recover houses damaged by pounding rain and landslides. They also offered meals to residents at three elementary schools and two other sites in poor villages. They installed 20 solar lamps in a mountain village for the safety of the residents and delivered basic medicines such as cold and anti-diarrhea medicines, pain-killers and nutritional supplements.



Grand Hyatt Incheon open its west tower

Grand Hyatt Incheon celebrated the completion of its West Tower ahead of the official opening on Sept. 1.

Grand Hyatt Incheon had a ribbon-cutting event to celebrate the opening of West Tower in front of West Tower. Present at the ceremony were Mr. Yang Ho Cho, the Chairman of Hanjin Group, Ms. Heather Cho, President of KAL Hotel Network Co. Ltd, Mr. Kook Hwan Bae, Deputy Mayor of Incheon Metropolitan City, Mr. David Pacey, Area Vice President and many other guests.

During the congratulatory address, Mr. Cho, the Chairman of Hanjin Group said "The completion of West Tower was possible given the unconditional support from Incheon Metropolitan City, Seoul Regional Aviation Administration, Incheon International Airport Corporation, construction companies and many partners". Also, he mentioned, "The hotel is now offering a world-class service and it will exert not only its utmost efforts for a successful Asian Games in Incheon but also enhance the reputation of Incheon as the central city of Northeast Asia."

Adding to the existing 522 guestrooms of the East Tower, the new West Tower expansion boasts 500 new guestrooms, with the two towers connecting via a Sky Bridge. The hotel



will now feature 1,022 guestrooms in total, becoming the largest Hyatt hotel outside North America. Three minutes away from Incheon International Airport, the five-star Grand Hyatt Incheon hotel has raised its status to a higher level as a gateway to South Korea.

The newly opened West Tower was designed by Gensler, the international design company, and showcases an ocean motif. The exterior of the building has a wave-shape and the interior, including the lobby, was designed to deliver a feeling of being surrounded by water and ocean elements. The hotel was also designed and constructed in an environmentally friendly way to achieve LEED Gold certification.

Grand Hyatt Incheon has 43 suites and 31 residences for long-term guests in its East and West Towers. Moreover, the hotel has space for conferences, meetings and weddings of all sizes in its Grand Ballroom, which is capable of hosting more than 800 people, and its garden event deck, which can host more than 300 people. In addition, the West Tower is equipped with a children's pool and a children's playground.

With the opening of the West Tower, Grand Hyatt Incheon's services and overall quality has been much improved.

Korean Air to add wings to Asian Youth Through Sports

Korean Air, for two years in a row, provides support to the use of sports as a tool for development, peace, social change and empowerment for youth by sponsoring the UN office on Sports for Development and Peace (UNOSDP) Youth Leadership campaign held from Aug. 20 to Aug. 31 in Gwangju, South Jeolla Province.

The partnership is the continuation of Korean Air Chairman Yang Ho Cho's effort to support sport for development, peace and empowering world youth through sport. Chairman Cho is the President and CEO of the Pyeong Chang 2018 Olympic and Paralympic Winter Games Organizing Committee.

The United Nations Office on Sport for Development and Peace (UNOSDP) is a UN organization that works to promote sport as an innovative and efficient tool in advancing the United Nations' goals, missions and values. Since 2012, UNOSDP has been organizing the YLC four times a year on different continents to support youth in less developed countries and other less fortunate people to nurture their dreams through sports.

And from the beginning, Korean Air has provided air tickets and monetary support to UNOSDP for its initiatives in sports development and peace.

Furthermore this year, six players and a coach from Korean Air Jumbos, its

professional volleyball team, participated in the YLC on Aug. 26 and offered volleyball skills training and drill practice sessions to the participants.

Thirty-five young participants from 20 Asian countries, including India, Pakistan, Malaysia, Indonesia, Nepal and Cambodia, joined the YLC in Gwangju, the host city of the 2015 World University Games. During the event, participants received training offered by international sports federations and other sports development leaders.



LOCALEVENTS

Baker Furniture Store Opened in Tianjin

With an image inspired by the "Tianjin Eye" which slowly lit up the big screen, the Baker Furniture Store was officially opened in Tianjin on September 19 2014. With its reputation as the ultimate furniture store, the world's top luxury furniture brand is now located at Bohai Home Furnishing Center in the Hexi District. The Baker Furniture Store for a long time has been the hallmark of design excellence and uncompromising quality. It has combined old world craftsmanship, attention to detail and custom-selected materials to create furniture, lighting fittings and other accessories with classic sensibility in form, finish and function. Now the Baker Furniture Store legend continues in Tianjin.

On opening night, Baker's global president Austin Rothbard officiated and handed over the store to Feng Wei, the executive general manager of Wei Shang Yi Pin (International) Home Furnishing. Ed Morris, the Sales Director of Baker Asia Pacific also attended the event. The works of many top designers were also displayed at the Ninth Exhibition Hall in China.



Local Fashion Micro Movie Tianjin, I Love You Debut

A locally produced serial micro movie Tianjin, I Love You debuted on September 12 on Youku. The movie was written and produced by Elegancy - a fashion magazine based in Tianjin. The story is a romance, while the movie visually showcases the glamorous urban scenery of Tianjin as well as the



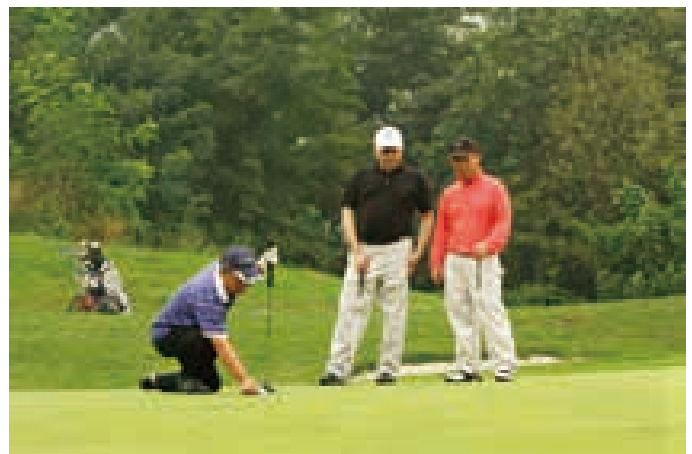
lifestyle of the local social elites. The biggest highlight of the movie are the actors and actresses who are non-professional locals and play themselves. The movie series will be updated weekly every Friday evening on Youku.com.

Warner "Poland Cup" The 3rd International Friends Invitational Tournament



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TNC Haihe Ship Tour

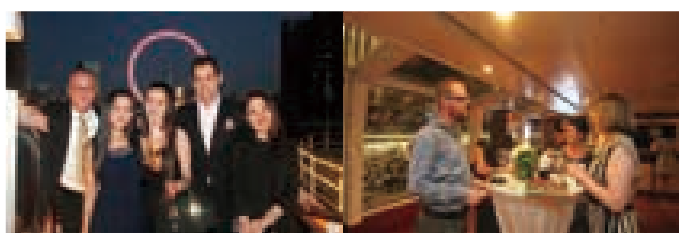
On August 26, a unique TNC event was held on the Haihe River sightseeing ship. About 100 professionals and entrepreneurs attended - a record number. The event was organized by Jin Magazine and co-organized by the American, European, German, Singapore and Hong Kong Chambers of Commerce.

The attendees were all very excited about the ship trip and for many it was their first time on a river cruise in Tianjin. When night fell, the exotic, historic and modern buildings along the bank were all wonderfully lit up. The guests had a glimpse of the most beautiful parts of our Tianjin's mother river in the two-hour trip.

It also happened to be the birthday of Martin Winchell the Chairman of the Tianjin chapter of the American Chamber of Commerce in China. The organizers had prepared a special surprise celebration for him.

Special thanks go to the Tianjin Municipal Information Office, Montrose Wine House and Flo Brassier for their continued support and sponsorship which ensured that the event was a great success.

For more information, please email: tnc@jinmagazine.com.cn



Crowne Plaza Tianjin Meijiangan Opens Today

InterContinental Hotels Group (IHG) announced that Crowne Plaza Tianjin Meijiangan opens on August 29th. As the first international branded hotel around Meijiangan Convention Centre, Crowne Plaza Tianjin Meijiangan will provide the neighborhood a new address that redefines comfort, elegance and sophistication with contemporary accommodation and exceptional service, designed for the discerning business and leisure travelers.



Protron Mid-Autumn Celebration

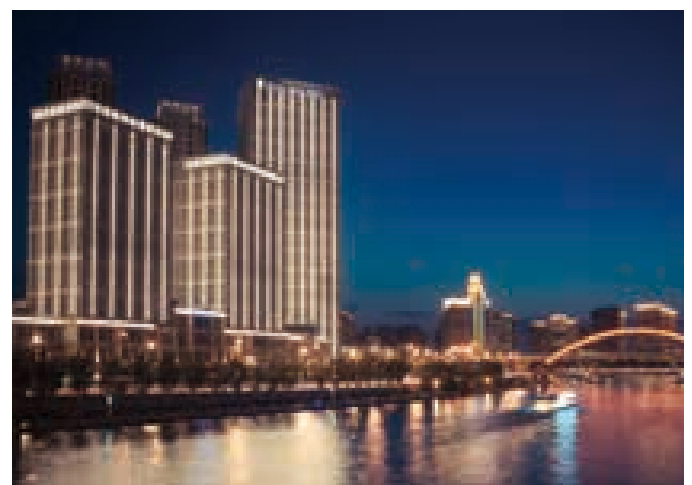


Protron Consulting Company held its Mid-Autumn Celebration at Hotel Indigo Tianjin Haihe on August 27. The guests who were HR managers from international companies, local media and royal business partners enjoyed the tasty food and wonderful music performance all together. In the evening breeze, guests shared with each other their stories at work or in life.

Headquartered in Hong Kong, Protron Consulting Group was established in 1991. Protron stands for "professional training & consulting" and the mission is to promote management excellence. Protron entered China in 1995 and with stable development during these 20 years, currently they have built up branches or offices in Guangzhou, Beijing, Shanghai, Tianjin, Shenzhen, Chengdu, Macau and Taiwan etc.

Upcoming Pan Pacific Hotel and Serviced Suites Tianjin to herald new luxury trend in the Chinese harbour city

The five-star Pan Pacific Hotel and Serviced Suites Tianjin is poised to open in the bustling harbour city of Tianjin in China in October. Managed by Singapore-based hotel company Pan Pacific Hotels Group, this will be the fifth "Pan Pacific" hotel in China, following properties in Suzhou, Ningbo and Xiamen.



饮水的学问

中国人提倡喝水要喝热的，在外国人看来，这种偏执近乎于迷信。刚来中国的时候我就发现很少有餐厅直接提供冷的饮用水。但是，我在吃热辣川菜的时候你端给我一杯热水真的好吗？很多人都认为这是伪科学，但是中国人真的把如何喝水看成是养生的重要手段。

千百年来，中医都提倡水要热着喝，因为喝凉水会损害人体的新陈代谢系统，所以进餐时喝热水可以帮助消化、驱除体内寒气。女性尤其是孕妇也要避免喝凉水，因为凉水会引发子宫收缩，产生疼痛感。

外国人在这里面临的一个问题就是，自来水不适宜直接饮用。自来水含有的化学物质和微生物会引发疾病。而在西方一些国家，自来水经过水厂的处理后是可以放心饮用的。很多美国人都有这样的习惯，接一杯自来水，扔几个冰块进去，然后直接饮用。所以，美国人已经习惯在用餐时喝冷饮，只有在早餐的时候会喝热咖啡，这是为了尽快清醒过来。如果按照阴阳平衡的理论，一冷一热不正是合理的搭配吗？

negate the effects of "internal cold" naturally, similarly to the effects of brain freeze alleviating itself over the course of ~20 seconds.

The practitioners of traditional Chinese medicine use the signs on other parts of your body to draw distinctions to other ailments. Since everything is tied to balancing the five different elements of the body; 五行(w ū xíng). The elements of metal, wood, fire, earth, and

Hot Or Cold

By Bryce Cristiano

Also, it feels naturally hydrating with hot foods to consume a cold beverage which if you want to chalk that up to the same principles of Yin-Yang of Chinese traditional medicine.

Something that almost appears as a superstitious tradition to some foreigners coming to China, is the disdain which Chinese citizens hold for drinking cold drinks during meals. One of the first things which I noted upon arriving to China was the severe lack of cold water which is available from restaurants. It's certainly not refreshing to be handed a tiny glass of scalding water to go with your meal of spicy Sichuan chicken. Many people attribute the

consumption of severely hot water to a plethora of reasons. Some grounded in what is seemingly pseudo-science brought on by Chinese medicine or some are as simple as with the issues which the water in China. For Chinese people it's important to consume water to watch their 养生 (yangsheng) or, health.

Drinking hot water has been suggested by traditional Chinese medicine for hundreds, if not thousands of years. The idea is that the body responds poorly when overheated and is normally the byproduct of a fever or illness. Inversely, drinking cold liquids also alters the body negatively by attacking the metabolism and causing issues over a course of many years. To counter this, it's proposed that drinking hot water during meals not only helps digestion but

also keeps the body from suffering from the effects of "internal cold" which includes: varicose veins, poor digestion, cramps, depression, and lethargy. It's also suggested that the practice of drinking hot water is important for women during pregnancy as the consumption of cold liquids can contract the uterus which can cause pain.

That's not to say that all hot liquids work against the effect of internal cold, as hot drinks which contain caffeine are diuretics and thus do not hydrate the body at all.

While it may seem a solid claim, it would be nice to see some scientific research behind the effects on three groups of individuals. One only drinking cold water over many years, one group drinking hot water, and the last group drinking both cold and hot water. It seems like the internal body temperature would

water all feed off of each other so it's important to keep the balance between all of those elements within the body. This tied between all the elements also allows for a diagnosis of illnesses. Darkness of the forehead can be a physical manifestation of stress whereas acne of different parts of the face can also be signs of different issues. To handle these issues, the doctors of Chinese medicine will balance out the issues.

What seems to be the case here is that the water isn't clean. It's wrought with chemicals and microbes which cause disease. In other developed nations, like America, we don't have to really worry about microbes in the water supply due to water treatment plants. Many people in America choose to drink from the tap and have been doing so for years. It's easy to fill up a glass with tap water, throw some ice into the cup, and hand it to a customer. Because of this, many Americans have grown used to consuming cold beverages during meals and only seem to consume hot coffee during breakfast hours as a means to better wake themselves up. Also, it feels naturally hydrating with hot foods to consume a cold beverage which if you want to chalk that up to the same principles of Yin-Yang of Chinese traditional medicine. Eating hot food and drinking cold beverages during a meal naturally settles the heat gain/loss of the internal organs which in turn leads to a great appetite. Then again, I'm by no means a practitioner of traditional American medicine.



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