

# China Lifestyle Newsletter

October 18

## Retail

### Alibaba Makes Its Taobao App More User-Friendly for the Elderly

Alibaba Group's online marketplace Taobao this week rolled out a new version of the shopping app that's more accessible for senior users.

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### E-commerce in China: A market overview

A powerhouse in convenience and personalisation, the People's Republic of China is dominating the e-commerce market with big players such as JD.com and Alibaba.

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## Fashion

### Chanel Takes on the Resale Market with One Bag per Person per Year Policy

The resale market is about to take a hit as Chanel, starting this month, is now limiting the number of purchases for its most popular handbags — the "Classic Flap Bag" and the "Coco Handle" — to one of each per customer per year.

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### What Luxuries China Still Craves from the West

Despite the plethora of products available on the Chinese market, consumers can't locate all the items that exceed their expectations and meet their needs.

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## Beauty

### Can fast beauty ever be sustainable?

With high street fashion labels reevaluating their impact on the environment, Cosmetics Business asks the experts whether their cosmetic counterparts are equally damaging to the environment — and the real price of beauty.

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## Home & Lifestyle

### Primark launching new lifestyle and home products in 25 stores this Autumn

The stores will be expanding their range of lifestyle products

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## Mother & Baby

### Hamley's unveils the most-wanted toys for Christmas 2021

The top 10 list includes racing cars, traditional family board games, Playmobil and Lego, as well as LOL! Movie Magic Dolls, which allow children to play with friends and create their own storylines.

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## Creative

### High time to wake up from fanatical 'fan circle' culture

The Cyberspace Administration of China on August 27 published a notice on enhancing rectification with specific measures over the sick parts of fan circle culture in the entertainment industry.

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### China to hold culture, tourism expo in Wuhan

The expo will be hosted jointly by the Publicity Department of the Communist Party of China (CPC) Central Committee, the Ministry of Culture and Tourism, and the Hubei provincial government.

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### Intl culture, creative industry development forum set for October

Over 300 experts, entrepreneurs and government officials in the culture and tourism industry will gather in Huangshan city, and communicate with their counterparts from overseas via the internet on how to boost recovery of the cultural and creative industry via innovation and build a sustainable culture and tourism industry amid the global COVID-19 pandemic.

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### Tencent sues over 20 account trading platforms for renting, selling online game accounts

Tencent on Monday sued over 20 account trading platforms and e-commerce platforms for trading and renting accounts of "Honor of Kings", one of China's most popular online games.

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### **Tencent's top game breaks down, minutes before new anti-addiction regulation comes into force**

Tencent Games exhibition zone at China International Fair for Trade in Service in Beijing on September 9th, 2020. The system of Honor of Kings, Chinese online game developed by Tencent, broke down on Saturday night, the first weekend after China's regulator ordered online gaming firms to limit services to minors.

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### **Murder mystery game a huge hit among Chinese young people**

The role-playing murder mystery game is a live action role playing (LARP) game which enables players to pursue truth hidden in a crime while dressing up in costumes and immersing themselves in given characters.

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### **Beijing kicks off international film festival**

BEIJING, Sept. 22 (Xinhua) -- The 11th Beijing International Film Festival (BJIFF) opened Tuesday with more than 250 films to be screened during the event, according to the organizers.

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### **Copyright infringement campaign showing progress**

A total of 245 smartphone applications and more than 618,000 web links have been directly removed by authorities for copyright infringement since a nationwide campaign was launched in June, Chinese officials said on Tuesday.

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## **Sports**

### **Beijing Games to admit domestic spectators only**

The '22 Beijing Games will not be open to foreign spectators or guests of accredited stakeholders, according to planned COVID-19 countermeasures that Beijing organizers today presented to the IOC Exec Board.

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### **Students have more sporting time from 'double reduction' policy**

Earlier this year, China's Ministry of Education issued a set of "double reduction" policies to ease the burden of excessive homework and off-campus tutoring on students.

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### **Guangdong, a new star in China's ice and snow industry**

With a high enthusiasm for winter resorts and increasing indoor facilities of winter sports, Guangdong province is a burgeoning market of China's ice and snow industry, which has seen rapid growth ever since Beijing won the bid in 2015 to host the 2022 Winter Olympic Games.

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### **Dino Ying steps down as CEO of Hero Entertainment**

On Friday, Chinese game publisher Hero Entertainment released a statement that Dino Ying, the co-founder of the company, has resigned from the position of CEO, and has appointed fellow co-founder Dan Wu as his replacement.

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### **Why sports broadcasters in China cannot currently rely on copyright law to protect against unauthorised livestreams (and possible solutions)**

**This article examines the recent case law (which exemplifies the current limitations facing broadcasters) and analyses the main issues, namely:**

- i. whether live/real-time broadcasts qualify as "works" that can be protected by PRC Copyright Law; and
- ii. why the Courts are unwilling to take a more expansive interpretation of PRC Copyright Law so that it can apply to new forms of infringement emerging from technological developments (such as livestreaming).

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## **Education**

### **Chinese ministries publish notice on implementing plan to improve TVET teacher quality (2021-2025)**

The Chinese Ministry of Education and Ministry of Finance jointly published the notice on implementing the plan of TVET teacher quality improvement (2021 – 2025).

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### **Ministry of Education notice on 'Quality inspection solution for national compulsory education 2021'**

The Chinese Ministry of Education published the notice on 'quality inspection solution for national compulsory education 2021'. International experience from PISA, TIMSS, PIRLS and NAEP of competency nurturing was borrowed in the production of the notice.

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### **Chinese authorities release Notice on 'national solution to implement rural revitalisation Skills project'**

The Chinese Ministry of Human Resources and Social Security and National Administration for Rural Revitalisation release the notice on 'national solution to implement rural revitalisation Skills project for key alleviation areas'.

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## **Technical and Vocational Education and Training (TVET)**

### **Xi calls for accelerating the building of world centre for talents**

President Xi Jinping stressed the country's efforts to achieve the national strategy of developing quality workforce in the new era and to accelerate the process of building China into a major world centre of professional talents and innovation.

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## **English Language Training (ELT)**

### **China Daily 21st Century Cup National English-Speaking Competition took place in Chengdu**

China Daily 21st Century Cup National English-Speaking Competition – the 3rd Belt & Road Teenage English-Speaking Competition took place in Chengdu where over 200 candidates from some 30 countries participated in the competition.

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## **K-12 Schools**

### **10 international schools landed in Shenzhen so far in 2021**

Shenzhen has stepped in to the accelerated phase for international education.

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## **EdTech**

### **Smart education shows vast potential**

Leading educational service provider Youdao stated in its Q2 fiscal report that EdTech facilities, STEAM courses, adult course and educational digitisation have become the pillars of the company's business.

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## **All-round Education**

### **UK-China All-round Education Seminar to take place in Beijing**

The China Annual Conference for International Education (CACIE) supported by the Chinese Ministry of Education is taking place in Beijing during 20 – 23 October 2021.

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