



China Lifestyle Newsletter

March 08

China Economy

China's economy grew 2.3% in 2020, says NBS

China's economy grew by 2.3 percent year-on-year in 2020, the National Bureau of Statistics said on Sunday.

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China's mobile payment users reach 853 million

The number of mobile payment users in China reached 853 million as of December, 2020, making up 86.5 percent of mobile phone users, according to the 47th China Statistical Report on Internet Development released by the China Internet Network Information Center on Feb.3

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China's logistics sector reports steady operation in 2020

China's logistics sector reported steady operation last year, an industry report showed.

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SHOPPING IS GREAT

BRITAIN & NORTHERN IRELAND

Online Retail

FARFETCH'S NEW FLAGSHIP LAUNCHES ON TMALL LUXURY PAVILION

Farfetch officially debuted its digital store on Tmall Luxury Pavilion on Monday.

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Fashion

The Bane of Burberry

Burberry is riding high. It showed its Fall 21 menswear collection at London Fashion Week after being granted a preliminary injunction against Xinboli Trading (Shanghai) Co., Ltd, the owner of the Chinese brand Baneberry.

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Farfetch reaches profitability after 12 years

The luxury e-commerce platform's revenues in 2020 increased 64 per cent to \$1.7 billion, with future sights set on China and new categories like beauty.

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Why E-commerce is Essential for Luxury Brands in China?

After the pandemic, luxury brands met recovery thanks to the APAC region and e-commerce sales.

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Beauty

China Exempts Cosmetics from Animal Testing Starting in May

Ordinary cosmetics will be exempt so long as companies provide a safety assessment and obtain the "good manufacturing practices" certificates issued by the relevant regional authority in which they are located.

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China's beauty unicorn Yatsen acquires Eve Lom

China's beauty unicorn Yatsen has entered a definitive agreement to acquire prestige skin care brand Eve Lom.

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Home and Lifestyle

NPC deputy calls for China's own standards for electric appliances, new technologies

Dong Mingzhu, a deputy to the National People's Congress (NPC) and chairwoman of Chinese home appliance giant Gree Electric Appliances, suggests that responsible government departments should publish China's own national standards and establish a green channel of national standards for domestic new technologies.

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Mother & Baby

Daigou still slow: Infant nutrition brands driving sales at mother-and-baby stores, e-commerce in China

Daigou is unlikely to turn for the better in the upcoming months. However, with the pandemic, the uptake of e-commerce has picked up in the lower tier cities in China

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China's Infant Formula Market Loses Allure for Reckitt Benckiser

Reckitt Benckiser Group's sales are fueled by surging demand for Lysol and hygiene products instead of infant formula.

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Animation

CCTV teams up on Sino-overseas animations with pandas

China Central Television has recently cooperated with its overseas counterparts to produce a number of animated series featuring pandas and signature animals of different countries.

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bilibili game zone annual review bilibili 游戏区年度盘点 Chinese animated film triumphs in Japan

"The Legend of Hei" has become the highest-grossing Chinese animated feature in Japan.

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Film & TV

Chloe Zhao wins big at Golden Globes

Chinese female director Chloe Zhao won the Golden Globe for best director in a motion picture for her feature film "Nomadland" on 28 Feb, becoming the first Chinese woman and woman of Asian descent to win the trophy in the category in history.

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Online film season brings Chinese pictures to UK and Europe

A three-month online screening event, Chinese Cinema Season, that opened Feb 12 showcases Chinese language films never seen before in the UK and highlights overlooked gems to cinema-lovers in the UK and Ireland.

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China's 2021 box office exceeds 15 billion yuan

China's 2021 box office revenue has exceeded 15 billion yuan (2.32 billion U.S. dollars) as of 27 Feb. The figure surpassed 14.5 billion yuan that was generated at China's box office during the same period in 2019, according to data compiled by box office tracker Maoyan.

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Rapidly growing film industry in the natural studio – Hainan Island

Hainan is known for its natural picturesque landscape, which also makes it an ideal filming location for movie crews from different countries.

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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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Literature

Book sales jump during Spring Festival holiday in Shanghai.

The sales volume of 60 brick-and-mortar bookstores in the East China's city reached 8.5 million yuan (about \$1.3 million) during the holiday, about twice the online turnover, which was 4.25 million yuan in the same period.

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Live Performance

Dance show on Tang Dynasty wins hearts

A dance show Titled Tang Gong Ye Yan (Night Banquet in Tang Dynasty Palace), has gone viral online, winning much acclaim from netizens.

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Museum

First virtual tour of Palace of Versailles opens to China

Art enthusiasts in Shanghai are in for a real treat as a virtual exhibition of the splendid Palace of Versailles opened on Saturday, bringing audiences a visual feast as well as an immersive journey into the palace.

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China's national museum holds exhibition of ancient Chinese currency

An exhibition of ancient Chinese currency has opened at the National Museum of China. More than 1,800 pieces from the museum's collection of 200,000-plus pieces of ancient Chinese currency, together with over 200 other types of cultural relics, are on display.

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Palace Museum holds exhibition on court medicine culture

The Palace Museum is hosting an exhibition featuring imperial medicine culture from the Qing Dynasty (1644-1911) court.

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Antiquity exhibition spotlights China's rich fragrance culture

Burning incense has a long history in China. In olden times, people burnt fragrant plants at rituals by which they hoped the smoke and the good smell would connect with the ancestors and the world of deities.

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Music

Wuhan gets back on its musical feet

A year after lockdown in Wuhan, the life in the Chinese mainland city hardest hit by COVID-19, has returned to normal and many live music venues has reopened.

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Beijing's live-music revival

With a population of 22 million people, Beijing possesses an extraordinarily diverse music scene. However, throughout the first few months of 2020, the prospects of Beijing's once bustling music scene looked dire. But as the coronavirus was brought under control, Beijing's musicians roared back into action.

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Theme Park

Overseas firms ramp up theme park plans

China's rapid recovery from the COVID-19 epidemic and the country's ongoing consumption upgrade have boosted the confidence of international theme park operators.

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News

Organizers guarantee Games will be inclusive

Organizers of the Beijing Paralympic Winter Games have pledged to stage an inclusive and accessible event in 2022 to help improve the participation and well-being of disabled people.

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Games rehearsals in full swing

A series of rehearsals for the Winter Olympics' adapted sports testing program kicked off this week as Beijing 2022 organizers refuse to let the COVID-19 pandemic blow their preparations off track.

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Floor curling: a new winter sports trend in Chinese schools

In 2019, China proposed to take the opportunity of the Beijing 2022 Winter Olympics to develop winter sports and aimed to engage some 300 million people.

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Opportunity to breathe new life into Chinese soccer

Three months after it won the Chinese Super League championship, the top soccer league in China, the Jiangsu Suning Football Club issued a statement on Sunday saying it was stopping operations from that day on.

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Fanatics expanding global presence into China through joint venture

Fanatics is launching "Fanatics China", a joint venture with investment firm Hillhouse Capital, an Asia-focused private equity fund with companies in Asia's e-commerce and retail sectors," according to Jabari Young of CNBC.com.

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Chengdu will host the ISSF in 2022 and Thomas & Uber Cup Finals in 2024

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EDUCATION IS GREAT

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Education

Five departments jointly issued the first normative document for online education and teaching in primary and secondary schools

"Opinions on Vigorously Strengthening the Construction and Application of Online Education and Teaching Resources in Primary and Secondary Schools" was led by the Ministry of Education and jointly issued by multiple departments since the official launch in 2000.

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Ministry of Education announced the training plan 2.0 for the second batch of basic disciplines top-notch students

Ministry of Education issued the training plan 2.0 for top-notch students in basic disciplines based on the selection and construction of the training plan 1.0.

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Chinese ‘liang hui’: pilot programmes for vocational education (equivalent to undergraduate degree)

Recently, Chinese ‘liang hui’ have been carried out across China, and proposals on the development of local vocational education have been mentioned many times, especially regarding the topic of pilot projects for bachelor's-level vocational education.

Guangxi: Support Liuzhou higher vocational colleges to be upgraded to undergraduate technical universities;

Inner Mongolia: It is recommended to add a higher vocational college in Chifeng City, and choose a higher vocational college with a better foundation to upgrade to an applied undergraduate college;

Hainan: 4-5 higher vocational colleges and 1-2 undergraduate-level higher vocational schools will be built.

Guizhou: It is recommended that higher vocational colleges offer bachelor's-level vocational education;

Fujian: Support Liming Vocational University to carry out bachelor's-level vocational education pilot projects.

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Health Commission: At least one undergraduate college to offer childcare service major in each province

Recently, the National Health Commission issued a statement regarding “increasing investment in nursery service institutions and kindergarten teachers training”, the National Health Commission introduced that they are currently coordinating with multiple departments to increase the supply of inclusive childcare services and clarify that at least one undergraduate college in each province needs to offer childcare services related majors.

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General Administration of Sports: By 2025, social football venues will be fully open

On 22 February 2021, General Administration of Sports of China and National Development and Reform Commission jointly issued the "Guiding Opinions on Strengthening the Opening and Operation and Management of Social Football Fields".

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Hainan: Establish a number of higher vocational colleges

CAO Xiankun, director of the Hainan Provincial Department of Education, introduced at the fourth meeting of the Sixth Hainan Provincial People's Congress that Hainan will build 4-5 higher vocational colleges and 1-2 bachelor's-level vocational colleges during the "14th Five-Year Plan" period.

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Guizhou will build a cultural tourism vocational college

Guizhou Provincial Government issued the "Approval for the Formal Establishment of Guizhou Vocational College of Culture and Tourism" on 10 February 2021.

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Is UK- China collaboration in establishing joint international school a substitute for studying abroad?

The spread of global pandemic and the guidance of national policies provide an opportunity for the development of Chinese-foreign cooperative schools.

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BesTV launches "Golden School", a lifelong online learning education platform for the elderly people

Recently, the Shanghai Municipal Education Commission, Shanghai Radio and Television, Shanghai Media Group and Oriental Pearl New Media jointly launched a new online education product to create a lifelong online education platform "Golden School" for 50+ people.

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UCAS official announcement: the number of Chinese students applying for undergraduates in the UK in 2021 exceeds 25,000

On 19 February 2021, UCAS, the British University Admissions Service Centre, announced the latest application data for the 2020-2021 application season of British universities.

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The UK's pandemic prevention and control is improving, and college students are expected to return to school in March

The number of confirmed COVID-19 cases in the UK has dropped by 20.3% in seven days by 1 February 2021.

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Technical and Vocational Education and Training (TVET)

Ministry of Education announces guidelines for bachelor's-level vocational education

Ministry of Education announced new guidelines for bachelor's-level vocational education. The guidelines set out rules for higher education institutes applying to establish new programmes of this kind, which were first formally proposed in 2019 and represent a relatively new form of higher education in China.

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State Council: Accelerate the development of rural vocational education

The General Office of the CPC Central Committee and the General Office of the State Council issued the "Opinions on Accelerating the Rejuvenation of Rural Talents" and emphasized the need to accelerate the development of rural vocational education.

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13 national vocational skills standards including chain operation managers were promulgated

The Ministry of Human Resources and Social Security and other departments have jointly promulgated 13 national vocational skills standards.

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Guizhou 'liang hui' pointed out that: Rehabilitation nursing related majors such as elderly health care and rehabilitation health care will be opened in universities or vocational colleges

Chen Qin, representative of the Provincial People's Congress and dean of Dejiang County Maternity and Child Health Hospital, suggested that universities or vocational colleges should set up elderly health care, rehabilitation health care and other rehabilitation nursing related majors, and carry out large-scale training for in-service medical professionals to embed for the shortage of professionals in nursing care institutions, improve the quality of talents and provide better medical and nursing services for the elderly.

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English Language Training (ELT)

By 2022, the online English Language market for young learners will reach to CNY 52 billion

According to the "Research Report on China's Online Children's English Education Industry in 2020" released by iiMedia Research, driven by favorable policies and the epidemic, China's online youth English market has reached to CNY 26 billion and the number of users is about 5.8 million, with a market penetration rate of 22%.

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2021 Competition trends of online English language market for young learners

Wu Hao, CEO of Whale Foreign Teacher Peiyou, made a judgment on the online children's English market.

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K-12 Schools

New Oriental Kids+ joins with Evonik Education to fully develop the B-end enlightenment education market

Recently, the signing ceremony of the strategic cooperation between New Oriental Kids+ Early Childhood Education and Beijing Evonik Rongxiang Education Technology Co., Ltd. was taken place in Beijing.

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Guangzhou adds more international schools, some schools will start enrolment in September

With the gradual advancement of the Guangdong-Hong Kong-Macao Greater Bay Area strategy, Guangzhou will add Xinqiao School, Zhixin Middle School Ershadao Campus and New Century International School etc. this year.

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Tencent and Kuaishou lead K12 online education platform Huohuasiwei listed in the United States

Huohuasiwei recently will cooperate with Credit Suisse Group and Goldman Sachs Group on the subject of becoming listed in the United States.

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EdTech

An Upgrade to the Primary and Secondary School State Network

The Ministry of Education opened the national primary and secondary school network cloud platform in February to provide support and services for students studying at home.

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Artificial intelligence (AI) basic education will be included in the curriculum of primary and secondary schools

With the promulgation of the "New Generation AI Development Plan", the Ministry of Education has successively proposed to incorporate programming education into the compulsory courses for primary and secondary school and the college entrance examination, and conduct pilot projects in 5 cities including Beijing and Guangzhou.

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Pearson Edexcel's course materials are online with Nanobox

Recently, Pearson announced that in order to further support online learning, Pearson Edexcel International GCSE and international A Level certification courses of mathematics, physics, chemistry, biology, economics, accounting and business and other subjects' electronic materials have been successfully launched on Nano box.

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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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Bright Scholar acquires 18% equity of Golden Ballet Dance to expand the field of all-round education

Bright Scholar announced that it has reached an agreement with Golden Ballet Dance, a children's dance training organization, to acquire 18% equity to expand opportunities in the field of art education and training.

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Sports training institutions in Beijing have been resumed from 26 February 2021

Recently, the Beijing Sports Bureau issued a notice on the management of sports training institutions, clarifying that the district sports bureaus will resume open sports training activities in an orderly manner from 26 February 2021.

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