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Introducing some of our contributors, editors & designers

Our Editor-in-chief and Music Critic, Frank Hossack, has been a radio host and producer for the past 33 years, the past 24 of which working in media in China, 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.

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As an Australian journalist living in Nanjing for many years, Renée Gray has a background in research, print and online publishing, taking great pleasure in discovering more about Nanjing with every article. 作为在南京居住多年的澳大利亚新闻工作者，Renee Gray有着调研以及印刷品和线上出版物的工作背景。她总是乐于在每篇文章里发现关于南京的内容。

Matthew Stedman has spent years living and working in China. He has sold Chinese tea in the UK, and loves discussing the miraculous leaf with new (and suspicious) audiences. He however never feels happier than when researching the product here in beautiful South China.

Matthew Stedman在中国生活工作了多年。多年在中英两国从事茶叶贸易的他，喜欢和新读者讨论神奇的东方树叶(虽然有时他的读者保持怀疑态度)。没什么比在美丽的江南走访品尝各种茶叶更让他开心的事了。

Legal columnist Carlo D'Andrea is Chair of the Legal & Competition Working group of the European Union Chamber of Commerce in China; Shanghai Chapter, Coordinator of the Nanjing Working Group of the Italian Chamber of Commerce in China and has taught Chinese law (commercial and contractual) at Rome 3 University.

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Roy Ingram has over 25 years experience working as an artist and Creative Director. His early career was with agencies in London but for the past eight years he has lived and worked in Nanjing.

Roy先生有着超过25年的创意总监和艺术家的工作经历。他早期的职业生涯是在伦敦的一家机构里开始的，但是在八年前他决定来到南京生活工作。

THE



www.thenanjinger.com
FEBRUARY 2018

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Publisher 编辑出版
The Nanjinger 《南京人》杂志社

Operating Organization 运营机构
Nanjing Hefu Cultural Media Co., Ltd.
南京贺福文化传媒有限公司

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Volume 8 / Issue 4 / February 2018
“Hygge”
Copyright 2018, SinoConnexion Ltd.
Published in the United Kingdom
ISSN 2051-9974

Homesick

By Maitiu Brallaghan '18

Spring and a buzzard wheels in a deep blue sea
Scarred only by the small white cloud
That stots across the sky, reflecting
New lambs in their fields below.
My friends and I drink coffee, eat scones
Laden with jam and clotted cream,
Laughing at old jokes - making new old memories.

That long December night we sat,
The fire in the hearth gently flickering
And a Yuletide wine a-warming, feeding
That curled up feeling deep inside
That told us we were loved and welcome
As the drifting snow so silently
Cloaked in white our entire world.

A rich autumnal evening, remember?
We huddled against a window pane
Watching rain draw interlacing
Circles on the lake outside our door
'Till a candle danced and cast
Strange folktale shadows on the wall,
That spoke of far off lands...

They all seem so far away,
Snippets of half-forgotten hygge
Not felt tonight...

I hold them tight, collect them
For without distance, emotions deep inside,
Yearnings to be back once more,
Without them how would I know?
How lucky I am to have such a home
That calls to me across the worlds-
Reminding me of all the love it holds.

EDITORIAL

Snug as a Bug in a Rug

As the snow retreats and the dog yaps at the door, The Nanjinger's first outing of the new year shall, we hope, bring a little heartwarming to the tail end of a particularly cold winter.

Such well being comes at a price; see just how much the business of cosy is worth herein.

Elsewhere, what do the Danes and hot pot have in common? More than you would think.

Welcome to "Hygge" from The Nanjinger.

Ed.

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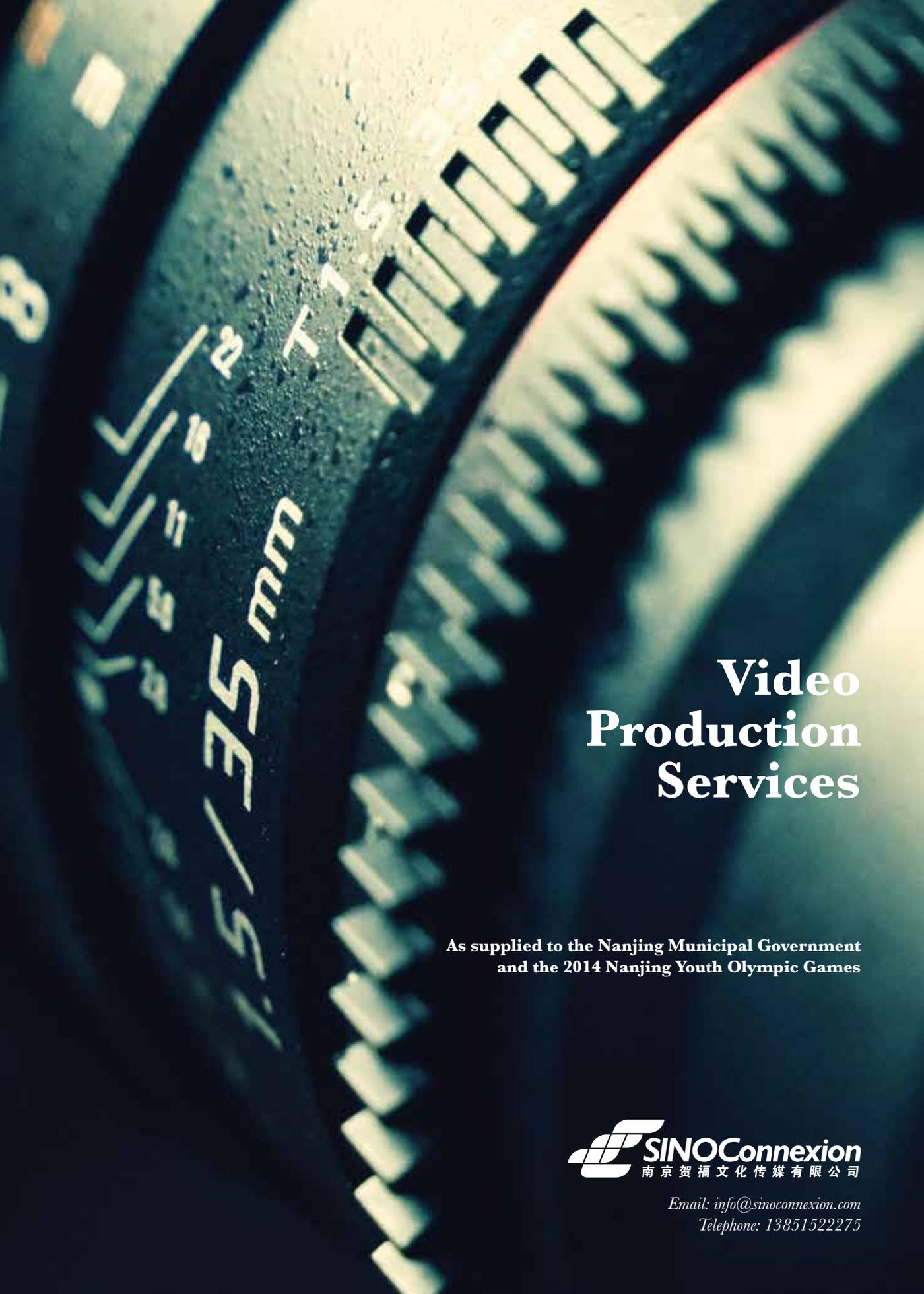
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A *Hygge* Revolution

Before you begin you must first get the pronunciation of this word correct, for you will go on to read it an obscene number of times throughout this article; **hyoogah** not hygee.

hygge/hʊga//h(j)u:gə/

In his hit book *The Little Book of Hygge*: the Danish way to live well, Meik Wiking describes Hygge as a Danish word for “wellbeing”, “a form of everyday togetherness”, “a pleasant and highly valued everyday experience of safety, equality, personal wholeness and a spontaneous social flow”.

In 2016, the Oxford Dictionary released its word of the year and corresponding shortlist. To name but a few, the list included: adulating, Brexiteer, coulrophobia (an irrational fear of clowns) and hygge.

A *Hygge* Revolution

By *Renee Gray*

“Hygge is a very comfortable feeling. For me it’s something which happens everyday, when I come home and sit in front of a couple of candle sticks with my wife”

Per Kolind (*Art Dealer, Danes on Hygge, YouTube*)

The word Hygge was so popular that it almost made word of the year. So what is it all about? Some would say comfort, safety,nowness, togetherness and coziness. But that is what makes the word so great, for it really cannot be summed up in one English word the way it can in Danish, for that is where the word originates, resonates and emulates in the people and culture of the beautiful northern European country.

Some have argued that the tumultuous world events of 2016 caused the beaten down masses of the United States and the UK to retreat and look elsewhere for lifestyle examples from what has been known for 3 years in a row now as “the happiest country in the world”, according to the United Nations annual happiness report.

If the world rates your country as the happiest, there would inevitably follow an analysis of why. In her talk entitled “Planting Seeds of Happiness in Singapore”, Malene Ryhahl spoke of three fundamental Danish values that she believes help make up the Danish’s “good base of well-being”; trust (which she says is amongst 80 percent of Danes), the freedom to be yourself and purpose.

These are values that will take generations to properly instill into other cultures and while that may be true, people need something to look towards now, something that will work instantly; and their answer is the Danish way of hygge living.

In 2016, at least nine books about how to hygge were published. Type hygge into Instagram and there are over 1.7m posts on how to hygge with candles, knitwear, wine, chocolate and friends. Type it into Pinterest and be greeted with pages upon endless pages of how to hygge guides for the consciously cozy.



“Me and my girlfriend sitting in bed, watching the next episode of CSI, with a cup of coffee and chocolate, I’d say that’s hygge”

Nikolaj Christensen (*Student, Danes on Hygge, YouTube*)

The UK comes preprogrammed to hygge and hygge well; the Chinese perhaps not so much. In fact we may go so far as to say that hyggeling, to the Chinese, is so much of a foreign concept that consumer marketing may well be the only way to bring it into the mainstream.

A *Hygge* Revolution



Spend anytime in China during the long, dark, bitter winter months and you will find yourself in turn championing for a *hygge* revolution. The country goes dark during winter for saving electricity is a must; candles? Only for the poor. Heating is reserved for those who wish to get a cold and down jackets and coats are to be worn inside, at work and home... at all times.

As expats hailing from *hyggying* backgrounds of comfort and coziness, it is quite the shock to experience a first Chinese winter. “Maybe it’s because in the recent past they [the Chinese] didn’t have any money for the luxury of *hygge*?” commented Jillian Walker, a Shanghai expat. “Maybe it will take a few generations for the concept of *hygge* to fully be embraced here.”

If it were simply a case of expats pushing their agenda onto the Chinese, one would argue that it’s wrong. However, it seems the idea of naming and recognising a consciously cozy way of living as a well-being choice, is in part sweeping the Western world as a result of dissatisfaction, spikes in depression and the notion that money does not buy happiness.

Wang Lin from Jing Daily, writes, “The healing concept of *hygge* may well speak to Chinese consumers living in an age of dilemma, where on the one hand, they are excited to explore the infinite possibilities of an increasingly modern China, while on the other hand, they face rising competition and pressure in China’s mega cities. Many Chinese have thus begun searching for ways to embrace wellness. *Hygge* offers a solution as anyone can practice the concept, by filling everyday life with little positive experiences”.

“Chinese people don’t know how to enjoy their lives. They only know how to live how their parents want them to live. They have very busy lives, but no quality.” Susan Su (Nanjing businesswoman)

I’m spoking too fast. Like anything that trends in this modern world, it sooner or later makes its way to China. That is why the Chinese version of Meik Wiking’s *The Little Book of Hygge* was printed in May this year. “You have to fill your soul with something,

otherwise you will feel empty inside,” says Li Jingyuan, deputy editor-in-chief of Citic Publishing Group. “So that’s why we have published the Chinese version of Danish Secrets to Happy Living. Chinese people can also get the secret of *hygge*”, Li added. “Despite the word being listed among the top 10 of 2016, there is still not an English or Chinese counterpart that can express the meaning accurately”, said Yang Yang, writing for the China Daily.

Inside Scandinavian Business writer, Yajie Ma comments, “The largest group of Asian tourists in Denmark are travellers from China, who are drawn by the exotic *hygge* culture... The new wave of labour immigrants are attracted by the *hygge* atmosphere and the transparent working environment”.

It is said that the word is not meant to be simply translated, it is to be felt. So if you are in Nanjing this winter and wondering to yourself how you’re going to *hygge*-up your Chinese flat or office, here is a Pinterest post to show you how; **Zero to HYGGE in 5 simple steps!** If indeed you do *hygge* in your flat or at the office or school here in Nanjing, pay it forward and teach it to your Chinese colleagues and hopefully the Danish concept of “consciously cozy”, which helps make them the happiest country in the world, will filter through, defrosting frozen souls and showing purpose. 



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Rugs, Sofas & Cocoa

*The Business of
Cosy in China*

If there was ever a way to make a concrete shell of a home cosy, nothing could be easier than to hang up a curtain, throw down a rug, turn off the strip lighting, strike a match to a candle or five and snuggle down to sip a cup of hot chocolate.

Many Chinese, however, are going a lot further than just these simple measures. With bigger homes comes the desire to make them a venue for entertaining guests, and naturally to make them feel as comfortable as possible in the process.

*It's a veritable
goldmine.*



Rugs, Sofas & Cocoa

By Frank Hossack



Asia processed 12.92 percent more cocoa in the third quarter of 2017 than the same period a year prior, according to the Cocoa Association of Asia. That means more chocolate is being produced, which means more chocolate is being consumed.

The American behemoth Hershey's, who are just a couple of stops short of complete domination in China's chocolate market, has been in the business for more than a century. A senior officer of the company has forecast that chocolate sales in China should grow to ¥27 billion by 2019, up nearly 60 percent from those in 2014.

This is driven by demand from the growing urban population, which in turn, means the economy must be doing pretty well. In the last month, Chinese Premier of the State Council, Li Keqiang, speaking at a Mekong River regional cooperation meeting in Cambodia, said that China's economy grew at 6.9 percent in 2017, remarking that it was, "better than expected". Many forecasters were predicting a bleaker picture, but the news also means that the year-on-year slide in growth rate has been reversed.

The last time China's GDP growth was at 6.9 percent was in 2015, also the year in which furniture sales increased 16.5 percent while building and decoration material sales grew by a whopping 20 percent, representing two of the fastest growing retail categories, according to China's National Bureau of Statistics. Indeed, the innovative home decoration and furnishing industries was a ¥4 trillion market in 2016, reported China Daily.

Perhaps it is all not so surprising, when one considers the average home size in China has jumped 300 percent over the last 3 decades. In 1980, a person could expect to have just 9 square metres to themselves. By 2014, people were stretching out over 32 square metres of personal home space, making for something much more than a functional place to live, or mainly, sleep.

Not only have Chinese homes grown in size, so has building quality. Sky-high property prices combined with competition in the real estate industry, along with advances in building technology, mean that property purchasers are a pampered bunch. Under-floor heating and marble floors, for example, have become almost prerequisites. Given the astronomical sums involved in buying property in the first and second tier cities of today's China, it might not quite be value for money, but at least homeowners are going to be mighty cosy.

Rugs, Sofas & Cocoa

That Ikea does not sell paint or building supplies is also that which has made China its biggest growth area. With a home no longer a concrete shell, having being purchased with wall decor and many fixtures and fittings included in the price, all that is left to do is furnish it and cosy it up a little. Ikea's candles are a big hit with the Chinese, not only on account of their price, but also for their place in Chinese culture.

On the last day of Chinese New Year, it is traditional for candles to be lit and placed outside houses as a means to guide wayward spirits as to a return to their resting place. The convention gave way to the Lantern Festival while candles also feature in both the Mid-Autumn Festival and many a buddhist rite, being placed in front of shrines or statues and images of the Buddha as a mark of respect.

It is perhaps somewhat ironic that the other end of the home decoration spectrum in Nanjing is in fact, in the physical world, Ikea's next-door neighbour.

While the new middle classes are picking out candles of Swedish descent for next to nothing, over at Red Sun Macalline, the nouveau riche are pondering over their "faux baroque" bedroom and whether a Mona Lisa should hang over the headboard.



The Nanjing Red Sun Macalline store in Yuhuatai District was said to be the biggest home decoration mall in Asia when it was completed. Now, the group operates over 200 such stores in China, the Renaissance is also now being complimented by the Yankee. While the former may have been a cultural bridge between the Middle Ages and modern history; more recently acting as a conduit to wealthy Chinese perceptions of the well bred, curiosity in the latter is indicative of a more tasteful maturing in the Chinese interest for home decoration.

On 23 April, 2017, Red Sun Macalline signed an agreement with the Heritage Home Group to open more than 100 Thomasville & Co. stores all over China during the next few years. Among the first of those, the Nanjing branch on Mengdu Da Jie, very close to the Olympic Centre.

The North Carolina based, 114 year-old American brand name certainly has sufficient cosy credentials; its ED collection, according to the firm's website, "... Blends the quality and reputation of Thomasville home furnishings with the relaxed design aesthetic of Ellen [DeGeneres]".

Mr. Song Hua, General Manager of Nanjing Jinye Furniture Co. Ltd., the appointed local agent for Thomasville, spoke with The Nanjinger on the subject of China's new found passion for cosy, explaining, "10 or 20 years ago, while Chinese people were indeed watching American movies, they were concerned with the heroes and storyline, and paid little attention to the furniture in the set. Nowadays, all things American are coming to China in search of publicity, and so Chinese people now have easy access to cosy products that can make a home more comfortable, and publicity can improve their perceptions of the products. Chinese people are more concerned about the grade of a product; after purchasing, the product becomes a symbol of their own identity".

Cosy, Thomasville style, however, does not come cheap. To have the very same sofa as Ellen has in her living room will leave a hole in your bank account only a few hundred kuai short of 40,000.

Among the firm's other offerings, their so called "Loveseats". Contrary to the conjuring of an over-active imagination, this is a range of sofas that more accurately (and thankfully) can be thought of as a cosy nest.

Forecasters of fashion are saying that "Còsagach", a Scottish Gaelic term that is being marketed by Visit Scotland as "snug, sheltered and cosy" (native Gaelic speakers are in disagreement over the translation), is set to be a lifestyle trend of 2018. Among its Ten Commandments, throw not one, but three, rugs on the floor, on top of each other. That ought to do the trick. It will also keep the home decoration coffers of China ticking over nicely too. 🇬🇧

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HYGGe!

?!?!?!?



Blankets, pillows, beanbags and cups of hot chocolate with extra-large marshmallows. Don't forget the candles, which provide an almost evanescent backlight to the room with shades of apricot and amber. The distant howl of the wind is muffled by the crackling of the fireplace, as the presence of pleasant company encircles you.

Nice and cozy, now isn't it?

The Emergence of a Chinese “Hygge”

By Winston Zha

While coziness and comfort are major pieces of the hygge puzzle, it's really more of a mindset where the coziness isn't physical like the type you get when you wrap yourself with blankets, but rather a mental coziness where you feel entirely safe and comfortable.

In recent years, the word hygge and the lifestyle it encompasses has emerged throughout western culture, while you could ask probably ten thousand

people in China without a single person knowing what it meant. Is it just that the cultures are incompatible? Or is there more to Chinese culture than the common eye may recognize?

I would like to believe the latter, for while the name of the concept may not be prevalent, instances of living by hygge can be found all over China. Hot pot is hygge, inspiring families and friends to sit together, cook their food, and have a great time; Chinese tables and food are hygge, with the spinning

middle plate and shared dishes bringing people even closer; and karaoke is hygge, with families and friends singing together in comfortable private rooms with food and drinks. It can also be related to the annual gathering of family at the dinner table to celebrate the coming of Chinese New Year as children receive red envelopes.

While many Chinese may not know what hygge is, certain aspects of the country's development and the lifestyle of the people have led to

The Emergence of a *Chinese* “Hygge”

the integration of a quasi-hygge unique to the Chinese; with perhaps a hygge-lacking business side of things, but a lifestyle that incorporates the feeling of hygge everywhere. However, it is fair to say that as it always is around the world, culture is a volatile melting pot, with the entirety of it constantly changing as the inner components slowly develop and contort.

On the flip-side of things, the Chinese people's general tendency for being conservative can inversely show an absence of hygge in China and reveal that all Chinese may not share the concept of hygge.

The emergence of the middle class in China has led the people to essentially see money as being equivalent to happiness, but this prevents them from metaphorically stopping to smell the flowers and enjoying the little things in life. For example, I am sure many of you have experienced being in Chinese restaurants or homes where they do not turn on the heat to save money and electricity, which clearly goes against the “cozy” side of hygge. Or feeling uncomfortable in restaurants or places that simply have too many people to be able to relax at all.

Does not this clearly go against hygge?

To add to that, the Chinese social system of “mianzi” or face (I'm sure many readers are already familiar with this concept) completely goes against the hygge concept of being entirely comfortable with everyone around you, as we always have to be attentive to what we say or how we act in front of others to “save face”. This often makes us nervous and on our toes the whole time.

Culturally, it is also arguable whether or not the Chinese version of hygge can be defined as a variation of hygge at all, since I am pretty sure that just a whiff of any Chinese toilet will tell you that they aren't exactly going for the hygge feel. However, due to the population boom of China after the coming of the communist regime, people have started to inevitably move closer together as space and resources become limited,

which I believe let a lot of Chinese look past the smaller bad things in life and focus on the larger good things, which is slightly contradictory to the mentality of focusing on the little things in life, but nonetheless gives off the same feeling traditional Danes may experience on a winter's eve cuddled up.

In whatever way the Chinese version of hygge may seem aesthetically different in its approach to hygge, these environments undoubtedly provide the “mental coziness” that is essential to experiencing hygge.

I remember playing card games with my grandparents on Chinese New Year's Eve after indulging in a home-cooked smorgasbord of traditional Chinese dishes, and with stories of the past engaging everyone in the room, what I felt was nothing short of hyggelig.

I did not remember too well how cold the room was that night in my grandparents' home, who did not like turning up the heat. While traditional Danes may regard this as non-hygge due to the absence of candles, fires, fuzzy sweaters, and porridge (there is a Chinese porridge called congee, but they probably don't like that either), the recent international spread of hygge has slowly started to alter its meaning from the Scandinavian winter coziness to anything or anywhere that gives people the same feeling of mental coziness and comfort for the big things in life, for those are really what we tend to remember.

Thus, we may soon be able to see a more hygge lifestyle emerge as the middle class continues to develop, allowing for many creature comforts to be more easily accessible leading to an entirely different China. 🇨🇳



Coffee Cherry Tea

There are those who love dogs and those who love cats. It's common to meet fans of either, rarer to find people fond of both. With drinks, there's a similar polarization; few people enjoy coffee and tea equally.

I've written about coffee in this tea column. For me, the enjoyment is real, but still a disappointment after that tantalising aroma. As with cigar smoking, my mouth experience pales against my nose experience. As with cigars; something of coffee, something ashen, clings to the inside of my mouth long beyond its welcome. I also love the smell of sandalwood; it is a relief not to have to put that in my mouth.

**Coffee people are coffee people.
This person is tea people.**

OK. Maybe you're already hating this page pretty hard. But here's a twist: a product calling itself 'Coffee Cherry Tea'. The best of both worlds?

As you know, a coffee 'bean' is actually part of a fruit. Before roasting, the white bean is hidden inside a red 'cherry'. This cherry possesses a shiny-but-bark-like skin (a bit like mangosteen) which is usually peeled off and discarded.

That discarding is a pity, I'm starting to believe - because (just like orange peel) these skins can be dried and made into something good to drink. Now, perhaps I'm being hasty, here; I've only tried one variety of coffee-cherry-skin-tea. And that is one made from a particularly famous variety of coffee. Maybe the cherries of ordinary coffee bushes don't deliver.



This Janson Geisha Coffee Cherry Tea is a by-product of one of the world's most expensive coffees. Geisha tea from Panama can cost upwards of \$55 per cup in the United States (more in Dubai). And no Indonesian cats are involved.

This packet was brought to our office by a colleague interpreting for the Janson company during a China sales push. I'm very grateful to her for sharing this gift.

Here's the blurb: Our Coffee Cherry Tea is made from the skins of the fruit of Janson Geisha. It has a sweet floral essence mirroring the flavor of hibiscus. Coffee Cherry Tea is a potent antioxidant tea and has a small amount of caffeine. The Jansons present this rare Geisha Coffee Cherry Tea for your wellness indulgence.

It's unusual to cite flavor comparisons with cheaper ingredients like hibiscus; top-of-the-range products are usually compared with truffles, silk or unicorn horns. But the hibiscus comparison is a necessary one here. The drink has the colour and fruitiness of a hibiscus tisane (tisane is a tea-like drink made from a plant other than *camellia sinensis*).

I can vouch for the low caffeine. I really like the fruitiness and the un-burnt taste - a true mouth-filling taste for one infusion. And this is coffee, not just a nice herbal tea.

With "coffee rust" hitting supply and worldwide coffee demand exploding (that China sales push again), I'm hoping more of the world's coffee-cherry-skins can be used to such good effect as this.

In fact, I'm starting to taste some of that undiscovered fruitiness in roasted coffee too.

Perhaps it's not too late to make a conversion.

Nanjing Football Beyond the Chinese Super League

Jiangsu Suning is the only professional football team representing Nanjing in Chinese professional football. Four teams represent Jiangsu province, with all of them competing in China League Two, third tier in the Chinese football system and the lowest professional league; the teams being from Yancheng, Nantong, Zhenjiang and Suzhou. We have to look into the Chinese Champions League (fourth tier) to find another team from our fair city; the Nanjing Shaye Hohai University Football Club.

Nanjing Shaye F.C.

This semi-professional club was founded in November 2014 and joined the fourth tier in the 2016 season. Since 2017, the team has a collaboration agreement with Hohai University and main sponsor, the Shaye Group.

The Club is made up of two major and two youth teams. The main major team is Nanjing Shaye Hohai University F.C., which in

addition to the Chinese Champions League, also plays in the Nanjing City Super League and the Chinese Football Association Cup. The second major team is Nanjing Shaye Amateur Football Team, which plays at eight-men and five-men football in the Chinese City Football League and in the Jiangsu City Holiday League. The two youth teams (under 13 and under 9) take part in local and Jiangsu tournaments.

The Nanjiner talked with Vice President of the club, Mr. Wang Chuansong, a former Jiangsu Sainty (currently Jiangsu Suning) player with a respectful football background. After retirement, he was put in charge of the youth system at Jiangsu Suning. By June 2017, he was invited to be part of Shaye F.C.

Having a preseason of 7-9 weeks will help the main team to achieve their main objective, clearly stated by Mr. Wang. "We aim to qualify to the Chinese Football League Two

and become a professional football club". Part of this planning is to sign foreign players once they become a professional club, although as in every part of the world, lower division clubs face economic difficulties. As to this, he mentioned that right now the club has three sponsors but that, "According to the division we play in, it is difficult to find some famous and strong sponsors".

The Youth Teams

Wang has high expectations for The Nanjing Shanye youth teams; he aims to use his previous experience as youth team manager for Jiangsu Suning, saying, "Now we are building our youth training system, and hopefully, it will increase revenue in the future".

As long as this very new team grows, they will also sign more sponsors and help the city at a social level by recruiting more children interested in playing a sport, and by developing a large local fan base. 📺



FOUR THINGS THAT YOU PROBABLY DID NOT KNOW:

1 Shaye F.C. main team plays at Hohai University Jiangning Campus football field and Nanjing Wutaishan Stadium, and this year entrance is free.

2 You can follow the team on their official accounts of

Wechat and Weibo (Nanjing Shaye Football).

3 Foreigner players are not allowed to play in China third and fourth division in China.



4 Foreign children can join the youth teams. "Football game is free from nation and boundary" (Wang Chuansong).

BEERS FROM AROUND THE WORLD



BLUESKY

AUSSIE RESTAURANT & BAR
77 SHANGHAI LU (JUST UP FROM GUANGZHOU LU)

THE FRIENDLY OASIS
in the heart of Nanjing!
AUSSIE BEERS!



KITCHEN OPEN DAILY UNTIL MIDNIGHT

A Different kind of Cooling This Winter

Scavenging around Nanjing is not unusual in my hunt for contemporary art in this city, but finding something really worthwhile is.

From January until March G.Art has put on a small show that, while perhaps nothing ground breaking for China, is quite exceptional in Nanjing. The group show exhibits eleven artists from China and Taiwan with everything from shiny to big, brash, matte, noisy and almost invisible. Disparate in media, the pieces tie together in their association with the theme of "cooling" where artists, as the curator explains, are "cooling off" from the clamour of dollar driven art fairs, retreating to their studios to re-examine the fundamentals of their practice as well as themselves.

Self-reflection kick-starts the show with Zhang Guanyu's painting *Observation*. A portly topless man leans over a table watching two miniature figures as they walk past him, naked and ashamed. The pair, resembling Adam and Eve, seem unaware they are being observed by the man above them who by contrast is highly focused, his expression neither judgmental nor overtly curious. The impossibility of scale causes us to question: who in the painting is real and who is imagined? Is the man observing the couple, or is it the couple who are in fact observing an imaginary metaphorical figure above them?

A strong light cast from one corner illuminates the man until his skin glows white giving him a god-like appearance. The shadow created by his head hovers above the couple, yet they cast a shadow in the opposite direction, creating something impossible, again playing on the conflict between what is real and what is imagined.

Zhang's painting is highly pensive, perhaps even more

so with the constant drones that resonate from another work in the exhibition. Born in Shanghai and based in the US, Wang Yefeng uses digital animation to reflect on and unpick his experience living as a Chinese in the West. In his dual channel animation [*penthaus*] Wang draws on a quote from the third century poet and scholar Liu Ling who drunkenly claimed "I see the earth and skies as my home, and this room as my pants. What are you, gentlemen, doing in my pants?"

Liu Ling's absurd comprehension of the universe explains some of the imagery used in the animation, such as an obscure 3D shape that eventually becomes recognisable as a pair of jeans. Floating through the space is a small pig without any hind legs. "The character poses an allegorical question," the artist tells me, "the notion of both the house and the pants are obscure to this character, yet at the same time he has no choice but to live in these pants that he can never fit into."

What makes the exhibition a success lies perhaps less in the individual artworks, but the exhibition as a whole, the very fact it happened. "Cooling" also refers to a move away from the concentration of contemporary art in Beijing and Shanghai, with smaller cities such as Nanjing, Chengdu and Wuhan establishing their place in China's art world.

"There is a clear theme to the exhibition and the artworks chosen are all related to this idea of 'cooling,'" says local Nanjing artist Gao Lei, "the exhibition is good to the extent that it fulfils what an exhibition should do. Put in Beijing it might seem like any ordinary show, but within the context of Nanjing, I think it's a success." Although small in size G.Art's "Cooling" exhibition could be a sign that Nanjing's art scene is hotting up. 📍

"Cooling" at Golden Eagle Contemporary Art Center, 266-3 Yang Zi Jiang Da Dao. 金鹰当代艺术空间扬子江大道266-3号. Finishes 11th March, closed Mondays and during Chinese New Year



打造覆盖全球的
高端人脉网络

相亲交友、求职招聘、创业合作，无所不能

Funding *Next Generation* Industries; *Xi's Drive for Creativity*

By *Renee Gray*

They call them "New Growth" or "Next Generation" industries which have taken over from the industrial sector and is what now what helps fuel China's economy.

A new documentary by NHK (Japan Broadcasting Corporation) China: The Great Dragon, takes a magnified look at China's rising "new industries". It highlights president Xi Jinping's push for homegrown innovation, and his wish for a "self-innovating economy", while hoping to shed China of its reputation as the "world's factory".

As China's growth transitions from heavy to soft industries, banks have more difficulty in

lending more money. So, as a way of getting around this (and to keep next generation industries rising) the government has allowed more private sector investment. Before now investment into China came largely from state-owned and foreign investment. But as China is no longer the world's factory, investing in manufacturing no longer cuts the mustard, so where do investors now put their money? Private investment groups.

So, as the story goes, the government relaxed the laws in order to "encourage the establishment of investment firms" and give more freedom by utilising a "preferential tax policy" among other incentives. As a result,

*From a recent government meeting,
Beijing's "Made in China 2025" wish list of innovation:*

- *New Advanced Information Technology*
- *High-end NC Machine Tools and Robotics*
- *Aerospace Equipment and High-tech ships*
- *Modern Railway Equipment*
- *Energy Saving and New Energy Vehicles*
- *Power Equipment*
- *Agricultural Machinery*
- *New Materials*
- *Biopharmaceutical and High-Performance Medical Devices*

a monumental amount of private investment companies popped up all over the country, but with that came uncontrolled investment; it is now estimated that 1 in 3 of these companies have caused trouble, according to the documentary. Fraud cases including Nanjing's recent high-profile Qianbao investment case have rippled through the country, causing a concern for new investors.

"We'll generate passion for mass entrepreneurship and technical innovation. They will be the great drivers for growth"

Premier Li Keqiang

NHK goes on to highlight the importance of startups and how they are proving to not only be one of the safest ways to invest but they are also the strongest player in the new industry group, and overseas returning Chinese are said to be the most sought after. And with groups such as The China Youth Returnee Association (CYRA), which is possibly one of the most influential and well-connected groups of China's elite, with over 700,000 members, it targets young people who have studied abroad, Chinese startups are given the green light.

The Yangtse Evening Post recently ran an article claiming there are over 30,000 returnee ventures in Nanjing. In November of 2017 at the Nanjing Economic and Technological Development Zone; Students Pioneering Park, an awarding ceremony was held for students studying innovation and entrepreneurship. The annual "overseas talent entrepreneurship competition" is this year in its sixth session. Successfully attracting 1,531 overseas experts and students to compete; 100 people won the prize with 72 selected as "key talent programs" in Nanjing and 81 technological companies established.

According to the Nanjing Social Council Foreign Experts Bureau, the old capital is "increasing its intensity of support for returnee entrepreneurship and innovative ideas". In

line with support for the 2011 state policy regarding self-innovation, at a municipal level, Nanjing's plan to attract 37,000 talents (domestic and abroad), has almost been achieved.

Offering further incentives to attractive "top talent" to Nanjing, the Bureau has conjured up the idea of a "New Nanjing" which is comprised of but not only consisting of: talent apartments, public rental housing, housing subsidies, total property rights, a Nanjing residence permit, immigration convenience and license renewal.

Ideas of innovative roots in Nanjing can be traced as far back as 1994 with the establishment of the "Jinling Overseas Students Pioneer Park", which has over time, formed a pattern for the Development Zone. These areas of "high-quality services for overseas students to innovate" became official in 2015. Nationwide three provinces have been granted such provincial-level innovation parks.

And so we sit back and watch while contemplating to which degree China will be able to gain traction as a self-innovating economy. If judging a country by its historical patterns is a good way to predict outcomes, than we can rest assured China's millennial's shall not falter when tasked with the great responsibility of ushering this country into its next era of sustainable economic growth. 





THE Trip | Puerto Galera

By Frank Hossack



The crowds may flock to Cebu, but amid this tropical yet contradictory Asian paradise that comprises over 7,000 islands, much more is to be had off the Philippines' beaten paths. For The Nanjinger, the more ramshackle the shanty town, the better.

And to call a stick a stick, it just takes too long to get to Cebu. So when a Nanjing friend mentioned they had invested in a Chinese dive lodge, just an hour's boat ride from Manila, we more than sat up and took notice. ● *Except that was a lie.* So it came to be that, after the aforementioned boat ride, from Batangas City, which was, in turn, after a 2 hour bus ride (quick by Philippine standards) from Manila, we found ourselves in the backwater of Puerto Galera, the village/town of Sabang to be exact.



Many go to the Philippines to avail themselves of diver certification, and Puerto Galera is no exception, where PADI regulations are also happily and strictly adhered to. Local guides feature over 50 recommended dive sites; from caves and wrecks to exotic marine life, the vicinity certainly has what it takes to keep a finned human happy for days on end. The fact that its beach-front strip of dive lodges is interlaced with western bars and restaurants, some of which open 24 hours, is testament to the plentitude of potential hedonism. In Puerto Galera, this starts at 5pm, the second the dive lodges close.

Yet, this would be to belie some of the other surprises that await in this dichotomy of an island world. For it was amid the mud, sand, chaos and general disregard for road safety that we sampled western cuisine far superior to that on the whole available in all of Nanjing; outstanding pizza by the Italians themselves in Bella Napoli (no relative to its Nanjing namesake), washed down with a glass of homemade, and complimentary, house wine. Then there was Hemingway's Bistrot, an odd name for an Austrian diner, but who cares when tucking into schnitzel, beachside?

Then, as the skies darkened on 24 December, local children marauded the village in gangs, belting out "We Wish You a Merry Christmas" for all their lungs could manage, ever hopeful that we would emerge to press some Pesos into their hands.

At this point we should have perhaps been forewarned, for we were to return the following day to Manila. We mistakenly watched the skies for the storms that come and go at this time of year that may have also prevented our sea-born departure, when we should have been checking the local holiday schedule. Christmas is a big deal in the Philippines; whereas our boatmen were ready to sail, not a bus was to be had on the other side.

With a flight from Manila back to Nanjing set to soar into the skies with us on board before 8am the following day, there was but one choice; Air Juan.

With their somewhat obvious, but well-earned strap line, "Travel in Style", Air Juan serves the Philippine islands with scheduled and charter services designed to take you from the nation's capital direct to your beach resort.

As a big aviation buff, I've frankly never had a better Christmas present than sitting directly behind the pilot of a Cessna Grand Caravan Seaplane as we took off from the waters off our beach; next stop downtown Manila.

But we would first have to get to the airport, one where check in is a shady spot under a random palm, and the departure lounge a beach saloon through which goats randomly meander.

On one final death-defying, knuckle-raising ride in a shiny Philippine Tuk Tuk (no, they are not blinged beyond all belief; they're merely made of stainless steel, on account it rains most days), our first glimpse of a dotted white line in a week had us questioning the very definition of the word "civilisation". For international headlines aside, those in this run-down corner of the world appear far more alive and happy than many in the rat race of eastern China's 21st century. 🇵🇭



How many flowers do you need to sell to earn ¥3 million?

Not as many as you think.

How long do you need to earn ¥3 million? Just 2 years, in actual fact. Even better, you can start with just ¥15000. *This classic story of success was what the The Nanjinger discovered in an investigation of the local flower brand business.*

THE PROFFESION

BID FOR BOTANY'S BLOSSOM



The streets of Nanjing are full of small restaurants, supermarkets, barbershops and fruit shops where one can find flowers. The combination of the sweet and beautiful leaves a pleasant impression, however there is no indication of a prosperous business therein. The flowers can seem to be old and dirty, while some are decorated with fake diamonds. Sprigs stand lonely in pots.

Just where are the flower brands that are selling these floral esthetics?

The owner of Mr. Deer flower shop (鹿先生), 25-year-old Ma Pengbo (马鹏博), started to work in a bank after graduation. Sitting for the whole day and going to drink with colleagues after each shift did not satisfy her. It was 4 years later and with only ¥15000 that she opened a small store near the historic Sanshanjie. Ma smiles speaking about start-up capital, but reassured The Nanjinger that for rent, flowers and decoration it was more than enough. Any small profit Ma spent on a subsequent development of the store. During these times she did not feel like a businesswoman. Now, 2 years later, as the owner of a flower shop in Xinjiekou, a flower cafe and a flower school, Ma agrees she has now no choice but to consider herself a businesswoman.

The small store she started with did not survive for long. “Despite of the signed contract, the owner decided to hand it over it to others who promised to pay more. Moreover, that month employees left me and went to competitors. That was the most difficult time for me”, commented Ma.

The choice of the next place says a lot about Ma’s character in itself. Left without her faithful followers, and an inventory of products not yet sold out, this young businesswoman moved to Beilu Park in Fuzimiao, nowadays the head office of Mr. Deer but then a place only for the leftover flower shops. In 1 month, Ma decided to open a flower school in this very same location. That was a turning point.

Courses lasted 7 days. Lessons started in the morning and finished in the evening, with groups consisting of approximately ten people. Each course included bouquet, table flower, flower box, flower basket, bridal and wedding flowers plus preserved fresh flowers. With

the price for a course at ¥13,000, one would probably ask, “Why did people actually go there?” Whether we consider it a business strategy or not, potential employees attending the interview in a typical Chinese way answered faster than their boss; “It’s a personal charm”. Ma didn’t argue, explaining, “Chinese people know that in foreign countries such courses cost much more. I have travelled a lot and attended courses in different countries, the USA, France, Japan, Korea. And yes, they really liked me”. After 1 year the school received over 300 students, returning a profit of ¥3 million.

This allowed Ma to open a luxurious fantasy-styled flower store in Xinjiekou and a pink bloom youth flower cafe at Jiqingmen.

The most difficult thing in the flower business Ma sees is the attitude of Chinese people to flowers. “They are not used to buying flowers for themselves. When I travelled in Europe, I noticed how some people after work go to flower shops and come home with bouquets just because it is another day, and they are ready to be responsible for the beauty around them. Chinese people consider it the waste of money and time”.

Weibo and WeChat are the main platforms to attract customers. The little store in Taobao looks unvisited, though for 2 years with such a good result in the real world and word of mouth strategy, it should not come as surprising. Mr. Deer has not also taken any advertisement on any news portal, TV or radio. Devoted staff did not loose the chance to say that the competitors of Mr Deer use celebrity branding, an obvious reference to The Beast (野兽派), a well known chain of flower shops in China, the face of which is Chinese actor Jing Boran (井柏然), while Mr. Deer considers the product in itself to be an advertisement. The employees comment that in their ads they are placing the quality and the concept of the shops in first place. 📷



OUR SPACE

GASTRONOMY *By Frank Hossack*

Sizzling Sicily on the Grill

It would be fair to say there exists a fair number of expats in Nanjing who have not set foot in the Jinling Hotel, much less the Pacific Grill restaurant therein.

While The Nanjinger is not in the business of predicting the future, it is a relatively safe bet to say, with the self-proclaimed "Pirate of the Kitchen", that is all about to change.

This is just one of the reasons that have recently emerged to give those unlucky ones every excuse they need to become acquainted with what was China's tallest building when it opened back in 1983.



For the first time, the hotel's Pacific Grill restaurant has thrown open its doors for lunch, and proudly presents its new resident chef, Antonino Scordo, winner of the Hotelex Shanghai China Pizza Championship 2016 Competition.

Hailing from Sicily, and bringing a few of his mama's recipes with him, Scordo (who prefers the snappier Nino) has spent

the last 8 years in China, predominately in the Pearl River Delta region.

The Nanjinger was treated to all 18 items on the new lunch menu, and while there is quite sufficient of the tried and tested Italian fare (think salumi, lasagne, spaghetti, fettuccine etc.), the exquisite creations of Nino were exemplified by the Marinated Salmon with Potato Pancake, Salmon Eggs and Sour Cream.



The dish is delightfully set off, both visually and orally, by the addition of beetroot, creamed.

It is this approach; the addition of almost novelty ingredients, appearing to have no place therein, that elevates the dining experience into a new stratosphere. Another starter brings together spinach with a truffle vinaigrette, while smoked herbs and crispy grissini wrap a veal tenderloin for a main.

And by the way, on the evening menu, the salmon and eggs are replaced by swordfish and caviar, of course.

The affable and talkative Nino is happy to engage with his diners. He may well tell you the tale of him taking a make up box from a lady halfway through her dinner, returning it to her minutes later after it had become a presentation case for dessert. Collecting his first month's salary, Nino discovered that the Jinling had overpaid him. A promotion was the explanation; Nino turned them down, and headed back to the kitchen.

He sums up his attitude thus; "If I worked in an office, I would smell like a dead person. When I go to take a shower at night, I want to smell of beef!"

It is more than worth noting that, prior to Nino's arrival, the Pacific Grill was bringing in ¥7,000 in room service each month. This last month, that figure became ¥200,000.

Find out why, by trying out his, and his mama's, recipes at Pacific Grill in the Jinling Hotel any day, for lunch or dinner. Lunch sets are priced from ¥128 - ¥218.

Pacific Grill is located on 2F, Jinling Hotel, 2 Hangzhong Lu, Xinjiekou. Tel: 84711888 ext. 84248 for reservations. 🍴

CAFÉ *By Brendan Ryan*

Crème of Cosy; Old Timer Haunt Still Tops in the Cold

Nanjing winters can feel like they last forever. Residents and travelers alike are always on the hunt for somewhere cozy to escape from the damp cold. 3 Coffee is the perfect place to spend an afternoon or night nestled up with a book and a coffee.

3 Coffee is nested above a Japanese Restaurant on Shanghai Road. It resembles a grandmother's living room. One wall is lined with a bookshelf on the verge of bursting. A map of Nanjing, etched out in crayon, sticks another wall. The furniture is a hodgepodge of half-broken armchairs and wooden tables. A tall air-conditioning unit squeezed into a corner spits out warm, twenty-five degree air.

In the day, light pours into the second floor windows, uncovering an assortment of antiques tossed about the cafe. The view is nothing worth writing home about, but the natural light is perfect for reading. At night, the shop is cloaked in darkness. The light from small desk lamps on every table provides just enough light to work by. It is difficult not to fall asleep



3 Coffee has another benefit. Unlike most cafes near Nanjing University, it is open until midnight. Late studiers can find warmth and comfort even past typical 10:00pm closing times. In addition, a small, black cat resides in the cafe. He is often found resting on the bookshelf or snoozing on an empty chair, but occasionally snuggles up with guests.

The coffee and snacks are decent, but nothing special. However, That said, 3 Coffee is definitely worth going to for a cozy hideout.

3 Coffee is located at 82 Shanghai Lu. Tel: 8324 4617. 📍

新年快乐

2018

HAPPY CHINESE NEW YEAR!

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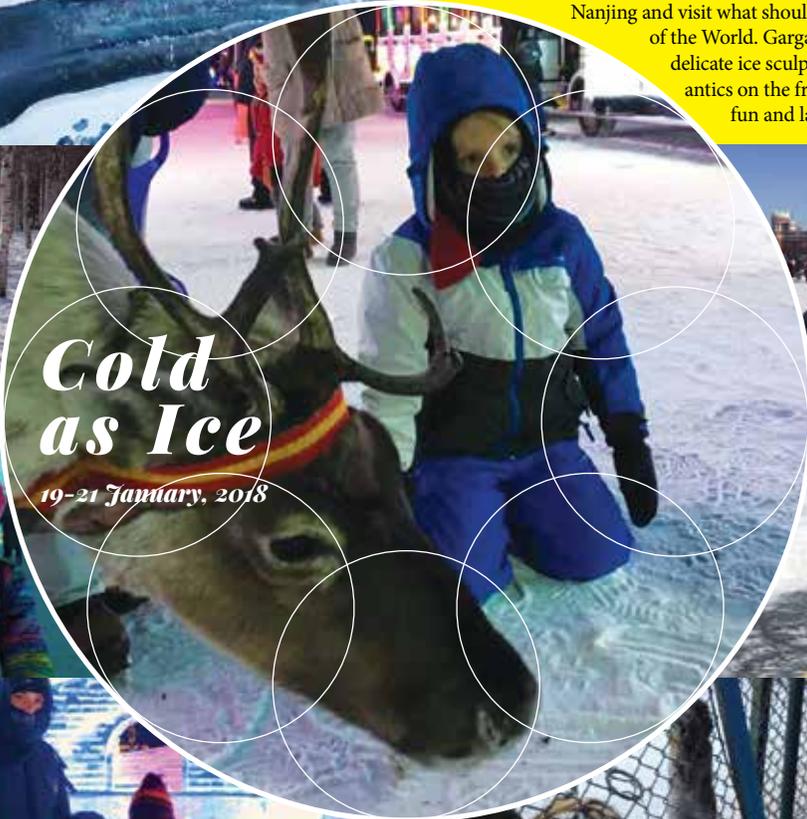




Once again, Nanjing International Club headed off for a weekend trip to Harbin in northern China. Over 30 intrepid travelers braved the icy conditions and extreme temperatures to escape Nanjing and visit what should surely be a Wonder of the World. Gargantuan, elaborate and delicate ice sculptures, Siberian tigers, antics on the frozen river and lots of fun and laughter for everyone!

Cold as Ice

19-21 January, 2018



Students at Etonhouse International School Nanjing were treated to a cultural celebration during the Laba Festival. A local community group came in to share their knowledge about this traditional Chinese festival, play games with the students and sample the delicious Laba congee.

Pease Porridge

24 January, 2018



Nanjing International School parents and students from all grade levels had the opportunity to meet with teachers about progress from Semester One and goals for Semester Two. Parents were also invited to join students and staff in writing their one word that best describes NIS to celebrate the school's 25th anniversary.

Cat's in the Cradle

24 January, 2018





BSN Idol is a chance for students at The British School of Nanjing in Primary and Senior School who wish to demonstrate their talent for performance. Past entrants have included magicians, comedians, musical groups, soloists, dramatic actors and dance teams. This year was another phenomenal year with great talent entertaining fellow students and parents.



I'd Like to Teach the World to Sing

2 February, 2018



What's Cozy Doesn't Come Easy

Heavy snow has visited most of China recently. With warm AC and a cup of hot coffee, together with the snowy scenery, it is not that hard to get through the day, that is, unless you have to grab a bite to eat outside. Fortunately, with the booming development of the online food delivery service in China, you are always just a few clicks away from a decent meal.

As we are all aware, great efforts lie behind the most seemingly simple products. People are so used to ordering food delivery via an app that very few realize the complicated infrastructure on which it is built, including the associated legal and political support.

Food to be Same for Eat-in and Take-out

The defining character of online food delivery is that the customer does not need to be at the restaurant to enjoy their meal. Yet, this is also where the major risk lies; customers may have no knowledge of the caterer's qualifications and are unable to supervise the site, cooking staff or the production process. We could say you have no idea what you are going to eat.

Measures for the Supervision and Administration of the Safety of Food Offered through Online Catering Services ("Measures") issued by China FDA has provided corresponding provisions regarding this matter. The Measures clearly stipulate that in order to provide online catering services, providers must have their own physical stores and, more importantly, obtain a food business license in compliance with the according legislation. Besides, providers must carry out the services specified on their own business licenses; any operations deviant to these shall be punished. With this, we can expect that food delivered be cooked just as in the restaurants we used to frequent.

Food to be Delivered in a Clean and Safe Way

Our next concern should be how the food finds its way to us, as it will change hands several times through the delivery staff. We are probably no strangers to annoying circumstances; it could be a late delivery, that you are

unhappy with the hygiene of the delivery staff, that the package is not clean or simply that the food suffers so much on the journey that it becomes challenging to look at, not to mention eat.

The Measures clearly require that the catering service platform or the restaurants must strengthen training and management of delivery staff in food safety, and that training records shall be safely kept for at least 2 years. Moreover, delivery staff shall maintain good personal hygiene, use nontoxic and harmless containers to deliver food and check the food to be delivered to ensure it is free from contamination during delivery.

Exercise Caution on Your Doorstep

As a famous joke says, the person who knows you the best is not your parents nor family pet, but the delivery staff. What's slightly scary about this joke is that this is at least partially true, in so far as we may take our delivery friends for granted to a dangerous degree. To customers they may be just a symbol; we don't bother to distinguish one from another, but they are also human beings, possessed with the same kindness and weakness. We have all heard the fairy tale about Three Little Pigs and the Big Bad Wolf; the pigs would not open the door and defeat the wolf in the end. What if the wolf was dressed as a delivery worker? Surely the ending would be vastly different.

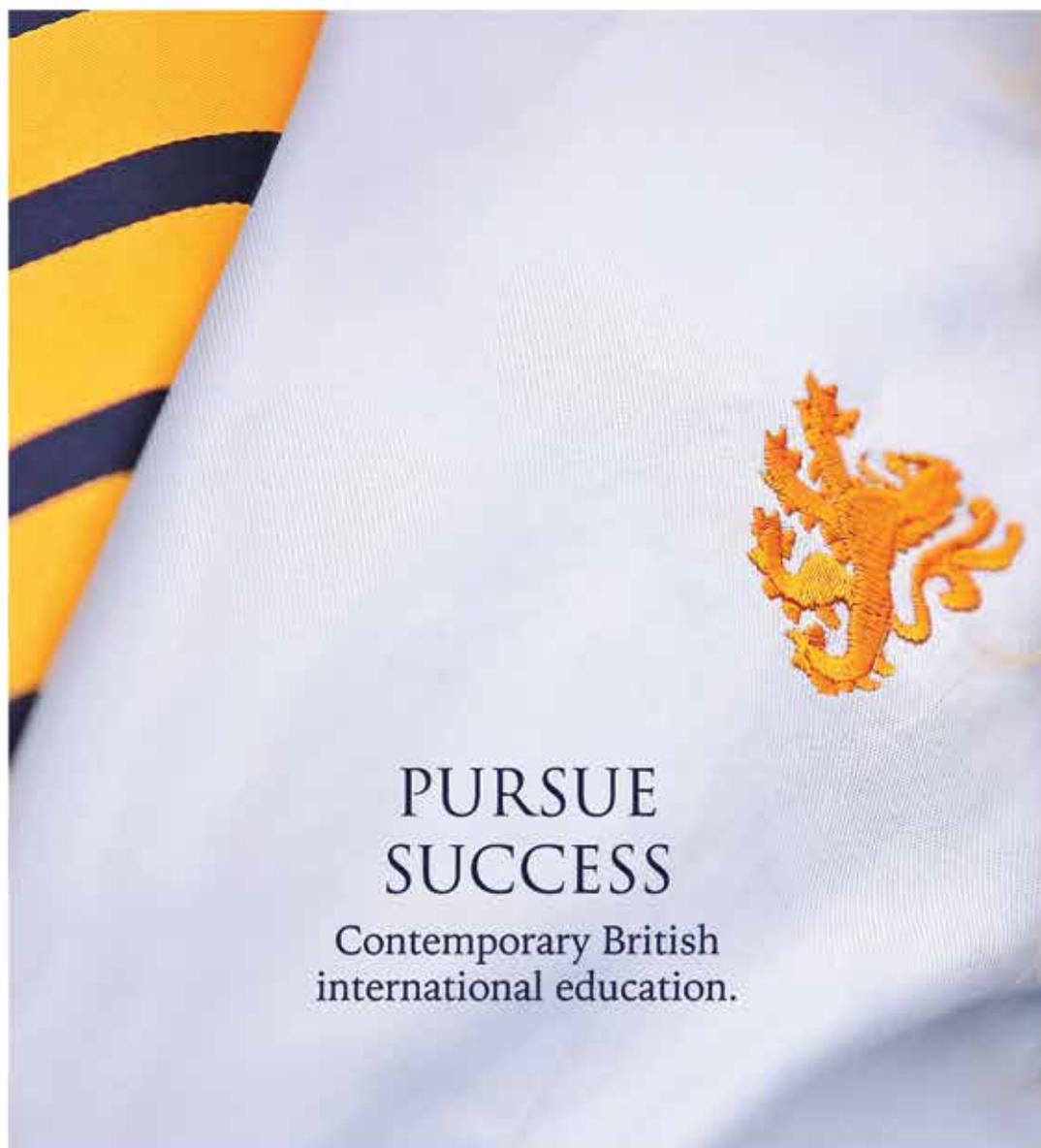
Regarding this matter, the China Council for The Promotion of International Trade has issued Specifications for the Food Delivery Service that stipulate all food delivery staff shall go through identity verification to avoid personnel joining their ranks with malicious intent. In addition, it is clearly forbidden for food delivery staff to enter private real estate or to conduct uncivilised behaviour; demanding tips, attacking the door, etc.

This is but a small fraction of the entitlements we unknowingly at present enjoy; a more detailed knowledge of such can grant us a certain degree of comfort or assistance when encountering irregularities. 📺

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