



China Lifestyle Newsletter

June 7

China Economy

Foreign trade expos hold strong appeal for domestic and foreign companies

As a bridge connecting exhibitors with consumers, foreign trade expos held in China are showing increasing appeal to exhibitors from both home and abroad.

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China's PMI holds steady as economy sustains steady expansion

The purchasing managers' index (PMI) for China's manufacturing sector came in at 51 in May, slightly down from 51.1 in April, data from the National Bureau of Statistics showed Monday.

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China's logistics sector back to pre-pandemic level

China's logistics industry has returned to pre-pandemic level thanks to steady growth continuing in April, industrial data showed.

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SHOPPING IS

GREAT

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Online Retail

Alibaba News Roundup: 6.18 Mid-Year Shopping Festival Kicks Off

This week, Alibaba kicked off its 6.18 Mid-Year Shopping Festival with 250,000 participating brands, more than double that of last year's event.

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How the pandemic has impacted online retail in the UK one year on

While many non-essential high street stores often couldn't trade, online picked up a lot of the demand.

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Fashion

Luxury brands find future with 'metaverse'

High-end fashion companies are reluctant to sell their products online, and they encourage customers to visit their boutiques and "experience" the brand in person to observe the craftsmanship of their handbags and apparel.

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China's upcycling trend and the emerging sustainable consumer

Consumers over the age of 30 in China's first-tier cities are beginning to respond to upcycled fashion. But free-spending young consumers in lower-tier cities are the real goal.

4 Strategies for Attracting Repeat Customers In China

China is a large and diverse market, so global brands have found it increasingly difficult to lure and retain repeat customers.

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Fashion Scout Lands In China To Empower Local Creatives

Fashion Scout, a London-based consultancy and platform dedicated to supporting emerging fashion designers, is landing in China for the first time.

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Beauty

Who's Winning The Male Fragrance Race In China?

In the first quarter of the year, men's perfume sales grew 117 percent.

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Another K-Beauty Brand Bites the Dust In China

After closing 140 stores in China in 2019 and 2020, Amorepacific's Innisfree has announced plans to shutter about 170 more stores by the end of 2021.

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Home and Lifestyle

Miniso is growing at a speed of one new store a day

Miniso, a leading lifestyle product retailer, has opened 364 brick-and-mortar stores globally in the last 12 months, an average pace of one per day – bucking pandemic retail trends.

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Mother & Baby

Chinese customs reports 81 batches of substandard children's products

The products, inspected between June 2020 and May 2021, include children's clothing, toys, toothbrushes, shoes, pacifiers and bottles, from brands including H&M, GAP and Zara.

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China to allow couples to have third child in major policy shift

China will now allow all couples to have a third child in major policy shift as it looks to arrest the shrinking birth rate.

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CREATIVITY IS GREAT 
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Internet

iQiyi Expands Content to Compete for the Attention of China's Gen Z

At iQiyi's World Conference held last week, the company announced more than 200 new offerings, including serial dramas, variety shows, anime series, documentaries, and theatrical films.

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ByteDance Founder Zhang Yiming to Step Down as CEO

ByteDance Ltd.'s co-founder Zhang Yiming announced that he will step down as CEO, signalling a major leadership shake-up at the 9-year-old technology firm that created global short-video sensation TikTok.

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Online reading turns a novel business opportunity as digital era grows

According to the Chinese Academy of Social Sciences, half of China's netizens – roughly 455 million people – have developed the habit of indulging in literary works online spanning urban romance, science fiction, fantasy and other genres.

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Film

China's box office welcomes new billion-yuan film

Chinese director Zhang Yimou's first spy film "Cliff Walkers" saw its cumulative revenue hit 1 billion yuan (about 155 million U.S. dollars) on Thursday, becoming the sixth film this year to achieve the milestone at China's box office.

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'Better Days' Gets Oscar Nomination as 'Nomadland' Competes in 6 Categories.

School bullying drama "Better Days," which survived some major interference before going on to become one of the biggest films in China in 2019, has made the list of nominations for Best International Feature Film at 2021's Academy Awards.

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Can C-Dramas Find an Audience in Africa?

Audiences on the continent have more ways to explore Chinese dramas than ever before. It's not news that China has a strong presence in Africa. From major infrastructure projects to petty commodities, its influence is hard to miss.

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Chinese Idol Show Shut Down Over Spilled Milk

One of China's most popular online talent shows has been suspended days before its season finale due to a voting promotion that may have resulted in crazed fans wasting vast quantities of milk.

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Gaming

China's Tencent in Talks with U.S. to Keep Gaming Investments

Tencent Holdings Ltd (0700.HK) is negotiating agreements with a U.S. national security panel that would allow it to keep its ownership stakes in U.S. video game developers Riot Games and Epic Games, according to people familiar with the matter.

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Experience Economy

China opens a new museum every 2 days over past 5 years

An average of one new museum was opened every two days across China between 2016 and 2020, Deputy Minister of Culture and Tourism Li Qun said. By the end of 2020, China was home to 5,788 museums that had been registered with authorities, with 1,224 museums at the state level.

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China to mark Intl Museum Day at Beijing's Capital Museum

Chinese museums and cultural heritage conservators will embrace the 45th International Museum Day nationwide on May 18, with the main venue of the national-level celebration set in the Capital Museum in Beijing, according to a news conference of the National Cultural Heritage Administration on May 8.

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Music

Midi Music Festival to be held in 3 cities during holiday

As a major outdoor music festival launched over two decades ago, Midi Music Festival will be held at three Chinese cities during the upcoming May Day holiday.

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NetEase Cloud Music eyes \$1bn Hong Kong IPO

Chinese gaming giant NetEase is planning to spin off its music streaming service NetEase Cloud Music in an initial public offering (IPO) in Hong Kong, which could see the company raise \$1bn.

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China strengthens regulation, supervision against illicit music content

China has strengthened its supervision and law enforcement efforts regarding illicit music content to boost its cultural industry, the Ministry of Culture and Tourism said on Friday. Chinese cultural authorities have banned over 4,900 songs containing illegal content, said the ministry.

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News

IOC, global community applaud Games preparations

国际奥委会和国际社会为奥运会的准备工作鼓掌

Despite uncertainties cast by the COVID-19 pandemic, the International Olympic Committee and diplomats from prominent winter sports nations have reaffirmed their confidence in witnessing a successful Winter Olympics in Beijing next year.

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Shanghai hosts international regatta

上海举办国际帆船赛

The 2021 Shanghai Cruise Port International Regatta was held at Shanghai Wusongkou International Cruise Terminal in Baoshan district over the weekend.

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Chinese e-sports club RNG beats DWG KIA to become MSI 2021 champion

中国电子竞技俱乐部 RNG 击败 DWG KIA 成为 MSI 2021 冠军

Not many expected that a Chinese e-sports club would stand on the highest podium of this year's League of Legends Mid-Season Invitational, but the prodigies of Chinese e-sports club Royal Never Give Up proved all the doubters wrong to once again claim the world title.

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Saddling up for long ride ahead

准备好远行

Trailblazing Olympian Alex Hua Tian says that, despite the giant strides made by equestrianism in China, it will still take generations before the nation's riders are "truly competitive at Olympic level" in the sport.

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China Internet Audio-Visual Conference 5G Audio-Visual + Sports Forum was officially held, marking the start of the 5G European Cup

中国网络视听大会 5G 视听+体育论坛正式召开，咪咕开启 5G 欧洲杯星耀征程

The 9th China Internet Audio-Visual Conference was held in Chengdu on June 3rd and 5th.

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CCTV signed MOU with Chengdu Radio and Television Station to bring more international sports events landing in Chengdu

央视网牵手成都广播电视台 将引入更多国际赛事落地成都

According to the agreement, the two parties will jointly carry out all-round cooperation in content production, live video broadcast, resource exchange and other niche areas in the next three years, and jointly build a global financial media intelligent communication platform.

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Dalian Sports Bureau, Dalian Media and Bank of China Dalian Branch signed a tripartite agreement to create a new model of smart sports development

大连体育局、大连传媒、中行大连分行签署三方协议，全力打造智慧体育发展新模式

The three parties will focus on the common goal, give full play to their respective advantages, integrate the city's sports resources, export Dalian's sports IP, cultivate the city's sports culture, promote sports

spirit, serve Dalian's sports population, stimulate sports consumption, and create a smart sports innovation and development model with Dalian characteristics of "sports + media + finance".

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Another Chinese face! Mercedes-Benz F1 Team Youth Training Camp announced the signing of Cui Yuanpu

又一中国面孔！梅奔 F1 车队青训营宣布签约崔原溥

The Mercedes-Benz AMG F1 team announced on June 1 that Chinese kart driver Cui Yuanpu, born in 2008, was the youngest driver in the team's youth training camp.

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Shandong Province is setting up a Shandong Sports Industry Group

山东正在组建山东省体育产业集团

Recently, the State-owned Assets Supervision and Administration Commission of Shandong Province issued the Social Responsibility Report 2020, which shows that the establishment of sports industry groups in Shandong Province is being promoted.

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China General Administration of Sport: By 2035, football will become a landmark sports for China

体育总局：到 2035 年足球成为我国建成体育强国的标志性事业

Through the efforts of the three "five-year plans" for the development of football, by 2035, football has become a landmark cause for China to become a sports power.

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City Football Group establishes partnership with Oak View Group

城市足球集团与橡景集团建立合作伙伴关系

City Soccer Group and Oak View Group have entered into a partnership to build Co-op Live, the world's most advanced sports stadium.

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The country's largest sports goods dealer named Topsports, annual revenue reached 36 billion RMB, E-sports revenue growing sharply

国内最大体育用品经销商滔搏年营收 360 亿，电竞收入大幅增长

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M Spirit Wine became the official partner of Wolves

茅头小子酒成为狼队官方合作伙伴

In the future, Wolves and M Spirit will carry out more in-depth and diversified cross-border cooperation to further enhance the connection between the brand and fans, so that consumers at home and abroad can feel the passion and charm of Wolves.

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The total investment is 33.504 billion RMB ! Zhangjiakou, Hebei province, has signed contracts for 83 ice and snow industry projects

总投资 335.04 亿！河北张家口已签约 83 个冰雪产业项目

It is reported that Zhangjiakou City has 70 projects, 34 projects put into operation, involving France, Italy, the United States, Sweden, the Netherlands and other 9 countries.

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EDUCATION IS



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Education

Central government introduced the revised regulation on the implementation of the Private Education Promotion Law

State council announced on 15 May that the revised Implementation Regulations of the Private Education Promotion Law of the PRC shall take effect on 1 September 2021.

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The Ministry of Education announces ‘On-campus Protection for Minors Regulations’ which shall effect on 1 September 2021

Baosheng Chen, minister of the Chinese Ministry of Education, announces on 1 June the Chinese ‘On-campus Protection for Minors Regulations’ which shall take effect on 1 September.

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What more can online education do? ByteDance announces its new plan for education

Multinational internet technology giant ByteDance announces its ‘Yitong Partnership Plan’ to deliver 150,000 minutes of qualify extra-curriculum learning content in the next 3 years.

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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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The Chinese Central Government Announces the Opening-up of the ‘Three Children’ policy

The central government of the PRC announced the implementation of the ‘Three Children’ policy in line with the China’s strategic objective to optimise the country’s demographic against the ‘grey rhinos’ including population aging, sub-replacement fertility and the prolonged status of singlehood identified during the 7th National Population Census.

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Technical and Vocational Education and Training (TVET)

The Ministry of Human Resources and Social Security publishes ‘Notice on Enhancing New Professional Training’

The Ministry of Human Resources and Social Security published the ‘Notice on Enhancing New Professional Training’ .

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English Language Training (ELT)

TodoEn (土豆教育) holds ‘IELTS secondary school’ programme partnership conference

TodoEn held 'IELTS secondary school' programme partnership conferences on 12 May, representatives from the British Council and Foreign Language Teaching and Research Press carried out discussions around ELT in the new era.

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K-12 Schools

Rurun Report Announces 'Hurun Education Top International Schools in China 2021'

This year's Rurun Education Report's been divided into two parts: 'Top 80 International Schools in China that accept Chinese students' and 'Top 20 International Schools in China for Expats'.

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EdTech

Shanghai University of Engineering Science launches B737-800 flight simulation system

Shanghai University of Engineering Science launched its B737-800 flight simulator, which achieved technical breakthroughs in system integration, flight simulation and environment modelling etc..

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All-round Education

Ministry of Education: we aim to let every student to master 1-2 art subject(s)

On 6 May 2021, Mr. Dengfeng Wang, Director General of Sport Health and Art Education Department, Department of Education, announced at a press conference the ministry's ambition to implement art education reform in schools, which entails the objective to let each student to mater 1-2 art subject(s) through art classes at school.

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