

CHINA LIFESTYLE NEWSLETTER

SEPT 2021

Economy

Trade in services speeds up digitalization of world economy

Impacted by the COVID-19 pandemic, global foreign direct investment (FDI) plunged by 42 percent, and service trade has also been hit hard.

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China's foreign trade sustains growth momentum

In the first eight months of the year, the country's total imports and exports expanded 23.7 percent year on year to 24.78 trillion yuan (about 3.84 trillion U.S. dollars), data from the General Administration of Customs showed Tuesday.

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Online Retail

September SME China webinar series – An SME's guide to exporting to China

Having kicked off this July, DIT continues to deliver a series of webinars about entering to China that you care most about from initial entry to expansion, from e-commerce to general trade, and to other useful knowledge and insights such as intellectual property protection and online supermarket market.

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How TikTok and Shein Are Taking Over the World

Among other things, 2020 will go down as the year that Chinese brands finally made it on the world stage.

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Fashion

Can Luxury Survive Another Year Of The Pandemic?

The pandemic has reshaped the luxury industry, forcing brands to reinvent their business models and accelerate their shifts towards the digital world.

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The four fashion personas of China's Gen Z

Gen Z represents the future of luxury fashion and they're already maturing fast in China.

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Why Mid-Autumn Festival Is China's Fashion-Food Moment

Crossovers between consumer goods and fashion have become commonplace for brands aiming to rebrand themselves and expand their consumer bases.

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Beauty

Unilever ramps-up fight for cruelty free cosmetics in Europe

Unilever's PETA-approved brands are encouraging consumers to reach the 1 million signatures mark in a European Citizens' Initiative

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Instant gratification: Sephora, Amorepacific and Watsons among retailers stepping up on-demand delivery services in China

Beauty majors like Sephora, Amorepacific and Watsons are stepping up its on-demand retail services in China as consumer preferences for speedy deliveries show no sign of waning post-COVID.

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Mother & Baby

Nelsen released the latest 2021 mother & baby industry in-depth report

The whole mother & baby market is still having a steady growth. By June 2021, the overall annual sales still have grown by 12.4%, although online sales growth has been comparatively slow.

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Animation

Disney's 'Luca' gets China release date

Pixar's new animated feature, "Luca," hit Chinese theatres on Aug. 20, making it the market's first Hollywood release since June.

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Film & TV

China's summer box office hits 7B yuan

China's box office revenue for the summer movie season, covering the period from June 1 to Aug. 31 this year, stood at a little more than 7 billion yuan (about 1.08 billion U.S. dollars).

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Free Guy tops China's box office in opening weekend

With the summer drawing to an end, Hollywood's sci-fi movie Free Guy has just become the latest hit to top the country's box office charts during its opening weekend.

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Gaming

China tightens measures to prevent online gaming addiction among minors.

China's National Press and Publication Administration (NPPA) has released a notice on preventing minors from becoming addicted to online games.

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Literature

Books launched for CPC's 100th anniversary

To celebrate the 100th anniversary of the founding of the Communist Party of China, People's Literature Publishing House has launched a set of four-volume books, a series entitled 100 Short Literary Classics for the Party's 100 Years.

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China issues guideline to strengthen literary criticism

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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Live performances

Modern acrobats need to be entertainers: Shanghai Acrobatic Troupe director

Shanghai Acrobatic Troupe, a major Chinese acrobatic troupe, has opened the second season of its highly popular resident show "Era – Intersection of Time."

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Museum

'Dancing with Xinjiang' features artworks inspired by region's rich history and culture

The group exhibition "Dancing with Xinjiang" has opened at M WOODS museum in Beijing's 798 art district.

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Yungang Grottoes opens one more cave with statue of Buddha and his son

After 40 days of digital information collection, No.19 cave, one of the earliest caves of Yungang Buddha Grottoes, opens to the public with statues of Sakyamuni and his son.

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China to promote development of cultural, creative products

Chinese authorities have rolled out a set of measures to encourage the development of creative cultural products inspired by museums, libraries, art museums, memorial halls, and other cultural sites.

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Music

Legendary music label relaunched

Arguably the most influential music label in Cantonese pop's golden era, PolyGram Records China, has recently returned to the Chinese mainland as part of Universal Music Greater China's latest expansion strategy.

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Tencent ends exclusive music partnerships.

Tencent Music said its exclusive licensing deals with labels had come to an end as of August 23, as ordered by China's antitrust watchdog.

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Theme Park

Films, food and fun: Universal Beijing Resort opens for trial run

Universal Beijing Resort, a new landmark in China's capital Beijing that is set to open to the public on September 20, began trial operations on 1 September, offering eager invited visitors a sneak peek into the world's largest Universal Studios-branded theme park.

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World's largest LEGOLAND resort starts construction

Construction of the world's largest LEGOLAND resort has begun in Shenzhen, parent company Merlin Entertainments announced on Thursday, 26 Aug.

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News

HK should work with mainland cities on joint athletic training programs

Hong Kong elite athletes wowed the city with their top-notch sports prowess and the contagious Lion Rock spirit in the recently completed Tokyo Olympic Games.

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Guangdong to co-host top games with SARs

Earlier on Thursday, the State Council announced that the three places will co-host the national event.

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Co-hosting 2025 National Games cheers up sports sector

By jointly holding the nation's premier sports competition with cities in the Greater Bay Area, Hong Kong will further integrate into the region, which is vital for its sports development.

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Thousands of illegal sports broadcasts posted during events

Online copyright infringements involving Olympic footage have remained a problem and more efforts are required to fight illegal activities, according to China Media Group, one of the broadcasters for the Tokyo Olympic Games.

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Education

Ministry of Education: To promote '5+2' after-class services

Director of Basic Education Division of the Chinese Ministry of Education Yugang Lv, announces at a press conference that the ministry shall promote '5+2' on-campus after-class services nationwide to ensure that students have 2 hours of after school activities at school around art, culture, sport etc., each week day.

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Beijing New Oriental expands its 'candle light action' with offers of family education and art education

The 'candle light action' is an initiative of education giant Beijing New Oriental since 2008, which aims to promote education in less-developed areas in mainland China.

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Technical and Vocational Education and Training (TVET)

More than 30 UK qualifications listed in foreign qualification catalogue from Beijing HRSS bureau
Beijing Municipal Human Resources and Social Security Bureau releases 'National Service Industrial Expands Foreign Qualification Recognition Catalogue in Comprehensive Pilot Area and China (Beijing) Free Trade Area 1.0'. More than 30 UK qualification such as CGMA, CIMA and CIPS, etc. are enlisted.

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English Language Training (ELT)

51Talk increases ELT service for adult, its online tutoring offers for students outside China remain unchanged

ELT service provider 51Talk announces via a 'letter to all customers' that it is increasing its ELT services for adults.

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K-12 Schools

Ministry of Education continues to allow sino-foreign institutes to carry out independent student recruitment

The Chinese Ministry of Education continues to allow sino-foreign institutes and programmes to carry out independent student recruitment.

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EdTech

Dianmao Technology and Puxin Education establish strategic collaboration to promote coding education

Dianmao Technology, parent company of Codemao, signs MoU for strategic collaboration with Puxin education to utilise its coding tools, educational resources and SaaS system to promote ubiquitous coding education.

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All-round Education

Liverpool to open Liverpool International Football School in Beijing

Liverpool Football Club announces that they will be working with Beijing Lisheng (Beijing Lisheng Football Cultural Development co., Ltd.) to open a Liverpool International Football Training Institute in Beijing to spread Liverpool's passion and culture to children between 5 to 16 in Beijing, Tianjin and Hebei province.

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More ex-K12 service providers turn to STEM education

Since the implementation of the 'double-relief' policy, more ex-K12 service providers are turning to STEM education. Education giants including TAL, Beijing New Oriental, Gaosi and Wangyi are broadening their offers in ARE. Coding for young learners is among the most popular subjects.

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