



China Lifestyle Newsletter

July 5

China Economy

Economic growth in China to reach 8.5 percent in 2021 amid robust recovery: World Bank
China's economic growth is projected to reach 8.5 percent as economic activity has continued to normalize in the country, according to a report published by the World Bank on Tuesday.

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China's non-manufacturing PMI edges down in June

The purchasing managers' index (PMI) for China's non-manufacturing sector came in at 53.5 in June, down from 55.2 in May, the National Bureau of Statistics said Wednesday.

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China's exports of large home appliances moves onto fast track

China has seen thriving development of large home appliance exports in recent years. In the first quarter of this year, China's exports of household appliances totaled 147.94 billion yuan (\$22.9 billion), an increase of 63.4 percent year on year, according to statistics from the General Administration of Customs.

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SHOPPING IS GREAT
BRITAIN & NORTHERN IRELAND

Online Retail

[DIT Webinar Thursday 8th July: SME fast track to China - Test and learn in the world's largest shopping festival this November](#)

Organised by DIT and Alibaba, supported by CBBC, join this webinar to hear about the latest trends shaping China's e-commerce landscape, from marketing tools to in-demand products, and learn how eligible British SMEs can apply to be fast tracked into this year's 11.11 Global Shopping Festival (as part of Alibaba's [Go Global 11.11 Pitch Fest](#)). Please find more information in the attachment.

Registration link:

<https://www.events.great.gov.uk/website/5172/>

[China's Silicon Valley issues new policies to cultivate its own e-commerce giant, boost local online retail industry](#)

While Shenzhen is home to tech giants Tencent and Huawei, the city lacks its own e-commerce champion to compete with Alibaba, JD.com and Pinduoduo. There are currently more than 553,000 e-commerce-related companies registered in Shenzhen, the most of any city in the country

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Fashion

[What Gobbetti's shock Burberry exit to Ferragamo means](#)

Burberry's CEO resignation mid-way through its transformation leaves the brand rudderless in the short-term. Who will replace him, and what does the move mean for Burberry and Ferragamo?

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[Upcycling, Deadstock, Resale: Will Luxury's "Archive" Trends Work in China?](#)

Nostalgia-loving millennials and sustainability-minded Gen Zers offer brands new opportunities to make use of deadstock and unsold inventory.

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[In backlash against foreign brands, Chinese consumers pick local](#)

Nationalism is pushing sales of local brands, including pride in China's recovery from COVID as other nations struggle.

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Beauty

[China CBD ban: Retailers' encouraged to pull products off shelves as regulators formally ban use in cosmetics](#)

Retailer in China are being advised to pull any cannabis-based cosmetics off the shelves after China's drug regulator formally banned the use of cannabis compounds in cosmetics.

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Mother & Baby

CBME Online Livestreaming Business Matching-UK session will be held on 8 July

Children Baby Maternity Expo will be held in Shanghai from 14-16 July. DIT, partnering with Informa, will organise the online livestreaming business matching to more than 90,000 business buyers of CBME on 8 July, to promote UK mother and baby products and encourage buyers to visit offline show to experience.



News

China's national library to strengthen ancient book restoration

The library will carry out a project to restore 100 ancient books and train 100 restorers in one to two years. The library will cooperate with ByteDance, a Chinese tech company, to use technology in ancient book restoration and protection.

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Grand Canal-themed museum opens in east China

A museum themed on the Grand Canal, a vast waterway connecting the northern and southern parts of China, opened to the public on Wednesday in the eastern Chinese city of Yangzhou.

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U.S. animation comedy "Peter Rabbit" sequel tops Chinese box office

The film pocketed 27.5 million yuan (about 4.3 million U.S. dollars) on Monday, the fourth day of its screening, the network said Tuesday.

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Merlin to launch entire Peppa Pig Resort in Sichuan

Merlin Entertainments announced on June 23 that it has entered into a formal co-operation agreement to create the world's first standalone Peppa Pig Resort in Meishan, part of Sichuan Tianfu New Area, China.

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China to build 20 national intangible cultural heritage museums

China will build 20 national-level intangible cultural heritage museums during the 14th Five-Year Plan period (2021-2025), according to a plan recently released by the Ministry of Culture and Tourism.

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Int'l film festival opens in Shanghai

The 24th Shanghai International Film Festival (SIFF) opened in Shanghai on Friday night.

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Building a bridge between blockchain and world's top artists

On March 28, Justin Sun, founder of TRON and BitTorrent CEO, officially announced the establishment of the JUST NFT Fund, along with plans to invite well-known artists to act as art consultants for the fund.

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China launches Hainan International Art Trading Center

China has launched the Hainan International Art Trading Center, a major part of its master plan to boost the Hainan Free Trade Port (FTP), in Haikou, South China's Hainan province.

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Hong Kong's New Film Censorship May Force Hollywood "to Make Difficult Decisions"

As Hollywood faces a deteriorating relationship with China, it appears committed to keeping the flame alive even if that means going to humiliating lengths, like *F9* star John Cena apologizing to China for saying that Taiwan is a country.

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The Future Of Hollywood–China Relations After The Pandemic

What will the future hold for the Hollywood–China relationship? Hollywood will still have a place in China.

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Busy Shanghai Film Festival Signals Strong Post-Pandemic Rebound

Boasting record submissions and additional venues, the 24th edition closes with the presentation of the Golden Goblet Awards, live and in person.

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News

Sports Open Day marks Euro 2020

Sports Open Day with the theme of "Euro 2020 with Hisense" was held by the British Embassy in Beijing.

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Team China dressed for success

With just under a month to go until the Tokyo Games, China's Olympians are confident of a safe and successful trip to Japan.

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Beijing Winter Olympic Village completed

The Winter Olympic Village in downtown Beijing has been completed and delivered to the Beijing Organizing Committee for the 2022 Olympic and Paralympic Winter Games (BOCOG) for use.

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BOCOG releases pre-Games Legacy Report on Olympic Day

The Legacy Report outlines the pre-Games legacies achieved by Beijing 2022 in 13 chapters, including the popularization and development of winter sports, urban transformation and upgrade, and regional transformation (Beijing- Zhang Jiakou Region) contributions to poverty alleviation.

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Artificial intelligence set to transform sports industry, audience experience

The news that English Premier League soccer team Liverpool is utilizing deep mind artificial intelligence to explore in-game tactics is a watershed moment for sport.

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Sports technology and fashion products attracted customers during the 618 shopping festival

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New style football schools to cultivate football talents

The new style football schools will improve the educational system, governance and operation model to cultivate football talents.

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Education

The Ministry of Education announces the ‘Notice on relevant new measures and typical experiences of promoting after-class services for compulsory education in certain regions’

The Ministry of Education announces the ‘Notice on relevant new measures and typical experiences of promoting after-class services for compulsory education in certain regions’ which outlined four requirements for 23 compulsory education bodies including full coverage of on campus after-class services, timing of after-class services, enriching offers of after-class service content and sufficient funding for the services (government budget, reasonable charges for the services and other funding options)

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The Ministry of Human Resources and Social Security issues the ‘Instructions on fully implementing new corporate apprenticeship with Chinese characteristics to enhance skills talent training’

The Ministry of Human Resources and Social Security, along with four other Chinese government bodies, issued the ‘Instructions on fully implementing new corporate apprenticeship with Chinese characteristics to enhance skills talent training’.

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New sales records made during the ‘618’ shopping festival 2021, spending on education hikes
During the Chinese ‘618’ shopping festival 2021, the gross merchandise volume has reached CNY578.5 billion, a record high and a 26.5% year-on-year increase.

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Notice on the Expansion of Participation in TVET of Graduates from Higher Education Institutes

The Ministry of Human Resources and Social Security, the Ministry of Finance and the Ministry of Education published joint notice on the Expansion of Participation in TVET of Graduates from Higher Education Institutes.

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State Council introduces ‘Outlines of National Scientific Competencies Action Plan (2021-2035)’, building a solid legislative foundation for international collaborations in education

State Council publishes ‘Outlines of National Scientific Competencies Action Plan (2021-2035)’, in favour of cross-country collaboration around future development, food safety, energy safety, healthcare and climate change, etc.

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Childcare market welcomes ‘private sector operations’

While the Chinese government is introducing numerous policies and regulations that are reshaping the after-school education market, many of these policies are giving rise to opportunities in the childcare market.

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Technical and Vocational Education and Training (TVET)

25 years after its introduction in 1996, the ‘Vocational Education Law’ is going through major amendments

Since it was introduced in 1996, the ‘Vocational Education Law’ served as the foundation of the PRC’s regulations for the development of technical and vocational education.

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iFlytek (科大讯飞), leading Edtech player, publishes 618 shopping festival stats, AI+ learning products welcome a 706% year-on-year growth

Leading Edtech company iFlytek releases its sales statistic during the 618 shopping festival, it has achieved a 108% year-on-year sales growth in general.

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English Language Training (ELT)

Finally, IELTS tests resumes its operations in China

According to message from National Education Examination Authority, test centres in China will gradually resume the IELTS for UKVI test from 9 July 2021.

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K-12 Schools

Beijing announces 289 senior high schools qualified to recruit student in 2021

Beijing Municipal Commission of Education releases the list of senior high schools qualified to recruit students in 2021.

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EdTech

Accelerated digitalisation of education, education giant TAL seizes the opportunity

With stricter rules and regulations being introduced to the K-12 education market, more and more educational service providers are facing the difficult choice between shutting down the business and diverting the services to the wider sub-sectors.

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All-round Education

Beijing Lanxun Technology (豆神教育) announces 'Dou Shen Mei Yu' (豆神美育) to expand its services to all-round education

Beijing Lanxun Technology co., ltd. announces its new brand 'Dou Shen Mei Yu' to start offering all-round education services to students of primary and secondary schools.

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Showering in the vernal breath of favourable policies, more enterprises turn to all-round education

With numerous policies and regulations instigated by the Chinese central government to stop the barbaric capital growth in the education market and to turn the market back to its core value – education.

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International Trade

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