



China Lifestyle Newsletter

April 19

China Economy

NBS Upbeat figures suggest lasting GDP growth

China's rosy foreign trade performance will sustain its GDP growth momentum in the first quarter of this year, consolidating the country's fundamentals for steady and sound economic growth in the post-pandemic era, observers and business leaders said.

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Foreign investment in China up 81 pct in 2020

China last year attracted 520.6 billion U.S. dollars of foreign investment, up by 81 percent from 2019, the State Administration of Foreign Exchange (SAFE) said in a report.

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China's PMI rebounds as economy continues expansion

The purchasing managers' index (PMI) for China's manufacturing sector came in at 51.9 in March, edging up from 50.6 in February, data from the National Bureau of Statistics (NBS) showed.

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SHOPPING IS GREAT

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Online Retail

Alibaba Accelerates Consumption Upgrades in China's Lower-Tier Cities with Taobao Deals

As it celebrates a successful first year, Alibaba's Taobao Deals app unveiled plans last week to rev up the bargains it offers to price- and quality-conscious Chinese consumers in less-developed parts of the country.

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Brand Initiatives

M&S reveals reopening plans

Marks & Spencer has outlined its plans for non-essential retail reopening in England and Wales on Monday.

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Fashion

The Bane of Burberry The Return Of Luxury Brick-And-Mortar: 4 Reasons To Go Back

Human nature and the reality of a luxury sector driven by first-time purchasers should imply that brick-and-mortar shopping is about to rebound, but consumers will expect stores to give them more now.

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Is China's Luxury Future In Vintage?

Brands should keep an eye on Chinese consumers' pursuit of vintage luxury items.

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Shanghai Fashion Week Goes Green and Creative for Fall

Once again, a complete physical showcase in the midst of a global pandemic.

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Beauty

China Says No to Cannabis in Cosmetics

According to an announcement posted on the website of the National Institutes for Food and Drug Control (NIFDC), the Chinese government is proposing new legislation to prohibit the use of

Cannabis and Cannabis extracts in cosmetics, including Cannabis sativa kernel fruit, Cannabis sativa seed oil, Cannabis sativa leaf, as well as cannabidiol.

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Why China Can't Get Enough Niche Western Beauty

Chinese consumers have become fond of using niche skincare products to define their individuality, as they want to associate themselves with new products.

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Home and Lifestyle

John Smedley awarded second royal warrant

John Smedley has been awarded a second Royal Warrant of Appointment from His Royal Highness The Prince of Wales, as manufacturers of fine knitwear.

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Mother & Baby

2020 White Paper of Chinese families' breeding methods interprets the latest trends of the Mother & Baby industry

White paper highlights: New generation of mothers pay more attention on career, and involvement of childcare from more family members' increases; consumption for safe and hygienic products increases, mothers paid more attention to the personal care on themselves; mother and baby consumption covers more sectors and vertical apps are still the main sources of related knowledge.

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Analysis of China's infant and toddler market from January to February 2021: Nearly half of those surveyed purchase maternal and infant products offline

Nearly half of the interviewees showed that during the 2021 Chinese New Year the main purchase channel for mother and baby products are offline physical stores, and following integrated e-commerce platform and offline supermarkets, taking 36.4% and 35.9%.

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CREATIVITY IS GREAT

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Animation

'The Adventures of Paddington' Heading to China

StudioCanal has partnered with Shanghai Senyu Media to bring its animated kids' series *The Adventures of Paddington* to mainland China, with the distributor representing the show at the virtual Filmart in Hong Kong.

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Experience Economy

DIT Creative China team organised webinar to promote UK's IP licensing opportunities. Speakers were from companies who represent BBC Earth, Peppa Pig, Shaun the Sheep, Paddington and Sherlock Holmes.

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DIT Creative China team organised webinar to share UK's expertise on museum sector. Science Museum, Tate Modern, Natural History Museum, Events Design, Iagemakers and Lumsden Design introduced their past experience and examples.

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Film & TV

China Box Office: 'Avatar' Adds \$14M to All-time Global Record

James Cameron's *Avatar* again dominated China's box office over the weekend, adding \$14.1 million to its record as the world's top-grossing film of all time. Over the past 10 days, the 2009 blockbuster has earned \$41 million on rerelease, lifting its career total in China to \$250.2 million.

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China's Wanda Gives Up AMC Theatres Majority Stake

Chinese conglomerate Wanda Group has given up its majority stake in movie theater giant AMC Entertainment, doing business as AMC Theatres.

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Beijing Film Festival Eyeing Date Change to August

The Beijing International Film Festival, which typically takes place in mid-April but has yet to announce its plans for 2021, is considering a postponement to August.

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China's *Better Days* receives Oscar nod

Better Days -- a smash hit directed by Hong Kong filmmaker Derek Tsang -- has received a nomination for Best International Feature Film at the 93rd Academy Awards, making it the first Chinese film in the 18 years since Zhang Yimou's *Hero* to be nominated in the category, previously known as Best Foreign Language Film.

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Radio, TV law aims to shield minors

Organizations that broadcast radio and TV programs should set up radio frequencies, TV channels, program sections or time periods specially for minors, according to a draft law on radio and television released recently for public comment.

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Gaming

Big multinationals tap into China's growing e-sports industry

China has witnessed expanding scale of online game sector with growing number of users in recent years.

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ByteDance acquires Moonton Technology

Nuverse, which is part of ByteDance's gaming companies roster, has acquired Shanghai-based developer and publisher Moonton Technology

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Tencent, Sony, Square Enix invest in cloud gaming company Ubitus

Cloud gaming tech company Ubitus has secured investment from Tencent, which led the funding round, Sony Innovation Fund by IGV, Square Enix and Actoz.

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Internet

Tencent reports 28% revenue growth in 2020

Chinese internet giant Tencent on Wednesday reported a 28 percent year-on-year growth in revenue for 2020, raking in around 482 billion yuan (about 73.9 billion U.S. dollars).

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Bilibili wins nod for secondary listing in Hong Kong

Chinese mainland video site Bilibili Inc. has won a regulatory nod for a secondary listing in Hong Kong, according to a document filed to the city's bourse published on Tuesday.

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China's digital economy sees continued growth

China's digital economy maintained rapid growth during the 13th Five-Year Plan period (2016-2020), with an annual average growth of more than 16.6 percent, according to the Ministry of Industry and Information Technology (MIIT).

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Music

Warner Music Partners With Tencent on Joint Venture Record Label in China

Warner Music and Tencent Music Entertainment Group said Tuesday that they have expanded their long-running licensing relationship while also partnering on a new joint venture record label targeting the China market.

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Short-video site Kuaishou launches copyright clearance standards

Kuaishou, a leading short-video platform in China, announced on 22nd Mar. its copyright clearance standards for music used in the platform's livestreaming.

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News

The 31st Summer Universiade has been postponed to 2022

第31届世界大学生夏季运动会延期至2022年举办

The International University Sports Federation (FISU) announced on April 2 that in view of the current global epidemic situation, international travel restrictions and other factors, the 31st Summer Universiade (Summer Universiade) scheduled to be held in Chengdu, Sichuan Province in August this year will be postponed to 2022.

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Zhouming Sports and Manchester City reached a strategic cooperation to explore a new model of sports industry

洲明体育与曼城达成战略合作，探索体育产业新模式

6th April, Zhouming Sports & Manchester Premier League strategic cooperation signing ceremony and 2021 International Smart Stadium Forum was held in Shenzhen, Zhouming Sports officially became the official LED display strategic partner of Manchester City Football Club.

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World moto events available online for Chinese fans

中国摩托迷可以在线观看世界摩托赛事

A series of motor racing competitions became available for Chinese fans from Friday after one of China's major sports live platforms was allowed to air the races on the Chinese mainland.

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Beijing 2022 organizers update Paralympics competition schedule

北京 2022 年残奥会组织者更新赛程

BEIJING -- The Beijing 2022 organizers on Saturday released the latest version of the competition schedule for the Paralympic Winter Games, with the first gold to be won in para Alpine skiing downhill.

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Countdown to Beijing 2022 | Foreign diplomats give thumbs-up to Beijing 2022 preparations

外国外交官赞北京 2022 年冬奥会的筹备工作

During the "Experience Beijing" ice sports testing program, diplomats from multiple countries gave compliments on the preparation work of the Beijing Winter Olympics.

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China's esports market will exceed 180 billion esports users by 2022, with 418 million

2022 年中国电竞市场突破 1800 亿 电竞用户 4.18 亿

According to data from iiMedia Research, the number of esports users in China is growing year by year and will reach 418 million by 2022.

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EDUCATION IS GREAT 
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Education

Present Xi Focus: Education is essential to the nation and the Party

President Xi Jinping emphasized that education is essential to the nation and the Chinese Communist Party during his meeting with national political advisors from education, medical and health sectors at the 4th session of the 13th National Committee of the Chinese People's Political Consultative Conference (CPPCC) in Beijing on 6 March 2021.

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Premier LI Keqiang: Government expenditure in 2021 shall tilt towards compulsory education. Fairness in education shall enhance equal access to opportunities.

Premier LI Keqiang pointed out the scarcity of high-quality teachers in rural areas at a press conference of the 4th session of the 13th NPC on 11 March 2021.

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The central government of PRC releases the 14th five-year plan and its objectives by 2035

The central government of PRC realized the 14th five-year plan and its objective by 2035 on 13th March 2021.

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Legislation agenda of the National People's Congress standing committee in 2021

Li Zhanshu, chairman of the NPC Standing Committee, delivered a work report of the NPC Standing Committee at the 2nd plenary of 4th session of the 13th NPC on 8 March 2021. China's national legislature deliberated the priorities of the next year's work related to education legislation: to enact new legislations including the family education law, the pre-school education law; to conduct a revision of the education law and the vocational education law.

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Ministry of Finance: Education expenditure accounts for the largest share of national expenditure, an increase from 14.8% (2020) to 15.3% (2021)

Ministry of Finance submitted the report on the central and local government budgets for 2021, stressed that the government budgetary spending on education in 2021 shall be no less than 4% of GDP.

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International students are entitled to Post Study Work (PSW) visa after graduation from July 2021

The British government has announced a PSW visa scheme for international students (bachelor degree and above) from 1st July 2021. This visa policy shall allow international students to work or to look for work in the UK for up to 2 years after graduation.

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Xi'an Education Bureau: Special talents including sports and art shall no longer add points for Senior High School Entrance Examination and National College Entrance Examination

Xi'an Education Bureau announced its 'Opinions on 2021 Junior High School Industry Level Examination and High School Enrolment Work', which states that local bonus point schemes are cancelled in principle. Students with specialised talents in sports and art will no longer receive additional marks.

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Beijing Municipal Education Commission: Recovery in progress for after-school training institutes around schools subjects

With the re-opening of primary and secondary schools, Beijing Municipal Education Commission has initiated the orderly recovery of after-school training programmes of school subjects.

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Beijing has established an ‘Online Education Committee’

The Central Cyberspace Affairs Commission and China Federation of Internet Societies established an online education professional committee on 16 March 2021 in Beijing. China Federation of Internet Societies issued the ‘Proposal for Promoting the Healthy Development of the Online Education Industry’ to enhance regulation over the sector.

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6 ministries jointly issued new guidelines for evaluating the quality of compulsory education

The Ministry of Education and five other ministerial departments jointly issued the Guidelines for Evaluating the Quality of Compulsory Education on 18 March 2021.

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Beijing's key project construction plan 2021 announced: 22 educational projects in Beijing

Beijing Municipal Development and Reform Commission released the ‘Beijing 2021 Key Project Plan’ on 23 March 2021.

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Technical and Vocational Education and Training (TVET)

Draft of vocational education law passed at the State Council Executive Meeting on 24 March 2021

At the State Council executive meeting chaired by Premier LI Keqiang on 24 March 2021, the revised draft of the vocational education law was passed.

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Ministry of Education released the ‘Catalogue of Vocational Education Professions (2021)’

The Ministry of Education issued the ‘Catalogue of Vocational Education Professions (2021)’.

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Lu Xin: Vocational education shall account for 70% of the entire education sector

The 2021 China Development Forum was held at Diaoyutai, Beijing between 20 – 22nd March 2021. Lu Xin, president of Chinese Society of Vocational and Technical Education/former vice minister of Ministry of Education, attended the forum and delivered speech.

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Alumni Association releases China’s vocational college ranking 2021

iResearch Alumni Association released the new Chinese university ranking and a new Chinese vocational college ranking on 25th March 2021.

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English Language Training (ELT)

K-12 Online English Education Research Report 2021: English all-round education courses may bring new growth

Chinese Academy of Sciences and other institutes released the 'K-12 Online English Education Research Report 2021' on 25th March 2021.

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K-12 Schools

The development of K-12 schools in China is accelerating, 8 new K-12 schools are to be established in the Greater Bay Area

In line with the 'Guangdong-Hong Kong-Macao Greater Bay Area Development Plan', the development of international education in South China is soaring.

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EdTech

NetDragon joins hands with Institute for Educational Information Technology (UNESCOIITE) to build a digital education resource platform

NetDragon announced that it had co-sponsored a project with UNESCOIITE to launch a digital education resource platform for teachers around the world on March 2021.

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Yuanfudao won the top World AI competition championship, EdTech research and development has become more competitive

In the world's first small resource timbre cloning challenge M2VoC, Yuanfudao won the championship of its sub-track, which is the first speech recognition championship won by a Chinese online education company.

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All-round Education

Ministry of Education: Chinese medicine enters the middle and high school curriculum

Recently, the Ministry of Education issued the "Chinese Excellent Traditional Culture Guide to Primary and Secondary School Curriculum Teaching Materials", emphasizing the need to introduce Chinese medicine and Chinese martial arts to middle school students.

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The Ministry of Education on the ‘7th National Art Exhibition of Primary /Secondary School Students’

Ministry of Education issued a notice that covers the 7th National Art Exhibition of Primary and Secondary School Students.

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51Talk releases online English all-round education system

51Talk launched an online English all-round education system to promote the construction of a comprehensive English education system on 11th March 2021 in Beijing.

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Zebra AI class launched online art classes to re-position the brand toward all-round education

Zebra AI class officially launched the art system class on March 2021. It shows a trend of opening up all subjects’ all-round education.

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