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Contributors 特约专稿人
Hai Mingzhu
Laura Helen Schmitt
Janneke Wackerberg
Sean Doherty
Adam Wilkie

Columnists 特约专稿人
Rachel Skeels
Maria Simonova
Nurmira Jamangulova
Jochen Shultz
Misha Maruma
Rick Staff
Dan Clarke

Editor-in-chief 主编
Frank Hossack 贺福

Deputy Principal Editor 首席副编辑
Laura Helen Schmitt 王甜甜

Contributing Editor 副主编
Ken Ellingwood

Creative Director 创意总监
Ronald Paredes 泉源

Graphic Design and Layout 平面设计与布局
VOZ Design 南京嗓音文化传播有限公司

Client Liason Coordinator 客户联络协调员
Daniel Yan 阎庆昆

Marketing (UK) 英国市场
Menglei Zhang 张梦蕾

Legal Consultant 法律顾问
Ma Haipeng 马海鹏

General Enquires & Advertising: +86 25 84718617
English/英文: +86 13851522275
Chinese/中文: +86 15050527655

Email: thenanjinger@sinoconnexion.com

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Introducing some of our contributors, writers and editors

Contributing editor Ken Ellingwood is a former foreign and national correspondent for the Los Angeles Times and author of *Hard Line: Life and Death on the U.S.-Mexico Border*. He teaches writing at Nanjing University.

特约编辑 Ken Ellingwood 之前是《洛杉矶时报》的国内外通讯记者，同时也是“死亡地带”的作者；描述美国与墨西哥边境的生存与死亡。他目前在南京大学教写作。

Sean Doherty is a Colorado native and graduate of Metropolitan State University, living and working in the Shanghai to Nanjing area of China, and representing the Denver South Economic Development Partnership as the Greater China Exchange Coordinator, focused on fostering the exchange of ideas, strategies, and talent between China and the metro-Denver area.

尚俊毕业于 Metropolitan State University，他目前主要的工作地是在上海与南京。作为丹佛南部经济发展合资公司的大中华区首席代表，他责任中国，丹佛之间的观点，策略及人才交换。

Jochen Schultz has more than 10 years' proven management experiences at international training and universities. He has a deep knowledge in professional trainings, personnel and organizational development and developing relationships with clients from all over the world. He is now the Managing Director in China for a German Training & Consultancy Company.

Jochen Schultz 在国际培训和大学教育方面有着10年以上的管理经验。同时在专业培训、个人与公司发展以及如何与世界各地的客户建立良好关系方面具备相当深厚的专业知识。现今，供职于一家德国培训咨询公司，任中国区总经理一职。

Rick Staff is from the UK and has 20 years cumulative experience as a wine trader, taster, and writer and was editor of 'Superplonk', the UK's popular wine guide, prior to moving to Nanjing in 2008.

Rick Staff 来自英国，有着二十年丰富经验的葡萄酒商人、品酒师、作家，并且是《Superplonk》的撰写者，英国很受欢迎的葡萄酒鉴赏家，于2008年移居南京。

Rachel Skeels is qualified in the field of interior textile design and previously worked as childrenswear designer for major UK retailers such as Marks & Spencers, C&A and Mothercare.

梁蕊蕊是室内纺织品设计领域设计师。曾担任英国主要的零售商品牌如M&S玛莎百货，C & A 和Mothercare的童装品牌设计师。

Ronald Paredes is the personification of his motto "mediocrity is a disease we fight every day". The multi-talented designer's work appears in the design industry's annual definitive overview of the state of art in web design, "Web Design Index by Content - Volume 5"

泉源本人即是他的座右铭“平庸是一种疾病，我们每天都要与之抗争”的现实化身。作为一位优秀的设计师，他才能丰富创意无限。其网页设计作品还被收入在了代表网页设计艺术成就的权威性行业年鉴内。《网页设计艺术指南—第五册》

Our Editor and Music Critic, Frank Hossack, has been a radio host and producer for the past 28 years, in the process winning four New York Festivals awards for his work, in the categories Best Top 40 Format, Best Editing, Best Director and Best Culture & The Arts.

贺福是我们杂志的编辑和音乐评论员，在过去的28年里一直从事电台主持和电台制片的工作。工作期间他曾获得过四次纽约传媒艺术节大奖，分别是世界前40强节目，最佳编辑，最佳导演以及最佳文化艺术大奖。



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One argument explaining why China has not really yet come up with a truly global brand goes that brand names themselves have their origins in the anti-establishment; the leaders of State Owned Enterprises can hardly be imagined spending all day and night in the garage until their product was just right.

Times have changed. Our modern world, its accompanying technology and the interconnectedness of her countries and cultures all play a role in the challenge that China faces to mount serious competition against the likes of Apple or Nike.

We hence in this issue contemplate such a situation. Away from the aforementioned, Sean Doherty takes a look at how major American sporting competitions are the latest brands to line China up in their crosshairs.

Not for the faint-hearted or plastiphobe; Janneke Wackerberg dons a mask, enters the operating theater and sees the business end of a choice made by people to brand their very selves.

Finally, back to that garage. Hai Mingzhu discovers the Nanjing Makers Space; hobbyists to you and I, but ones considered by some as China's potential saviour of the brandless Motherland.

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THE CULTURE OF COOL

AMERICA'S GREATEST ASSET?

By Sean Doherty

Americans understand soccer but they refuse to accept that the rest of the world calls the sport “football”. Many Americans avoid the “ball and foot” game and prefer instead to reach for a baseball bat or a pigskin. Yet, in countries where the world’s sport is popularized and the national teams reach hero status, those same soccer fans have no trouble enjoying movies about one of America’s favourite sports, gridiron football. The fastidious loyalty to American football, while at the expense of enjoying the global celebration of soccer, exemplifies one of the most important factors for American companies internationally. The strong association that Americans have with their sports, their brands, and those brand identities not only develops lucrative markets in the States but this attitude also becomes contagious when absorbed into other cultures. In fact, US popular culture is so well understood across the globe, that it may indeed be the nation’s greatest asset.

Thirty years ago, the National Basketball Association (NBA) was the first organisation to import a US sport by bringing the game of hoops to China in a big way. Rising on the shoulders of icons like Yao Ming and Jeremy Lin, China has become so fascinated with basketball that they have launched their own league, the Chinese Basketball Association (CBA), which has enjoyed a dozen years of success at no apparent detriment or hindrance to the continued growth of the NBA.



Now, the National Football League (NFL) is looking to write their own victory story in the Middle Kingdom. Just this past summer, the American football organization launched the continuation of “NFL Home Field” in Beijing, Shanghai, and Guangzhou, featuring practices and games at local fields for local teams of expats and Chinese citizens alike. As part of the experience, which will consist of twenty-eight events over nine weeks to be held mid-November, former NFL football stars, as well as the Miami Dolphins’ and New England Patriots’ cheerleaders, are scheduled to make appearances. Each event also features live sports drills and instructions, so that guests may begin to learn how to play the game.

Increasing levels of interest and participation in sports is a wonderful boom to any economy and society:

merchandise sales go up, new jobs are created, and there are health benefits associated with physical activity. Benefits aside, however, the leaders and investors in China must be wondering how to foster a sports movement that need not involve importing sports from other countries, and exporting large portions of the profits back to those foreign brands. In reality, China doesn’t need to create their own version of a gridiron football league to tap into the sports market. There are other national sports, such as Kung Fu and table tennis with their own, massive following. Yet while China consistently produces Olympic and World Champions in these sports, the overall playing field is fragmented. While there are leagues for these sports, their reach falls short of the NFL or NBA in terms of their ability to funnel and develop talent through tournaments, galvanize fans for viewing live events and televised broadcasts, and consistent branding of merchandise. Instead of forming teams and joining organized recreational leagues when looking for an outlet to channel athletic energy, university students go to the campus gym, and working folk take up a place at the nearby park for casual back-and-forth with badminton racquets.

While going to the gym or park for exercise is always time well spent, these social norms certainly leave a lot of brand potential that goes unexplored. The widespread appreciation of a recent computer animation movie, *The Croods*, which featured several scenes that are drawn to parody American football games, illustrates how branding can fully integrate sports in the public’s mind, and highlights another crucial factor; American and other Western TV shows and movies enjoy popularity, it seems, almost as soon as they are broadcast abroad.



Those slices of American culture are what give many Chinese individuals their first impression of the West, and undoubtedly lead to global interest in wearing American jeans, traveling to well-known US cities, and, most importantly, brand recognition. As Han XiaoYi, a twenty-six year old online shopkeeper in Jiangsu Province, commented of her favorite Western shows, “I like the story; it helps me understand American culture. When I watch *Vampire Diaries*, I find that (American) school life is very wonderful, and very open.” In fact, her English name, Elena, is the namesake of a character in *Vampire Diaries*. School life in China is also subject to influences from Western culture, not only through entertainment channels but directly in the classroom, as well. As China has opened and modernized, young Westerners continue to arrive by the boatload to teach English, but in addition to increasing Chinese students’ familiarity and fluency in the



language, teachers can also serve as tremendous platforms for the brand of Western culture. Given the chance—and often the professional directive—to introduce aspects of the Western world, and with a mostly captive audience, who doesn't love to talk about and promote their own culture? Drake Ballew, an English teacher in Nanjing, says "Students generally want to know about the same basic stuff as American kids. I love teaching kids about anything that's extremely different from Chinese culture—sports, food, college. I like to expand their worldview."

In this respect, China has taken some good first steps for their own cultural expansion efforts: university students who are studying to become teachers are sometimes sent to teach Mandarin Chinese in other nearby Asian countries, as the number of students studying Chinese in the West also continues to increase. It may even be that the future will see a shift, where the number of young Chinese sent around the world to teach their language exceeds those teaching English, which will ultimately help to further stimulate global curiosity of China. What remains to be seen is if those teachers will be able to effectively bring their brands into the classroom.

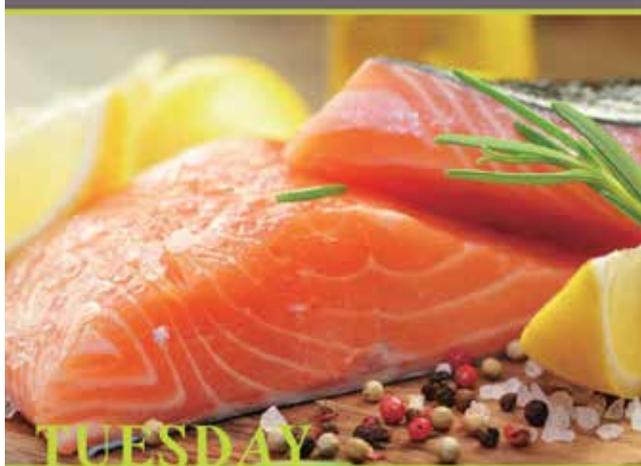
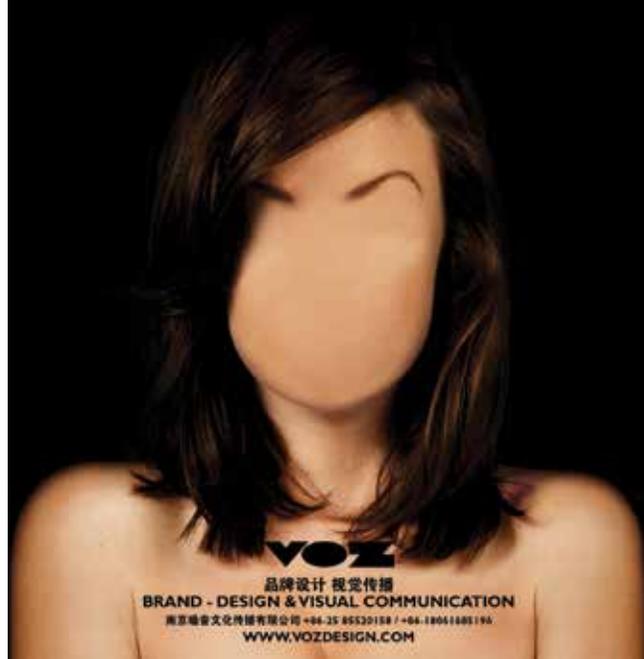
Ballew thinks that while Chinese are embracing the West, the successful integration of various cultural aspects might need a 'take two' break for further direction. "Chinese consumers have absolutely missed the point of the language on 99% of T-shirts that have English letters on them." Ballew jokes. But that doesn't change the fact that the average Chinese consumer is happy to walk around with English on their clothing, which should indicate low-hanging fruit for foreign businesses that produce clothing

and brands that are represented by letters. Regardless of the approximation in cultural imitation, the cultural value still moves products and drives sales.

Music is another transmitter of culture that holds the key to enormous profit opportunities. A recent concert in Nanjing, put on by Hong Kong super star Andy Lau was welcomed by two sold out shows. Along with numerous Chinese music stars having already claimed their own brand appeal, this almost seems to indicate a market that is already saturated. Yet live music entertainment is still, in many ways, a growth market in China. More and more, foreign musicians and major record labels are looking for ways to tune into the tremendous opportunities present on the mainland. The beefed up lineup of American singers and bands—from Alicia Keys (November 20th) to Metallica (August 13th)—touring in Shanghai this year, is further evidence that "brand USA" has the power to draw a crowd anywhere in the world, and that more bands and brands should be eagerly awaiting their turn to take the stage.

China has a long way to go towards developing strong brands and a brand image that will compete both locally and internationally. The way forward will involve some imitation of Western styles and methodology, but must ultimately focus on the unification of styles in China that are waiting to be discovered, packaged, and branded. Until that time, Western companies will do well to unify and collaborate on strategies that continue to pump their own culture into the country, which invariably leads to sales at the register. Cha-ching, cha-ching. That's music to any company's ears. 

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before after



By Janneke Wackerberg

Bigger eyes, thinner nose, longer face; why not? An increasing number of people in China are making the irreversible choice to reconstruct their body through plastic surgery, while every day surgeons all over the world help thousands of people to re-brand themselves.

More and more Chinese girls and boys pay a fortune to be anesthetised and wake up hours later with a bandage around their head and severe bruises. They have exchanged their old Chinese face for a new, often more Western face, in effect becoming a whole new brand of self.

M.D., Prof. Juhan Kim is one of Nanjing's most famous plastic surgeons. The majority of patients he encounters at the popular Nanjing Medical University Friendship Plastic Surgery Hospital usually want to have bigger eyes, a thinner nose or even a smaller face. Prof. Kim's field of expertise is facial bone construction. He changes the shape of the face by decreasing the bone size in an operation that involves cutting off a part of the jawbone; a procedure that is becoming increasingly popular. Prof. Kim predicts that soon it will be just as normal as in his home country of Korea.

"In ten years it will be very common to do plastic surgery. The development China is going through in the field is amazing," Prof. Kim tells us.

"Right now, in China they know they want to change something, but they don't know exactly how. So my job here is often to guide them. That's what I like about working in China as opposed to Korea. There everyone knows right away what they want."

New face over lunch break

Physical transformations are no longer a long-winded process. An operation that took more than eight hours ten years ago can now be done within an hour; the duration of a lunch break.

During his interview with The Nanjinger, Prof. Kim's assistant interrupts to remind him that he needs to prepare for the next operation. He will be performing surgery on a 23-year-old who wants a less round face. I am welcome to join in the procedure on this young boy, if I want.

While I feel a rush of excitement at seeing a real operation, I cannot help but think that this is a shame. I am sitting in a hospital where young people endure a lot of pain to make themselves look like... me, according to the doctor. Me; a simple Swedish girl who doesn't care too much about appearances. Yet, on everyone's minds are issues over the ethics of changing one's looks to not only those of another person but also to a specifically Western face.

"I believe they hope to have a new chance at life through cosmetic plastic surgery", observes Kim.

"Graduating from a good school, wearing nice clothes and good make up, coming from a good background are factors that make a good impression on people. The same goes for a nice appearance. Apparently people who have a nice appearance stand a better chance at being successful, articles have shown in the past. So I think they are trying to build up confidence through cosmetic surgery."

Prof. Kim goes on to describe how plastic surgery also has had a major impact on his life. "I feel happy about [the] smaller surgeries which give people so much confidence. I hope to do this for the rest of my life mostly because I see people's happiness after the operation. It's not about changing them into someone else for me but



making them happier and giving them the best opportunity to enjoy themselves.”

Big vs Small

Cultural differences in plastic surgery

Prof. Kim feels that standards of beauty have undergone a transformation due to the cultural proximity created by the Internet. “Not only Chinese but also Koreans want to look Western because of their slender features. We think that looks nicer than our facial structure.”



Despite the influences of a global culture, plastic surgery is still subject to cultural differences and different ideas of aesthetics. The doctor laughs heartily when I tell him of the hysteria over weight in Europe, telling me how Gastric bypasses are actually very uncommon in China. “It is the other way around in China”, he explains. “Here they want bigger eyes, longer faces and higher noses. Yet no matter the hemisphere, a common factor is the big hush about letting other people know. The reasons behind these are, however, entirely different.

In China changing something that your parents gave you can be construed as an offence. One should be proud of one’s heritage and genes. If one is open about plastic surgery, people believe one is being disrespectful to one’s parents. This is the reason people in China almost never reveal the fact that they had plastic surgery.

In the Western world the ideal is more a model wherein you should succeed without any help. You should be perfect just the way you are.

As a woman you need a career, a husband and kids, to do sports every week, and throw incredible dinner parties for which you need to be a fantastic cook. If you cannot juggle all of these responsibilities, you may be perceived as a failure. Accordingly, you are also a failure if you cannot lose weight by yourself. So, hush hush if you get plastic surgery.

Drawbacks of Change

Even though Prof. Kim speaks about his job with a passion that I have seldom heard, he admits to some drawbacks in the life of a surgeon.

“Of course there are patients that are not happy with their looks after the operation and that makes me feel very bad. That’s why I turn down some patients whose expectations are too high.

I cannot perform magic and sometimes I cannot give what they are asking.

It’s a big step to change your looks, so it’s important that my patients know what they are getting themselves into.”

It has been almost ten years since Prof. Kim came to Nanjing. He operates on hundreds of faces each year, helping people create a new kind of brand of themselves. While there will be those who come back for additional procedures, most it seems walk away more than happy with the results.

“I especially remember one girl who came to me because she didn’t have a nose. Instead there were just two black holes. An animal had bitten it off when she was one year old. She was 17 when she came to me. Through a very complex operation I managed to give her her life back, in her own words. I remember when her father saw her the first time [after the operation], he cried. To me it was overwhelming.”

Today this same girl is married and has children and a brand new job. Thanks to surgeons such as Prof. Kim, all over the world people are now able to brand themselves to be not who they were born, or that which unfortunately befell them, but who they really deserve to be. **NU**



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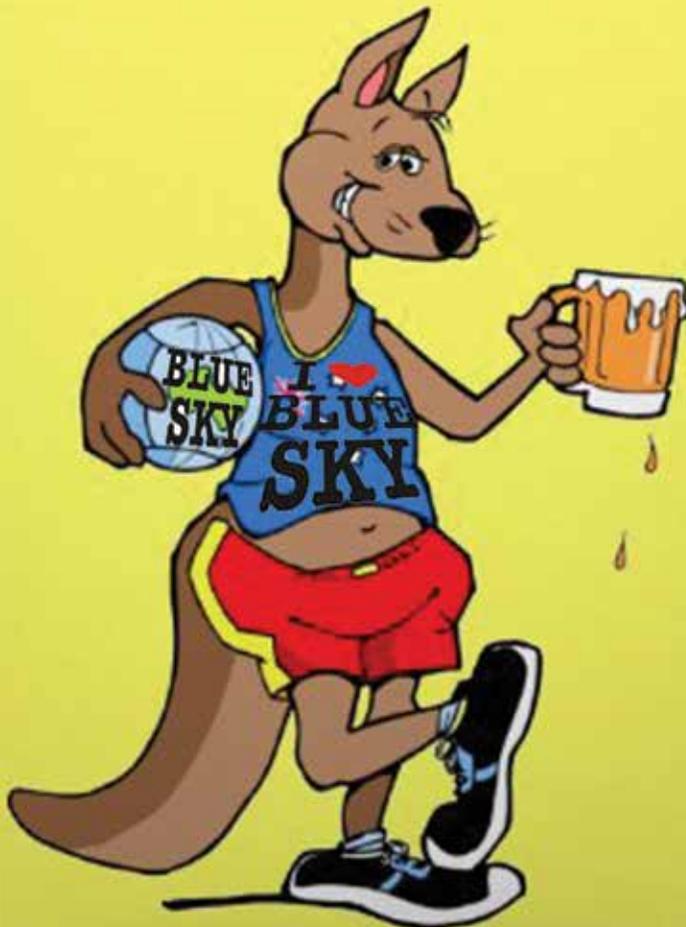
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RETAIL IDENTITY BRAND

By Ronald Paredes

One of the biggest problems with branding is that it is inescapable; like an inevitable force of nature or karma. Whether you decide to acknowledge it or not, it will simply happen for as long as you interact with people. Whole cities and countries fall victim to a neglected and unmanaged brand; China is not exempt from this problem.

As the nation opened to a new financial and commercial stage, the transition from the “world’s factory” to “global competitor” did not only make sense but was necessary to the development of the country.

Unfortunately, upon being introduced to the global market, Chinese produce hit a wall that until the present day has been very difficult to tear down.

The sudden and accelerated access to wealth created the conditions for a type of gold rush accompanied by a rather negative influence on everything produced in the red country.

The premise for many major Chinese companies was to realise the biggest profit margins in the shortest possible time.

*The vision; money.
The philosophy; more money.*

While foreign brands all over the world were trying to balance aspects such as quality, credibility and financial feasibility in order to create powerful brands, in the Orient copyright violations and counterfeiting were the fastest ways to achieve the mere goal of financial gain. The consequence of this frenetic pursuit of wealth through ethically debatable practices created a poor reputation that would go on to taint everything produced in China, from food to clothes, from computers to gadgets and cars, which would be regarded as cheap, low-quality copies. This reputation would compromise not only the image of the companies responsible but even worse the image of an entire country trying to make a place for itself in the international market.

In the process, some of these local brands acknowledged their own capabilities to produce high-quality, original

PART 3

products that could compete in the same arena with some of the most reputable brands in the world.

They already had the resources, the technology and the infrastructure; after all they had been mass-producing products designed by others for a long time already.

Credit should be given to these Chinese brands because they have to endure not only the difficulties faced by any other original brand; they further face the challenge of changing the perception of consumers towards anything that carries the “Made in China” label. This infamy is even more present in the local market, where consumers are very well acquainted with the doubtful origin and quality of some products, hence their strong desire to acquire imported goods over local ones.

Given the severity of this identity and credibility crisis the efforts made by individual brands to clean up their reputation and that of their products have been largely unfruitful, and will remain so for as long as the root problem is not identified and addressed properly.

Who owns the brand “China”?

The answer to that question brings with it a lot of other implications; is it the people? The central government? A specific bureau or department? Or the local authorities? Who is responsible for commissioning, implementing and maintaining the “China” brand?

As a matter of fact it is the responsibility of all the aforementioned entities to develop and implement a new major branding campaign that revamps the image of the country and all its aspects.

The answer, in the end, is consensus.

The biggest companies in the world understand that branding is an inside-out process, they know how important it is to create a culture that will be carried from within their own people and transmitted to the outside world. Creating a strong set of values, moral, principles and philosophies is the key to the success.

The challenge in this specific case is to create that change of culture and mentality necessary to regain credibility, not only in the industrial aspect, but also in the cultural and social understanding that desperately chasing money is not the way to build powerful brands capable of competing in the global markets and most certainly not the best way to develop a reputable, trustworthy image.

Once this change of mentality has taken place then, and only then, can we say that this country and its products have started their path toward building a reputable brand, one that does not carry with it the stigma of “Made in China”. Instead a whole new label will emerge, one that reads “Made with pride in The Middle Kingdom”. 

Ensuring a Fair Market: Trademark Protection

Following rapid global economic growth, the trademark has played an increasingly important role in enterprise operation. A good trademark not only has an easily recognizable design, but also presents the company's greatest intangible asset. A trademark is akin to a savings account; if you constantly accumulate value by producing products of good quality, you can enjoy its interest for a long period of time.

Nowadays the world's most famous trademarks are worth billions of dollars. It is thought that if the Coca Cola company, ranking first on the list of well-known brands worldwide, were to be completely destroyed, it could rebuild itself in no time only by virtue of its trademark. This is the power of the trademark; therefore it is incredibly important to protect it.

The trademark law in China was adopted in 1982. On 30th of August 2013, after more than seven years of deliberation and discussion, China's top legislature introduced the third amendment to the Trademark Law that aims to better protect exclusive trademark rights.

What if you don't register your trademark in China?

In the case of Hermès, the famous luxury brand with one of the most illustrious trademarks in the world, failure to register their Chinese name lost the company its Chinese trademark. In 1977 Hermès registered its English name and logo in China but failed to register its Chinese counterpart. In 1995 a Chinese clothing company named Dafeng applied to register the trademark “爱玛仕” (Aimashi) for its clothing products, which shares the same pronunciation of Hermes in Chinese. Hermes then made a claim to cancel the disputed trademark but it was rejected by the court on the basis that only the first registered trademark is protected.

A similar issue is Internet trademark infringement. In IKEA vs. CINET, the Chinese company registered the domain name www.ikea.com.cn. Initially a domain name was merely an address on the Internet; however, domain names are now increasingly related to trademarks due to the develop-

ment of e-commerce. Therefore, the use of the well-known mark IKEA as a domain name takes unfair advantage of the goodwill vested in and associated with IKEA. In the end, the court ruled that CINET had violated the principles of fair competition and honest practice of trade and that the domain name www.ikea.com.cn should be suspended and cancelled.

Cases such as these make obvious the necessity for being aware of trademark protection in China; even more so as the trademark is the core element of a business. Only by paying attention to it can a fair market be ensured. Therein follow some points for consideration when dealing with trademarks in China.

i) Try to register your trademark in as many categories as you can; at the very least cover those related to your products. For example, Facebook registered a total of more than 60 trademarks in China, including social work, photo sharing, electronic magazine, and even clothing.

ii) Set up a special department or entrust a professional agency to monitor if there is any same or similar trademark on the market. Take relevant measures to avoid trademark infringement if there is.

iii) Apply for Well Known Trademark to maximize the protection of your trademark. Compared with ordinary trademarks, well-known trademarks have high visibility, high market share, and a good reputation. This is the best way to protect your trademark at present.

iv) The Trademark Law adopts a first-to-file rule for obtaining trademark rights. The first applicant to file an application for registration of a mark will pre-empt all other later applications for the same mark in the same class. If two or more applications are filed for the same mark in the same class on the same day, the trademark used first shall be accepted. 

Disclaimer

This article is intended solely for informational purposes and does not constitute legal advice. Although the information in this article was obtained from reliable official sources, no guarantee is made with regard to its accuracy and completeness.

HOW BIG IS THE SPACE IN YOUR HEART

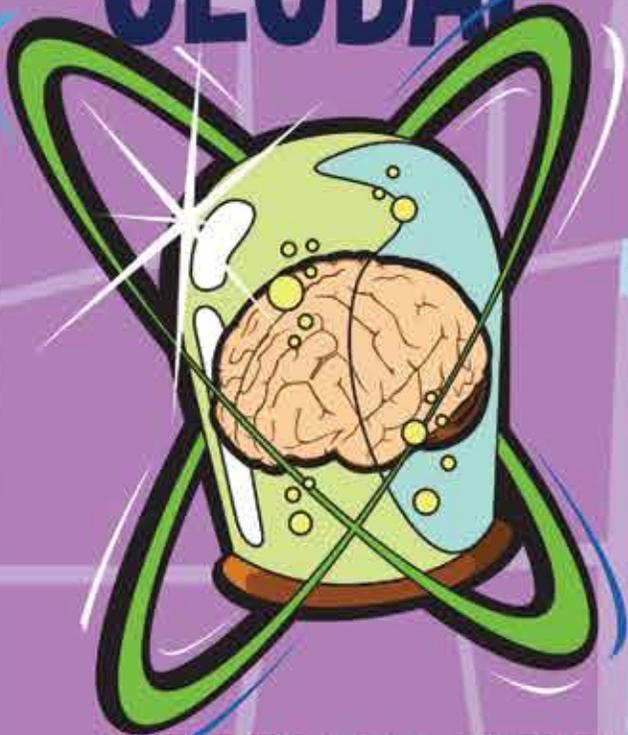
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GOING GLOBAL



WAITING FOR CHINA

By Hai Mingzhu

The world's second largest economy has been unable to develop 'global brands'. This discussion is one of the latest to emerge from two decades of global China speculation and commentary. A recent Forbes Business article 'World's Top Brands, Where Are The Chinese?' explored the absence of Chinese brands amongst the world's leaders. The article stated brands including Apple, Microsoft, Google, Coke and McDonald's as global leaders, pointing out the lack of Chinese counterparts. This begs the question whether it is surprising that a country can be a world economic power without global brands.

Into a nondescript, dimly lit office block, through a dark corridor towards a ray of light escaping from a room at the far end. Here you will find the host of the Nanjing Makers Space, a small collective of people who share one hobby, making things. They are IT professionals, teachers, students and self-proclaimed "DIY hobbyists" who have rented a disused office room and gather regularly in the evenings to work on various projects, intriguing and wonderful creations that involve batteries, electrical wires and laptops. Amongst their inventions are small robots produced from material found in the street, solar powered battery beetles, remote control mice and the most memorable, a bespectacled grey-suited man using his mobile phone as a remote control to operate a colourful lantern. According to the group coordinator they are currently negotiating to receive government support in moving the Makers Space to new, upscale headquarters.

FOSTERING SUCH SMALL, INNOVATIVE COMMUNITIES IS A GOOD MOVE FOR GOVERNMENTS FOR MANY REASONS,

as these hubs within society could help build a culture more supportive of creative and technical innovation. In fact, some people are pinning a lack of "cultures of innovation" within Chinese companies on the lack of any major internationally successful Chinese brands.

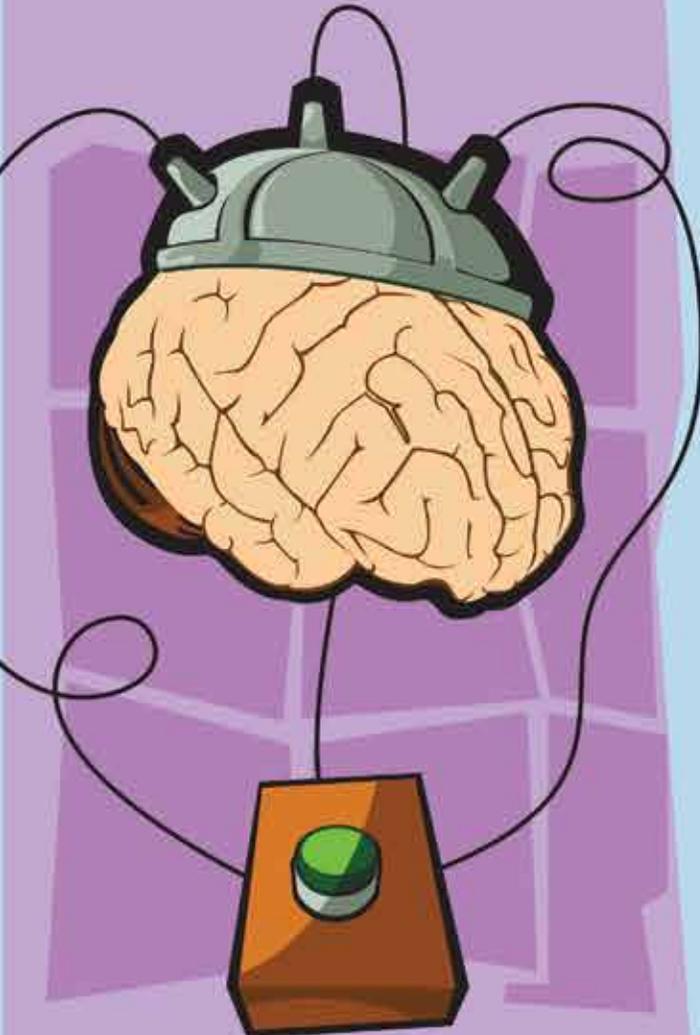
Considering an attractive domestic market with a rapidly expanding middle class, China's absence on the global field is not surprising. However, the fact that this question is being asked by influential economical commentators such as Forbes points to the importance of The Brand as representative of societal structures and values.

Nowadays brands are increasingly dynamic and are a way to read cultural responses to global and consumer sentiment. In addressing this question, one particularly interesting observation made by Forbes is China's "lack of Schumpeterian entrepreneurship" accompanying its rapid economic development. Schumpeter, the influential 18th century economist, applied Marxist theory to describe the way businesses evolve. "Creative destruction", one of his most famous theories, describes the economic process that makes room for innovation within the business cycle. This entrepreneurship is a kind of process that needs to develop within a culture over time.

Examples of Schumpeter's theory are decisions including an element of destruction, such as downsizing a company, whilst ultimately allowing greater adaption and success.

In other words, it is the ability of businesses to dynamically define and redefine themselves in response to a capitalist market. Be that as it may, the necessary conditions have not been present in China during its economic boom.

Another example is the ever - speedy obsolescence of electronic products when new models better adapted to consumer demand are released. Difficult decisions by major global brands in response to a changing economic landscape test companies' abilities to respond in a dynamic and creative way, and companies in which cultures of creative innovation exist from the outset seem to fare better at adjusting where necessary.



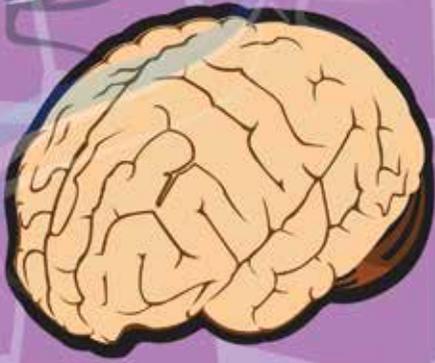
The advent of e-commerce and its effective restructuring of China's retail landscape is an example of change that requires this type of dynamic response. Jiansu's highest performing brand, Suning, long prospering due to the success of their electronics franchise, had to follow the e-commerce trend in order to survive, by launching an e-commerce platform this year and restructuring the companies distribution patterns. Whilst it is all too easy for large brands to adapt, those that seek to drive change need to put creative and dynamic thought first in order to be considered as leaders in their respective fields.

NOWADAYS IT IS IN FACT A WELL-ESTABLISHED PREMISE THAT FOSTERING A 'BRAND CULTURE' IS ESSENTIAL.

Core values of a brand culture need to extend to the individuals who form the thinking engine of the brand. In the words of Tony Hsieh, CEO of ecommerce giant Zappos, "if you get the culture right, most of the other stuff - like great customer service, will happen naturally on its own". Cultures within brands need to be supported by corresponding values of the societies that surround them in order to flourish. These societies in turn need to value activities involving independent creative collaboration. The emergence of creative collectives such as the Makers Space seems to evidence an increasing awareness of this within Chinese society today.

That the ability for innovation and invention in China exists and existed throughout history cannot be queried. Just look at the well-known long list of Chinese inventions that includes the compass, paper, the spinning wheel, gunpowder, noodles, kites, and so on and so forth. But recent history has seen hard work and frenzied manufacturing valued over innovation. Instead the notion of worker heroism still prevails, and is unable to "nurture innovative companies like Apple, Microsoft and Google". But does China really need such companies?

If there is anything useful that China can learn from these brands, it is a sense of the power of innovation and of progressive cultures they promote. This is proving to be the case with the latest waves of bright young Chinese minds literally making a business of bringing culture to brand.



Robin Chan, the young founder of Beijing-based XPD discovered an opportunity to help Chinese social gaming developers access global markets, thereby making “the culture gap and operational limits in the industry,” into his own business success. In doing so, he is building entire online communities and social networks. He is but one of a wave of young entrepreneurs who realize that linking cultures through technology is a powerful way to generate consumers and communities simultaneously.

Evidently, the concept of entrepreneur is certainly understood and valued in China. Greek gods may have separated heaven by throwing the dice, but the Chinese created the modern gambling den as we know it. China has never lacked ingenuity, it just does not develop according to the same rules and theories laid out by global China spectators. Who knows, maybe every Mahjong club in Nanjing has at least three potential Steve Jobs who could change the world if they decided the time was right.

When all is said and done, to assume that the creation of a globally successful brand is the ultimate indication of Chinese entrepreneurial achievement may perhaps be missing the point. 

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THE NANJINGER  COLLECTABLES

PAPA JOE'S VEGETARIAN BLACK BEAN SOUP



INGREDIENTS

1 pound black beans
1 large onion, chopped
3 ribs of celery, chopped
3 mix color bell peppers, chopped
6 cloves garlic whole or chopped
3 cups vegetable broth or 3 bouillon cubes
3 cups water
1 potato, peeled & diced
1 cup cilantro, chopped
1 tablespoon ground cumin 3 tablespoons olive oil
1 tablespoon Red pepper flakes or 3 hot chillies (optional)
Salt & Pepper to taste Sour Cream for serving

DIRECTIONS

1. Put beans in a heavy bottomed soup pot and cover with at least an inch of cold water. Cover pot and soak at least 8 hrs or overnight. Drain and rinse before cooking.
2. On medium high heat, put olive oil in pot and add onion, celery, peppers, potato and garlic, sauté for about 5 minutes. Add broth and beans. Bring to a boil and reduce heat to low (simmer).
3. Add cumin, salt & pepper, cilantro and pepper flakes and simmer partially covered for 2-3 hours stirring often, scraping bottom to prevent sticking.
4. Serve topped with sour cream, chopped onion and fresh cilantro. Cool substantially before storing in refrigerator.

It's more than just a cookbook...

It's a collection of wonderful recipes from friends of Hopeful Hearts all round the world. Every recipe is written in both English and Chinese. With over 190 recipes of international cuisine you could be dining in a different country every night!



(see next page) 

棒棒乔的 素食黑豆汤



配料

- 1 磅黑豆(土耳其)
- 1 只大洋葱,切碎
- 3 根芹菜,切碎
- 3 个彩色甜椒,切碎
- 6 瓣蒜,整个或切片
- 3 杯蔬菜汤或者3粒素食高汤粒 3 杯水
- 1 个马铃薯,去皮,切丁 1 杯香菜,切碎
- 1 汤匙孜然粉
- 3 汤匙橄榄油
- 1 汤匙红辣椒薄片或者3个辣椒(可自选)
- 适个人口味加入盐和胡椒,食用前加入酸奶油

制作方法

1. 将豆子放入汤锅中,加入至少一英寸深的冷水。盖上锅盖浸泡至少8小时或者整晚。冲洗并沥干水分。
2. 在锅中加入橄榄油和洋葱、芹菜、甜椒、马铃薯和蒜,用中火翻炒大约5分钟。加入菜汤和豆子。煮开之后,降至小火炖。加入孜然粉、盐、胡椒、香菜和辣椒片,半盖,继续焖煮2-3小时,经常搅拌,避免粘锅。
3. 食用前加入酸奶油、碎洋葱和新鲜香菜。冷却后才可以放入冰箱冷藏。

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NANJING USER'S GUIDE



IN ASSOCIATION WITH
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When you come to rent an apartment in Nanjing, there are a few things you should pay close attention to. Firstly you have two options, contacting the landlord directly or contacting an agency.

Contacting the landlord directly

Advantages:

- No agency fee
- Landlords tend to be more honest about their property

Disadvantages:

- You won't receive the range of service offered by an agency
- You need to have good enough Chinese to be able to communicate with the landlord

Contacting an agency

Advantages:

- They will likely have a range of options for you to consider
- You have a third party involved who can help with negotiations and also any disputes which arise

Disadvantages:

- An agency fee is required
- Agencies are known to send fake information in order to attract clients

Whichever you choose, always ask if they have any photos of the property before going to view it. This could save you a lot of wasted time visiting places which are clearly unsuitable. Double check that the photos are genuine and ask when they were taken.

If using an agency, their standard rate is a one-off fee equal to half of one month's rent. So if renting a property for ¥4,000 then you should be expected to pay ¥2,000 upon signing of the contract. Do not forget to add management fees; usually calculated per meter squared.

Before viewing a property, ask to have the full address sent to you in Chinese as a text or e-mail. You can then copy and paste this into Google maps or Soso maps, in order to find the best route to the property (Soso maps has "Street view"; not so Google in China).

If you are using an agency, request the office address to be sent to you. You need to be sure the agency is genuine, and not somebody posing as an agent.

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BATS & BALLS

By Misha Maruma

Mission Dyno Rock Climbing!

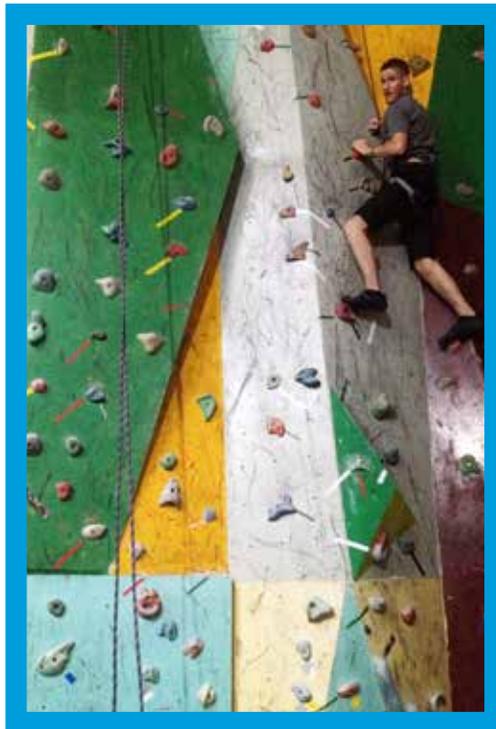
I believe rock-climbing sounds like a distinctly outdoor pursuit. Indeed it was a friend who inspired me to try rock climbing for the first time when I saw some pictures of him and his friends outdoor climbing on Purple Mountain.

In light of the winter months creeping into Nanjing and the short, but fluctuating Autumn set to take hold, I wanted to find something rather more convenient and indoors. This was when I stumbled upon Dyno Rock Climbing gym at Nanjing Normal University. After recruiting two friends, who have rather more climbing experience than me, we headed off to Nanshida on a Thursday afternoon.

If you have never played any sport at Nanjing Normal University it can be quite difficult to find the venue. Enter through the main gate next to McDonalds on NingHai Lu. Follow the paths until you reach the basketball courts and go up the

stairs at the back and into the sports centre. The indoor climbing gym is located exiting the back entrance of the sports centre on the lower ground floor.

The gym's boss is a very nice man who obviously has plenty of experience in climbing. He is very enthusiastic about the sport and made our experience infinitely more enjoyable.



To get me warmed up, my more experienced friends suggested bouldering on the lower walls to get a feel for climbing and to develop some technique. Bouldering means moving sideways along a cliff face rather than vertically. I have to admit this was extremely difficult. I wanted to pull myself along like Tom Cruise in the intro scene of Mission Impossible 2. Having to consider the need to cross your body and keep yourself centred all the while making sure you always have three points of contact on the wall made it terribly difficult to do the "Cruise". Not what I was expecting at all.

When it came to the vertical wall climb, I ignored my training and rather than use my legs to control

my ascent, I pulled myself up the 15 metre cliff face using my upper body. In the long run I made it to the top (never look down!) but had no energy left for any other climbs during the afternoon.

We took the boss' advice and warmed down by bouldering along the bottom of the wall. This prevents pain in your forearms however it does not save you from the pain in your finger joints for the next few days. I couldn't even use chopsticks.

The cost of one afternoon of climbing was ¥50 per person and ¥10 for the shoe hire. Specialist shoes are required but you can use your own. The opening times during the week are 1pm-10pm and 10am-10pm at weekends.

All in all a very worthwhile experience and I'll be going back again. This time I'll do as the boss says and try to get more than two climbs in one afternoon. **N**

Take a shot? Don't Hold your breath!

During the recent Asian Youth Games held in Nanjing different sports were held all over the city from Wutaishan in the city centre to Fangshan in Jiangning. I was intrigued as to what some of the facilities were like. With this in mind I ventured south on line 1 of the metro to go and see the home of the shooting events at the Fangshan shooting hall.

My brief is usually to find different sporting activities that people are able to participate in. Unfortunately the shooting facilities at Fangshan are not open to the general public. They are only available to professional members who participate in events.

The facilities are top quality and I can see why they were used for the 10m air rifle and the 50m shooting events. The day I went to visit the Fangshan shooting hall, though, I witnessed a rather different shooting event. To my surprise the 50m target area was full of movie cameras and was the set for a new film about the second Sino-Japanese War, titled True Hero (英雄本色). I even caught a glimpse of the star of the movie Lu Yi (陆毅) just as he was leaving.

The Youth Olympic Games in August 2014 will also hold the shooting events at Fangshan due

to the success of the Asian Youth Games earlier this year. Even though it's not possible to have a go yourself, I'd recommend going to see some professional shooting there. And with a little luck, like me, you may see some stars.

Off to location number two, the Zhong Shan International Shooting club. Upon arrival I found to my utter frustration that The Zhong Shan International Shooting club is closed for refurbishment.

The shooting club is set in a beautiful area against the city wall also housing a judo club, indoor tennis courts, outdoor football pitches and flats housing participants for the Asian Youth Games and the upcoming Youth Olympic Games. Being housed here during the games would be a wonderfully relaxing experience.

Towards the back of the complex is the shooting club. One side of it has been completely gutted out. With the main shooting competition taking place at Fangshan the refurbished club will be used for practise. The facilities were poor with debris everywhere and vegetation growing all over the dilapidated range. It is obvious why the club is having a refurb.

I was disappointed not to be able to fire a shot in anger, but happy in the knowledge that later next year there will be some public facilities to come to and fire a gun. So while this turned out to be a rather frustrating day, offset only by the excitement of seeing a movie star, I will make an appointment in my diary to watch some shooting at the Youth Olympics next year followed by a visit to Zhong Shan club to attempt my own Olympic performance. **N**



CELEBRATING LIFE

BY NURMIRA JAMANGULOVA

Worms in the soil, snails crawling across the road, fish in the river; butterflies in a garden, flowers in your yard, forest on Tangshan mountain; lakes, seas and oceans; this biological diversity constantly surrounds us.

The Thunberg fritillary is part of this diverse ecosystem, for the time being. It is one of the endangered species to be found in Nanjing. With it the people of Nanjing stand to lose not just a flower but an inspiration for artists, a medicinal plant, a home for insects and nutrition for the soil. Another example is the Baiji or Yangtze River Dolphin. This creature is flagged as Possibly Extinct, making it inaccessible to generations to come. Plants, animals and insects are disappearing every day; extinct or endangered because they did not fit into an environment reigned by human presence.

Throughout human history, improving personal circumstances has been people's main priority. The choices made in order to fulfill that dream include the destruction of forests to build roads; the killing of animals for clothing and the removing

of pearls and shells from oceans to be used as ornaments.

We make fast choices, which most of the time only serve half of our interests, and only few people enjoy them in their entirety. Others ask whether this way of life is the only option. The root of all evil is false dichotomy. The people in power used to justify their actions by putting fear in people's hearts and not giving them real choices.

Fortunately, times have changed. With today's Internet everyone can make informed, educated and planned choices. We do not have to live as before. We can live a truly rich, meaningful, colourful life if we start thinking about diversity, understanding its meaning and appreciating it.

Diversity means stability. A forest with a complex ecosystem is more stable than a monoculture field of crops. With solar energy, water resources will not be used efficiently. A forest on the other hand will harvest every single unit of incoming resources, store it and use it for a long period of time. Thus, natural forces will only enhance the quality of life in a complex system. Monoculture fields are

susceptible to disease, which is why farmers need growing amounts of pesticides to keep their crops from destruction, poisoning the soil and underground water in the process. This way of growing food requires progressively more input as opposed to forests, which need less input and even enhance their system year by year.



We are living in a very unique era of opportunity. Due to leaps in technology, we are able to create homes that are part of nature; harvesting and utilising all energy sources; where everything is returned to the cycle and not wasted. The prospect of losing our biodiversity has given us the opportunity to look back and re-evaluate our decisions, change our thinking and learn from life.

What we can do

1. If you see a worm or a snail in the middle of a road, pick it up and put in a safe place.
2. Do walkable distances by foot.
3. Have enough time to watch trees, observe plants and insects, and enjoy their calming influence.
4. Install bird feeders and houses and put some grains in them during winter.
5. Visit Nanjing Botanical Garden to learn about native species.
6. Plant trees and flowers and nurture them.
7. Compost leaves in the fall, don't burn them.
8. Educate your kids about plants and teach them how to respect other life forms.
9. Help your community or school to set up a biodiversity project: preserve ecosystems, propagate native plants, make a frog pond, etc.
10. Appreciate diversity. 

BUILDING A HEALTHY ORGANIZATION

With Jochen Shultz

■ **W**hen talking about building a healthy organization, it is important to first understand what the term healthy organization really means. An organization is primarily a set up where individuals and groups depend on each other for cooperation and successful implementation of tasks. Cooperation is an outcome of trust and commitment towards the collective goal of the organization.

Section Head presents a number of approaches to achieve such a cooperative company culture necessary to sustain a healthy organisation.

Practice what you preach

Trust and cooperation are the essence of a healthy organization. First and foremost, the leaders of any entity have to instill faith in their employees that they themselves believe in an environment of trust and cooperation. Actively discourage backstabbing and promote an environment of free feedback.

Expose people who play dirty

Give them a chance to improve. The message should be very clear; "Shape up or ship out". Find out if employees are giving each other sugar-coated pills as a feedback. If they are then there is no trust and cooperation within the organization.

Encourage bottom-up feedback

The top management should make it a point to receive feedback and demonstrate actions towards continuous improvement of the company's work culture and work ethic. Feedback is important for improvement. Take it on board.

Empower the people

Members of a group must be competent enough to manage their tasks; only then can the collective task be achieved. Therefore, it is crucial to provide an environment where individuals can nurture and develop their skills. This entails giving people a clear brief of an assignment, the necessary resources and free reign in executing it in a cooperative environment.

This nurturing provides the necessary confidence

and the creativity to achieve a task leading to true empowerment.

Discourage office politics

It is important to discourage an environment of "networks" in an organization. This is not to say there should be no team building. The very term "network" has a larger implication than teams and their existence leads to undesirable office politics.

Give people a mission

People need a reason to get up in the morning. Work towards lending meaning to people's work by helping them discover their personal mission. It is important for all of us to discover the type of work we want to do in life. That exciting work alone gives us job satisfaction.

Align personal missions with the company mission

If the two overlap, a unique sense of contribution on the employees' side will automatically follow, making them more motivated to perform.

Quality over quantity

Nurture an environment of growth through putting quality of performance first. Put emphasis on quality results in individuals' development and growth.

Be honest

The final test in implementing a cooperative company culture is to be brutally honest with yourself. Ask yourself are there dirty politics in my organization? In answering that question avoid cover-up words such as "a little" or "sometimes". The answer is either yes or no.

If such practices exist within your company, make a firm resolution to abolish them. It pays in the long run. 

The Trip HONG KONG

By Janneke Wackerberg

I have found it, the perfect mixture of China and the West. It is right here, in Hong Kong, where modern skyscrapers and pompous shopping malls sit next to fish markets and foot massage parlours.

While walking on Nathan Road on Kowloon I knew right away I was going to love Hong Kong. "This is just like New York", I thought as pictures of Times Square came to mind, where tourists come together to enjoy the light show from the vast array of signs. On our way to the hotel I was pleased about two things; the weather – 30 degrees in October is heaven for a Scandinavian – and the variety of designs: the houses are so different from one another.

One house is tiny and old and the only thing standing out from the grey façade is the wet colourful laundry

hanging outside one of its windows, while the next building is probably worth a fortune and has 10 floors with expensive shopping brands. If not a house, a hill or Christian church will suddenly appear out of nowhere. My companion, an urban designer, loved the way nothing makes sense in Hong Kong; everything is everywhere and you never will know what lies around the next corner.

The hotel we stayed at was an interesting experience. Squeezed into a shopping mall there was hardly a single indication of the hotel's existence. The biggest surprise though was how on Earth they managed to fit a double bed and a bathroom into a 9 square metre room. Hong Kongers take compact living to a new level.

At dinner time we explored vibrant Soho on Hong Kong Island (via the



longest escalator in the world; at some 800 metres) where English pubs, Italian restaurants and Spanish tapas abound. Here you can find whatever your heart desires in the way of food or drink. I recommend the small hidden Green waffle diner, where you can choose from a wide range of toppings for your crispy warm waffle. For me, the whipped cream with chocolate ice cream and fresh fruit was the perfect choice.

Hong Kong is needless to say, not just famous for its food. It has a variety of colourful and busy street and indoor markets. We chose to visit Temple Street Night Market near Jordan station. You can find everything from dancing speakers to purses made of real leather. If you are not interested in bargains, you can instead enjoy one of the countless food courts. Here, Western and Chinese meet to share a dish of fish soup or barbecued meat.

So far I had seen money, cold steel, high-rise buildings, shopping streets and vibrant nightlife but there is also an abundance of incredibly beautiful green space in Hong Kong. In fact, 40 percent of Hong Kong's total area is covered by national parks. Taking a bus all the way up to the Peak we saw subtropical forests and green parks, in addition to an amazing view of the whole city. On the fast tram from the peak back down we ate our take away Shaomai for which Hong Kong is well known. In all honesty I prefer Chinese dumplings... but I did discover a great local dish: Bolognese rice with a raw egg. It might not look very inviting but the taste is heavenly.

While reading up on Hong Kong previous to my departure, I was under the impression that Kowloon was culturally more Chinese and Hong Kong island was more Western but after spending some time on both sides I came to the conclusion that Kowloon offers everything that the islands have – except maybe for the financial district – endless streets littered with the likes of Louis Vuitton and Cartier, cafés with live classic music and an area just like Soho (around the corner of the big ONE shopping mall on Nathan road).

It even boasts an entire street with bars and restaurant offering great

happy hours and delicious food from all parts of the world. We only had one happy hour cocktail because we were saving ourselves for the Sushi express further down the road. At HK\$8 a plate, it was a true bargain and the freshest sashimi I have ever tasted. Note that you might have to stand in line because the place is apparently very popular.

I was warned about pricy Hong Kong and yes, you can spend a lot, but you do not necessarily have to. There is so much to see that does not cost a thing. We ended up walking around a lot and jumping on random trams in different directions. This way we got to see a lot... and paid only HK\$2-3 for the pleasure.

During our tram tour I marveled at the striking contrasts to be found on Hong Kong Island. The south side of the island is made up of lush green parks, fishing villages, small markets and fine beaches, a completely different environment and lifestyle compared to the northern part with its concrete jungles and the central part with its skyscrapers and endless shopping streets.

Hong Kong is perfect for a short but intense weekend break; a multicultural boiling pot bubbling over with life. This is where the traditional and the futuristic, where East and West, and most importantly where big-city life and fantastic nature come together. I definitely want to go again. 





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www.hopefulhearts.info



Taking the Spotlight

Despite regularly playing one of the biggest wine gigs in the world Cabernet Franc is a grape that seems destined to live a life of relative obscurity. As a mover in the renowned Bordeaux red wine blend the grape takes a sliver of the share of a triumvirate dominated by wine celebrities Cabernet Sauvignon and Merlot, whose joust for overall ascendancy is broadly decided by which side of Bordeaux's Gironde estuary the wine is made from (Cabernet Sauvignon dominates on the left; and Merlots tend to take the lead in the right bank Châteaux). It has only a small part to play (averaging around 15%) but Cabernet Franc is certainly no random fat kid on the triangle supplying the interlacing fragrant finesse and understated elegance - of a French horn, perhaps - in integrated contrast to the muscularity of Cabernet Sauvignon and mellowing notes from Merlot. You miss it when it's not there, and it is true that great ensembles can create a holistic exuberance greater than the sum of its parts, though if allowed its place in the sun those individual parts may reveal nuances and intrigue of character otherwise hidden. Silky complex ripe-berried Cabernet Franc singletons can be found in Chinon in France's Loire valley, with some careful searching. If there was ever emphatic proof needed that Cabernet Franc should step out from the shadow of its illustrious frontmen on occasion then the magnificent, and magnificently expensive, Châteaux Cheval Blanc from St.Emilion on Bordeaux's right bank provides it, invariably producing ethereal and captivating liquids from their Cabernet Franc dominated vineyards.

Rick Staff
with a remit to sniff, taste,
and spit his way around Nanjing
and disseminate the drinkable.

POINT SYSTEM

0-10 A WARNING
11-14 A Feasible Party Prop
15-17 Heartily Recommended
17-19 Exceptionally Good
20 The Apogee Of
WINE EXPRESSION



Further afield though, Cabernet Franc has found some footing as a more earthly (affordable) single varietal wine and laudably takes the lead in this Chilean production; Carta Vieja Limited Release Cabernet Franc 2010 (¥108, Metro). A much punchier, more hedonistic, style than a stand-alone Cabernet Franc from France, it combines authority and density with satin textured plum, soft tannins and a neat peppery finish; a red with a suggestion of 'le noir' about it - the sensuality of a midnight wooded walk, not in the Michael Howard kind of way (the British politician noted for his vampirical tendencies) and collects a hefty 17.5 points, which is a lot of bang for the buck.

Cinsault is another grape similarly unsung as a solo performer, traditionally playing a supporting role in France's classic southern Rhône blend along with Mssrs. Grenache, Syrah and Mouvedre, although not always finding its way onto the label. As with Bordeaux this blend has a global voice and is established enough to be branded by an acronym; GSM, a mix which supplies robust blackcurranty drinking from the new world, especially Australia, with a quieter, more savoury, earthiness emanating from France's vineyards. Though Cinsault rarely even makes the billing in those Rhône style wines, it has gained some standing around the more southerly French climes as a single varietal rosé wine, and here in the hands of pioneering and self-taught Languedoc iconoclast Yves Falmet, the grape confidently holds centre stage as a lesser-spotted straight red. Terres Falmet Cinsault 2011 (¥79, Auchan) has a surprising perfumed opulence and soft, delicate fruit - light enough to considerably chill on torrid days - and projects the schisty minerality from the soils around its hometown St. Chinian with toothsome bites of crunchy cherry; simple and delicious. Drink without prejudice and with some skewers of well-seasoned mutton (16 points). **NU**









Meet Ron

...who has defied the doctors predictions for his achievements and manages to do it with a smile. When Ron first came to Butterfly Home, early brain scans showed significant damage. His doctors were unsure how much Ron would be able to achieve, but he was not expected to crawl. Fortunately for Ron, his Butterfly aiyis do not measure a child's worth by what they can potentially achieve. Instead, they lavished him with love and encouragement. Look at the results - no diagnosis is going to stop Ron.

Opening in early November, Butterfly Home Nanjing, will work in cooperation with the Chinese government to bring loving care to children with life threatening illnesses or life limiting conditions.



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Trailing Spouse

Hard habit to break

Living in a foreign country is sure to rub off on you at some point, especially since language, culture and general customs are so diverse from your own and stretched from everything and anything you have ever known. It was only after living in China a year or so that others started to notice and point out some peculiar behaviour and mannerisms of mine. It was then that I realized how much of an imprint the country had left on me and how scarily natural these habits had become to me. I have to admit that while some habits have left me feeling slightly humiliated at times, others I find are a blessing and ones that I would not wish to see fade away.

So here is the run down of some pretty general habits to which I am convinced many of you will have become accustomed.

1 Saying “Ai you” and “Wo de ma”: There are no English words that quite say it like these, even back home I still find myself coming out with these words when something surprises or shocks me. Even when used in my own country people seem to somehow understand the meaning through the tone that is used. Plus it sounds pretty funny and it usually raises a smile from the grumpiest of Chinese.

2 Being part of the throng: Shoving, pushing and running for a bus; you have to accept that it is what must be done in China in order to survive. I noticed how when you step onto a bus everyone

likes to sit in the aisle and if you do choose to take a seat next to the window you will find yourself clambering over the other person, as they do not stand up to let you in or make any effort to help!

I never thought this was a bad habit that I would possess, but it was only when I was travelling on a train back in the UK, when the girl sat by the window next to me wanted to get out and instead of standing and letting her get out I simply swivelled my legs and let her clamber over me, I could hear the annoyance in her and it was only then that I realized what I had done. Whoops! I colour up just thinking back to that!

3 Drinking hot water: A strange phenomenon to most countries, which sees the love in drinking a glass of cold refreshing water. I have now joined Team China and become accustomed to drinking hot or room temperature water and feel myself complaining to the shop keeper when the water is icy cold.

4 Beauty tips: Drinking lots of ginger in winter to keep you warm and sipping Jujube milk to keep your skin young and healthy; these are just some to name a few but I truly believe some do genuinely work and that I will retain my trust in them.

5 Getting some business cards made up: You are a no-one unless you have a business card in China, not to mention the way you give and receive them; holding or accepting the card with two hands and slowly observing the card long enough to satisfy someone that you are indeed interested in who they are and what they do. Buy a business card holder that takes about a thousand cards - you'll need it!

6 Showering in the evening instead of the morning: Yes, now I think back I cannot believe that I never used to shower in the evening, I used to love waking up to a refreshing shower, but after living with the Chinese and being frowned upon for getting into bed without having a shower, I decided I must. Although I do love my evening showers I refuse to give up my morning one too, so I call that a pretty good habit to get into.

7 Counting your money and checking for fake notes at the ATM: Unfortunately this has to be done, there have been numerous incidents of people receiving fake notes and fewer notes than they requested, delivered from machines. Do stand and check your notes before you move anywhere.

8 *Hard bargaining for the sake of not being ripped off: Once you have been to China a while and get to grips with the currency you will have realized you have indeed been scammed; probably at Fuzi Maio for some nifty looking jewellery box that looked authentically vintage, only to realize later these are made in mass production and can be found in any city or bought on Taobao for a quarter of the price. After this scam you may find yourself arguing over a few Yuan just to make up for that once over-priced bargain you thought you had bagged.*



9 *A “no pain, no gain” massage: I now feel rather fobbed off if I do not receive a good pounding from the masseuse. In one of my previous articles “The Facial” I mentioned my first massage which left me battered and bruised for a week. In the meantime I have grown accustomed to the feeling and I feel disappointed if they are too gentle, as there is no way they can release all those evil toxins with a gentle rub!*

10 *Drinking shots of beer and shouting “Gan bei” every other second: I usually find it hard to say cheers with friends over dinner back home, as it always seems pretty cliché. At first I remember friends looking taken aback and a little embarrassed; “why are we saying cheers?” However now they have become accustomed to this from me and I actually think it’s a pleasantry that we do not do as often as we once did. However I’ll leave the tiny beer shots for back in China. **NU***

CHINESE CORNER 汉语角 Hànyǔ jiǎo

We are all aware of the high presence of fake brands in China. In Nanjing, you can even find Ellen's Café, which is curiously similar to Helen's Café in Shanghai and Beijing.

大家都意识到中国假冒牌子的高度存在。在南京，你甚至可以找到一个叫Ellen's的咖啡厅，奇怪的是它跟上海和北京的Helen's Café连锁特别像。

Dàjiā dōu yìshí dào Zhōngguó jiǎmào páizǐ de gāodù cúnzài 。 Zài Nánjīng , nǐ shènzhì kěyǐ zhāodào yí gè jiào Ellen's de kāfēitīng , qíguài de shì tā gēn Shànghǎi hé Běijīng de Helen's Café liánsuǒ tèbié xiàng 。

What I love most about China is the permission to go fashion crazy. You can wear anything you like including items you would have been kicked out of Europe for had you dared to wear or use them (yes, I am thinking of my Hello Kitty phone cover).

关于中国，我最爱的一部分那就是中国有着随意轻松的时尚氛围。你可以穿各种各样的你喜欢的衣服或者穿戴任何物品，尤其在欧洲都不敢穿或者用的东西（比如我的Hello Kitty手机防摔套）。

Guānyú Zhōngguó , wǒ zuì ài de yí bùfèn nà jiù shì Zhōngguó yóuzhe suíyì qīngsōng de shíshàng fēnwéi 。 Nǐ kěyǐ chuān gèzhǒnggèyàng de nǐ xǐhuān de yīfú huòzhě chuān dài rènhe wùpǐn , yóuqǐ zài ōuzhōu dōu bù gǎn chuān huòzhě yòng de dōngxī (bǐrú wǒ de Hello Kitty shǒujī fángshuāitào) 。

I often ask myself in a country where business is dictated by Guanxi, do businesses need to market themselves at all?

我经常问自己在一个紧密依靠关系来做生意的国家，企业还是否需要自行推广？

Wǒ jīngcháng wèn zìjǐ zài yí gè jǐnmì yīkào guānxi lái zuò shēngyì de guójiā , qǐyè hái shìfǒu xūyào zìxíng tuīguǎng ?

In today's clothes industry the old idea of cheap clothes from China is rather outdated. Often Primark offers cheaper clothes to European shoppers than the cheapest Chinese markets, while luxury brands are also considerably more expensive on the mainland.

对于当前的服装行业来说，在中国能买到便宜衣服的概念已经过时了。通常Primark公司在欧洲卖的衣服比在中国最便宜市场的衣服还便宜。此外，在中国的奢侈品牌也比欧洲卖得贵多了。

Duìyú dāngqián de fúzhuāng hángyè lái shuō , zài Zhōngguó néng mǎi dào piányi yīfú de gāiniàn yǐjīng guòshí le 。 Tōngcháng Primark gōngsī zài ōuzhōu mǎi de yīfú bǐ zài Zhōng guó zuì piányi shìchǎng de yīfú hái piányi , Cǐwài , zài Zhōngguó de shèchǐ pǐnpái yě bǐ ōuzhōu mǎi de guì duō le 。



Think Healthy Think Beautiful

By Maria Simonova

Men; beauties or beasts?

Cosmetics for men have long been thought of as something out of the ordinary. This being said, as the human race enters a new millennium, grooming for guys is the new motto.

Traditional bathing lines, shaving creams and aftershave, fragrances, skin-care products and even make-up; today's manufacturers are willing to offer anything to the male market. Whether to apply it or not is strictly up to you.

In facing the big question of to groom or not to groom, consider this:

“You are your greatest asset. Put your time, effort and money into training, grooming, and encouraging your greatest asset”

This famous quote by Tom Hopkins embodies the sentiment of a new generation. Your generation.

It does not even need to be time consuming.

With the vast array of aforementioned products, self-care does neither require much time nor work. In fact, there are only a few major pointers for the modern man who wants to be his “greatest asset”.

Hit the nail on the head!

Hands say more than a thousand words about their owner and this is not just true for women. Women look to a man's hands as an indication of their level of self-care. Don't let them be the last nail in your coffin!

Never forget to keep your nails clean! Of course, if you have just finished any type of manual work, black fingernails are understandable but if you go to a meeting, dirty nails are out of the question. Clean them with tap water or in tough cases using fresh lemon juice to scrub the dirt off.

Biting your nails is also a big turn-off; try your best to get rid of this nasty habit. Nails should be cut short and if possible, use cream to avoid cracks. In summer, during the transition to open shoes, consider a pedicure. They are not just for women anymore. At the very least work with a grinding stone over heels and calluses.

A hairy situation

The hair on a man's head for the most part requires only one thing; cleanliness. So wash your hair at regular intervals to make sure it does not look greasy. Another thing to remember is a timely visit to the barber while using too many styling products, in my opinion, only works for teenagers.

If the shoe fits, don't wear it forever

Shoes are a big issue. I always look at a man's shoes. They should never be worn off or dirty. Neither should a man's bag. I know, sometimes it is hard to say good-bye to beloved things; just love them inside your house.

Cut the bling

Never wear too much or heavy, bulky jewelry. Actually, just a watch is enough. Oh, sorry, if you are married, a ring too. When accessorizing, follow Coco Chanel's words and always “take off the last thing you put on”. It works for men too!

While every woman has her own requirements of what a clean man should look like, following these basic instructions is sure to hit home. Don't forget that of course we love you just the way you are; but we really appreciate a man who makes an effort. **NU**



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The ones that got away...



A place like Nanjing is full of useful snippets of information; far too many for the Nanjinger alone!

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previews & reviews



Restaurant Review Fish and Chips

By Laura Helen Schmitt

■ **H**aving to say good-bye to my old Chippy in London was a traumatic experience. No more greasy batter, no more chips with vinegar, how was I going to survive in Nanjing without the UK's national gourmet treasure?

Luckily, I didn't have to! Hidden away in a backstreet off Shigu Lu there is a store going by the indicative if slightly obvious name of Fish & Chips. Imported by a frequent Chinese traveller to the UK this chippy is genuine in many ways but less so in others.

A service counter and a sideboard for those who choose to eat in have been crammed into the tiniest of places, reminding of the many take-outs to be found in the UK. Unless you want to find yourself staring at a poop-coloured wall with the history of Fish & Chips in Chinese characters and Tony Blair's face plastered all over it, you might want to give the in-store dining experience a miss. I don't know about you, but Tony Blair watching me eat is a tad creepy. Take out it is.

Now for the food. Served up in wrapping paper, my small-sized order of Fish & Chips was off to a good start. Presentation: 10 out of 10. The portion size was perfect for the lady who enjoys a hearty meal but does not want to feel like she has a ton of bricks in her stomach afterwards. Lads, better take the larger portion or you might go hungry. The price of ¥13 for the small and ¥18 for the big portion was music to my ears. Eat that, London. Oh wait, you can't...Aw.

The fish, a sole, was grandiose, with batter a lot drier than its UK counterpart, which I actually prefer. The chips sadly were not thick-cut traditional ones, but rather French Fries. Still, they

were rather yummy. Had to take off another point from the genuine scale however due to lack of vinegar.

The biggest puzzle to me were the sauces offered up with my meal. You had a choice between what was labelled tomato sauce and sweet-sour sauce, both of which turned out to be identical and resembling neither the former nor the latter. Quite fruity, it went rather well with the chips, I have to admit.

For those who do not live in the immediate vicinity, the great news is that Fish & Chips delivers in the Xinjiekou area (up to 2km). For orders above ¥50 there is a ¥5 delivery fee, above ¥50 it is free. Luckily there are other food items such as pizza or cheese chips, so there is no need to order four servings of fish & chips.

So does Fish & Chips get the stamp of approval? It is definitely a great attempt at importing the British classic. While not 100 per cent genuine, I can say with confidence it doesn't get any better than this.

Fish and Chips is located opposite the car park of Jianhua Dasha, behind 42 Shigu Lu 石鼓路42号建华大厦对面
Tel: 136 7515 6854 

Restaurant Review Pizza La Casa

By Janneke Wackerberg

■ **M**elted mozzarella, fresh salami and a crispy base. Consider the pizza at La Casa hereby recommended.

The Spanish saying goes "Mi casa es su casa", and Jacky the owner of Pizza La Casa who also speaks perfect English, adheres; making sure that his customers feel at home. Popular amongst Western and Chinese alike, Pizza La Casa has therefore made it a point to cater to diverse tastes; the menu offers pizzas that range from an original Hawaii to one topped with Beijing Duck. The menu is also in both Chinese and English with additional pictures in case you are more of a looker.



La Casa lives by the motto one size doesn't fit all, so while we ordered four small pizzas if you are really hungry there are big sized ones available. Jacky claims he can easily eat two of those but I doubt this having seen the size of it, and him...

We witnessed a speedy delivery of our four pizzas. Of course I had to take a bite of every single one of them but my favourite turned out to be the Napoletana with anchovies and olives. The Quattro Carni with mozzarella, pepperoni, ham and salami was a close second. While a small pizza is enough for a girl like me, my boyfriend said he could probably finish a big one. The price? The small goes for ¥40-50 and the big ¥80-90.



The four of us were very lucky in getting the only table standing outside. I would therefore rather recommend this restaurant for take away or maybe a quick lunch with one friend. It is not really designed for a romantic date or group dinner since there is hardly any space to sit. Why not try out their home delivery? Their radar spans 2.5 km from the restaurant and within which is even free. With delivery, you can enjoy the leftovers at lunch the following day if you find that you cannot finish it in one go. After all, everyone knows that pizza tastes even better the next day.

Find Pizza La Casa at 111-4 Zhongshan road, Chengge Old Alley
南京市中山南路111-4号 (程阁老巷)
Tel : 4008 388 382 

Hairdresser Review V-Salon Stylist to the stars

By Frank Hossack

Admittedly I have never spent long in hairdressers; the usual approach being, "This is what I want, and you've got half an hour". It's not as if I have some pressing issue; I just want out of there as quickly as possible. Therefore, it was a surprise to find myself spending all of Sunday afternoon hanging out on the sofas, chatting with friends, drinking real coffee, sipping non alcoholic cocktails and being follicly transformed; in a hairdressers of all places.



To be more correct, V-Salon pegs itself as a Salon/lounge/style consultancy. Taking his English name's initial as the moniker for his new salon, Vincent explains that he wanted to create just such a place that encourages one, via incentives such as free wifi, endless magazines, a 32nd floor view of Xijiekou and a playlist thankfully devoid of Korean pop, to simply lounge, and then lounge some more.

While there is no escaping that old chestnut; the laowai / hairdresser conversation ("Where are you from?" / "Did you go out last night?"), it is largely forgotten about in the private hair washing booths with electric chairs; making for a refreshing change from menus on the ceiling.

Of course any hairdresser worth their salt should be capable of creating a particular style suited to the nod in question. Problem is they rarely do. As a fourteen year veteran of the hair-dressing industry, and one who earlier this year snipped away at the locks of both Nicolas Cage and Julia Roberts, Vincent is aware of this. Judging by the way my head looked leaving the salon, he also knows what to do about it.

V-Salon is located on 32F, Golden Eagle Plaza, 89 Hanzhong Lu
汉中中路89号 金鹰国际商城32楼 Tel: 86292980

Movie Review

Now You See Me But Do You Need To?

By Laura Helen Schmitt

■ **M**ark Zuckerberg is back. Well, the actor who played him anyway. Jesse Eisenberg returns to our screens as part of a gang of magicians on a Robin Hood-esque mission for justice in *Now You See Me*.

This flashy movie is a cross between *Ocean's Eleven* and *The Illusionist*; combining trickery and crime with bombastic, magical special effects. Like many of the magical genre, the whole film evolves around the idea that what you saw is not really what you saw at all, making it a very entertaining guessing game to test how easily one is fooled by the biggest magician of them all, the movie's director Louis Leterrier.

The bombastic effects and the puzzle of a movie make for enough entertainment to overlook the fact that the characters themselves are highly one-dimensional. Still, for this type of format, that is set up to provide a bit of light entertainment, you can easily live with it.

Apart from Zuckerberg, or Eisenberg (something with Berg anyway), the movie cast is a colourful mixture of big to middle-sized Hollywood names. From long-standing stars such as Morgan Freeman, Woody Harrelson and Michael Caine to a rather "comical" meeting of previous *Spider Man* opponent Dave Franco and the Hulk, aka Mark Ruffalo, to the lesser known but obligatory female presence in the forms of Isla Fisher and Melanie Laurent; all of them are running about in a tale of lies and deceit.

Interestingly, this colourful mixture is just that, with none of the actors taking a true lead role. Depending on whether you see the glass as half full or half empty, one might call it a very fair way of acting based on equality or, on the other hand, as one tangle of different webs, making it difficult to decide which strand of the story on which to concentrate.

This is exactly the point of a movie that aims to confuse and deceive, through challenging those brain cells to unravel the true story behind all the cards and the bunnies. I most definitely found this to be a great Miss Marple exercise. I wonder whether Zuckerberg did, too? **NU**



NJ Pick up your copy of *The Nanjinger* or read it in-store where you see the NJX avatar

Food & Drink

Western Bars & Restaurants

NJ Studio 21 Grill Restaurant 藤美

193 Shigu Lu (behind the Sheraton)
石鼓路 193 号 (石鼓湾美食休闲街区)
86795269 / 13072525212
Genuine European flavours, grilled meat, seafood specialities and well renowned home made desserts; all in an elegant and relaxing atmosphere. Special Set Lunch Menu with prices from ¥40 and specials for students and teachers, plus live music every Friday and Saturday during dinner.

NJ Brewsells 上海路 77 号比利时精酿啤酒屋

77 Shanghai Lu (first place up from Guangzhou Lu)
上海路 77 号 (靠近上海路和广州路的路口)
58779429
www.brewsells.com

Quality Belgian drinks & cuisine in a smoke free environment with a daily happy hour from 5 to 8pm kitchen open until 11pm. Imported Belgian draft beers include two types of Vedette and La Chouffe. The comfortable interior will appeal to those who want to escape smoke-filled bars while enjoying a few Belgian beers or grabbing a bite to eat.

NJ Jimmy's 吉米来吧

193 Shigu Road (inside Sunglow Bay near the Sheraton)
石鼓路 193 号
86792599
www.jimmysnj.com
The place to be for live and recorded sports, while enjoying American style pizza, BBQ steaks, burgers, hotdogs, tacos and more, accompanied by a large selection of draft and bottled beers and more than 50 different kinds of single malt whisky and bourbon.

NJ Secco Restaurant and Bar 喜客西餐厅

132 Changhong Lu
长虹路 132 号
83370679
In its reincarnation, Secco is back in a new location sited in a former warehouse. A new patio promises to be stunning while Secco remains one of Nanjing's top options for late night drinks.

NJ Finnegans Wake 芬尼根爱尔兰酒吧餐厅

6 Cinnalane
中山南路升州路 (原中北汽车站) 熙南里街区 6 号
52207362
www.finneganswake.com.cn
Guinness and Kilkeny on tap, a selection of classic Irish and Scotch malt whiskies plus a carefully prepared selection of traditional Irish dishes.

NJ Element Fresh 南京新元素餐厅

1F, Nanjing IST Mall, 100 Zhongshan Lu
中山路 100 号艾尚天地购物中心一层
85656093
www.elementfresh.com
Born from an expat's passion for food, the multi-award winning Element Fresh first opened its

doors in Shanghai in 2002. Since then the chain has expanded to Beijing and Guangzhou and now Nanjing!

NJ Jack's Place 杰克地方西餐厅

422, Dongcheng Hui Shopping Mall, Xianlin
文苑路与学思路交叉口东城汇 4 楼 422
85807866
35 Wang Fu Da Jie
王府大街 35 号
84206485
160 Shanghai Lu
南京上海路 160 号
83323616
Humble yet honest, Jack's Place has tellingly been around Nanjing for around 15 years, serving up Italian favourites popular with expats and locals alike.

NJ Tribeca New York Bar & Grill 翠贝卡

1 Zhonghua Lu
中华路 1 号
400-891-9998
Taking two years to decorate, now the good times are rolling with true American dining amid an impressive array of sport, movie and music memorabilia.

NJ Les 5 Sens 乐尚西餐厅

52-1 Hankou Lu
汉口路 52-1, 靠近南京大学
83595859
A surprisingly inexpensive French restaurant serving homemade traditional French dishes (set menu and à la carte available) for lunch and dinner in a friendly atmosphere. Many dishes cost less than ¥50.

NJ Behind the Wall 答案墨西哥餐厅

150 Shanghai Road (in Nanxiu Cun)
上海路 150 号, 在南秀村
83915630
One of the oldest bars in Nanjing serving drinks and food in a relaxed atmosphere, with perhaps the finest terrace in the city. Live musical performances go well with strong sangria and beer.

NJ Florentina 2-107, 83 Shanghai Lu

(near the Wutaishan North bus station, at the entrance of the alley leading to Jasmine Youth Hostel)
上海路 83 号 2 栋 107 (靠近五台山北站汽车站, 青年旅社的巷子口)
3-101, 22 Nanyinyangying (in the lane opposite Behind the Wall on the other side of Shanghai Lu)
南阴阳营 22 号 3 栋 101 (答案西餐厅 & 酒吧对面的巷子, 在上海路另一边)
18602560788
Over 100 craft beers waiting for you to try!

NJ Henry's Home 亨利之家

82-2 Fuchunjiang Dong Jie
建邺区奥体富春江东路 82-2 号
58577088
20 years experience in serving up western meals; specialities include steaks, fajitas, pizza and organic salads.

Selección Española

57 Zhongshan Dong Lu (Exit 7 from Xinjiekou metro station)
中山东路 57 号
Serves up home-made classic Spanish dishes such as Tortilla de patata con alioli, Pisto con

huevo frito and Paellas. When not hosting Spanish themed birthday parties the second floor shows four days a week a selection of films and documentaries. Closed on Mondays.

NJ Danny's Irish Restaurant & Pub 丹尼'爱尔兰餐厅 & 酒吧

4F, Sheraton Nanjing,
169 Hangzhong Lu
汉中路 169 号金丝利酒店 4 楼
86668888 Ext. 7775
Quality hotel dinners plus the usual selection of beer and liquor in addition to being a good place to sit and chat. Live music performances and TV sport. Open from 6pm.

NJ Blue Sky Expat Bar & Grill 蓝澳西餐厅

77 Shanghai Lu
上海路 77 号
86639197
www.the-bluesky.com
bluesky.aussie@gmail.com
One of the original expat bars to open in Nanjing, serving burgers, pizzas, Aussie meat pies and Bundaburg Rum (Bundy). There are also weekly and monthly pool competitions, weekend openings at 10.30am plus music you thought you had forgotten about. Other weekly happenings include a poker night, Chinese corner and board games.

NJ La Cantina 南京米凯列酒业有限公司

#2-7 East Nantai Xiang (off Wangfu Da Jie)
南台巷东 2-7 号
58787665 / 13813842543
Italian wine complimented by snacks, antipasti, pasta and pizza that create a great place to unwind after a day in the city.

Tony Music Bar 南京托尼酒吧

6 Jinxianghe Lu
进香河路 6 号
84068176
Hangout that captures an elusive quality in the often indefinable persona that makes one feel immediately at home amid new surroundings and completely as one with total strangers.

Nail Jazz Bar 钉子吧

10 Luoluan Xiang (200m south of the Sheraton)
罗廊巷 10 号, 离金丝利酒店 200 米
8653 2244
A relaxed bar that offers a wide variety of imported beers, stage and foosball table.

Ellens Bar 艾伦酒吧

132-3 Guangzhou Lu 广州路 132-3 号
83641119
75 Dingjia Qiao 丁家桥 75 号
58825052
37 Hunan Lu 湖南路 37 号
83641118
Laid back and relaxed atmosphere plus food & drinks at great value prices make this a favourite amongst the student crowd. Gets extremely smoky during busy periods.

NJ Eminence Cellar 香松酒窖

Inside Wutaishan (opposite to Jin Inn),
Guangzhou Lu 广州路, 五台山体育场
66012088
High quality western restaurant offering organic food, breads baked on-site, cigar bar and wine cellar.

Ciao Italia

你好意大利
193-2 Shigu Lu
石鼓路 193-2 号
86608807

A truly vast menu, but is the pizzas are that makes this place loved by locals and foreigners alike.

NU La Table de Mr. Eiffel 巴黎盛宴

83 Guangzhou Lu, inside Qingliangshan Park
广州路 83 号, 靠近清凉山公园
83711900

Authentic French cuisine and an extensive list of French wines by the glass, in an old Chinese garden house with an outside terrace.

NU Potato Bistro 马铃薯

5*301 Kangqiao Sheng Fei, 9 Wenfan Road,
Xianlin University Area
仙林大学城苑路 9 号
85791293

Bistro based on green, organic, fresh foods and authentic tastes within a quiet environment. Large balcony offers outdoor BBQ for up to 150 people.

Indian Cuisine

NU Nanjing Ganesh Indian Restaurant 南京甘尼仕印度餐厅

3 Kunlun Lu
南京玄武区昆仑路 3 号
85860955

www.ganeshchina.com
The unlikely combination of Indian food and jazz music that nevertheless has stood the test of time in both Suzhou and Wuxi. Fabulous decoration in a great location by the city wall at Xuanwu Lake. Hosts the occasional jazz concert.

NU Himalaya-Nepalese & Indian Restaurant 喜马拉雅尼泊尔印度餐厅

193 Shigu Lu (behind the Sheraton)
石鼓路 193 号
8666 1828

Himalaya is a very popular restaurant serving a variety of Nepali and Indian foods in a setting as authentic and inspired as the dishes themselves.

NU Masala Kitchen

玛莎拉印度餐厅 - 酒吧
A05, No 12 Xian Yin Bei Lu, Xianlin
南京市栖霞区仙隐北路 12 号亚东商业广场 A05
84448858
masala_kitchen@live.com

Offers vegetarian and meat dishes plus savory Tandoori oven dishes and exotic curries cooked fresh by a chef with over 20 years of experience in his hometown of Hyderabad. Also serves a fine selection of imported wines and beers.

NU Taj Mahal 泰姬玛哈印度料理

117 Fengfu Lu
丰富路 117 号
84214123
189 Shanghai Lu 上海路 189 号
83350491

Established in 2003, the Taj Mahal Indian Restaurant made a name for itself by offering a great variety and exotic blend of high quality authentic Indian cuisine that it continues to this day, making it forever popular with the foreign community.

Kohinoor Restaurant

科伊诺尔餐厅
2F, Ramada Hotel, 45 Zhongshan Bei Lu
中山北路 45 号华美达怡华酒店 2 楼
83122522

Vegetarian and non-vegetarian curries made in the original unimitable style of Indian and Pakistani cuisine prepared by chefs from the mystery lands.

Japanese Cuisine

Wadouraku 和道乐日本居酒屋

121 Shigu Lu
石鼓路 121 号
84465760

Patronised by many from Nanjing's Japanese community, and largely thought of as the genuine Japanese experience in Nanjing.

Kagetsu

嘉月
62 Taiping Bei Lu, 1912
太平南路 62 号 1912 街区内
86625577

A lifestyle oriented dining experience with a focus on creative cuisine. Balcony affords views over 1912.

Tairy Teppanyaki 大渔铁板

57 Zhongshan Lu
中山路 57 号
84729518

All you can eat and drink special offer includes sushi, sashimi, sake, beer, and everything on the menu. Two more locations in 1912 and near to Xuanwu Gate.

Korean Cuisine

Fudelang 福德坊

6 Taoguxincun, Hankou Lu
汉口路陶谷新村 6 号
83312091

Ke Jia Fu 可家福

38 Nanyinyangying (near Ninghai Lu)
鼓楼区南阴阳营 38 号 (近宁海路)
83314283

Other Asian Cuisine

NU Taiwan Teppan Corner 南京市建邺区三铁餐厅

LB148, Jinyuan Hexi Commercial Plaza, 341
Jiangdong Zhong Lu
南京市建邺区江东中路 341 号南京金源河西商业广场 LB148

13770325443
Quality and affordable Teppanyaki experience aimed at office workers for lunch and dinner.

Keziguli Muslim Restaurant

克兹古丽餐厅
53 Wangfu Da Jie
王府大街 53 号
85981468

Xinjiang restaurant popular with expats; spicy noodles, potatoes, vegetable, chicken and lamb dishes accompanied by dance performances.

Vegetarian

The Green Field - Vegetarian Restaurant 绿野

香踪素食馆
1F Zhengyang Building, 56 Yudao Jie
御道街 56 号正阳大厦一楼
6661 9222

A wide selection of creative dishes and plenty of fresh vegetables along with special drinks and teas.

Pure Lotus 静心莲

1 Section C, Shuimuqinhuai, 99 Shitoucheng Lu
石头城路 99 号水木秦淮 C 区 1 号
83752306

Lvliuju (Living by Green Willow)

绿柳居素食馆
248 Taiping Nan Lu (near Changfu Jie)
太平南路 248 号 1-2 楼 (近常府街)
86643644

Bakery & Café

NU Skyways 云中食品店

160 Shanghai Road 上海路 160 号
83317103

A18, Yadong Commercial Plaza, 12 Xianyin Bei Lu
仙隐北路 12 号 亚东广场 A18 室
85791391

Breads, made-to-order sandwiches, cakes, chocolates, desserts, plus a fair selection of imported deli items such as cheese and salami.

NU Sculpting in Time Café 雕刻时光咖啡馆

2F, 47 Hankou Lu 汉口路 47 号 2 楼
83597180

32 Dashiba Jie (Confucius Temple East Gate)
秦淮区大石坝街 32 号 (夫子庙东门)

A pleasant coffee house atmosphere, along with brunch, cocktail hours, film screenings, a variety of Western food, plus widely known brownies. Balcony at the Confucius temple branch offers romantic night time views over the Qinhuai.

NU 3 Coffee 3 号咖啡馆

82-1 Shanghai Lu
上海路 82-1 号
83244617 / 83311505

Upper floor library has art, design and photography magazines. Balcony affords nice view of Shanghai Lu.

NU Fish Tank Coffee 鱼缸咖啡小馆

Cinna Lane, 400 Zhongshan Nan Lu
中山南路 400 号 熙南里街区
52204469

High-quality coffee beans, freshly sterilized milk and a variety of delicately created special drinks.

Maan Coffee

漫咖啡

1 Qingjiang Lu (Beside Tianshui Binjinag Garden)
清江路 1 号天水滨江花园
85872858

1912 area, no. 9 (along Changjiang Hou Jie)
玄武区 1912 街区 9 号楼 (近长江后街)
85607288

81-1 Fuchunjiang Dong Jie, Olympiad
建邺区青春江东街 81-1 号
85607299

Koren chain serving waffles, salads and a variety of all day breakfast options amid unique decor.

NU Gossip 叽哩咕噜

23 Nanxiucun, off Shanghai Lu
南秀村 23 号
86637484

Share an original or creative topic and Gossip will organize lectures accordingly.

Nightclubs

MAZZO

玛索国际俱乐部

1912 Nightlife district
南京市 1912 时尚休闲街区
84631912

One of the preferred clubs for the foreign community in Nanjing that plays contemporary electronica.

Club TNT

潮人会所
2-1 Changjiang Hou Jie
南京市长江路后街 2-1 号
84401199

A big name in the Chinese nightclub industry, with clubs in Nanjing, Chongqing and Hefei.

Enzo

8-3 Changjiang Hou Jie
南京市长江路后街 8-3 号
83789898

With more of the latest in over-the-top nightclub entertainment, Enzo also has access to many of the big names in entertainment; Paul Oakenfold and DJ R3hab played here recently.

Business & Education

International Education

British School of Nanjing 南京英国学校

Building 2, Jinling Resort, Baijiahu Dong Lu
佳湖东路湖滨金陵饭店 2 号楼
52108987

Nanjing International School 南京国际学校

8 Xueheng Lu, Xianlin College
and University Town
仙林大学城学衡路 8 号
85899111

EtonHouse Nanjing 伊顿国际教育集团

6 West Songhua Jiang Jie,
Jianye District (near Olympic Stadium)
南京市松花江西街 6 号, 建邺区, 靠奥体北门
(中华紫鑫广场北面) 金陵中学实验小学内
86696778

Dulwich College Suzhou 苏州德威英国国际学校

360 Gang Tian Road, Suzhou Industrial Park,
Suzhou
江苏省苏州市工业园区港田路 360 号
(0512) 6295 9500

The Overseas 海外国际

Novas International Business Consulting Co. Ltd,
2405, Building A, New World Centre, 88 Zhujiang
Lu
珠江路 88 号新世界中心 A 座 2405 室
68858565 68858575
www.the-overseas.com

Foreign Trade & Economic Development Agencies

European Union Chamber of Commerce 中国欧盟商会 (南京)

30F, 1 Zhujiang Lu 珠江路 1 号 30 层
83627330

China-Britain Business Council, Nanjing 英中贸易协会南京代表处

Rm 2514-2515, 50 Zhonghua Lu
中华路 50 号 2514-2515 室
52311740

Netherlands Business Support Office 荷兰贸易促进委员会南京代表处

Suite 2316, Building B, 23/F, Phoenix Plaza,
1 Hunan Lu
湖南路 1 号凤凰国际广场 B 楼 23 层 2316 室
84703707

Baden-Württemberg International 德国巴登符腾堡州国际经济和科技合作协会

7-3 Dabei Xiang Meiyuan Xin Cun
梅园新村大悲巷 7-3 号
84728895

Australian Trade Commission 澳大利亚贸易委员会南京代表处

1163, World Trade Center, 2 Hanzhong Lu
汉中中路 2 号金陵饭店世界贸易中心 11 层 1163 室
84711888 -1163

Canadian Trade Office Nanjing 加拿大驻南京商务代表处

1261, World Trade Center, 2 Hanzhong Lu
汉中中路 2 号金陵饭店世界贸易中心 1261 房
84704574

Language Training

New Concept Mandarin 新概念汉语

3302, Block A, New Century Plaza, 288 Zhongshan Dong Lu
白下区中山东路 288 号·新世纪广场 A 座 3302
84872361
www.newconceptmandarin.com
nanjing@newconceptmandarin.com
Local branch of the Hong Kong based Mandarin tutoring specialist with 20 years of experience in applied linguistic research and teaching.

Alliance Française de Nanjing 南京法语联盟

4F, Qun Lou, 73 Beijing Xi Lu
北京西路 73 号裙楼四楼
83598762
www.afnanjing.org
info.nanjing@afchine.org
Offers a large selection of French-Chinese language and educational programs.

JESIE - Goethe-Language Centre JESIE - 歌德语言中心

Jiangsu College for International Education, 6rd Floor, 205 Shanghai Lu
上海路 205 号教育学院 3 楼苏教国际
83335690
www.goethe-slz.js.cn

Jack's Mandarin Team-Times New Language Jack 汉语—时代新语

5F, Jiangsu Culture Mansion, 89 Zhongshan Nan Lu
中山南路 89 号江苏文化大厦 5 楼
13851864492
smartcousin@hotmail.com
Extensive experience in teaching Chinese to locally-based foreigners employed in international companies.

Nanjing Bozhan Consultancy Co., Ltd 南京博湛教育咨询有限公司

13813944415
bozhan.consultancy@gmail.com
Language training & Mandarin tutoring; from survival to HSK Chinese and enhancement of conversational confidence in English to ESL & IELTS testing.

Clubs & Charities

Nanjing International Club 南京国际俱乐部

www.nanjinginternationalclub.org
A club 500 plus strong in membership and with events take place weekly, monthly and annually.

Nanjing Toastmasters

南京第一家英语演讲俱乐部
www.nanjingtoastmasters.com
Weekly meetings at Hohai University.

Hopeful Hearts

www.hopefulhearts.info
Raises funds for medical treatment of children with heart conditions.

Pfrang Association

普方基金会

7-3 Dabei Xiang Meiyuan Xin Cun
梅园新村大悲巷 7-3 号
84729068
www.pfrang-association.org
Sponsors education of children in poor parts of Jiangsu

Shopping

For the Home

Working House

生活工场
4F, Zifeng Tower, Zhongshan Bei Lu
中山北路紫峰大厦购物广场 4F
52360109
Stylish kitchenware in dark tones, candles and colourful vases or even camera cases; just a few of the fascinating products that await in every corner. Two other branches in Nanjing.

Hongxing Furniture

红星国际家具广场
224 Zhongyang Lu 中央路 224 号
83118005
Large furniture mall with many shops. Large range of prices, styles, etc.

Jinsheng Market 金盛百货大市场

2 Jianning Lu
下关区建宁路 2 号 (南京商厦对面)
9 Wangjinshi (off Changjiang Lu)
玄武区长江路南京市 9 号
Daqiao Bei Lu (beside North bus station)
江苏省南京市浦口区大桥北路 (长途北站旁)
58507000
Large indoor market with everything from home décor to wires, Christmas trinkets and electronics. Cheap but be prepared to bargain.

Jinling Decoration Market

金陵装饰城
88 Jiangdong Zhong Lu
江东中路 88 号
86511888
Everything needed for a new home.

Longjiang Flower Market

龙江花卉市场
78 Qingliangmen Da Jie
清凉门大街 78 号
Huge selection of plants, cut flowers, fish tanks and fish, plus gardening tools.

B&Q 百安居

90 Kazimen Da Jie (beside Metro)
南京卡子门大街 90 号麦德龙旁
52450077

IKEA 宜家家居

99 Mingchi Lu (East side of Kazimen Plaza)
南京市秦淮区明匙路 99 号 (卡子门广场东侧)
4008002345

Electronics & Photography

Professional Photography Equipment Market

照相器材专业市场
3F, Binjiang Friendship Shopping Center, 301 Ji-angdong Bei Lu
江东北路 301 号滨江友好商城三楼
Specialists in wedding photography with equipment including lighting, flash etc.

Camera & photography Equipment Market

东鼎照相器材市场
Dongding Plaza, 699 Zhujiang Lu
珠江路 699 号东鼎照相器材市场

Widely regarded as the best camera and equipment market in Nanjing.

Mobile phone shops on Danfeng Jie

丹凤街 - 手机

Indoor markets specialized in new and second-hand mobile phones and repairs.

IT products on Zhujiang Lu

珠江路 - IT 产品

A multitude of stores that selling everything you can imagine and more; computers, cameras, MP3 and MP4 players, iPad, webcams, hard drives, and portable flash drives.

Video games on Zhongyang Lu

中央路 - 电子游戏

Any type of video game for all game systems. Also do minor repairs.

Art

Jiangsu Art Gallery 江苏省美术馆

266 Changjiang Lu 长江路 266 号

84506789

Local artists' work, changed frequently.

NU Avant-garde Contemporary Art Center

先锋当代艺术中心

A1-101 Finder Art District, 1865 Creativity Park,

388 Yingtian Da Jie

秦淮区应天大街 388 号 1865 创意园凡德艺术街区 A1-101

52270661 / 13814059763

A space dedicated to the promotion of contemporary art.

ART 国艺堂

D-1 Shuimuqinhuai, 99 Shitoucheng Lu

石头城路 99 号水木秦淮 D-1 号

84506789

Picture framing and art related supplies.

Stone City Modern Art Creation Gallery

石头城现代艺术创意园

72 Beijing Xi Lu 北京西路 72 号

Exhibition of modern Chinese art.

55583708

Shenghua Art Center

南京圣划艺术中心

2 Zhoutai Lu, on Jiangxin Zhou (Grape Island)

江心洲民俗街洲泰路 2 号 (原乡土乐园)

86333097 86333100

Exhibition of Chinese contemporary art.

International Groceries

Fields

www.fieldschina.com

Shanghai's premier online grocery store for safe, high quality, delicious food delivered to your door. Five deliveries per week to Nanjing.

Nanjing Bakery

www.nanjingbakery.com

Home made cakes, ready to bake pizzas, lasagna etc. plus a range of items such as pasta, butter, cheese, sauces and spices.

Metro 麦德龙

288 Ningli Lu 宁溧路 288 号

300 Jianning Lu 下关区建宁路 300 号

Wide selection of foreign foods.

Carrefour 家乐福

235 Zhongshan Dong Lu

中山东路 235 号

84658588

Hypermarket with five stores in Nanjing.

Times Grocery

泰晤士

48 Yunnan Lu 云南路 48 号

83685530

Compact yet its location breeds popularity; wide selection of imported but sometimes pricy food.

Auchan 欧尚

151 Hanzhongmen Da Jie

汉中门大街 151 号 (近纪念馆东路)

86555568

French hypermarket with three Nanjing outlets.

BHG Market

B2, Aqua City, 1 Jiankang Lu

健康路 1 号水游城地下 2 层

66985066 / 66985068

B1, Deji Plaza, Zhongshan Lu

德基二期地下 1 层

91 Matai Jie

马台街 91 号

68675666 / 68675699

Features a very large stock of imported goods plus fresh organic fruit and veg.

RT Mart 金润发

39 Danfeng Jie

玄武区丹凤街 39 号 (近北京东路)

83358788 / 83356077

Chinese supermarket with a decent foreign food section and three outlets in Nanjing.

Yaohan City Market

南京八佰伴

Phoenix International Bookmall, 1 Hunan Lu

湖南路 1 号凤凰国际

Foreign food supermarket.

Organic Food 有机食品

Available in many supermarkets and big Chinese food markets, but need to ask staff. Organic foods can be ordered online from <http://shop.njaf.gov.cn>.

Sports

Decathlon 迪卡侬

866 Yingtian Xi Lu (same building as Auchan)

应天西路 866 号

84218420

286 Ningli Lu (next to Metro)

宁溧路 286 号 (麦德龙对面)

52401018

French sports megastore chain that also stocks informal-wear shoes in sizes up to 48.

Jinxianghe Rd 进香河路

The outdoor store street in Nanjing; shops for biking, hiking, backpacks, equipment and apparel for outdoors.

Wine Outlets

Aussino Cellar 富隆酒窖

Room 109, 198 Zhongshan Dong Lu

南京市中山东路 198 号 109 室

84679799

www.aussino.net

NU Eminence Cellar

香松酒窖

Inside Wutaishan (opposite to Jin Inn)

Guangzhou Lu 广州路, 五台山体育场

66012088

Newold Wine World 纽澳酒世界

Area B, F1, New City Mall, 99 Caochangmen Da Jie

草场门大街 99 号新城市购物中心负一楼 B 区

86265959

Foreign Language Bookstores

Foreign Language Bookstore

外文书店

218 Zhongshan Dong Lu (Beside Taiping Nan Lu)

中山东路 218 号长安国际 (太平南路口)

57713287

Xinhua Bookstores

新华书店

56 Zhongshan Dong Lu (near Hongwu Lu)

新街口店白下区中山东路 56 号 (近洪武路)

86645151

54 Hunan Lu (near Matai Jie)

鼓楼区湖南路 54 号 (马台街口)

83374645

Phoenix International Book Mall

凤凰国际书城

1 Hunan Lu

鼓楼区湖南路 1 号八佰伴旁 (近中央路)

83657000 / 83657111

Services

Healthcare

NU Flossy Care

福乐氏齿科诊所

#105, 1 Huaneng Garden, Taiping Bei Lu

南京太平北路 108 号华能城市花园 1 幢 105

13951994471 / 84069389

www.025ya.com

All kinds of oral treatments including dental implants, crowns or bridges, whitening, cosmetic dentistry, root canal therapy, orthodontics and more. 100% bilingual staff with another branch in Suzhou.

NU Global Doctor

环球医生

6 Mochou Hu Dong Lu (next to Shuiximen Da Jie)

建邺区莫愁湖东路 6 号左邻风度花园 01 幢 1 楼

86519991

Emergency Number: 13805174397

www.globaldoctor.com.au

Australian company offering primary and occupational healthcare plus emergency assistance. Multilingual staff: EN/IT/JP/PT/ES/KO/CN.

NU Nanjing International SOS Clinic

南京国际 (SOS) 紧急救援诊所

1F, Grand Metropark Hotel Nanjing,

319 East Zhongshan Lu

中山东路 319 号维景国际酒店 1 楼

84802842 (by appt.)

Mon-Fri 9am-6pm, Sat 9am-12noon / 24hr Alarm

Center: 010 6462 9100

www.internationalosos.com

Western doctors and public pharmacy. Multilingual staff: English/Chinese/Japanese/German.

Health Examination Center

江苏省国医馆

2F, Outpatient dept. of NJUTCM,

282 Hanzhong Lu

汉中路 282 号南京中医药大学门诊部二楼

86646068

www.joinmi.com

English speaking staff, diagnosis by imported advanced medical technology and treatment by Traditional Chinese Medicine. 100% non-invasive.

Nanjing Entrance and Exit Inspection and Quarantine Bureau

江苏出入境检验检疫局

1 Baixia Lu 白下路 1 号

52345328 / 84456805

Checks for work permit / visa applications.

Gulou Hospital 鼓楼医院

321 Zhongshan Lu 中山路 321 号

83304616

The major trauma hospital (24 hr).

Jiangsu People's Hospital 江苏省人民医院

300 Guangzhou Lu 广州路 300 号

83718836

The major western medicine hospital.

Yifeng Super Drugstore 益丰大药房

159 Hanzhong Lu (west of JS hospital of TCM)
汉中路 159 号 (省中医院往西 30 米)
86795111-825 8am-9pm
English speaking staff.

Nanjing Children's Hospital

南京市儿童医院
72 Guangzhou Lu 广州路 72 号
83117500

Jiangsu Provincial Hospital of TCM

江苏省中医院
155 Hanzhong Lu 汉中路 155 号
86617141
The major Chinese medicine hospital.

Nanjing Maternity and Child Healthcare Hospital

南京市妇幼保健院
123 Tianfei Xiang 天妃巷 123 号
84460777
The major maternity hospital in Nanjing.

BEN-Q Hospital 明基医院

71 Hexi Da Jie 河西大街 71 号
58807810
Another popular choice for expats, BENQ is staffed by local specialists, with occasional visits from Taiwanese doctors.

Nanjing Union Dental Clinic

南京友联齿科
1F, Grand Metropark Hotel Nanjing,
319 Zhongshan Dong Lu
中山东路 319 号维景国际酒店一层
84818891 / 84808888-6555
dentist@uniondental.cn

Travel**D.T. Travel**

大唐国际 (香港) 商旅服务管理有限公司
22E, Jinlun Building, 108 Hanzhong Lu
汉中路 108 号金轮大厦 22E
400 886 1212
Professional English service incl. air ticket, visas, hotels, individual travel and Corporate Business Plus.

Lufthansa German Airlines

德国汉莎航空公司
Reservation Service:
4008 868 868 (CH,EN)
Sales Office: Room 951, World Trade Center, 3 Hanzhong Lu
汉中路 2 号金陵饭店世贸中心 951 室
Fax: 84722624
nanjing_lufthansa@dlh.de
Lukou Airport Intl Check-in Service - Rm 417

Transportation**Airport Shuttle Bus**

机场大巴
¥20
1. East square, Nanjing Railway Station, 221 Longpan Zhong Lu 南京火车站 龙蟠中路 221 号 6am-8.30pm, every 30 mins.
2. Nanjing Zhonghua Men Station, 508 Yingtian Da Jie 南京中华门车站 应天大街 508 号 6am-9.00pm, every 20 mins.

Nanjing Train Station

南京火车站
141 Longpan Lu
新庄龙蟠路 141 号
85822222 (enquiry)
85824224 (tickets)

Nanjing South Train Station

南京南站
Shuanglong Dadao / Yunan Lu
雨花台区双龙大道玉兰路
52414183
Principal stop on the Shanghai to Beijing high speed train line.

Nanjing Lukou International Airport

南京禄口机场
Lukou Town, Jiangning District
江宁区禄口镇
968890 / 52480499

Nanjing Coach

Terminals
南京长途汽车站
Coach timetable/ticket enquiry 96196.

Nanjing Zhonghuamen Coach Terminal

南京中华门长途汽车总站
508 Yingtian Da Jie
应天大街 508 号
52418504

Nanjing North-Central Coach Terminal

南京中北长途客运中心
160 Huahongcun
秦淮区红花村 160 号

Nanjing Zhongyangmen Coach Terminal

南京中央门长途汽车总站
1 Jianning Lu
建宁路 1 号
85531288

Training, Coaching & Consulting**MTI Nanjing**

#714, Building 7, Wanda Dongfang, 58 Yunjin Lu
江苏省南京市建邺区云锦路 58 号万达广场 7 栋 714 室
8471 4552
www.mticonsulting.com
Provides HR coaching and training solutions, combining international standards with local market needs. The MTI team supports companies of all sizes and branches from a new office in Nanjing.

Dan Clarke

www.lets-get-happy.com
Nanjing based lifecoach offering advice on how to become happier and less stressed, plus ways to improve your life.

Simon Northcott

simon3northcott@gmail.com
A manufacturing consultant based in Nanjing, specialising in change leadership, problem solving and empowerment.

Property Services**Nanjing Houses**

15150698134
www.nanjinghouses.com
info@nanjinghouses.com
Provides a unique to the industry process of pre-screening options in order to save time and energy while looking for an apartment or villa.

Sun Homes Real Estate

南京中海房产经纪咨询有限公司
Room 1901, Xinghan Mansion, 180 Hanzhong Lu
南京市汉中路 180 号星汉大厦 1901 室
51860592 / 5186 0590
www.shre.com.cn
sunhome@shre.com.cn
Pre-move consulting home search service, orientation and settling-in programs plus vehicle leasing.

Crown Relocations

嘉柏 (中国) 国际货运代理有限公司
Rm 1908, Block B, New Century Plaza,
1 Taiping Nan Lu
太平南路 1 号新世纪广场 B 栋 1908 室
84541017
Provides moving services, school search, intercultural services plus departure and destination services.

Apex International Logistics Co., Ltd 上海正流国际运输代理有限公司

58702129
www.apex15.com
nanjing@apex15.com
Domestic and local moves, office relocation, storage and warehousing, pet relocation, insurance/risk management plus immigration services.

CMR Corporate Property & Relocation

南京浩麦房地产咨询
12C1, Jinlun Mansion, 108 Hanzhong Lu
汉中路 108 号金轮大厦 12C1 座
84701658
www.cmrchina.com
Supplies multinationals, with additional services including driver's license and import/export of pets.

Faith Houses**Nanjing International Christian Fellowship**

Ramada Hotel, 45 Zhongshan Bei Lu
南京中山路 45 号南京华美达怡华酒店
Sundays 9:30am to 11:30am
Foreign passport holders only. English service with translation available in Chinese, French and Spanish.

KuanEumHui Korean Buddhist Club

观音会南京韩人佛教会
1703, Building 2, Fuli Shanzhuang
富丽山庄 3 栋 1703 室
13222018582
Service: 11:00am

Shigulu Catholic Church

石鼓路天主教堂
112 Shigu Lu 石鼓路 112 号
84706863
Korean service: Sat 4.30pm
English/Chinese Service: Sun 4.30pm

The Church of Jesus Christ of Latter Day Saints

Yuhua Jingli Hotel, 8 Xiaohang Yaojiaao
雨花区小行尤家凹 8 号南京雨花晶丽酒店
Mormon service on Sundays at 10am. Foreign passport holders only.

Legal**Picozzi & Morigi Law Firm**

意大利弼高基莫里吉律师事务所
A4, 21F, Golden Eagle, 69 Hanzhong Lu
南京市白下区汉中路 89 号金鹰国际商城 21 楼 A4
86556731
nanjing@picozzimorigi.it
www.picozzimorigi.cn
www.picozzimorigi.com
Italian law firm operating in China since 1991 and licensed by the Ministry of the Justice with two representative offices in Nanjing and Shanghai. Provides legal services in English, French, Chinese, Spanish, Italian and German with special regard to investing in China, M&A, labour law, IPR protection and cross border dispute.

Dacheng Law Offices

大成律师事务所
2F, 72 Beijing Xi Lu
北京西路 72 号 2 楼
83755108
nanjing.dachenglaw.com
Hongliang.Hu@dachenglaw.com

Ranked #1 in Asia by size, with branches in 26 countries and all over China. Nanjing branch is ranked #1 in Jiangsu Province (EN/CH/ES/JP/KO).

Jeffrey Wang

中银(南京)律师事务所
8F, Jincheng Tower, 216 Longpan Zhong Lu
南京市龙蟠中路 216 号 8 楼
13605182614 / 58785588 / 58788688
wyz_jeff@163.com

Business lawyer with more than ten years legal practice in Nanjing plus fluent English and knowledge in both legal and business areas.

Pets

N Amy Hao Hao Pet Care 爱咪好好

18 Nantai Xiang Xi (off Wang Fu Da Jie)
王府大街南台巷西 18 号
84203097 / 13952034351
Professional cat and dog grooming service run by a local Nanjing girl who speaks fluent English.

Tom Dog Pet Center

汤姆狗宠物中心
1 Shanghai Lu 上海路 1 号
86662858
Pet stayover and dog walking service, retail outlet and English speaking staff.

Nanjing Veterinary Station

南京畜牧兽医站宠物总医院
448 Longpan Zhong Lu
龙蟠中路 448 号
84484781
Major centre for vet services and vaccinations.

Media Production - Design - Photography

N SinoConnexion

南京贺福文化传媒有限公司
14F, Building 1, World Times Square, 8 Dongbao Lu
鼓楼区东宝路 8 号时代天地广场 1 幢 1417 室
84718617 / 13851522275
www.sinoconnexion.com
info@sinoconnexion.com

International award winning professional foreign owned video and media production company with 30 years experience, and 20 years of work in China. Also offers advertising agency services plus print and digital publication production, broadcast media, internet advertising, social media promotion and production of audio materials.

N VOZ Design

嗓音设计
Office 3318, Tianzhidu, 33 Hubu Jie
新街口户部街 33 号天空之都 3318 室
58820096 / 18120135627 / 15950575174
www.vozdesign.com
contact@vozdesign.com

Professional marketing oriented graphic design and brand development. No copies, no templates, only creativity and lots of brain juice. Mediocrity is a disease we fight everyday.

Nicolas Harter Photography

13770761603
www.nicolasharter.com
A French photographer specialising in wedding, commercial and event photography, and author of photo-book "Africa Square", a profile of African artists at the 2010 Shanghai Expo.

Phrephotos Photography

13770999175
www.phrephotos.com
Photographic services offered. Product shots, portraiture and more.

Miscellaneous

Bottled Water Delivery Service

By Coca-Cola Nanjing
4008282288 (Free)
Mineral water, pure water and water machine cleaning services.

Wow-Super A Translation Service

南京领域翻译有限公司
Rm 4004, F40, Tian'an International Building
南京市新街口天安国际 40 楼 4004 室
4006969469
www.wowtran.com
service@notary-trans.com

Satellite TV Installation Service

13770323459
nanjingstv@gmail.com

Lustre Cobbler 莱斯特皮鞋修饰

Golden Eagle Shopping Center, 89 Hanzhong Lu
汉中中路 89 号金鹰国际
Central Department Store, 79 Zhongshan Nan Lu
中山南路 79 号中央商场

Hong Bang Tailor

红邦裁缝
18 Nanxiu Cun, Shanghai Lu 上海路南秀村 18 号
The tailor of choice for many a Nanjing expat.

Leisure & Sports

Golf

N Sofitel Zhongshan Golf Resort

钟山高尔夫俱乐部
7 Huanling Lu 环陵路 7 号
84606666

Nanjing Harvard Golf Club

南京昭富国际高尔夫俱乐部
176 Zhenzhu Jie, Pukou
南京市浦口区珍珠街 176 号
58853333

Ginkgo Lake Golf Club

银杏湖高尔夫俱乐部
1 Gulü Yinxing Hu 江宁区谷里银杏湖 1 号
86139988

Other Sports

Century Star Ice Skating Club

世纪星滑冰俱乐部
222 Jiangdong Zhong Lu (Inside Olympic Center)
江东中路 222 号奥体中心内
86690465 / 86690467
4F, Wonder City, 619 Yingting Street
应天大街 619 号虹悦城 4 楼
52275768 ext. 8001/8002

Ninth City Billiards

9 城花式撞球
1912 District, 52 Taiping Bei Lu
太平北路 52 号 1912 街区
84504303
1pm till late. ¥15/hr in the afternoon.

Klein Billiards 克莱恩台球

135 Hongwu Lu 洪武路 135 号
51587158

Nanjing Leiniaio Paragliding Club

南京雷鸟滑翔伞俱乐部
Wutaishan Sport Center Tennis Stadium
南京市五台山体育中心网球场
84458450 / 15335179782

Pisarev Ballet 比萨列夫芭蕾舞学校

B901 Junlin International Mansion, 5 Guangzhou Lu
广州路 5 号君临国际 B901 室
86975095

Changqing Taekwondo

长青跆拳道馆
145 Zhongshan Dong Lu
玄武区中山东路 145 号
84541055

Karate Eifuukaikan 空手道彩风道场

96 Yushi Jie 鱼市街 96 号
52989189

Massage & Spa

Pathways Spa & Lifestyle Club

颐庭 Spa 生活会馆
13F, Tian'an International Building,
98 Zhongshan Nan Lu 中山南路 98 号 13 楼
84540166
www.pathway-spa.com

Flow SPA 川·天地

46 Xijia Datang, Ming Cheng Hui
(200m north of Xuanwu Lake's Jiefang Gate)
明城汇西家大塘 46 号
57718777
Hours: 10.30am-10.00pm

Theatre

Nanjing Art and Cultural Center

南京文化艺术中心
101 Changjiang Lu 长江路 101 号
84797920
Regular large-scale shows by professional Chinese and foreign performers.

Jiangnan 631 Niuda Theatre

江南 631 牛达剧场
5 Yanling Xiang 延龄巷 5 号
84419786
Weekend Chinese modern small theater shows.

Nanjing Art Academy Concert Hall

南京艺术学院音乐厅
15 Huju Lu 虎踞北路 15 号
83498249
Irregular performances by Chinese and overseas students and faculty.

Jiangsu Kunqu Theater 兰苑剧场

4 Chaotian Gong 朝天宫 4 号
84469284
Live performance of Kunqu opera.

Beauty

Franck Provost Hair Salon

梵珀巴黎法式发艺
F322 Deji Plaza Phase 2
中山路 18 号德基广场二期 F322 店铺
86777366
Resident French stylist available; bookings advised.

V-Salon

香港时光设计有限公司
32F, Golden Eagle Plaza, 89 Hanzhong Lu
汉中中路 89 号金鹰国际商厦 32 楼
86292980
Run by a stylist to many pop and movie stars.

Wan Yan Shi Beauty Salon

完颜氏美容沙龙
Room 108, Building 2, 9 Wenfan Lu
文范路 9 号 2 幢 108 室
85791042

Nail Bar 指爱你美甲

44 Wangfu Da Jie
王府大街 44 号
84209596

Sweet Love in Nails 指间密语

89 Shanghai Lu
上海路 89 号

Tourism and Hospitality

Hotel & Hostel

N Fraser Suites Nanjing

南京辉盛阁国际公寓

116 Lushan Lu

庐山路 116 号

87773777

www.frasershospitality.com

International serviced apartment suites offering full balconies, clubhouse and leisure facilities.

N Wanda Realm

江宁万达希尔顿

59 Zhushan Lu, Jiangning District

江宁区竹山路 59 号

52838888

www.wandahotels.com

302 stylish rooms and suites plus a 1,000 sq.m. pillarless Grand Ballroom.

N Sheraton Nanjing Kingsley

金丝利喜来登酒店

169 Hanzhong Lu

汉中路 169 号

86668888

Excellent downtown location with amenities including baby sitting and butler service plus car rentals.

N Fairmont Nanjing

南京金奥费尔蒙酒店

333 Jiangdong Zhong Lu

建邺区江东中路 333 号

86728888

www.fairmont.com/nanjing

Elegant international hotel famous for its services and cultural features.

N Crowne Plaza Jiangning

金丝利喜来登酒店

9 Jiahu East Road, Jiangning District

南京江宁区佳湖东路 9 号

81038888

The first five star international hotel in Jiangning.

N Hilton Nanjing

南京万达希尔顿酒店

100 Jiangdong Zhong Lu

建邺区江东中路 100 号

86658888

nanjing.hilton.com

Located beside the metro and a development of luxury shopping outlets and entertainment facilities.

N The Westin Nanjing

南京威斯汀大酒店

Nanjing International Center, 201 Zhongyang Lu

中央路 201 号南京国际广场鼓楼

85568888

www.westin.com/nanjing

A haven of Chinese distinction in which every room affords a view of scenic Xuanwu Lake.

N InterContinental Hotel

紫峰洲际酒店

1 Zhongyang Lu, Zifeng Tower

中央路 1 号紫峰大厦鼓楼

83538888

www.intercontinental.com

A statement of grandeur found in the 450 metre high Zifeng Tower; Nanjing's tallest building.

N Sofitel Galaxy

南京索菲特银河大酒店

1 Shanxi Lu

山西路 1 号

83718888

www.sofitel.com

resoff@sofitelnanjing.com

The accommodation of choice for many visitors coming to Nanjing, along with all French dignitaries.

N Sofitel Zhongshan Golf Resort

钟山索菲特高尔夫度假酒店

9 Huanling Lu

环陵路 9 号

85408888

www.sofitel.com

reservation@sofitelnanjing.com

Preferred spot for Nanjing's rich and famous to play a round or two.

N Jinling Hotel

金陵饭店

2 Hanzhong Lu

汉中路 2 号

84722888

A landmark hotel with numerous top notch restaurants plus train ticket purchase counter.

N Hilton Nanjing Riverside

南京世茂滨江希尔顿酒店

1 Huaibin Lu (cross of Qinhuai and Yangtze Rivers)

下关区淮滨路 1 号 (近秦淮河和扬子江交汇处)

83158888

nanjingriverside.hilton.com

nanjingriverside.info@hilton.com

Extensive conference and recreation facilities and rooms with balconies overlooking the Yangtze.

N Nanjing Sunflower International

南京瞻园国际青年旅社

80 Zhanyuan Lu (Fuzimiao west gate)

瞻园路 80 号·在夫子庙西门的附近

52268858 / 66850566

www.nanjingyha.com

A popular youth hostel that includes free pool, DVDs, cable TV, foosball and English speaking staff.

Resorts

N Kayumanis Private Villas & Spa

南京香樟华莘温泉度假别墅

Xiangzhang Hua Ping, Sizhuang Village,

Tangshan

江宁区汤山镇寺庄村

84107777

www.kayumanis.com

nanjing@kayumanis.com

High end private villa with refreshing natural hot spring and mountain view.

Regalia Resort & Spa (Qinhuai River)

御庭精品酒店 (秦淮河)

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(inside Chenguang 1865 Technology Park)

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8 Wenquan Lu, Tangshan, Jiangning

汤山镇温泉路 8 号

51190666

A leisure hotel in Tangshan offering different types of bathing.

Museums

Nanjing Massacre Museum

侵华日军南京大屠杀遇难同胞纪念馆

418 Shuiximen Jie

水西门大街 428 号

86612230 / 86610931

Hours: Tue - Sun from 8:30 to 16:30

Located on a former execution ground and mass burial place of the Nanjing Massacre. Admission is free.

Rabe House 拉贝故居

1 Xiaofenqiao, Guangzhou Lu

小粉桥 1 号

Tuesday - Sunday from 8:30 to 16:30

German Industrialist's former home that served as a refugee shelter and saved thousands in 1937.

Nanjing Brocade Museum

南京云锦博物馆

240 Chating Dong Jie 茶亭东街 240 号

86518580 Hours: 8:30am - 5:00pm

Observe wooden looms producing the world's finest brocade. Fabric is also available for purchase.

City Wall Museum 南京明城墙遗址博物馆

8 Jiefang Men 解放门 8 号

83608359

Long-gone city gates, maps and a full-scale model of the walled city. Captions in Chinese.

Nanjing Municipal Museum (Chaotian Palace)

南京市博物馆

Mochou Lu 南京市白下区莫愁路朝天宫内

World class museum presenting ancient pottery and earthenware, calligraphy, clothing, jade etc.

Nanjing Science Museum 南京科技馆

9 Zijinghua Lu, Yuhua District

雨花台区紫荆花路 9 号

58076158

Hands-on fun and learning for kids. IMAX Cinema.

Parks

Qingliangshan Park 清凉山公园

Guangzhou Lu, near Huju Lu

广州路西端

Offers calligraphy and stone museums, as well as an art gallery and pottery studio open to the public.

Zixia Lake 紫霞湖

A cold water mountain fed lake. Exercise with care; a few deaths occur each year as a result of cramp.

Mochou Lake Park 莫愁湖公园

35 Hanzhongmen Da Jie

汉中门大街 35 号

Home to the annual Dragon Boat Race, and great for boating or a walk in a peaceful environment.

Jiuhuashan Park 九华山公园

Beijing Dong Lu 北京东路

Climb to the top to visit the pagoda and get on the city wall for gorgeous views of the city.

Xuanwu Lake Park 玄武湖公园

Xuanwu Xiang 玄武巷 1 号

Idyllic islands with playgrounds, gardens, restaurants plus boats and tandem bikes for rent.

Happy World 弘阳欢乐世界

Daqiao Bei Lu, Pukou District

浦口区大桥北路

Fairly violent looking thrill rides plus giant water slide.

Pearl Spring Resort 南京珍珠泉风景区

Zhenzhu Lu, Pukou District

浦口区珍珠路

A 8.9 sq.km scenic area that includes a zoo, circus, dodgems and cable-car to a so called Great Wall.

Gulin Park 桂林公园

21 Huju Bei Lu 虎踞北路 21 号

Gardens, paintball and BBQ plus a view of the city from atop the TV tower.

Zhongshan Botanical Garden

中山植物园

Covers over 186 hectares and home to more than 3000 plant species.

Underwater World 海底世界

中山陵四方城 8 号

8.30am-5pm

Nanjing Hongshan Forest Zoo

红山森林动物园

101 Heyan Lu 和燕路 101 号



EASY DOSES

By Dan Clarke

Getting Angry

Sometimes it is really hard not to get frustrated and lash out when you are dealing with day-to-day life in China. Many times I have wanted to let off some steam at a clerk or bureaucrat who was clearly either incompetent or just enjoyed messing with a foreigner. Unfortunately, most of the time this will not actually accomplish anything, and can even end up making things harder for you. So 99 percent of the time you need to step back, take a deep breath and come at it from a new angle, or leave.

But what about that rare one percent of the time?

During the Mid-Autumn Festival, I was broke. I had not tutored during summer, and all of my money was either in Canada or with my wife. Fortunately, I had transferred some money to China, so as soon as I got it, I knew I would be sitting pretty. My two regular banks were closed, so I ended up wandering around half the city

trying to find an open one. Hot, tired, and a little frustrated I finally managed to find one, taking comfort in the knowledge that my money was waiting for me.

I filled out the forms like I have many times before, and excitedly waited for my money. But there was a problem. My bank account was created using my old passport. This not being my regular bank, my new, 2-year old passport was suddenly not acceptable ID anymore.

I have never had this problem before, so I was shocked. I explained my situation, handed over my older bankbook, along with about 20 bank documents showing that I had withdrawn money with this passport many times before. No good.

I snapped and yelled to see a manager.

As I grabbed my documents back, a few papers fell to the floor. This was actually a good thing, as an old woman picked them up and handed them to me. I unfortunately ripped them out of her hand; that was enough to make me snap back to reality. I was still furious, but not seeing red.

I apologized to the woman, and then a little less angrily demanded to know what the problem was, explained that this had never been a problem before, and that no I did not have the old passport.

After a few minutes I was able to walk out with my money. Now this was not my finest moment, but it is quite likely if I had not yelled and shown how angry I was, that I would have had to wait until the holiday was over before getting my money.

Before yelling at whatever bothers you, it is important to think about things and use it as a tool of last resort.

The first thing to consider is whether it is worthwhile getting angry. Bad service at a store, especially with a clueless clerk will not do you any harm. It is better to simply walk out and find a better store.

Yelling at a government official is definitely a no!

Even if they have been giving you the run around, getting an official angry with you is bad news.

The only time you should use anger is if there is money or health on the line.

If you are being cheated, they will not let you get your money, or you have already started eating at a restaurant and you find something really wrong with your food, then getting angry can be useful.

The second thing to remember is to stay somewhat calm. Just yelling for the sake of yelling will not work. This is what I almost did until I acted rudely to a nice, old lady. After you let them know you are angry, do what you can to reach some kind of agreement. In order to do so, you need to be able to think. Flying into a rage keeps you from thinking clearly and should be avoided. As I talked to the manager I was still shaking, and she knew I was angry, but I could listen and explain why they were not making sense.

Third, never get physical. You may want to throw your chest out and maybe push someone, but that escalates things far beyond what you can risk as a foreigner. Bang on a table, raise your voice, but keep your hands to yourself.

Fourth, when things have been settled, walk away. Do not gloat, do not keep yelling, just get your things and leave.

While I really hope you do not have to actually make use of my advice, if ever you do, I hope it helps. 



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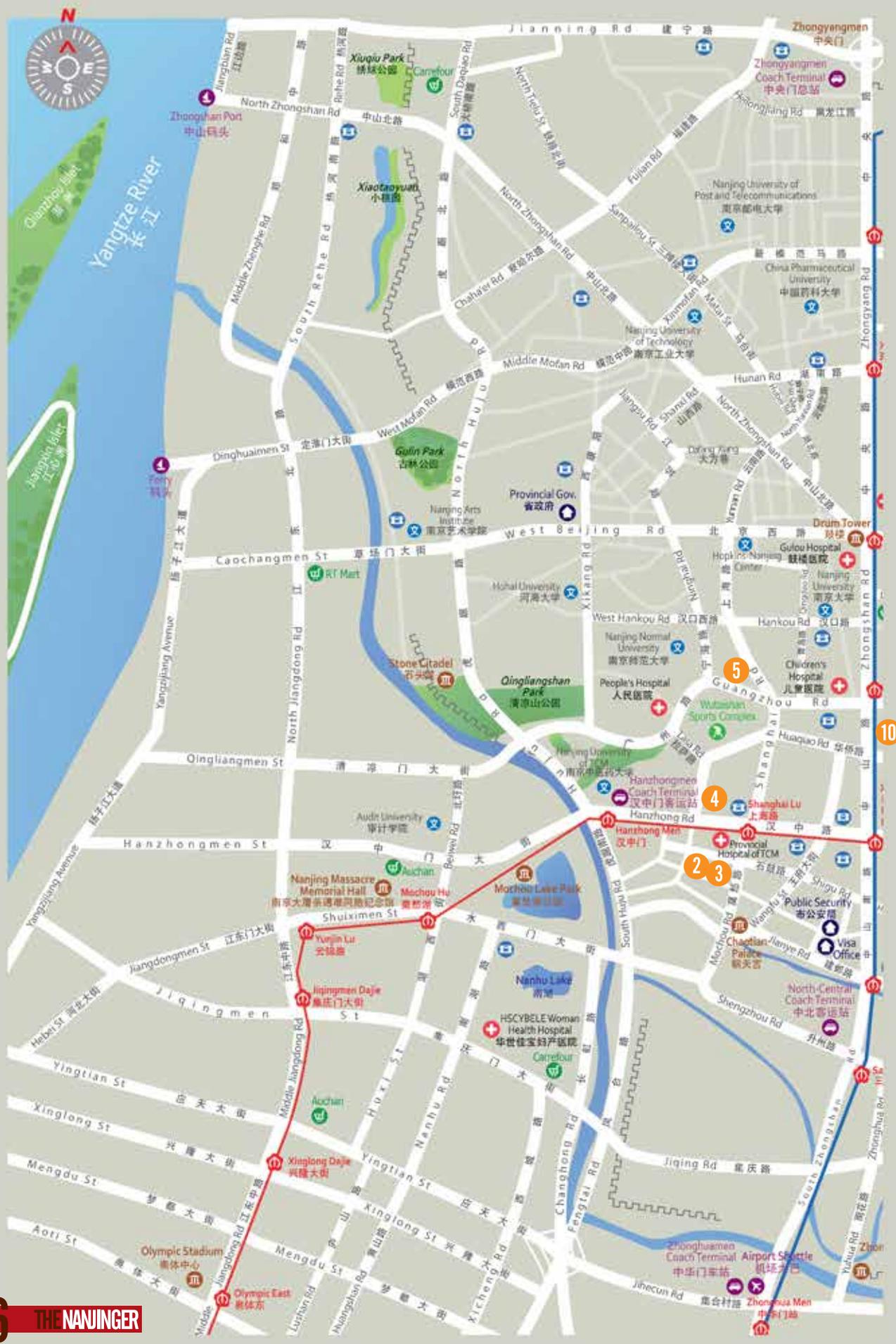
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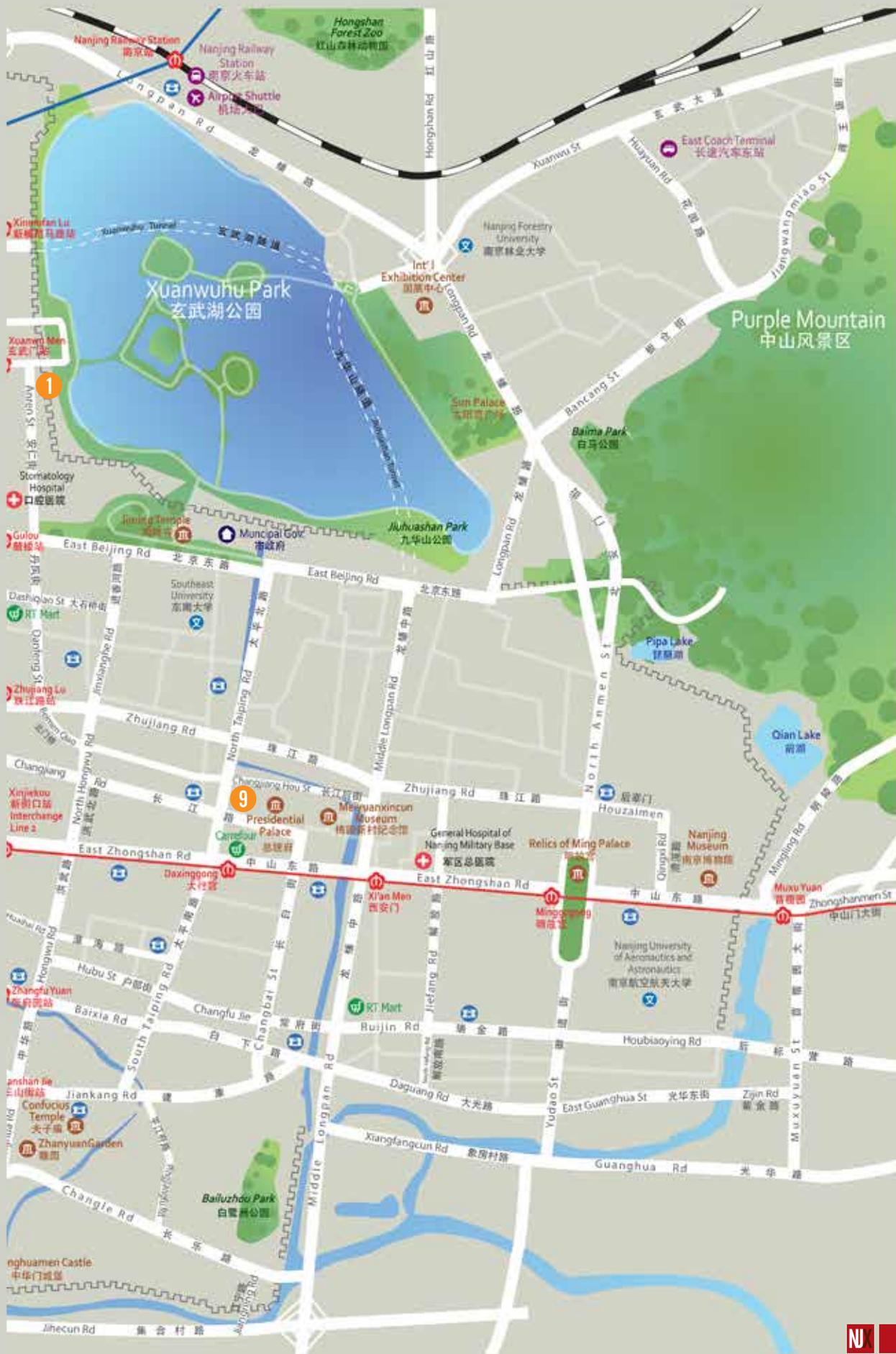
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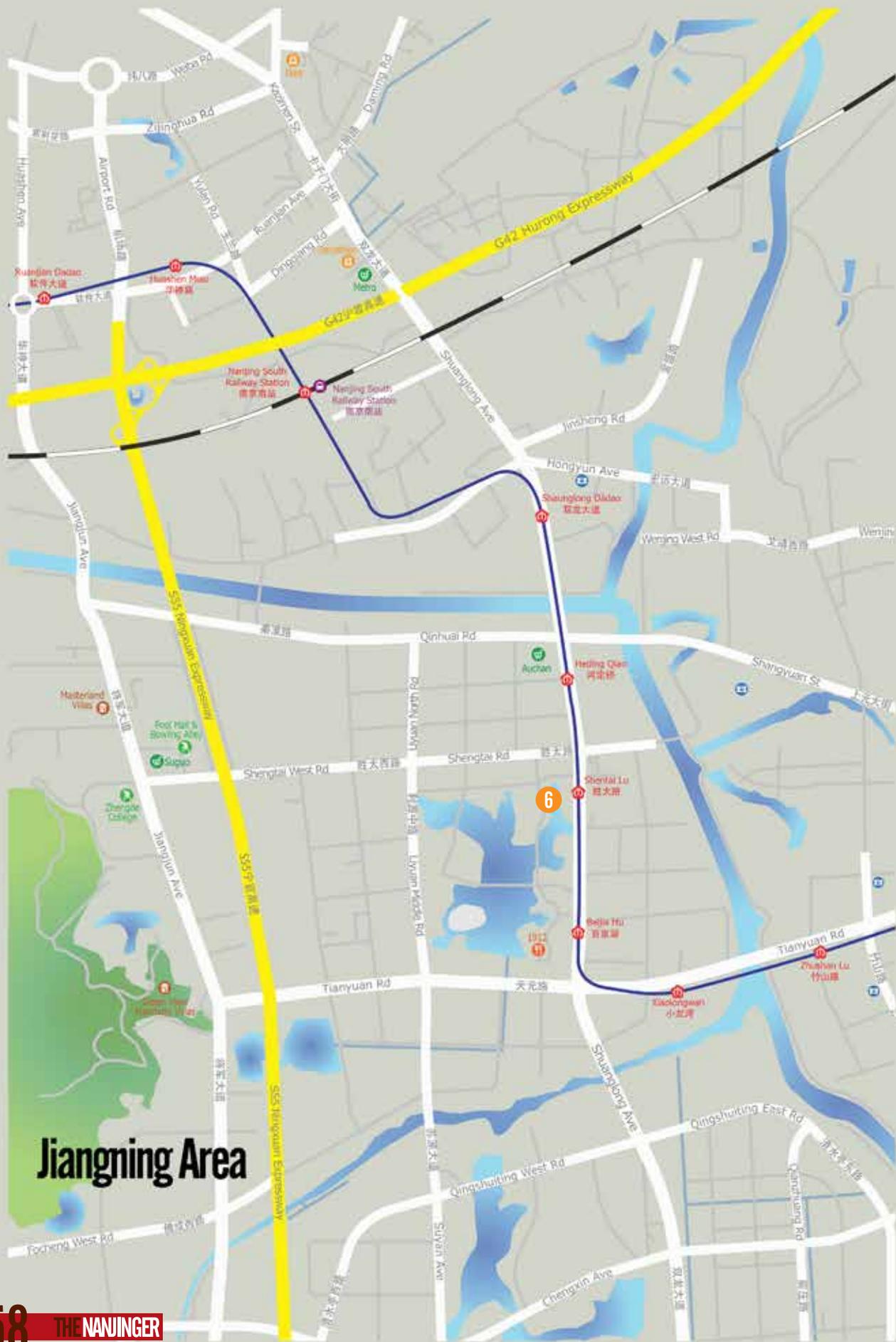


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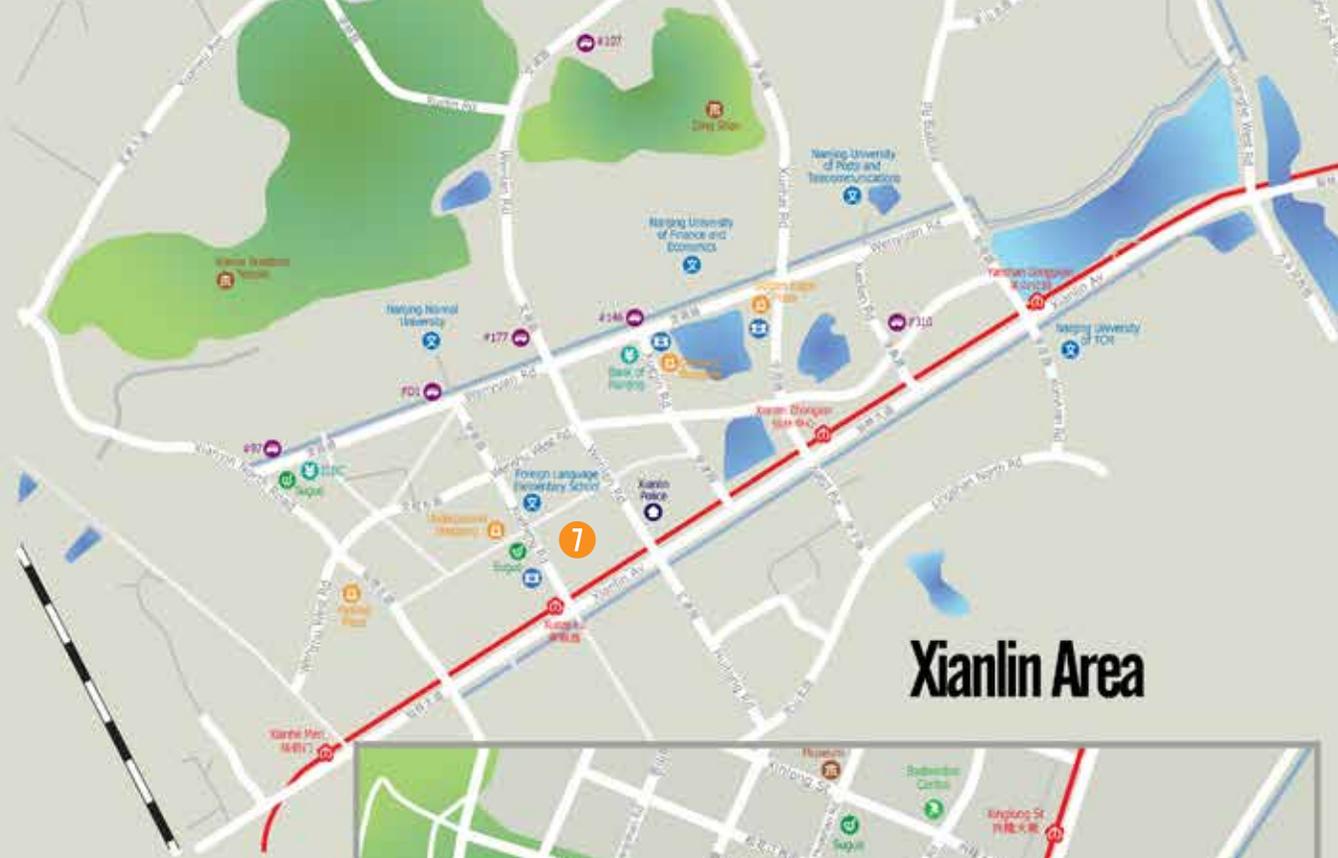








Jiangning Area



Xianlin Area

Olympic Area



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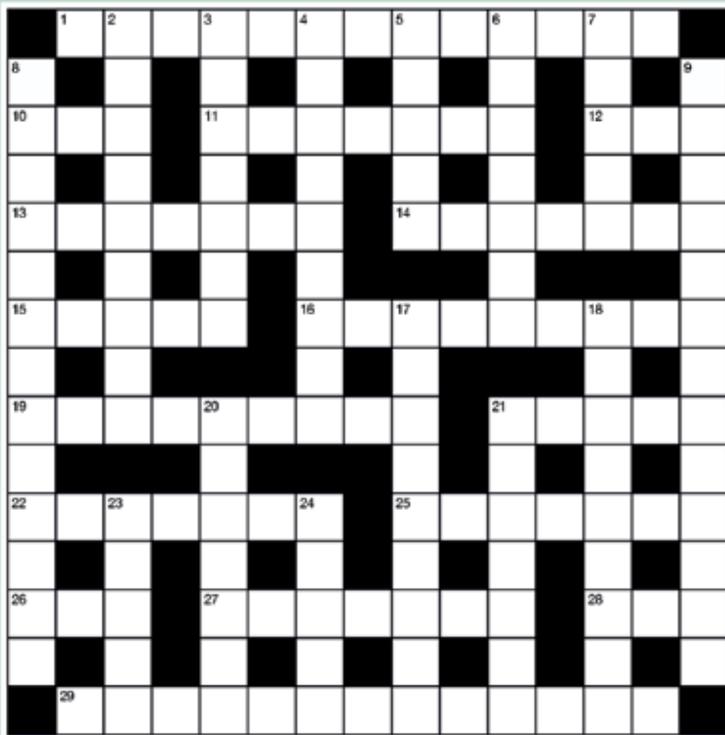
A Community Service
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The Nanjinger

Cryptic Crossword

By Adam Wilkie



Across

- 1 A thoroughly bad shot or ball (4,2,3,4)
- 10 Small amount or work (3)
- 11 Animal doctor, queen and an experienced soldier (7)
- 12 The best but four in a pack (3)
- 13 Give back, regarding the depot (7)
- 14 This article may become a performance (7)
- 15 Four that is second for these plants (5)
- 16 If edibles change, you may not credit it (9)
- 19 With treason and plot, became a threat to government (9)
- 21 If you were lamed, confused you may receive this (5)
- 22 Do in with a gun may prove to be your downfall (7)
- 25 Sum around Mussolini has provided proof (7)
- 26 Initially victory in Asia shows the way (3)
- 27 Image with in in for fancy (7)
- 28 Conflict from E to W needs cooking (3)
- 29 Start of many a fairy story (4,4,1,4)

- 2 I get son in trouble by absorption (9)
- 3 Venus 10 feeling frustrated (7)
- 4 Does not mean a large brain, quite the opposite (9)
- 5 Initially he is running each real estate in his business (5)
- 6 Can male break this restraint? (7)
- 7 To do with a mixed up moggie to respond (5)
- 8 Absorbing instruction around (8,5)
- 9 What children do after a sneezing session at play (2,3,4,4)
- 17 Possibly rail terminus containing religious instruction score (9)
- 18 Do numeric letters make for bad behaviour? (9)
- 20 I doubly force this mixture into a hole (7)
- 21 Tames DD for the least sane (7)
- 23 Daring without gravity and stirred to get rid of water (5)
- 24 Initially some going round a special prolonged handshake (5)

Down 

Closing date: 30th November, 2013
Solution revealed after the closing date on the Nanjing Expat website

pack
your
bags



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Email your answers (a photo of your completed grid is also acceptable) to: nanjingercrossword@sinoconnexion.com

In the event of a tie, one winner shall be chosen at random.

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