



China Lifestyle Newsletter

August 9

China Economy

China's global market share surges despite "decoupling" concerns: UK think tank

China's global market share has risen substantially in the past two years, defying calls for a "decoupling from China" mainly by the United States, British think tank Oxford Economics said in a report released Tuesday.

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China spurs digital economy as new driver of growth

China's digital economy kept a high growth rate of 9.7 percent in 2020 amid the pandemic and global economic downturn. The country's digital economy scale hit 39.2 trillion yuan (about 6.1 trillion U.S. dollars) last year, accounting for 38.6 percent of the GDP.

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Foreign trade is expected to reach new high

According to the General Administration of Customs, China's foreign trade climbed by 27.1 percent year-on-year to 18.07 trillion yuan (\$2.8 trillion) during the first half of this year, with exports increasing 28.1 percent year-on-year and imports rising 25.9 percent.

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SHOPPING IS GREAT
BRITAIN & NORTHERN IRELAND

Online Retail

How long will it last? A dive into Chinese livestreaming e-commerce frenzy

In 2020, livestreaming e-commerce sales had been surging dramatically in China. According to iiMedia Consulting, the scale of China's livestreaming e-commerce market will likely reach 961 billion yuan in 2020, a significant year-on-year increase of 121.5%.

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Will Douyin become the major “live selling” channel for brands in China?

Douyin is dominating when it comes to the live streaming market in China ecommerce.

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Fashion

Wolverine World Wide Acquires Sweaty Betty

The \$410 million deal will enable Wolverine to develop certain of its footwear businesses into lifestyle brands by tapping the apparel and accessory competencies of Sweaty Betty.

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Marco Gobbetti on the Velocity of Luxury, and Building Up Burberry

In an exclusive interview, Burberry's CEO Marco Gobbetti talks about turning Burberry into a luxury player, why it's the right moment for him to leave and his relationship with Riccardo Tisci.

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Luxury Brands Shouldn't Resist China's Outdoor Opportunity

Chinese millennial and Gen Z interest in slowing down and reconnecting with nature is fuelling demand for high-end outdoor brands, collections, and collaborations.

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China's Shein lacks disclosures, made false statements about factories

Shein – the fast-growing Chinese online fashion retailer – has not made public disclosures about working conditions along its supply chain that are required by law in Australia and the UK, according to a Reuters investigation.

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Beauty

Hype-machine: China's brand collaborations tapping into unlikely pairings, local pride and streetwear for success

Beauty brands wanting to create hype among China's young consumers' should tap into unusual partnerships, national pride, and the popularity of streetwear to get themselves noticed.

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Mother & Baby

Premier stresses implementing third-child birth policy

Premier Li Keqiang, a member of the Standing Committee of the Political Bureau of the Communist Party of China (CPC) Central Committee, stressed reducing the burden of childbearing, rearing and education to ensure the implementation of the third-child birth policy.

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Pet

The extraordinary rise of China's pet industry

Young Chinese love pets, and serving their cats, dogs, and alpacas is on track to become an \$80 billion market.

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News

Museum of Art Pudong opens to public

浦东美术馆开幕

Since its opening on July 8, the Museum of Art Pudong has been packed to capacity every opening day.

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11th Beijing International Film Festival to be held in August

第十一届北京国际电影节将于八月举办

The 11th Beijing International Film Festival (BIFF) will be held from Aug 14 to 21 in the Chinese capital, organizers said Tuesday.

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White Snake's sequel tops China's presale box office charts

《青蛇劫起》称霸中国票房预售榜

As one of the most anticipated animated movies in summer, the sequel of 2019 sleeper hit *White Snake* has topped the presale box office charts on its opening day, or July 23, according to the live tracker Beacon.

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China issues guideline to strengthen literary criticism

中国出台文学评论指导方针

Chinese authorities have issued a guideline to strengthen literary criticism in the new era to promote the healthy and prosperous development of socialist literature and art.

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Hong Kong Book Fair draws 830,000 visitors amid COVID-19

疫情下香港书展吸引 83 万人参与

The 31st Hong Kong Book Fair ended on Tuesday, attracting nearly 830,000 visitors despite the COVID-19 pandemic.

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30th National Book Expo opens in Jinan

第三十届国际书展在济南开幕

The 30th National Book Expo opened on July 15 in Jinan, Shandong province, hosted jointly by the National Press and Publication Administration, Shandong provincial government and Jinan municipal government.

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New book tells Ogilvy China's story

讲述奥美中国故事的新书出版

Thirty years ago when global advertising company Ogilvy entered the Chinese mainland, it was confronted with a huge market — one that was imaginative but highly unpredictable.

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UNESCO inscribes 34 new properties on World Heritage List during extended 44th session

联合国教科文组织第 44 次会议题署 34 个世界遗产

The World Heritage Committee has inscribed a total of 34 properties on UNESCO's World Heritage List during its extended 44th session, as the transnational property of the Frontiers of the Roman Empire – The Danube Limes (Western Segment) was added to the list on Friday, closing this year's inscription agenda.

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Youth music festival to be held in Beijing

青年音乐节将在北京举办

The 2021 Youth Music Festival Beijing Hong Kong Macao will run in Beijing from Aug 16 to 26.

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Theme park promotes electronic music festival

主题公园成为电音节常用举办地

More electronic music festivals with Chinese characteristics are expected to be staged in the country's theme parks, a mid-July report shows.

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Chinese dance drama 'Confucius' set for festival Cervantino 2021

中国舞剧《孔子》于墨西哥塞万提斯国际艺术节亮相

The 49th edition of the International Cervantino Festival is scheduled to be held both online and offline from Oct 13 to 31, according to a news conference in Mexico City on July 21.

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SPORT IS GREAT
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News

China to further boost sports, exercise among public

China will further promote sports and exercise among its people in the 14th Five-Year Plan (2021-2025) period, according to a circular issued by the State Council.

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Entertainment media figures discuss esports dramas at session

Centered around online drama *Falling into Your Smile* and esports documentary *Game On*, the session attempts to shed light on problems facing esports-themed online drama productions and look for ways to move forward.

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Asian Games Hangzhou 2022 ramps up

The 19th Asian Games Hangzhou 2022, to be held in September next year, is accelerating the construction of venues in Chun'an and Tonglu counties of Hangzhou, Zhejiang province.

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200-day countdown begins for Winter Olympics

The authorities in Beijing and neighboring Hebei province launched a 200-day countdown to the 2022 Winter Olympics, which will be hosted in February.

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Chinese F1 driver could be draw for new audiences

China is a key market for F1, where its popularity is steadily rising, but the delays and disruption have dealt a blow to those looking to build on that enthusiasm.

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Highlights from Hainan's first FTP negative list

China unveiled its first negative list on cross-border trade in services for its Hainan Free Trade Port, a major measure in the country's administrative model for trade in services, the Ministry of Commerce announced on July 26.

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Sportswear brand Anta seeks up to 25% compound annual growth

Anta, the sportswear brand of the Xiamen, Fujian province-based Anta Group, aims to reach compound annual growth rate in retail sales of the next five years between 18 to 25 percent through efforts that include winning generation Z consumers and boosting digitalization, its top executives said on Thursday.

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EDUCATION IS GREAT

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Education

The general office of the Communist Party and State Council publishes the ‘Opinion on further reducing the burden of homework and off-campus training for students in compulsory education’. (the ‘double-relief’ policy)

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Beijing Municipal Commission of Education approves 12 Sino-Foreign joint programmes of 11 schools

Beijing Municipal Commission of Education approved 12 Sino-foreign joint programmes at senior high level of 11 schools, including 7 public schools and 4 private schools.

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China publishes supporting measures of the ‘Three-child policy’

Central Committee of the Communist Party of China and State Council of the People’s Republic of China introduced the ‘Decisions regarding optimised fertility policies to boost long-term balance development of population’.

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Zhejiang introduces ‘the implementation plan for high-quality development of common wealth pilot zone’ (2021-2025)

Zhejiang people’s government introduced the ‘Implementation plan for high-quality development of common-wealth pilot zone (2021-2025)’.

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UCAS statistic shows a 16.61% increase of applications from China for undergraduate studies in the UK

Based on statistic released from UCAS (30 June 2021), the number of Chinese students applying to study undergraduate courses in the UK has reached 28,490, an increased by 16.61% compared to 2020 (24,430).

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Technical and Vocational Education and Training (TVET)

New Apprenticeship with Chinese characteristics to boost talent training

The ministry of human resources and social security, along with four other Chinese ministries, introduced ‘guidance on fully promulgating the new corporate apprenticeship with Chinese characteristics’.

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English Language Training (ELT)

Duolingo enters ‘major leagues’ with \$6.5 bln valuation in strong debut

Language learning app Duolingo Inc, (DUOL.O) notched a valuation of \$6.5 billion after its shares surged nearly 40% in the company's Nasdaq debut.

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K-12 Schools

Over 20% increase seen in new international schools by July 2021! Possible solutions for private international schools under 'double-relief'

Based on incomplete statistic gathered by NewSchool Insight, there are 59 new international schools ready to start new school semester in September.

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EdTech

The Ministry of Education along with 5 other official departments publishes guidance on building new infrastructure for designated educational network

The Ministry of Education along with Cyberspace Administration of China, National Development and Reform Commission, Ministry of Industry and Information Technology, Ministry of Finance and People's Bank of China published the 'Guidance on building the supporting framework for the development of high quality education through the establishment new educational infrastructure'.

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All-round Education

Science studies satellite, the 'Xue'ersi', launched to capture clear visual of the space for Chinese teenagers

Science studies satellite, the 'Xue'ersi' was launched through Long March 2D on 3 July 2021 at Taiyuan Satellite Launch Centre.

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