

THE NANJINGER

NANJINGEXPAT

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*It's not easy being green.
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Ordinary things.
And people tend to pass you over 'cause you're
Not standing out like flashy sparkles in the water
Or stars in the sky.*

*But green's the colour of Spring.
And green can be cool and friendly-like.
And green can be big like an ocean, or important
Like a mountain, or tall like a tree.*

*When green is all there is to be
It could make you wonder why, but why wonder why?
Wonder, I am green and it'll do fine,
It's beautiful!*

And I think it's what I want to be.

*Welcome to Organic from The Nanjinger, with thanks to
The Muppets and Kermit in particular.*

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Letter Of The Month

Dear Nanjinger,

Just as I was beginning to appreciate Nanjing, I experienced an interaction similar to growing up in Texas. My colleagues and I took my boss visiting town from the US to a Monday night landmark for their two-for-one special. Expecting great food and laughter, we arrived about 6:00pm and took a number. Our party of five was ignored despite our number and our position in front of the hostess desk until 8:15pm. Admittedly we wanted a non-smoking section, but larger parties of five and six Chinese folks were seated repeatedly while we were told to wait. Hovering with us in patio chairs were three other groups; a table of patently Muslim south Asian folks, possibly from Arabia and a group of three African guys. I should share that our group included a 6'1" African-American woman, my boss who is Caucasian and myself (also black, but shorter!).

Understanding generalizations exist about foreigners anywhere, I did not initially consider the almost two hour wait until I saw larger groups of Chinese seated immediately while we waited. The African guys left after 20 minutes or so, and yes we were finally served, but the patently singular treatment rankled. Between my hair and skin as objects of curiosity, I am most disheartened by children who are plainly frightened by my appearance and different service experiences.

Don't mistake my concerns as whining. Most of the time I pass my days between work and social interface without incident, but those weekly occasions, when perfect strangers feel no sense of compunction about touching my dreadlocks or asking what kind of African I am, are saddening. If China wants to be a player on the world stage, but fails to educate its populace about the diversity of peoples of which the rest of the world is comprised, it will not succeed. The treatment of the earlier establishment was 360 degrees different as compared to an Italian restaurant off Shanghai Lu. There we were treated like welcome guests and the service was impeccable. I know China has warm-hearted welcoming citizens. I know that visitors in New York share similar experiences of ill treatment. But, I was unprepared for the blatantly different treatment I received on Zhongshan Lu; especially because I had hailed said location as a highlight of life in Nanjing.

My perspective may be tinted with the frustrations of adjustment, but it has happened more than once. I have not returned to said locale since and my friends and colleagues agreed not to patronize the establishment in solidarity. There are great places for food and conviviality in Nanjing, and as the expat communities expand, I am discovering other options for cuisines new to me as well as my favorite anything vindaloo; but I'm sad to miss two for the price of one when the food was good. Poor service aside, I am happy to explore new eating options in Nanjing and welcome recommendations from expats and our native hosts.

Angela Conley
American businesswoman

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How to enter:

The prize of two nights bed and breakfast for two people at Novotel Nanjing East will be awarded to the author of The Letter of the Month, as chosen by The Nanjinger editorial team. Email you letters to thenanjinger@sinoconnexion.com.

Novotel Nanjing East Suning Galaxy is located in the Xuzhuang Software Park on the East Side of Nanjing and next to the Nanjing Hi-Tech and Industrial Park. The Zhongshan International Golf Resort 27 hole course designed by Gary Player is situated just 5 minutes away. This hotel is close to Purple Mountain Observatory, Ming Xiaoling Mausoleum, and Xuan Wu Lake Park. Local attractions also include Dr. Sun Yat-Sen Mausoleum and Nanjing City Wall.



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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。

Dan Clarke keeps busy with two home businesses based out of Nanjing; one which helps people learn how to start a home business or work online, and another in which he works as a ghost writer.

Dan Clarke在南京拥有两个居家企业，他给客户提供开居家企业在线工作咨询，同时为影子写手。

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。《网页设计艺术指南一第五册》

Our Editor-in-chief and Music Critic, Frank Hossack, has been a radio host and producer for the past 30 years, the past 20 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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Amendment of the PRC Advertisement Law

Recently the Legislative Affairs Office of the State Council of the PRC has been soliciting public opinion for the amendment of the Advertisement Law. The soliciting period lasted until end of March 2014. As part of the process, the public were invited to submit their comments on the official website. In the draft amendment the following points are of particular interest to both for advertisers and consumers.

No advertising without consent

Without consent or requirement of the interested party/consumer, or after being refused expressly by the concerned person, no natural person and organization shall send advertising messages via telephone, email, etc.

Underage Protection


Advertisements for any kind of medical products or services, online games and alcohol are to be banned from any media aimed at teenagers in order to better protect young, impressionable minds. Furthermore, the draft amendment prohibits any advertising in primary and middle school campuses and kindergarten. Textbooks, uniforms and school buses are excluded from the ban list. At the same time, statements such as “guaranteed passing of test”, “certificate of qualification”, etc. will not be allowed in advertisements.

Validity of price in real estate advertisement

The advertisement of real estate shall expressly provide the valid term of period when it is related to the price of real estate property.

Joint liability for deceptive representation

The draft amendment demands that a person recommending a product, typically famous stars, may not make advertisement for a product which they have not bought and used themselves. If they intentionally do advertising with knowledge of falsehood and deceptiveness of the advertised products, they shall take joint liability with the seller.

The new Advertisement Law will be promulgated after the soliciting period. The adoption of the aforementioned amendments is almost certain. Since advertising is a key factor in doing business, for the purpose of preventing potential risks, especially at the moment of the adaption of the new law, foreign companies in China are advised to pay special attention while adopting a new advertising strategy and consult professionals for further advice if necessary. 

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For the past several decades, tens of millions of Chinese people have left farm-based labor in the rural countryside of China to stake out a life in the booming cities, yet a variety of food safety issues are now driving many locals, and expats, to seek a return to a closer relationship with their food.

PAVING THE PATH TO ORGANIC

By Sean Doherty


Vegetables, fruits, and rice everywhere, and not a bite to eat. Walk through a typical neighbourhood in China and you are bound to find a fruit stall, a vegetable market, and bags of rice stocked at convenience stores, but uncertainty about the source of the products may fuel skepticism about where to buy. Indeed, living in a country that is ripe with food issues can make the routine task of finding the next meal a complicated search.

Perhaps one of the most unique examples illustrating the pursuit of safe food in China is Shanghai home-delivery based yoghurt company, Bellis Farm. While many companies in China are now importing food products in order to ensure quality, Martin Nexo, the founder of Bellis, describes how the local farm, where they source their organic milk, actually brings the entire production facility—the cow, that is—to China. “The cows are bred in Australia, then shipped to China when they are ready for milking, and are kept at a farm that is certified organic by both a local and an international certification body,” explains Nexo.

Eventually, these “expat cows,” as Nexo endearingly calls them, are sent back to Australia for breeding, and the cycle continues.

Using fresh, organic milk has helped Bellis establish a good niche in Shanghai, and the company is now in talks with supermarkets to expand their distribution. Yet even as the company explores ways to reach a greater amount of customers,





Nexo feels there will always be room in the market for interested consumers to produce their own yogurt at home, and he hopes his company will continue educating people about the process.

Yoghurt is now just one item in a basket of goods that consumers are beginning to produce in their own homes in response to food quality concerns, and this phenomenon can be explained by an interesting trend in online shopping: citing data from China's largest online marketplace, Taobao, a China Daily article notes booming sales of vegetable seeds, with many of the seeds presumed to be destined for planting in residential apartments. Responding to an increased interest in home farming, Jin Mingdi, Director of the vegetable centre at Shanghai's Minhang Commission of Agriculture offered advice for gardening at home noting, "On balconies, faster-growing crops such as radishes, lettuce, spinach and leafy vegetables are good choices. Some can be harvested in as few as five weeks, and some will grow year round, if you have winter sun."

TRUST, OR LACK-THEREOF, OF FOOD QUALITY IS A DRIVING FACTOR IN THE MOVEMENT TO GROW PRODUCE AT HOME, AND THE WAY COMMERCIALY AVAILABLE FOOD PRODUCTS ARE MARKETED AND LABELED IS NOT HELPING THE SITUATION, EITHER.

According to data presented in Nielsen's 2011 Global Survey, "Food label confusion is highest in the Chinese-speaking world," and Chinese consumers are consistent with other global respondents in that they "...are skeptical about the accuracy and believability of health claims found on food packaging such as 'all natural.'" Further compounding consumer skepticism are the frequent news reports of food safety scandals in China that have made many people hungry for other options.

One business that is striving to improve the flow of trust, and to ride a wave of good quality is online food retailer, Fields. Speaking with The Nanjinger, Founder and CEO Steve Liang, the food enthusiast turned entrepreneur revealed how his passion for Fields' work helps foster trust among consumers, noting, "Trust is an issue with new customers, who often ask how they can be certain a product is organic. We explain from the heart that our entire organization—from top to bottom—wants safe, clean food. Customers may be skeptical at first, but eventually we convert them because we are running a very clean business." Setting the bar for quality and establishing a strong reputation has the added benefit that, "Suppliers also recognize that we are focused on the best products and that we will pay a premium if quality is consistent, so we attract the best suppliers," adds Liang.

Becoming closely involved in their suppliers' business, and in fact the entire chain of food production, is a large part of the platform of trust that Fields applies to their products. Says Liang, "We want consumers to know everything about our product is safe, so we work to make it organic throughout the entire cycle: processing, picking, storing, and distribution." By carefully sourcing their suppliers and partnering with them for process improvements, Fields has already helped many people obtain safe, trustworthy food in their short time as a company—five years this April—but are their efforts scalable to fit the growing diet of the most populous nation?

As it turns out, there have been significant improvements in food safety, despite a sea of bad news. According to a White Paper entitled The Quality and Safety of Food in China released by China's State Council Information Office, "Quality agricultural products are steadily expanding their market," with 28 percent of the total cultivatable land in China put to use to grow produce deemed either green, hazard-free, or organic. Since China's organic certification agriculture standards were established in 1994, the field for third party certification has grown to over 20 organizations.

The organic labels, while able to certify against their own private organic standards, are governed by the China National Organic Product Standard (CNOPS) and products must follow national guidelines.

THE FIGURES SEEM TO SUGGEST THAT FINDING SAFE FOOD IN CHINA SHOULD BE RELATIVELY EASY, YET EXPERIENCED EXPATS MIGHT BE OF A DIFFERENT OPINION. In the first place, as the report goes on to

reveal, much of the highest quality food products are exported; 90 percent of all certified agricultural products are shipped to one of over forty trade partners that accept produce grown in China, although this has been changing as more and more local consumers have demonstrated a willingness to pay a higher premium for safe food. Still, most consumers do not recognize the labels, much less understand the different categories of safe food.

A simple explanation of the categories is that organic certification does not allow for genetically modified organisms, synthetic chemicals, or residues, while green food and hazard-free certification does, to a limited extent. Add in to account that the green food label is somewhat more regulated than the hazard-free label, and that the green food label is further subdivided into two categories (Grade A and Grade AA), and factor in the “Conversion to Organic” label that marks products in transition, and the simple picture gets more complicated.

Fields, from its position as a leader in the organic food surge in China, recognizes that the industry’s path of improvement has been hard fought. “Five years ago, there were almost no organic products available. Now, more and more people are trying to solve this problem from an economic and social standpoint, and so things are becoming more refined. With more competition, there is better selection, which also brings about better practices,” says Liang.

THE ORGANIC INDUSTRY IN CHINA IS STILL IN ITS EARLY DAYS OF DEVELOPMENT AND, MUCH LIKE A GOOD RECIPE, WILL TAKE SOME TIME TO PERFECT.

Finding ways to spread understanding, recognition, and trust of the food labels will be important for embedding organic as a permanent fixture of the agriculture landscape and, once firmly established, increased demand should drive an even greater supply. Looking back on the changes that have already taken place in the organic food industry in China and acknowledging the challenges that lie ahead, Liang confidently forecasts that, “Fixing the food safety problems won’t take a day; it will take years, step-by-step-by-step.”

If every step in the right direction brings more reliable, trustworthy food options to the table, then at least the journey will be a tasty one. **NU**



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Officially, organic food as per our modern understanding has been present in China for twenty-five years; however production has been primarily export-oriented. Recent years have witnessed a slight recalibration of the market, as an increasing amount of organic is produced for home consumption.



In 2012, organic food constituted 1.01 percent of China's food consumption; while this number is far behind European (approximately 15 percent) or even Japanese and Korean (7 to 8 percent) standards, it does equal a triple growth compared to 2007, when it only took up 0.36 percent of the entire Chinese food intake. The organic market has since been valued at over 10 billion yuan and growing.

In addition, due to increasing demand not only domestically but on an international scale, China will become the fourth largest organic market in the world by 2020, according to a report by the USDA.

History of Organic in China

Ironically, organic methods of farming existed in China long before the West as traditionally farmers unwittingly grew crops in an organic way up until the 1960's. Under Mao, new farming techniques including heavy use of fertilizers and pesticides were introduced.

It was not until 1989 that the idea of organic food was introduced explicitly to China. In 1990, a number of overseas certification companies took up work in China and four years later Nanjing became the pioneer of the country's own organic certification efforts as the Organic Food Development Center (OFCD) was founded, headquartered in our very own Ning. They certified the first organic product in 1995.

During the 1990s, certification of organic products was almost entirely directed at the export market; it was not until 1999 that the domestic industry really began to emerge.

In the meantime, certification bodies started growing like weeds until they hit a record high in 2004, as over 30 different such entities nationwide took to certifying 3.3 million hs of land.

The government realised the necessity of better regulation and consequentially introduced national standards for organic farming in 2005. This included cutting down the number of certifying

institutions to 23, plus the introduction of rules to ensure the quality of organic products produced in the country.

Since 2007 the market has been skyrocketing due to accelerated economic growth. A rapidly expanding middle class with improved living standards and higher education now has the luxury to worry about what type of food they consume, and where they consume it, rather than whether they have enough to eat, as opposed to the preceding generation. Fuelled by food scandals and safety concerns, it is unsurprising that locals are latching on to organic.

On a larger scale, China has been experiencing a depressed export of organic products in recent years, therefore there has been an increased focus on developing the domestic market.

The need for a mature organic market in China is undoubtedly there. In 2010, the Foreign Agriculture Report by the USDA revealed that Chinese consumers are willing to pay 300 percent more for organic asparagus, 10 times more for organic beef, and generally, five to 10 times more for all organic vegetables. This awareness of the profitability of the domestic organic market has been a driving factor in recent improvement and expansion efforts.

As a result, by 2012 the 23 remaining agencies with the authority to certify organic products had accumulated 7,877 active certifications of mainland companies and 57 recognitions of overseas ones, according to the Certification and Accreditation Administration (CAA) of PRC.

Growing Pains of a Blossoming Market

However, the young market is experiencing growth pains, in no small part due to the special characteristics of the country it is trying to develop in.

Despite the reduction in certification bodies, 23 cooks are still hogging one pot of broth. While nowadays the Chinese Organic Food Certification Centre (COFCC) founded in 2002 and resident in Beijing is considered to be the major body next to Nanjing's OFCD, the former only certifies about 30 percent of organic products in China. Add to that the fact that private firms, individual inspectors and international companies can all get involved in the certification process and that some or-

ganic companies do not produce their own food, but rather subcontract to others without being able to ensure the necessary standards are met and the confusion is complete.

In some cases the problem is even more basic; a simple lack of knowledge. Farmers are ordered to produce organic food by the government; however reports reveal that many of them do not even understand what organic means, making it impossible for them to fulfil the requirements for this type of food production.

Major problems in regulating the organic food market, and making sure that if it says "organic", it truly is, are corruption and deceit. Some producers mislabel their products such as in 2011 when a Wal-Mart store in Chongqing was discovered as falsely selling regular pork as organic. The government immediately shut down the store, showing their desire to offer a reliable labelling system. However, getting to the root of the problem, i.e. the opportunity given to companies to mislabel their products, is a lot more difficult.

According to Zhou Zejiang, Asia representative of IFOAM, a worldwide umbrella organisation for the organic movement, and consultant to the Ministry of Environmental Protection's Organic Food Development Centre, two major issues exist. On the one hand, these companies might only show a part of their production to certification officers, gaining the organic label for all their products, although only a minority of these actually qualifies. At other times they make sure production meets requirements only during the certification process, returning to non-organic practices as soon as the label has been approved.

The second problem is the fact that it is common for staff at certification institutions to receive gifts from the companies looking to get a certificate, in many cases this might be the company's own product, in order for the investigators to look favourably upon the application. According to Mr. Zhou corruption in the organic food sector is as present as in any other area in China. These issues result in those urbanites who can afford it converting to the purchase of only imported products.

An indication of the troubles of quality control regarding the domestic organic market was the update to the

original laws of 2005. On 1st July 2012 the CAA issued new regulations with heightened requirements for the production, certification and standard of selling organic produce. The regulation introduced the requirement of a traceable 17-digit code for all organic foods, which links back to food producer and source. This measure aims to prevent food companies from selling more organic food than they grow through mislabelling.

The new law and the shut-down of the Walmart selling fake organic products are rather positive indicators of the government's attempts to provide high-quality organic products for the domestic market

(as organic export products are subject to scrutiny from the importing countries, their quality tends to be higher than those meant for mainland distribution). The question in the Xi Jinping era is whether China's new president's war on corruption will also clean up the organic food industry.

However, for organic food growers and the government supporting them there is an even tougher nut to crack; pollution. While organic products are grown without chemicals, the effect on produce grown in a highly polluted environment such as China are substantial. According to a study by the Chinese government 90 percent of groundwater is polluted due to the heavy use of chemical fertilizers in the past. The soil in which organic produce on the mainland is grown is not clean enough and neither is the water being used in the watering process. As a result such vegetables do not actually meet the international standards for organic produce and only a long-term strategic fight against pollution will result in the ability to grow truly organic food in China.

Organic Awareness in China

Despite these issues, it is evident that organic is here to stay. And while it may currently not entirely meet international standards, to a population that faces food scares in regular intervals, Chinese organic foods are a great improvement on the past.


The rise in awareness of organic food and the emergence of an organic scene can be witnessed all over the country. In Shanghai, BIOFACH China is an annual organic trade-fair organised in cooperation with the NürnbergMesse

and under the patronage of IFOAM. The most influential organic trade-fair in China introduces locals to latest organic products, food processing and organic-related information. In 2013, the exhibition attracted 261 exhibitors and 16,235 visitors. This constituted an increase of 38 percent in exhibitors, making plain the growing popularity of the organic movement in the Middle Kingdom.

In 2013, the exhibition further expanded its concept from organic agriculture to organic lifestyle as Chinese consumers have started seeing organic as something farther-reaching than simply food. Hence, visitors were introduced to organic maternity and baby products such as cotton baby clothes and toys.

Another trend in the scene is the direct exchange between consumers and organic farms. Little Donkey Farm, founded in 2008 by a postdoctoral researcher who imported the concept from the US, is one of the examples of the so-called community-supported agriculture (CSA) model. Located just outside of Beijing, farmers at Little Donkey Farm receive a one-off yearly payment from private individuals prior to planting season. In turn, customers receive a weekly delivery of vegetables, or can pick them up at the farm. Those with more time on their hands can even rent a plot of land to plant and harvest their own produce. This personal exchange helps strengthen local consumers belief in the products they purchase, while ensuring farmers who plant organic vegetables have buyers; they often find it difficult to sell their goods in big cities, where pricy imports are available.

In Nanjing, a growing number of organic stores are starting to pop out of the ground. Liu Song opened an organic food store in Xianlin in December 2012. In addition to realising the possibilities of a growing market, his main motivation was a very personal one. "I opened an organic foodstore for my friends, family and also myself. So that we could be sure the food we consume is safe and set our minds at rest. It is true that the biggest challenge for organic food in China is still lack of trust concerning the label. However, I am from an agricultural background myself and I believe that organic farming is the way forward."

While a lot of work needs to be done to ensure organic produce in China is of the highest quality and to regain Chinese consumers' trust, there is an abundance of examples that are promising steps on the road towards a truly organic Chinese future. 



Meet Jennifer

...who delights everyone with her pudgy cheeks and ready smile. Diagnosed with a serious liver condition, Jennifer's health is now stabilising. Her symptoms are still monitored carefully by her nurses and her nannies ensure that she is comfortably free of pain. Little Jennifer's condition has badly affected her eyesight, but that does not stop her experiencing her world through her other senses. She recognises and responds with a big smile to the voices and smells of her own special nannies. It is clear that this little treasure has the staff of Nanjing Butterfly Home wrapped around her little finger.



Loving Care for Cherished Lives

Opened in November 2013, Nanjing Butterfly Home works in cooperation with the Chinese government to bring loving care to children with life threatening illnesses or life limiting conditions.

南京市蝴蝶之家重症儿童照护中心 License No: 苏宁民证字第070840号

An Opportunity to be Involved

We are currently seeking a part-time volunteer as Head of Operations.

For more information, please contact Lyn Gould

lyn@butterflych.org

www.butterflych.org

Growing Up

By Frank Hossack

Of course, there is nothing new about green roofs or vertical gardens, or put another way, green walls or rooftop farms. Think of a moss-covered old house. The most famous green wall here in Nanjing may be that of the original building of Nanjing University in the summer months, dating back almost 100 years. The karst topography surrounding Guilin in Guangxi Zhuang Autonomous Region shows that plants are more than happy to grow in a vertical environment.

Made possible after studies of such natural vertical locations; places with little soil where there is nevertheless an abundance of plant species, and also known as living walls, biowalls and ecowalls, green walls have been enjoying a boom over the last five years or so. The online database by greenroof.com lists 61 large-scale outdoor green walls, 80 percent of which were constructed in or after 2009; many built by institutions and found in large public places such as airports.

Such a surge has been brought to the attention of the Chinese, largely through demands to address the ever increasing issue of smog. Grant Gao is General Manager of Impress Environmental, an environmental technology firm based in Nanjing that is playing a role in the city's attempts to alleviate ongoing pollution problems.

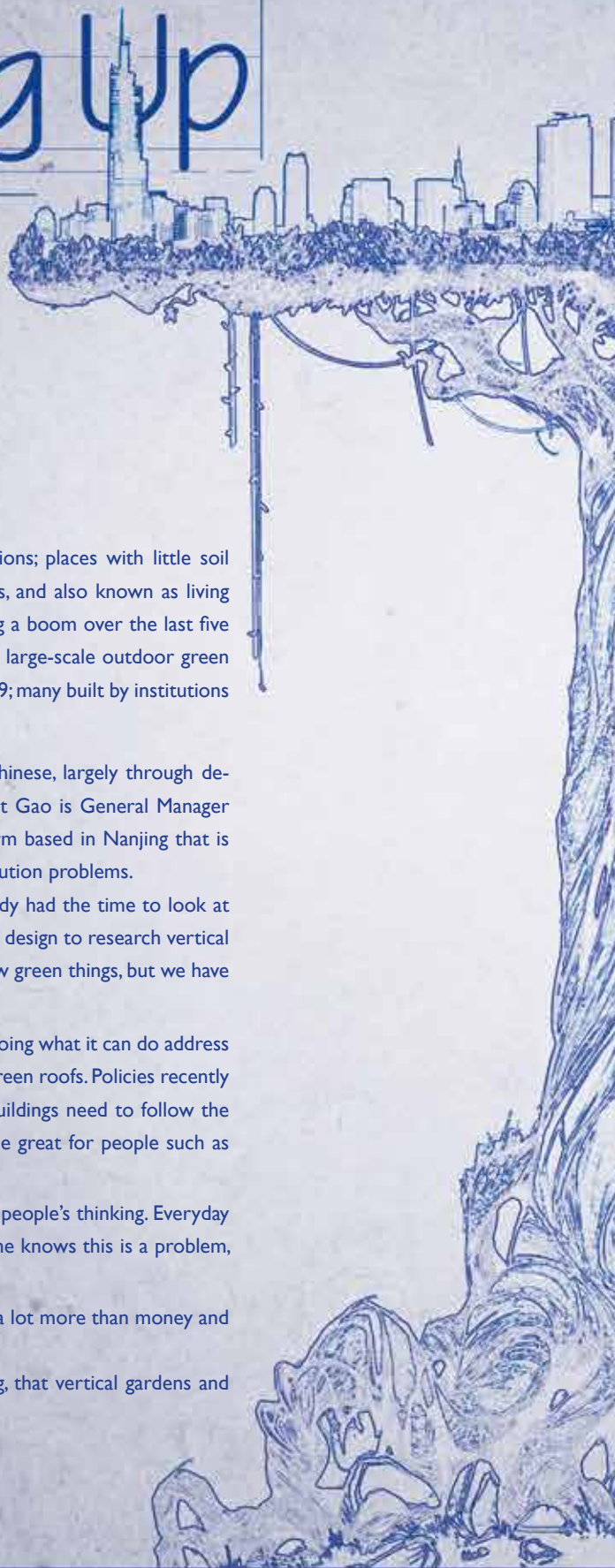
"As a city we have been growing very fast, therefore nobody had the time to look at the smog problem. This is why I stopped doing architectural design to research vertical gardens and rooftop farming. We have no space to build new green things, but we have a lot of land on the rooftops."

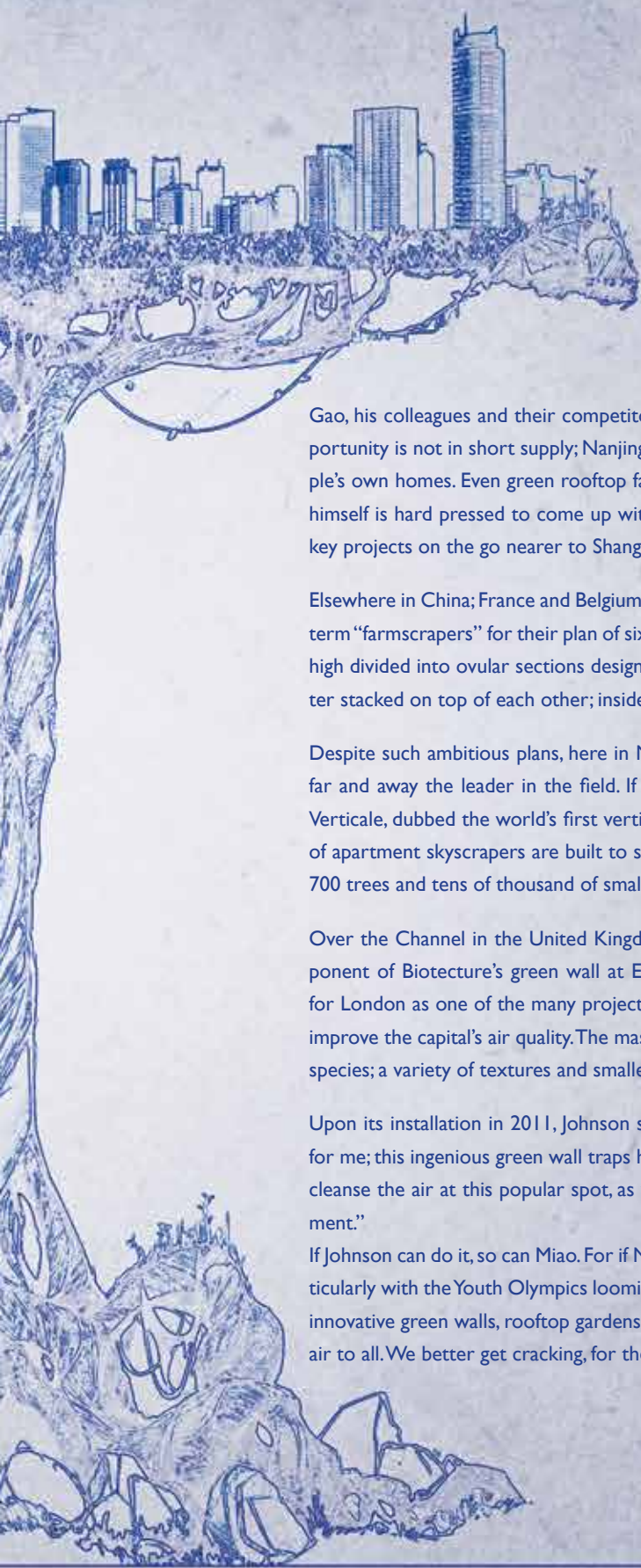
Acutely aware of the problem, the Chinese government is doing what it can do address the issue through initiatives that include the promoting of green roofs. Policies recently enacted mean that now 30 percent of new government buildings need to follow the international green building code. So opportunities must be great for people such as Gao. However, with opportunity come challenges.

"The challenge is not about the technology; it is about the people's thinking. Everyday people hear the news and talk about this problem. Everyone knows this is a problem, but no one knows how to fix it."

Yet there is also the chance to do something that is about a lot more than money and aesthetics.

"We tell clients how to use organic soil to do the farming, that vertical gardens and rooftop farming are actually saving them energy."





“That is value. It is not only about making a greener environment that is more beautiful; it is about saving energy and growing higher quality, safer food.”

Gao, his colleagues and their competitors certainly have their work cut out for them, and opportunity is not in short supply; Nanjing has few examples of vertical gardens not found in people's own homes. Even green rooftop farms in Nanjing are presently few and far between; Gao himself is hard pressed to come up with some examples, although he does have an number of key projects on the go nearer to Shanghai that promise to stir up the status quo.

Elsewhere in China; France and Belgium-based firm Vincent Callebaut Architects have coined the term “farmscrapers” for their plan of six skyscrapers for the city of Shenzhen; towers 111 floors high divided into ovular sections designed to look like rocks smoothed by years in running water stacked on top of each other; inside each, small scale forests, wind turbines and solar cells.

Despite such ambitious plans, here in Nanjing we should take a leaf out of Europe's book; still far and away the leader in the field. If all goes well, Italy's Milan will soon be home to Bosco Verticale, dubbed the world's first vertical forest. Brainchild of architect Stefano Boeri, the pair of apartment skyscrapers are built to sustain one hectare of forest, populated by 5,000 shrubs, 700 trees and tens of thousand of smaller plants.

Over the Channel in the United Kingdom, Boris Johnson, Mayor of London, was a major proponent of Biotecture's green wall at Edgware Road tube station, commissioned by Transport for London as one of the many projects supported by the mayor's Clean Air Fund intended to improve the capital's air quality. The massive green wall contains 14,000 plants from 15 different species; a variety of textures and smaller leaves chosen specifically as better air filters of PM10.

Upon its installation in 2011, Johnson said, “Delivering cleaner air for London is a top priority for me; this ingenious green wall traps harmful pollution on one of our busiest roads, helping to cleanse the air at this popular spot, as well as helping to soften and beautify the local environment.”

If Johnson can do it, so can Miao. For if Nanjing is serious about donning its international hat, particularly with the Youth Olympics looming, one of the many items on its to do list must surely be innovative green walls, rooftop gardens or even farmscrapers that can live on and bring cleaner air to all. We better get cracking, for there can after all be no better Olympic legacy. **NU**

FLYING INTO WUJIAHOU AND MORE HANDS



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Yangzhou

Four Points by Sheraton Yangzhou

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Sheraton Hefei Xinzhan Hotel

Hilton Hefei

Jinan

Jinan Foreign Entrepreneurs Association

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Sheraton Changzhou Wujin Hotel

Sheraton Changzhou Xinbei Hotel

Sheraton Jiangyin Hotel

Oxford College

Taizhou

Double Tree by Hilton

Huzhou

Sheraton Huzhou Hot Spring Resort

Wuxi

EtonHouse International School

Sheraton Wuxi Binhu Hotel

Suzhou

Dulwich College Suzhou

EtonHouse International School

Zhenjiang

Sheraton Zhenjiang Hotel

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NANJINGEXPAT




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SPRING GARDEN PARTY "ALICE IN WONDERLAND"

Sunday, April 20, 2014
12.00 - 4.00 pm

Lunch & Family Activities
at
The Yihe Mansions Nanjing

NON-MEMBERS
ADULTS: 600 RMB
CHILDREN 6-12: 300 RMB
UNDER 6: FREE



YIHE MANSIONS

ECCC OR NIC MEMBERS
ADULTS: 300 RMB
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Year Four
Statements



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THE NANJINGER  COLLECTABLES

MALVA PUDDING



INGREDIENTS

1 cup flour
1 tablespoon bicarbonate of soda
1 cup sugar
1 egg
1 tablespoon apricot jam
1 tablespoon white vinegar
1 tablespoon melted butter 1 cup milk

INGREDIENTS

For the Sauce:

½ cup cream
½ cup milk
1 cup sugar
½ cup hot water
½ cup butter

DIRECTIONS

1. Preheat oven to 180°C. Butter an ovenproof dish, about 9x9-inches.
 2. Sift the flour and bicarb into a bowl, stir in sugar.
 3. In another bowl, beat the egg very well and add the other ingredients (except those for the sauce!) beat well.
 4. Using a wooden spoon, beat the wet mix into the dry ingredients.
 5. Grease one side of a sheet of tin-foil large enough to cover your dish. Pour the batter into the dish, cover with the foil, greased side down.
 6. Bake for 45 minutes until risen and golden on top. It must be nicely golden otherwise the sauce will not absorb well.
 7. When the pudding is almost done baking, add all the ingredients for the sauce to a saucepan. Heat until the butter and sugar is completely melted.
 8. Remove the pudding from the oven, remove the foil, pour all the sauce over the pudding. Don't worry—it will all be absorbed!
- Serve hot or at room temperature with some fresh cream. Serves 8-10.

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) →

锦葵布丁



配料

1 杯面粉
1 汤匙小苏打
1 杯糖
1 只鸡蛋
1 汤匙杏果酱
1 汤匙白醋
1 汤匙熔化的黄油
1 杯牛奶

配料

调料:
1/2 杯奶油
1/2 杯牛奶
1 杯糖
1/2 杯热水
1/2 杯黄油

制作方法

1. 预热烤箱至摄氏180度。用黄油涂抹9英寸x9英寸的烤盘，防止粘烤盘。
2. 把面粉和小苏打筛进一只碗里，拌入糖。
3. 在另外一只碗里，搅打鸡蛋，加剩下的配料（做调料用的配料除外），搅拌均匀。
4. 用一只木勺子，混合液体和固体混合物。
5. 把面糊倒进烤盘，然后用涂抹过油的铝箔纸的那一面盖住烤盘。
6. 烤45分钟，直到鼓起，表面金黄。必须呈金黄色，否则不会很好地吸收调料。
7. 当布丁快要烤好的时候，把所有制作调料的配料倒进平底锅，加热直到黄油和糖彻底熔化。

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!

NANJING USER'S GUIDE



IN ASSOCIATION WITH
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PAYING UTILITY BILLS

Unlike in many western countries, residents in China are not sent a courtesy bill every time bills are due. In fact, you are meant to pay your bills every two months, (gas can be less frequent) whether or not you receive a bill on your doorstep.

Every property has cards for electricity, water and gas bills the size of a credit card. When you move into a property, make sure you receive one of each.

The easiest way to have your bills paid is to ask someone else to pay for you.

Ask your landlord

When negotiating the rental agreement with the landlord, you can ask if the landlord is happy to pay the bills on your behalf. They may ask for you leave a little extra deposit to cover the bills. This is probably the easiest and most hassle-free way of paying your bills.

Ask a Real Estate agent

Most Real Estate agents will offer this service for between ¥100-300 per month to take care of all bills, including phone and TV.

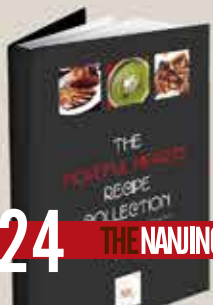
If you like a challenge, and want to throw yourself fully into Chinese culture, then there are several ways that you can pay the bills by yourself.

Go to Suguo Supermarket

In many large Suguo supermarkets there will be a counter close to the entrance of the Supermarket. It is likely they will also be selling cigarettes and/or alcohol behind the counter. You can approach the clerk and say, "Ji ā o shu ĭ di à n f è i" (交水电费) or you can just hand over the cards for paying bills.

Go to the bank

This method may take a little longer to carry out, but after you have done it once, you do not need to worry about it again. Take your passport, bank card and bill payment cards to your bank. Approach one of the staff around the ticket machine and say, "D à i j i ā o shu ĭ di à n f è i" (代交水电费), they will either give you an appropriate ticket number or take you to a free counter. They will help you to fill out the relevant paper work which you then sign, and it is done! Just remember to always have the correct money in your bank account. If you are ¥1 under, you may need to revisit the bank to process the payment manually.





Argentine Shine

More than the sting of his first defeat at Stamford Bridge at the hands of Mourinho, what really queered the pitch for Ferguson was the Portuguese maestro producing a post-match bottle of Argentine Shiraz; though I wonder if the tempestuous Scotsman went as far as to actually taste the contents of the offending bottle. Malbec, being Argentina's well merited wine badge of honour through a reliably exuberant and velvety textured style, which now pretty much owns the grape, has singlehandedly made Argentina a major player as a wine exporter, almost completely obscuring the more abstruse and gritty examples to be found in its mother country, France. This prominence of Malbec has put anything else from the vineyards of Argentina in the shadowlands, where football managers and other aspirant sophisticates fear to tread. Americans, in particular, are sold on the stuff; wine being as subject to fashion as any other industry, Argentine wine is in danger of industry devastation from one flick of the fickle tail of American whim.

Thus the Argentines are busy making more baskets for their vineous eggs. San Juan valley, to the north of the mighty Mendoza (the main engine of Argentine wine production), is one area rapidly and creditably increasing its Shiraz plantation among the ubiquitous Malbec vines. Typically less punchy and juicier than the Australian

fruit-bombs which have laid claim to the grape in the new world, they have in common a useful spicy kick. Osaado Shiraz 2011 (¥78) is in such a style; quieter on fruit definition at first it firms up to a peppered tannic thrust at the finish, it is a refreshing alternative to the Aussie paradigm and could stand a light chill for warmer day glugging (16 points). Also hailing from San Juan, the Signos Shiraz 2011 (¥70) has a similar slosh of jammy juice, with a spicy lift at the edges, though more firmly shaped throughout and a tad fruitier than the Osaado, and makes for a good Chili partner (16 points, raised from 15.5 after an hour in a decanter). Both Shiraz can be found at Newold Wine World in New City Plaza.

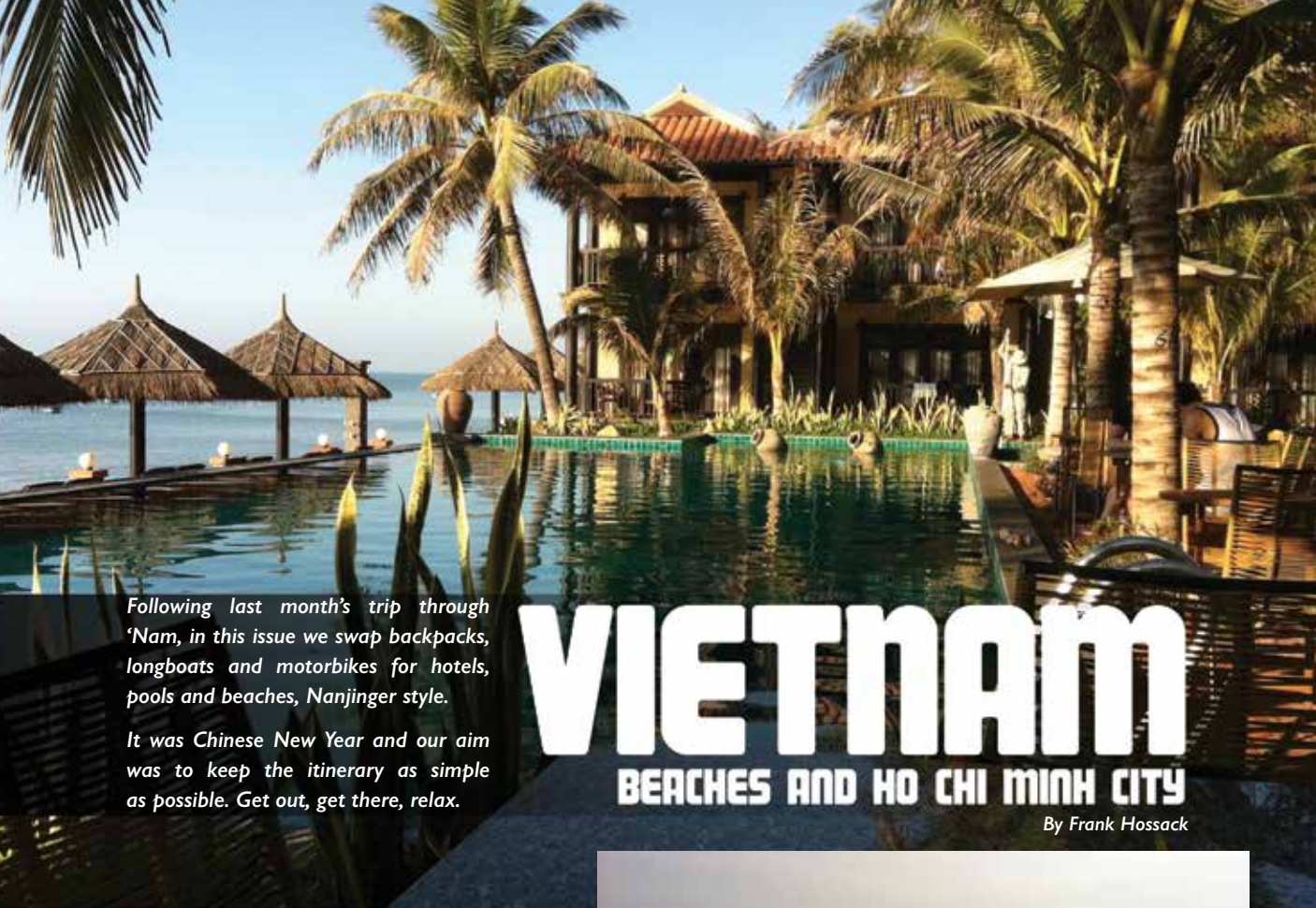
If you feel the need for a real spring in your step (as opposed to the ersatz teasing from the elements at this time of year), then the peachily floral grape Torrontés should fit the bill. A green-skinned grape which has a claim to be Argentina's second signature variety with little to be found outside the country and, paralleling the famous Malbec, is an émigré (being originally from Spain) just beginning to emerge from the shade of its compadre. The Suelo Argento Torrontés 2011 carries notes of white flowers among citrus and hints of mint; light and dry with a lively acidity lasting to a long finish; a perfect aperitif and all this for just ¥65 from Metro (15.5 points).

Older wine is always remarkable and sometimes undrinkable; generally Chardonnay, apart from some of the more venerable Chablis and Torrontés especially, are intended for early drinking for their liveliest and most veracious expression. Callia Alta Chardonnay/ Torrontés 2007 (¥96, another find from Newold Wine World) is pale and bright and very fresh in its more nubile stages; at the seven year mark the liquid is enveloped by a dull-gold tan, suggesting the beginnings of oxidation, however, those muted shades still hold thrall with rich and warm, extremely rounded, sherryish, flavours on the tongue which mingle perfectly with a ripe blue cheese, the sense of curtain fall imbuing an overarching elegiac cadence. Moved to tears by the third glass, beaming by the fifth, and scoring an "interesting" 15 points. **NU**

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 Apoogee Of
WINE EXPRESSION





Following last month's trip through 'Nam, in this issue we swap backpacks, longboats and motorbikes for hotels, pools and beaches, Nanjinger style.

It was Chinese New Year and our aim was to keep the itinerary as simple as possible. Get out, get there, relax.

VIETNAM

BEACHES AND HO CHI MINH CITY

By Frank Hossack

Waking to fog and severely limited visibility on Chinese New Year's Day, we were off to a bumpy start with a delayed flight and a missed connection. Guangxi was invoked to get us on the next flight, but nevertheless that still put us in Ho Chi Minh City at 10pm. The ensuing four hour drive in the minibus, our resort were thankfully happy to send for us at such an hour; provided for our first views of former Saigon; city suburbs late on a Friday night and those from the cross-country road that led to our destination on the coast. Our return journey a week later in the daytime would confirm our observations of one long shanty town interspersed with outcrops of jungle; even a few US army jeeps left over from the war were spotted. In Vietnam, the moped is king. So much so in fact that petrol stations can be found every couple of kilometres, while one can even fill up at the corner shop! No e-bikes, very few bikes; it was the buzzing of thousands of scooters all (and "all" is not an understatement) stopped at red lights that raised our eye brows.



At 2am we arrived, and were led to our cabin with only the sound of breaking waves as accompaniment. With the coming of daylight, we sneaked open the curtains and saw, as far as we were concerned, paradise.

We lazed on, in and by the pool and beach; we gorged on the breakfast buffet, sampled local eateries at lunchtime and defaulted to the resort's restaurant for dinner, since it seemed to offer the best food, value and service. As we discovered in about a minute, the Lotus Village Resort is located on a strip of land separating the sea from a coastal road that is between 10 and 30 metres wide and seems to run for about 5 kilometres. Along it are many more resorts (often owned and run by Russians), restaurants, pubs and shops. It is this strip that makes up Mũi Né, a resort destination since 1995, when many visited to view the solar eclipse that year. Kitesurfing and windsurfing are popular as during the afternoon the winds pick up making it the cooler time of day; locals advise to stay out of the sun in the morning. This far south, it is pretty much 30 degrees all year, yet it is far enough from the equator to still have something akin to seasons.



Distractions included a day trip around the area in a jeep, to a natural harbour packed with traditional Vietnamese fishing vessels and a large range of white sand dunes. By day seven we were nevertheless pretty happy to leave, having exhausted most of the options for things to do. Another scary minibus ride courtesy of the resort took us back to Ho Chi Minh City and to our "serviced residence" (think hotel suite with a washing machine) located in district 3 of the city, not far from the centre that lies off the River Saigon.



While the girls wanted to hit the markets and shops (there are lots of brands in Vietnam that have either avoided China or failed at their attempt; The Body Shop and Dr. Martens being two examples), I was quite happy to tag along, taking in the surroundings, people and culture. Architecturally I found Ho Chi Minh City to be among the most beautiful I have ever visited. A lovely mix of Asia and French colonialism in a sunny climate; think The Bund if you plonked it in the Caribbean somewhere.

True Vietnamese food is simply stunning. Noodles are so much more of a meal in themselves than in China, while the Vietnamese have green chilis to which the Middle Kingdom cannot hold a candle. Now I like it spicy, but these were uncharted waters, and I was out of my depth.

However, what was most surprising is that while China may get the headlines for the pace of its development, Vietnam turned out to be civilized, relaxed, sensibly organized and cheaper! I will be back. **NU**

BATS & BALLS

A Good Karma Network

By Simon Laing

Any given Sunday on the Nanjing Normal University Field, you will find guys and girls, Chinese and Expats, running furiously up and down the field, passing a UFO shape between them. Welcome to the intense game of Ultimate Frisbee.

Ultimate Frisbee is played with two co-ed teams that try to run and pass the frisbee disc to each other until a player can catch it in one of the end zones of the football-sized field. With over 50 players in the team, the NanKings Ultimate Frisbee team has grown from its humble beginnings in a pickup game on the side of the track at Nanjing Univer-

sity. Since then, practice has moved to the natural grass field of Nanjing Normal University and the NanKings have developed into a power house team of the region, grown mostly organically by invitation or through passers-by.

Experienced player Lucy explains, "I recall the first time I played Frisbee; I went to the school playground to walk around the track. I saw my classmates already there playing Frisbee... I was very shy, and if no one had invited me I probably would never have played. I now love this sport."

Ultimate Frisbee was created with the idea that a sport should be


about competing fairly while respecting your opponents. This competition with respect creates bonds even between players from different teams. Veteran Sam Smoker describes, "Last year I traveled to Beijing, Tianjin, Suzhou, Zhangjiagang, Hangzhou, Ningbo, Wuhan and Shanghai multiple times for ultimate frisbee. I have seen more of China and I now have good friends in almost all of those cities. Ultimate has created a network for me in China, making me feel that much more at home here."

The NanKings has joined with the Sports institute team to host a tournament on 12th and 13th April. They expect 16 teams to attend from as far away as Hong Kong and Beijing. Over all of China the sport is growing in popularity despite the lack of mainstream support and difficulties in finding fields. Hai Fei comments, "The ultimate Frisbee sport and teams in China are growing like spring bamboo after rain."

One of the reasons players keep coming back to Ultimate Frisbee is the social component of the sport. After practice everyone piles into a small restaurant for Korean BBQ or dumplings. Later, the hardy party players grab a Belgian beer over a game of foosball at Brewsell's.



Team dinners and Frisbee parties are also highlights of team activities that contribute to its longevity. Many players started playing Frisbee in college and have kept playing after they joined the workforce. Lucy Shi explains, "This is my fifth year playing Ultimate Frisbee, it is already a large part of my life; as long as I can run, I will be part of the Frisbee sport!"

If you would like to become a part of the NanKings Ultimate Frisbee team, send an email to Ji Haifei at xman120@gmail.com, or come to the Nanjing Normal University downtown campus field on any Sunday at 3 pm. 

YOG Footie


Your Country Needs U

By Frank Hossack

In what promises to be an amazing experience for those who participate, international teams are presently being sought for a soccer tournament with a Youth Olympics tie in, to be staged in the Jiangning area of the city, beginning in May.



The proposed format is that of eight teams, playing each other once for a total of seven weeks. As a Youth Olympics promotional event, entry will be free for all and both teams of Chinese and foreigners (or a combination thereof) are welcome.

In keeping with YOG values, the tournament will emphasise safety and fair play. Other entertainment is also planned for spectators and players on the sidelines while significant media coverage is also expected as the tournaments reaches its final stages and we head closer to the Youth Olympics. 

For more info; winfielddarcy@hotmail.com

UNDER ATON CAN BE DONE

Adventures in Wine

See just how much fun your taste buds can really have in an evening with **The Nanjinger's wine columnist, Rick Staff.**

A seasoned campaigner of over twenty years' unabashed commitment to wine as a consumer, taster, trader and writer, in which Rick will endeavour to elucidate an aspect of this multifarious world.

Turn up, grab a glass and a tasting sheet, and enjoy!

Friday 18th April from 6.15 - 8 pm

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Operation Smile China Celebrates 20 Years of Creating Smiles

Each year, nearly 35,000 children in China are born with cleft lips, cleft palates or another debilitating facial deformity. Thousands of children are still waiting for surgery that can take as little as 45 minutes and will transform their life forever – and you can help.

China's first registered not-for-profit hospital, the Hangzhou Operation Smile Charity Hospital, provides year-round care by local Operation Smile-trained and credentialed medical professionals in the fields of plastic surgery, dentistry, pediatrics, and speech pathology, as well as psychosocial services to patients and their families. The Charity Hospital has changed the lives of more than 5,100 patients.

Operation Smile China is currently conducting over 20 medical missions across China to give free surgeries for over 2,000 children in need. Consider supporting their work and giving a child the chance to lead a normal life and smile for the first time.



Bao, before and after

For more information:

Operation Smile China: 中国微笑运动

Julia Jorgenson, Program Development Coordinator:

julia.jorgenson@operationsmile.org or +86 138 1055 1450

Hangzhou Operation Smile Charity Hospital: 杭州微笑行动慈善医

www.operationsmile.org/china

OUT WITH THE OLD IN WITH A HUGE SHINY NEW BSN

By Frank Hossack

International education in Nanjing is set for quite a shake up with the groundbreaking last month for the new British School of Nanjing; custom-built premises with a capacity for 800 students and more than a few “surprises” to be revealed when the facility opens in a year’s time.

Beginning with just 30 students in 2007, and remaining a registered not-for-profit school ever since, BSN is governed by the British Schools Foundation, also a non-profit organisation that operates to date eight schools in China, Russia, Malaysia, Philippines, Spain, Uzbekistan, and Brazil.

As plans for the school show, the prospect is undeniably exciting. Yet it remains a very sizable project that represents significant investment, presenting challenges and raising concerns. Foremost among them is how the school will balance enrolling more kids to pay for it all, while maintaining the high standards of education it sets for itself, all in a new building with many new staff in a new and unfamiliar environment. Headmaster of

BSN Matthew Shephard addressed our concerns.



“Firstly, we don’t expect 800 students the day we open. We expect to grow gradually. We’re not expecting an enormous flood of students

to knock us back as we open the gates. Despite it being a large school, [it is] clearly designed so that teachers with responsibilities in clear areas will still be able to form close relationships with individual students.

“We have small classes and a high ratio of adults and staff to children, and our greatest strength is that we focus on the individual. That can mean both in terms of supporting students and in terms of pushing them academically.

“It’s about knowing a student and knowing where a student’s strengths are.

“We have a family feel that helps us really know our students and we will still maintain this in the new school by keeping traditions such as eating lunch together; learning about our students in a more open, relaxed setting. Even something as simple as the Head knowing every student by name and what drives them is important to us; whether we have 200 or 800 students, a large part of my job is getting into classrooms and getting to know our students. The most important thing for us is to maintain that approach to individuals.”



Set into Cuiping Shan, part of a large hilly wooded scenic area located at the western end of Shentai Lu in Jiangning district, popular with bikers and drawing the crowds on sunny weekends, the new British School of Nanjing promises to make the most of such a unique location, but Shephard is keeping quiet over some aspects that he promises will be quite special.

“We have a major concentration of green space. There are trees and forest areas within the school campus. And there will be specific zones in there for learning to take place in small groups; a chance for outdoor education where students really feel a rapport with not only nature but their teachers and each other.

“We will have all the facilities you would expect from a school; sports facilities, swimming pool, dining, art, theatre; no one will walk in and think ‘oh, they’re missing this’; but there are also going to be some things you will be surprised at; one or two that will be unique in China.”

The new British School of Nanjing is slated to open in early 2015. **NUX**

UNLUCKY-MUCH? DON'T BE!

With Jochen Shultz

You are one of those people who always wait in the wrong queue at the supermarket. The amber light jumps to red every single time you approach a junction. Or are you the unfortunate creature who always suffers because other people are not paying attention or are not doing their job properly?

Steven Covey's 90/10 principle deals with how much individuals contribute to unfortunate situations that befall them.

The key message is this; 10 percent of our life is determined by things that happen to us. We have no influence on these things whatsoever; they simply happen e.g. the amber light jumps to red as we approach it.

However, the key factor is our reaction to these situations, known as the "I" reaction. At the traffic lights I alone decide whether I rant and rave at the steering wheel because I am now certainly going to be late, or whether I simply sit back and wait for the light to turn green.


Everything that follows is determined by this reaction. If the time waiting was used as an opportunity to relax or spent thinking about something, the driver would be calm for the rest of the journey. However, if one allows oneself to get annoyed about the unnecessary wait, the resulting feeling of irritation would be present for the rest of the journey, possibly leading to reckless behaviour towards other drivers, increasing the risk of being fined and probably not making any difference time of arrival at the destination. The entire host of things to follow makes up the 90 percent that depend on the initial reaction to the 10 percent of our life that we are unable to fully control.

The 90/10 principle makes no judgment

Perhaps the father who is furious and shouts at his daughter for spilling her cup of hot chocolate has a good reason to do so. But he also could have chosen a calm, relaxed reaction. So the 90 percent that follows his shouting is directly caused by the screaming rather than the hot chocolate on his white shirt. In the first case, a family argument will break out, followed by all the negative consequences, whilst in the second case, the family can continue to enjoy their breakfast in peace with a minor incident.

The 90/10 principle puts into numbers what it really comes down to; an awareness of responsibility for one's own actions.

People need to begin analyzing common perceptions about their life and start asking themselves whether they are actually the victim they make themselves out to be or whether they have contributed to their current situation. They need to examine whether they simply feel backed against a wall and in reality have room to maneuver. Most importantly, they need to stop assigning blame to others and admit their own part in the deterioration of a situation.

Ultimately it becomes clear that our reactions are not automatic, i.e. there is no obligation to get angry about the behaviour of others. The most sensible thing to do in crises or processes of change is to recognise that choosing our own reactions represents a substantial human freedom. In the end, it is we alone who decide how unfortunate we truly are. 

IN ASSOCIATION WITH
MACHWUERTH
TEAM
INTERNATIONAL


MTI
Passion to Perform

Continued from the March issue of *The Nanjinger*

Textures; easy to manipulate and more forgiving in their use, yet they still represent a threat to your marketing materials' appearance. Such seemingly positive qualities could make you get carried away in their use, turning them into distracting elements that compromise the readability of a piece, especially when used as background. Like any other element in a layout, their presence must be justified and purposeful; as we said last month "pretty" is not a purpose.

So, now that you have decided on the most suitable elements for your brand, and with your clear idea for a template design, it is time to think about the message to be delivered.

It is a very common mistake to think that the more information you give, the more attractive the offer and as a result the more likely a sale. Nothing could be further from reality; a misconception that produces overcrowded materials bombarded with images and text that most people never need and most importantly do not want to read.

This is why it is very important to define first the purpose of the piece you want to produce.

Business cards are not flyers, flyers are not posters, posters are not brochures, brochures are not books, and so on.

Let's take again the example of the flyer (you can refer to *The Nanjinger* #19 where we talk about how to produce and implement an effective flyer); created as instruments of immediate communication and designed to reach the largest amount of people in the shortest possible time, you will usually find them in the street where attention spans are minimal; as a result the most effective flyers are those that deliver a short, precise and very focused message. Remember flyers are discarded within the first 30 seconds of receipt.


Not only is that quantity of information critical, but so is the quality of what you say and how you say it; basic principles that any good communicator understands.

Jeff Bezos, Chairman and CEO of Amazon.com, once said,

“A brand for a company is like a reputation for a person.
YOU EARN REPUTATION BY TRYING
TO DO [THE] HARD THINGS WELL.”

Now we are getting into deeper waters; much more complicated than having a logo and exhausting it in every little piece that you create. Branding is a process of giving shape to an entity that will be the face of your company and interact with your audience.

It is well known that the most important and influential people in the world always have a team of experts to assist them; everything from how to dress, how to speak, what to say and to whom, how to move; all to create a carefully crafted and managed image (brand) of themselves. Initially insignificant to the naked eye, such actions have a great impact and produce real influence in the success of these people.

Brands work in exactly same way; when it comes to the materials used to represent and communicate your brand message every single element becomes part of a code, a language, and it will be the eloquence, consistency and accuracy of these elements that will determine whether they work together to develop a strong image or if they are simply a waste of time and money. 

In following issues of *The Nanjinger* we will get into more details about building brands.

ENVIRONMENTAL JOURNALISM 101

Part one of a two-part special edition featuring articles produced by students of the British School Nanjing as part of their After-School Activity "Environmental Journalism" with Ecolnsider columnist Nurmira Jamangulova. Articles have been edited for the sake of length and clarity.


PROBLEMS OF HEAVY METAL IN SOIL, WATER AND AIR

By Changyu Lee

Historically, people focused on developing new inventions, not considering nature. As a result, pollution problems are growing heavier and heavier. A major cause for this are heavy metals.

Heavy metals such as mercury and lead are poisonous. In December 1952 the infamous London smog caused the deaths of 4000 London citizens within three weeks of time, in total it took the lives of 12,000 people. Just as serious was the Mexico city smog. In February 1987 thousands of birds were falling to their deaths. High amounts of lead, mercury, and cadmium were found in their intestines, having entered the bird's bodies via polluted air. This incident was the worst case in history; according to doctors one day in Mexico City equalled smoking two boxes of cigarettes. Causes were high numbers of factories and cars coupled with very hot, local temperatures. There were over 35,000 factories located in the city, and intensive sunlight and dried air made the case even worse.

The effects of heavy metals are vast. Firstly, it gathers in soil, water and air. Then it is transmitted to plants, which drain water from the ground. Animals will eat the plants and the metals are transferred into their bodies. Humans, at the highest level of the food pyramid, are affected most by heavy metal. In 1953, in Kumamoto, birds were dying out, cats started to walk in circles and die. Initially called "dancing cat disease", later people were affected, becoming unable to talk, turning blind, and even paralyzed. This happened because mercury contained in waste water from factories accumulated in fish; birds and cats ate the fish before the disease reached humans.

Over 20,000 people were affected by that incident, becoming tragic examples of the seriousness of heavy metals. 


OVERPOPULATION

By Edith Kee

Overpopulation is a problem affecting the whole community but people barely realise how severe it is.

Overpopulation persists because people only focus upon themselves instead of society as a whole. Mao believed the bigger the population, the stronger the whole country, but this is not always the case. Having a lot of children can be a tradition and it still happens in some families. But as time goes by, this leads to many problems. Economically, the government needs to spend more money on taking care of the elderly; more schools need to be built; there are problems with the natural environment as well, air pollution rises, carbon dioxide in the air increases which leads to global warming. Other problems include shortage of food, electricity, clothing and housing, eventually leading to a future of starvation and poverty. Overpopulation puts pressure on natural resources, and slows down the development of the country.

There are many ways to avoid massive population growth; empowering women and families to plan how many children they want. The government can provide resources to discourage people from having too many children. In less economically developed countries, people live in poor environments, which can effect the growth of children. Bad conditions cause a high death rate, so families tend to have more children compared to families that live in more economically developed countries, therefore providing education and job opportunities for the poor is essential.

Overpopulation is a community problem that has to be solved in order to maintain a balance, but it will only be solved once people start paying attention and taking action. 


GLOBAL WARMING

By Emily Cannon

The issue of global warming has been of increasing concern to our generation. The term refers to the increase of Earth's average surface temperature due to the effect of greenhouse gases such as carbon dioxide emissions from burning fossils. Mostly, these emissions are caused by ourselves, as human technology comes with high emissions. The situation has deteriorated rapidly over the past hundred years. In the early 20th century, the global air and sea surface temperature increased by approximately 0.8 °C; with about two-thirds of the increase occurring since 1980.

Climate proxies [preserved characteristics of the past such as ice cores, tree rings, or pollen on fossils used by scientists to reconstruct past climatic conditions] show the temperature being relatively stable over the one or two thousand years before 1850, with regionally varying fluctuations such as the Medieval Warm Period and the Little Ice Age. However, the past century has witnessed extensive change. Due to global warming, Earth's average surface temperature has risen by 0.74-0.18 °C between 1906 and 2005.

Despite the misleading name, global warming not only causes a temperature increase; at times it is responsible for temperature cooling due to changes in atmospheric composition. Earth's atmosphere is very fragile and the greenhouse effect is a threat to the current balance; if destroyed the temperature across almost the entire surface of the Earth would be below freezing point.

The results of increased global warming pose a very real threat to humanity. Since we are the cause of the problems, we are also the solution. Only by living responsibly can we protect the world we live in! 

DEFORESTATION

By Mia Heath Dyer

Deforestation is a persisting burden; extensive waste of natural products such as paper and the habitual losses of endangered species are only a few of aspects. What part will you play?


*The demise of the trees
The fall that heralded the cessation of my adolescence.
Before the foreign conspiracy,
They grounded me.
Allowed my roots to spread thick beneath the soil.
But now the money men have set their roots,
And they grow stronger with every severed bond,
Every innocence cut short.*

*Pitiful gold seekers in sharp metal battlements.
Only when covered by night's thick cloak,
Do they clamber over the soil,
Where betrayal seeps into its depths.
It is then that weapons slide with slick precision,
Then blades seek to fulfil their purpose.
Robotic lumberjacks,
Eager to see the forests end,
Slaughtering trees,
With such a ferocity,
That would send Death himself
Scarpering back to hell.*

*The woodland's inhabitants both common and rare,
Are Banished from their home.
The brand of their extinction,
Now laid upon their shoulders.
Forced to seek refuge in the unknown.
Angered at their exile,
But harmless in their efforts,
They can but admit defeat.*

*Those held responsible flee the crime,
Convincing those opposed
To side with their corrupt conception.*

*The forest falls to its knees, barren,
The guilty have fled
Stripped her of her bearing,
Rid her of possession,
Of life,
Of being.
Widowed to lost inhabitants,
Rendered another victim.*

*But that can change.
We can change the retched reality
Thrust upon us,
Refuse smug satisfaction,
Revitalise what has been stolen,
So the exiled may return.
We can raise the hefty brand
Laid upon the innocent,
And abolish deforestation. *



LET'S GET PHYSICAL

By Nick McBride

Stepping It Up

You have been following your plan for four whole weeks now but nobody has noticed and it is all a bit of a grind. You have also started to hear voices from the cupboard. Are you going mad or is that fudge brownie calling your name? It does not take much to realize why this is the time when most people are likely to give up. It takes eight weeks before your friends and family might notice a change in your body. It takes 12 weeks before other people will notice.

As well as boredom, you might also be experiencing a plateau in weight loss. It is time to change your routine. Your body is getting used to your regime and it is getting comfortable. Time to throw it a curve ball. Luckily, I have some new ideas to keep moving your fitness level in the right direction and to improve your social life, especially for workaholics.

So, let us go outside. There are some beautiful parks in Nanjing just waiting to be explored and if you are a slave to the education system, you may even get to visit some of them over Spring Break with the family in tow. But, in the day-to-day grind, getting yourself to the park can take as long as the exercise itself, especially if you are dragging the kids along; therefore find herein exercises that can be done as easily in your compound or immediate vicinity, as any park in the world. Do not worry, I am aware you do not want to be skinning trees or mounting park benches; although, feel no shame; ever seen those people walking backwards? Anybody want to explain that one to me?

If you are unable to maintain an exercise for 1 minute, add 5 secs per week. If you are completing 1 minute from the outset to make it harder you can reduce the rest time or repeat the circuit twice.

Note: Some of the exercises were explained in detail in the March 2014 Issue of the Nanjinger.

Air Jacks More advanced version of jumping jacks. Push away and get both feet off the ground.



Burpees So good for you, they have to be done again in this routine.



Reverse Lunge Stand on curb and lunge one leg back, return to curb and repeat with other leg.



Spidermans Get body in push up position. Bring right foot as close to right hand as possible. Repeat on the other side.

Tricep Dips Find a bench and burn those bat wings.



Step Ups At same bench get both feet onto it, even better by carrying 2 x 2 liter water bottles by your side. If you are feeling really good, perform a bicep curl once both feet are on the bench.

Bench Push Ups Place hands on bench with feet on the floor and perform push ups.



Dynamic Planks Start in normal plank position, then put your weight on alternate hands and return to forearms.



Pull Up Find something suitable and safe to hold onto; with palms facing up, pull yourself upwards. Kids' playground equipment can be ideal.

Path Leap Find a path about 1m wide. From squat position, push off legs and swing arms for elevation. Cushion landing, turn and repeat.



Seated Pull Ins Sit at end of bench with hands by hips. Bring knees to chest and repeat.

Fartlek Running This is a great way of getting the heart rate up that and is also much more efficient than plodding along in your comfort zone. Nanjing is great for regimented trees and lamps that are between 15 and 20m apart. Use this as distance markers so that you can run at different speeds. The order is jog, sprint, walk, jog, sprint, walk continuously for four minutes. Rest for two minutes and repeat for a second time but this time replace the walk with a jog. So jog, jog, sprint, jog, jog, sprint etc. Remember to keep hydrated, do not forget your water bottle!

Now, let's consider the social aspect. Exercising with friends is great motivation and it means you are more likely to stick to your plan, if you have made a date. You are getting your social hit without having to sink a few wines in the local watering hole. Daylight is extending past the 6pm-mark now, so take the opportunity to meet with some compadres and create a circuit round the compound together. To finish off, take it in turns to decide on a repetitive song (such as "Roxanne" by The Police); every time you hear the repetitive word or phrase, do a squat. If you are calling the tune, then you are exempt, but it is your turn to invite everyone for a healthy dinner to make up for your sadistic song choice. **NU**



BELLINI
贝丽妮意式餐厅
ITALIAN BAR RESTAURANT

MONDAY

Come, play and/or sing!

Bellini**Hankou**

Happy hour on draught beer (50% off)

Bellini**Downtown / Xianlin**

TUESDAY

Happy hour on all food & drink 50% off)

Bellini**Hankou / Downtown / Xianlin**

WEDNESDAY

Aperitivo night; all-you-can-eat bar food (canapé and pizza); Pay just 50 RMB for any drink

Bellini**Hankou / Downtown / Xianlin**

THURSDAY

Ladies' Latin night incl. salsa lessons

Bellini**Hankou**

First drink for free for all ladies

Bellini**Hankou / Downtown / Xianlin**

FRIDAY

Live music (blues/jazz groove) and free beer from 7 to 9 pm

Bellini**Hankou**

SATURDAY

Live music (various) and free beer from 7 to 9 pm

Bellini**Hankou**

SUNDAY

Latin dance

Bellini**Hankou**

Happy hour on draught beer (50% off)

Bellini**Hankou / Downtown / Xianlin**





In Conversation With...

PAUL COLLINS

by Frank Hossack

Paul Collins, manager, drummer and occasional singer and songwriter for 1970s LA-based power-pop trio The Nerves, best remembered for “Hanging on the Telephone”, on the evolution of punk and its place in the modern world, particularly here in China, before his gig at Nanjing’s Zebra Bar on 11th March.

“In England it was more economically driven, in the United States it was more of a social thing; kids were bored, they were fed up with the type of music that was being played; definitely a very reactionary thing.

“I think punk is an attitude now. Punk music is a very established genre; it’s not anti-establishment like it used to be. It is now almost like a fashion or a musical statement. I think the punk element that I’m attracted to now is more of an attitude, and that has a lot to do with the world I live in, which is DIY [Do It Yourself], which has a lot of punk elements in it, where you just kind of write your own ticket. That to me is the most attractive thing and the most positive thing about this whole movement; that you can model your life on your own terms. You don’t have to toe the established line. I think it gives people an alternative to the status quo.”

“To be able to play my music all over the globe; that in itself for me is fantastic. This is very much an underground thing. It is not geared towards the masses. In terms of sponsorships and stuff like that, obviously every musician wants to reach the widest audience they can, but the thing is whether you can do it on your own terms, which is what we do. I mean we met Chachy through Facebook, who’s the man who promoted this whole tour, lives in Shanghai, plays in Round Eye; it’s very much a people to people thing.”

DAVIDE CUCINO

by Frank Hossack

Davide Cucino, President at European Union Chamber of Commerce in China during his visit to Nanjing as part of the chapter’s tenth anniversary celebrations, on how EUCCC can remain relevant to its fee-paying members over the next 10 years.

“It is not difficult in China, because in China everything is moving. And therefore everyday you have new challenges. The Chamber was created in the beginning originally to monitor China’s accession to WTO, then it was to monitor the degree of respect to commitment. Now we are entering into a new age in the relation between China and the European Union.”

This new era reflects China’s rise and the degree to which it is intertwined with global industry. Now EUCCC is starting to negotiate a bilateral investment agreement; an important milestone which the Chamber has been entrusted to monitor from the perspective of industry, with particular regard to how it will be firstly undersigned and latterly implemented. Cucino views such an agreement as crucial for paving the way forward for businesses of every size operating in China, and notes the EUCCC’s role as being particularly important for its member companies.

“This has a lot of implications, at a national level, but especially at the local level. It is at the local level that we have companies investing, we have companies with daily issues with market access, we have companies with regulatory barriers. Therefore the work we are doing in order to prepare, together with the political world, a complete and comprehensive treaty, is to serve those companies invested at the local level.”

See more of EUCCC Nanjing’s 10th anniversary celebrations on page 44.



Gastronomy WAGAS

By Laura Helen Schmitt

The arrival of Wagas in Nanjing marks the commencement of an epic battle for the elusive customer group of the HH (Healthy Hipster). Located in IST mall right next to a certain other fresh food Shanghai-chain, Wagas is simply begging for comparison.

First off, in terms of taste the food is simply fantastic. Truly fresh, with exciting combinations of ingredients and herbs that give it character. There are no complaints here and Wagas can truly keep up with any competition in the area.

However, here comes the but. While a first glance at the menu indicates prices that are on average ten to twenty yuan lower than its neighbour, this literally comes at a price. Especially the pasta portions are so minuscule, a grown man would have to order three portions before feeling remotely full. If you need more than the average seven-year old to feel satisfied, Wagas will leave you hungry for more; and not in a good way. Ordering any extra item off the menu, such as scary looking green, fresh juices, will set you back another thirty to forty Yuan, and so the visit quickly turns into an expensive endeavour.

In terms of atmosphere, one cannot help but wonder when it

became cool to eat in something resembling a factory. With the shabby floors and the minimalistic decor, one almost expects the dish to roll out of the kitchen and onto the table on a production line. Whether its portion size or interior design, Wagas takes the "less is more" to a nondescript, characterless extreme. It again loses out against its number one competitor not only due to their slightly more friendly, light-wooden decor but also the fact that Wagas lacks outside seating; a big no-no for any expat who wants to lounge in the sunlight rather than being boxed into a depressing, dark room. So, where does this leave us? In the big Shanghai-showdown, Wagas is the clear loser.

Sitting in your formulaic seat, enjoying your formulaic healthy meal you can watch people live their formulaic lives. Wagas is definitely the place to be seen for those young urbanites who would really rather live in Shanghai. To them, Wagas is another step towards the glamour of first-tier city life. Who thought that Westernness could be standardized?

I admit that I will be back, but only because Wagas has so far been the only place in Nanjing I have been able to find my beloved grilled halloumi cheese. Now that's what I call leverage. **NU**

Gastronomy

Vietnamese Please!

By Wang Tiantian

Once you have spent some time in Nanjing, the oiliness of Chinese food, the carb and meat-overload of Korean or the sheer inaffordability of Japanese might be starting to get to you. With the hot summer looming, this is the perfect time to go on a quest for fresh, light Asian cuisine.

And what a quest that is! Enter the compound beside Exit No.2 of Hanzhongmen Station, walk straight for about 500m past a Chinese restaurant and you will find yourself in front of Huong Viet (as it is known online), or as the Chinese characters on its bleak front simply proclaim “Vietnamese restaurant” (越南餐厅). Had it not been recommended by one of the numerous dining platforms of the World Wide Web, I would have neither found nor dared enter this place. It simply looks like another one of those dubiousities where you can never be sure what exactly it is your eating. All hail the internet, a modern citizens’ constant consultant.



Don't be scared off by the rustic and basic interior (the only bit of colour are some token Vietnamese souvenirs hanging on the walls), the food is good. Whether it is Vietnamese spring rolls, cold noodles, papaya salad or Pho soups you are after, Huong Viet has it all. While the Papaya Salad is a little bit on the basic side, lacking peanuts and coriander, the lemon-grass chicken wings on the other hand are simply fabulous (best ordered without rice, but as standalones). All the other dishes were absolutely up to scratch from a person with basic understanding of Vietnamese' cuisine's point of view. If you are thinking, this is good enough for a break-out from your regular Asian cuisine, just wait until you discover the average spend per person for a dinner including Vietnamese imported drinks lies at around ¥35. Still not enough? Let me tell you that this is one of those rarities in China where the service is great, in no relation to the price whatsoever. The cheerful lady serving us immediately pointed out that there was wi-fi available and was helpful in providing the password. Convinced? I believe so!

Especially during this time of the year one of the best features of this small, down-to-earth restaurant is its outside seating. After a hard day's work you can lounge about outside and enjoy a light, refreshing dinner while observing local Chinese life. For those who want to broaden their Asian cuisine horizon on a budget or culinary explorers who believe great food is more important than flashy interior design, this hidden gem of simple dining is an absolute must!

Huong Viet is located in Room 101, Building 7, Pingju Cun, Hanzhong Men 汉中门萍聚村7栋101室 Tel: 13512539427 **N**

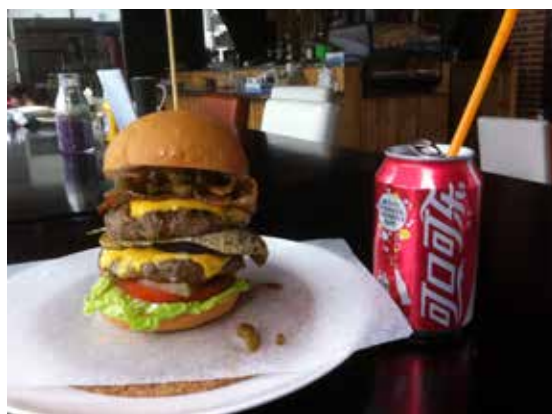
Gastronomy

Punchline; Sense & Simplicity

By Frank Hossack

Long ago, before Nanjing fell victim to the faceless international branding of the green toads of this world, there were lots of little places similar to Punchline. Problem was, while the environment was often charming, the food was atrocious.

Owned and managed by Cameron, an Australian-Born Chinese who makes you feel right at home from the moment you open the door, for our little lunch we ordered up the Vegas Heart Attack burger (¥65 or add ¥10 for the set meal that throws in a salad and French fries), headliner on the burger section of the menu that starts from as little as ¥45, and the Sizzling Chicken & Cheese from the Fajitas offerings. The menu proclaimed the latter would come with chicken, tortilla, salsa, baked beans, sour



cream and seasoned rice; the reality was bereft of the rice and cream. Nevertheless, at ¥45, a fantastically fulfilling fajita. Our but one regret was we were too full to try the desserts which appear to be a major draw, judging by the regularity with which they emerged from the kitchen.

While Punchline itself is a wonderful antipathy to the sterility of its reptilian competition, the kicker is their slogan; Authentic American Cuisine. Now that's right on the money. **N**



Cinema

Monuments Men; A Monumental Mistake?

By Laura Helen Schmitt

■ **P**reconceptions. We all fall victim to them, but without them there would be no pleasant surprises.


As it stands, *Monuments Men* is a treasure trove for quick assumptions; a story involving Americans plus their European side-kicks stealing back cultural treasures from the art-hogging Third Reich, and a cast starring George Clooney and Matt Damon on the one, Bill Murray and John Goodman on the other hand. This all but forces one to expect a Nazi-bashing action flick with silly slapstick for a bit of light-heartedness.

A German myself, I was more than apprehensive about what George Clooney's direction held in store. While *Monuments Men* might not be the greatest movie of all time, it is a very decent production. However, what is more important it has unintentionally come with an important after-effect of unmasking the state of mind of Western society today.

There are no big explosions, no fast-paced races or tasteless comedy. This is probably the reason many critics have been ripping it to shreds. While the story was at times just a tad slow, one cannot shake off the feeling that today's film viewers have been so brain-washed by Hollywood that they are unable to consume anything that does not work with the standard Hollywood formula.

Even so, there were a number of Hollywood-esque features, most prevalent the motivational speech given by the leader when morals are low. Never in my life did I expect to see George Clooney give a cheesy speech not about American values such as freedom or democracy but about the importance of art and culture. While there has been extensive backlash for the fact that the movie contains a passage stating art is worth dying for, what this shows in my opinion is not that Clooney has dropped the ball, but rather it exposes 21st century values. Today's society is the very image of the American soldier who turns the *Monuments Men* away, when he hears that their aim is to protect art; art to the masses is simply not a priority. However, the very fact that the *Monuments Men* is based, albeit loosely, on a true story proves that to some people saving works of art was worth putting their lives in danger. Maybe the importance of this movie is not what it shows, but what it reflects; that in today's society the appreciation of art has been largely lost.

Of special interest were the linguistic features of the movie. While English was still used throughout the main parts of the film it starred a wealth of different languages from Flemish to Russian. Five different languages in total are probably another reason English-native speakers, largely unfamiliar with the necessity of reading subtitles, found this piece so difficult to digest. A highlight was Matt Damon's attempts at speaking French, something I never thought I would hear. It is but one of many surprises the film has in store.

The simple fact of the matter is that if you are not an art lover, then the entire movie is lost on you. This is the irony of a movie full of glimmering Hollywood Stars and the male lead from UK's *Downton Abbey*; it looks like a mainstream film, it sounds like one too, but if you look closely it is rather niche. 



Event
International Day
@ Nanjing International School
 15th March

Twenty beautifully decorated booths representing twenty seven nations with delicious national foods, fun activities for adults and children, free gifts to take home and culturally inspiring performances. Students and families participated in the booths and on stage, proudly representing and assisting their nation; a truly memorable day.





Event
BSN Idol
 17th - 21st March

The British School of Nanjing this year held their BSN Idol competition over three separate days, subsequently producing a winner in each of the categories Primary, Middle and Senior school. An enormous amount of talent was unleashed for the enjoyment of fellow pupils, staff and proud parents in attendance.



Event

EUCCC Nanjing 10th Anniversary

27st March

Members of the European Camber community came from all over to join in celebrations of the Nanjing Chapter's tenth anniversary. Present were key members of local government and seven of the original nine founders.

See *In Conversation with EUCCC President Davide Cucino* on page 38





The Art Auction is an annual event here at NIS featuring artists from our school and the community. It is an open event as well an opportunity to buy wonderful art. All proceeds go to Pfrang Association.

Tuesday 29th April, 7pm - 9pm

Nanjing International School:
Xue Heng Lu 8
Xian Lin College Town
Jiang Su Qi Xia District

Food and Beverages will be provided.

Artwork : Panagiotis Skaribas



Food & Drink

Western Bars & Restaurants

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 specialties and well renowned home made desserts; all in an elegant and relaxing atmosphere. Special Set Lunch Menu with great prices and specials for students and teachers, plus live music every Friday and Saturday during dinner.

Brewsell's

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. Imported Belgian draft beers include two types of both Vedette and La Chouffe. Daily happy hour from 5 to 8pm; kitchen open until 11pm.

Bellini Italian Bar, Restaurant & Music Venue

贝丽妮意式餐厅

30 Hankou Lu 汉口路30号

13813354055

12 Nanxiucun 南秀村12号

52888857

1-106, 9 Wenfan Lu, Xianlin

仙林大学城文苑路9号1-106室

85791577

www.bellinirestaurants.com

Stylish and elegant yet easy in which to relax, Bellini serves up many signature dishes and drinks, plus as of 2014, live music. Reservations are advised.

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, especially on Saturday nights, 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.

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 / 13057623789

www.finneganswake.com.cn

Guinness, Kilkeny, San Miguel and Rogue-Dead Guy Ale on draught, a wide selection of classic Irish and Scotch single malt whiskies plus a carefully prepared selection of authentic western food.

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, service at the multi-award winning Element Fresh in Nanjing can be slow. All the more reason to order home delivery!

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.

Les 5 Sens

乐尚西餐厅

52-1 Hankou Lu

汉口路 52-1, 靠近南京大学

83595859

Remaining surprisingly inexpensive since opening its doors in 2005, Les 5 Sens serves authentic and homemade traditional French dishes (fois gras being a particular favourite) in a homely atmosphere.

Medi Mediterranean Café and Bar

地中海餐厅酒吧

8#101 Shipopo Lane

玄武区石婆婆庵8号101

83600569

A Spanish chef serves up a range of pizzas, pastas, and all manner of unique cocktails and shooters plus traditional imported French Absinthe.

Wagas

沃歌斯

1F, Nanjing IST Mall, 100 Zhongshan Lu

中山路 100 号艾尚天地购物中心一层

85656120

www.wagas.com.cn

Fresh in from Shanghai, Wagas focuses on Western and Modern Asian fare with a special focus on food quality, consistency and safety. Home delivery not yet available.

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

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 been around Nanjing for more than 15 years, serving up Italian favourites popular with expats and locals alike.

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.

Behind the Wall

答案墨西哥餐厅

150 Shanghai Road (in Nanxun 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.

Secco Restaurant and Bar

喜客西餐厅

132 Changhong Lu

长虹路 132 号

83370679

The after party may come and go, yet Secco remains one of Nanjing's top options for late night drinks.

Florentina

2-107, 83 Shanghai Lu

上海路 83 号 2 栋 107

3-101, 22 Nanyinyangying

南阴阳营 22 号 3 栋 101

18602560788

Over 100 craft beers waiting for you to try!

Henry's Home

亨利之家

82-2 Fuchunjiang Dong Jie

建邺区奥体富春江东街 82-2 号

58577088

20 years experience in serving up western meals; specialties include steaks, fajitas, pizza and organic salads.

Selección Española

57 Zhongshan Dong Lu

中山东路 57 号

Serves up home-made classic Spanish dishes with films and documentaries also shown.

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 dinners plus the usual selection of drink, music performances and TV sport. Open from 6pm.

Pisa Pizza

比萨意式西餐

81-8 Shanghai Road 上海路81-8号

83343221

B2-05, Shopping Fun, 3 Jiankang Lu

建康路3号水平广场B2-05商铺

58059234

Pisa Pizza has a reputation for offering up the finest pizza in the city, straight from the wood fired oven.

Cosima

可西玛

120 Shanghai Lu (near to Hankou Lu)

上海路120号

83337576

Famous for being the smallest restaurant in the city, serving Spanish items that include tapas, pizza and a nice variety of wine.

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.

Eminence Cellar

香松酒窖

Inside Wutaishan (opposite to Jin Inn),

Guanzhou 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.

Punchline

弥多 Punchline 美式西餐厅

Building 1, Zhongnan International Mansion,

129 Zhongshan Lu 中山路 129 号中南国际大厦 1 楼

85263703

Authentic American cuisine is the slogan; think burgers, steak sandwiches, fajitas, potato wedges, subs and desserts, plus tempting looking cocktails.

Potato Bistro

马铃薯

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

Green, organic and fresh foods with a balcony
offers outdoor BBQ for up to 150 people.

Axis Mexican Restaurant & Bar

坐标轴西餐厅

Yadong Commercial Plaza, 12 Xianyin Bei Lu
栖霞区仙隐北路 12 号亚东商业广场
15895872728
World cuisine delivery service focusing on Mexican
fare, with also pizza, burgers, pasta and sandwiches.

Nail Jazz Bar

钉子吧

10 Luolang Xiang (200m south of the Sheraton)
罗廊巷 10 号, 离金丝利酒店 200 米
8653 2244
A relaxed atmosphere in which to enjoy a wide variety
of imported beers and the odd bit of live music.

Tony Music Bar

南京托尼酒吧

6 Jinxianghe Lu
进香河路 6 号
84068176
One of the preferred hangouts for the local crowd
before they hit the clubs.

Indian Cuisine

Baba Restaurant 巴巴餐厅

Jinyuan Food Court Outlet, No 11 Hexi Center Park
341 Jiandong Lu
建业江东中路 341 号出口南京金源美食广场 11 号
13611574929
Reincarnation of Kohinoor, Nanjing's long serving
Pakistani restaurant, the features a menu that boasts
over 200 dishes, all of which taste nothing alike.

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
Fabulous decoration in a great location by the city
wall. Hosts the occasional jazz concert.

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
Serves Nepali and Indian foods in a setting as
authentic and inspired as the dishes themselves.

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. Also
serves a fine selection of imported wines and beers.

Taj Mahal 泰姬玛哈印度料理

117 Fengtu Lu
丰富路 117 号
84214123
189 Shanghai Lu 上海路 189 号
83350491
Established in 2003, feast on high quality authentic
Indian cuisine that it continues to this day, making it
forever popular with the foreign community.

Japanese Cuisine

Wadouraku

和道乐日本居酒屋

121 Shigu Lu
石鼓路 121 号
84465760
Patronised by Nanjing's Japanese community, and
largely thought of as the genuine experience.

Kagetsu

嘉月

62 Taiping Bei Lu, 1912
太平南路 62 号 1912 街区內
86625577
A lifestyle oriented dining experience with a focus on
creative cuisine. Balcony affords views over 1912.

Tairoy 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 much more. Two more
locations in 1912 and near to Xuanwu Gate.

Korean Cuisine

THE Korean 本家

B1, Golden Wheel Tower, 108 Hanzhong Lu
新街口汉中中路 108 号 金轮大厦 B1
84469445

Xinshiqi Korean Barbecue

新石器烤肉

B1, Deji Plaza, 18 Zhongshan Lu
中山路 18 号德基广场 B1 楼 B116-117 号
84764545

Ke Jia Fu 可家福

7 Nan Da Heyuan, 168 Xianlin Dadao
仙林大道 168 号南大和园 7 号
86331006

Other Asian Cuisine

Thai Tasty

泰式料理

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
An extraordinary array of distinctive dishes
employing authentic seasonings with fresh local
produce.

Pho Saigon

西贡堤岸越南餐厅

2F Huanya Plaza, 33 Shigu Lu
石鼓路 33 号环亚广场 2 楼
84465722
Popular and inexpensive fare that includes the
must try Vietnamese noodles, hence "pho".

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.

Tiandi Sushi 天帝素食

21 Huju Bei Lu, Entrance to Gulin Park
鼓楼区虎踞北路 21 号古林公园正门口 (近北京西路)
83701391

Bakery & Café

Gossip Café

叽哩咕嘈

Room 101, Building 1, 23 Nanxiucun, off Shanghai Lu
南秀村 23 号
86637484
Share an original or creative topic and Gossip will
organize lectures accordingly.

Skyways

云中食品店

160 Shanghai Road 上海路 160 号
83317103
Weilan Zhidu Homeland, 6-4 Hanzhongmen Da
Jie 南京汉中门大街 6-4 号蔚南之都家园商业裙楼
83378812
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 imported deli items.

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)
Brunch, cocktail hours, film screenings, a variety of
Western food, plus widely known brownies.

3 Coffee

3 号咖啡馆

82-1 Shanghai Lu
上海路 82-1 号
83244617 / 83311505
Art, design and photography books plus magazines.
with balcony affording a nice view of Shanghai Lu.

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, as
well as 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
Korean chain serving waffles, salads and all day
breakfasts with two other branches in Nanjing.

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 oldest clubs in Nanjing and the
preferred hangout 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

Accesses to many of the big names in entertainment; Paul Oakenfold and DJ R3hab played here in 2013.

Business & Education

International Education

British School of Nanjing

南京英国学校

Building 2, Jinling Resort, Baijiu 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

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 Dabai 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
汉中路 2 号金陵饭店世界贸易中心 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
汉中路 2 号金陵饭店世界贸易中心 1261 房
84704574

Language Training

Nanjing Bozhan Consultancy Co., Ltd

南京博湛教育咨询有限公司

#208, 200 Zhongshan Bei Lu
中山北路 200 号 208 室
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.

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 4 楼
1F, Bld F4, Zone F, Zidong International Creative
Park, Xianlin
南京紫东创意产业园 F 区 F4 幢 1 楼
www.afnanjing.org
info.nanjing@afchina.org
French classes for individuals and corporations at all
levels, cultural events plus a modern library.

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
smarcousin@hotmail.com
Extensive experience in teaching Chinese to for-
eigners employed in international companies.

New Concept Mandarin

新概念汉语

3302, Block A, New Century Plaza, 288 Zhong-
shan Dong Lu
秦淮区中山东路 288 号, 新世纪广场 A 座 3302
84872361
www.newconceptmandarin.com
nanjing@newconceptmandarin.com

JESIE - Goethe-Language Centre

JESIE - 歌德语言中心

Jiangsu College for International Education, 3rd
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

Clubs & Charities

Nanjing International Club

南京国际俱乐部

www.nanjinginternationalclub.org
info@nanjinginternationalclub.org
A club 500 plus strong in membership that dates
back to 1990.

Nanjing No.1 Toastmasters Club

南京第一家英语演讲会俱乐部

www.nanjingtoastmasters.com
Weekly event at 1507, Wuxingnianhua Mansion,
Hanzhong Lu/Shanghai Lu.

Hopeful Hearts

www.hopefulhearts.info
Raises funds for treating children with heart conditions.

Pirang Association 普方基金会

7-3 Dabai 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

C Foundation 南京菲平

21 Banshanyuan, Xuanwu District
玄武区半山花园 21 号
84807686 / 13073491699
yaoying@c-foundation.org
Care and companionship for the elderly plus support
for children's education and health.

Butterfly Hospice

Nanjing Butterfly Home

Manager: Linda Huang
njbhmanager@gmail.com
info@butterflych.org
Loving care for cherished lives

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, camera cases and lots more.

Living Story

欧洲生活馆

173 Shanghai Lu 上海路 173 号
86634155
Coffee makers, stylish kitchen utensils, picture frames,
oil burners, candles, clocks and various pieces of art.

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
鼓楼区建宁路 2 号 (南京商厦对面)
9 Wangjinshi (off Changjiang Lu)
玄武区长江路网市 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
Home décor, bits and bobs, 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 equip-
ment 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 equip-
ment 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 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

Avant-garde Contemporary Art Centre

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
Dedicated to the promotion of contemporary art.

Jiangsu Art Gallery

江苏省美术馆

266 Changjiang Lu 长江路 266 号
84506789
Local artists' work, changed frequently.

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.

Yipai Art

南京艺派文化用品中心

81 Stone City
石头城 81 号
83704786
epair8888@126.com
One of the best stocked art supplies shops in the city, with oil paints, brushes, spatulas, charcoal, easels, drawing instruments, sketch books plus a very large selection of pens, pencils and lead refills.

International Groceries

Fields

www.fieldschina.com
4000210049
cs@fieldschina.com
Online grocery store that delivers safe, delicious, high quality and imported groceries directly to your door. Also offers beverages, organic produce, baby & personal care products, plus ready-to-serve items.

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 鼓楼区建宁路 300 号
Wide selection of foreign foods plus wines, beers and spirits.

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 (近纪念馆东角)
86555568
French hypermarket with three Nanjing outlets and probably the city's best selection of cheese.

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
Shanghai based supermarket with a decent imported food section and a good range of dairy items. Three outlets in Nanjing.

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

Eminence Cellar

香松酒窖

Inside Wutaishan (opposite to Jin Inn)
Guangzhou Lu 广州路, 五台山体育场
66012088

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

Newold Wine World

纽澳酒世界

Area B, F1, New City Mall, 99 Caochangmen Da Jie
草场门大街 99 号新城购物中心负一楼 B 区
86265959

Ziyo Wines

南京紫元酒窖

18 Mochou Dong Lu
建邺区莫愁东路
13770923489

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)
中山东路 56 号 (近洪武路)
86645151
54 Hunan Lu (near Matai Jie)
鼓楼湖南路 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

International SOS Nanjing 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 Assistance Center: 010 64629100
www.internationalsos.com
Delivers integrated, quality, comprehensive medical care. Services span from family medicine to 24/7 emergency services. Languages spoken include; English, Chinese, German, and Japanese.

Flossy Care

福乐氏齿科诊所

#105, 1 Huaneng Garden, 108 Taiping Bei Lu
南京太平北路 108 号华能城市花园 1 幢 105
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www.025ya.com
Offers all kinds of oral treatments including dental implants, crowns or bridges, dental whitening, cosmetic dentistry, root canal therapy, orthodontics and more. 100% bilingual staff; another branch in Suzhou.

Global Doctor International Medical Centre

环球医生国际医疗中心

1F, Zuolinfengdu Garden, 6 Mochouhu Dong Lu, Jianye District
建邺区莫愁湖南路 6 号左邻风度 1 栋 1 楼
86519991 (24 Hours)
www.globaldoctor.com.au
International medical centre offers family medicine & specialist services plus 24 hour emergency assistance to expatriates in Nanjing. Mon-Sat 09:00-18:00. Multilingual staff: EN/JP/ES/KO/CN.

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

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

Health 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.

Hairdressers

Mei Lun Shang Pin Hair Saloon

宣传介绍

6 Sanyuan Alley, Xinjiekou

新街口三元巷6号

15895936797 84217148

Continuing the trend for pubs that cut your hair, Mei Lun Shang Pin targets the lucrative expat market by having both foreign stylists and translators on hand.

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中山路18号德基广场二期F322店铺

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Resident French stylist available; bookings advised.

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Run by a stylist to many pop and movie stars.

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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 Yingting Da Jie 南京中华门车站 应天大街508号 6am-9.00pm, every 20 mins.

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Sales Office: Room 951, World Trade Center, 2

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nanjing_lufthansa@dlh.de

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#720, Section 1, Unit 2, 128 Tianyuan Lu, Jiangning District

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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.

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Provides moving services, housing services, school search, immigration services, and orientation services with a global network spanning 60 countries.

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84701658

www.cmrchina.com

Supplies multinationals, with additional services including driver's license and import/export of pets.

Faith Houses

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Celebrity Hotel, 30 Zhongshan Bei Lu

南京中山路30号城市名人酒店

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号雨花晶丽酒店

Mormon service on Sundays at 10am. Foreign passport holders only.

Holy Word Church

圣训堂

158 Leshan Road 南京市建邺区乐山路158号

English service on Sundays at 10.30am.

Legal

D'Andrea & Partners Law Firm

玛开德(上海)商务咨询有限公司

16F, PICCC Mansion, 69 Changjiang Lu

南京市长江路69号16楼

84715999 ext.1805 / 13451821579

nanjing@dandreadpartners.com

International Consulting Firm present in China since 2004 with offices in Shanghai, Nanjing and desk in Zhuhai, offering legal services in Italian, Chinese, English, French, German and Russian plus assistance in foreign direct investment in China, mergers and acquisitions, international contract law and labour law.

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

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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

Amy Hao Hao Pet Care

爱咪好好

18 Nantai Xiang Xi (off Wang Fu Da Jie)

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Professional cat and dog grooming service run by a local Nanjing girl who speaks fluent English.

Tom Dog Pet Center

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Pet stayover and dog walking service, retail outlet and English speaking staff.

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南京畜牧兽医站宠物总医院

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Major centre for vet services and vaccinations.

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NJU No.II Dept: Rm 412, Innovation School, NJU Science Park, Xianlin

南京市仙林大学城南大科技园创新创业学院 412 室

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www.wowtran.com

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Lustre Cobbler 莱斯特皮鞋修饰

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Central Department Store, 79 Zhongshan Nan Lu

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The tailor of choice for many a Nanjing expat.

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58853333

Ginkgo Lake Golf Club

银杏湖高尔夫俱乐部

1 Guli 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)

江东路 222 号奥体中心内

86690465 / 86690467

4F, Wonder City, 619 Yingtian Street

应天大街 619 号虹悦城 4 楼

52275768 ext. 8001/8002

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(200m north of Xuanwu Lake's Jiefang Gate)

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57718777

Theatre

Nanjing Art and Cultural Center

南京文化艺术中心

101 Changjiang Lu 长江路 101 号

84797920

Jiangnan 631 Niuda Theatre

江南 631 牛达剧场

5 Yanling Xiang 延龄巷 5 号

84419786

Nanjing Art Academy Concert Hall

南京艺术学院音乐厅

15 Huju Lu 虎踞北路 15 号

83498249

Jiangsu Kunqu Theater 兰苑剧场

4 Chaotian Gong 朝天宫 4 号

84469284

Tourism and Hospitality

Hotel & Hostel

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2 Hanzhong Lu, Xinjiekou Square

新街口汉中路 2 号

84711888

City Centre location puts this prize-winning landmark property only two minutes' walk from Xinjiekou Metro Station. Enjoy eight top-notch restaurants, 970 rooms and suites plus shopping and recreational facilities. International flight and train ticket purchase counter also available.

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

Ultra-contemporary setting (in an architectural marvel resembling an immense Chinese lantern) with the timeless service and hospitality for which Fairmont is known the world over.

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Novotel Nanjing East

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玄武区徐庄软件园苏宁大道 9 号

85208888

www.novotel.com

Good spot for a weekend escape from the city, with Purple Mountain still on its doorstep, while the Zhongshan International Golf Resort 27 hole course designed by Gary Player is just 5 minutes away.

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116 Lushan Lu

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87773777

www.frasershospitality.com

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

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169 Hanzhong Lu

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Excellent downtown location with amenities including

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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区
85568888
www.westin.com/nanjing
A haven of Chinese distinction in which every room affords a view of scenic Xuanwu Lake.

InterContinental Hotel

紫峰洲际酒店
1 Zhongyang Lu, Zifeng Tower
中央路 1 号紫峰大厦鼓楼区
83538888
www.intercontinental.com
A statement of grandeur found in the 450 metre high Zifeng Tower; Nanjing's tallest building.

Sofitel Galaxy

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1 Shanxi Lu
山西路 1 号
83718888
www.sofitel.com
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The accommodation of choice for many visitors coming to Nanjing, along with all French dignitaries.

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83158888
nanjingriverside.hilton.com
nanjingriverside.info@hilton.com
Extensive conference and recreation facilities and rooms with balconies overlooking the Yangtze.

Nanjing Sunflower International Youth Hostel

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
52266858 / 66850566
www.nanjingyha.com
A popular youth hostel that includes free pool, DVDs, cable TV, foosball and English speaking staff.

Resorts

Kayumanis Private Villas & Spa

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Xiangzhang Hua Ping, Sizhuang Village,
Tangshan
江宁区汤山镇寺庄村
84107777
www.kayumanis.com
nanjing@kayumanis.com

Regalia Resort & Spa (Qinhuai River)

御庭精品酒店 (秦淮河)
E5, No 388, Yingtian Da Jie
(inside Chenguang 1865 Technology Park)
应天大街 388 号 (晨光 1865 科技创意产业园) 第 E5 幢
51885688
www.regalia.com.cn

Tangshan Easpring Hot Spring Resort

汤山颐尚温泉度假村
8 Wenquan Lu, Tangshan, Jiangning
汤山镇温泉路 8 号
51190666

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
www.nj1937.org
Located on a former execution ground and mass burial place of the Nanjing Massacre. Admission is free.

Nanjing Museum

南京博物院
321 Zhongshan Dong Lu
中山东路 321 号
One of China's three national level museums; as good as it sounds. Admission is free with valid ID.

Nanjing Municipal Museum (Chaotian Palace)

南京市博物馆
Mochou Lu
南京市秦淮区莫愁路朝天宫内
World class museum presenting ancient pottery and earthenware, calligraphy, clothing, jade etc.

Rabe House

拉贝故居
1 Xiaofenqiao, Guangzhou Lu
小粉桥 1 号
Monday - Friday from 8:30 to 16:30
German Industrialist's former home that served as a refugee shelter and saved thousands in 1937.

Purple Mountain Observatory

紫金山天文台
Tianwen Lu, Purple Mountain Area, Nanjing
南京市紫金山天文台
84440768
Very first observatory to be built in mainland China that is known as "the cradle of Chinese astronomy".

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 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.

Nanjing Museum of Paleontology

南京古生物博物馆
39 Beijing Dong Lu
北京东路 39 号
83282252
Full dinosaur skeletons, a mass of fossils from significant digs in China and an interesting lesson in local geology. Open at weekends only.

Nanjing Folk Museum

甘家大院
South Zhongshan Road, across from the Huamei Building
中山南路, 在华美大厦的对面
52217104
Visitors can study traditional Chinese architecture, including the so-called "99 and a half rooms". Various displays of traditional folk art throughout the year.

Treaty of Nanjing Negotiation Site

静海寺
202 Jianning Lu
建宁路 202 号
58590298
www.yuejianglou.com

In addition to enjoying an insight into the Chinese view of the "unfair treaty" ceding Hong Kong to the British, visitors can learn about the voyages of Zheng He.

Zheng He Treasure Shipyard

南京宝船遗址
Lijiang Road No.57
鼓楼区漓江路 57 号
Pleasant park with a few interesting archaeological pieces.

Parks

Qingliangshan Park 清凉山公园

Guangzhou Lu, near Huju Lu
广州路西端
Calligraphy and stone museums, as well as an art gallery and pottery studio.

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
Visit the pagoda and get on the city wall for gorgeous views of the city.

Xuanwu Lake Park 玄武湖公园

1 Xuanwu Xiang 玄武巷 1 号
Idyllic islands with playgrounds, gardens, restaurants plus boats and 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 古林公园

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.

Nanjing Yangtze River Bridge Park

南京长江大桥 (公园)
7 Baotaqiao Dong Jie
宝塔桥东街 7 号
58790362
Memorabilia dating from the construction of the bridge. Ascend to the deck of the bridge by elevator for the obligatory photo.

Memorial for Revolutionary Martyrs

雨花台烈士纪念馆
Yuhua Dong Lu (north gate)
南京市雨花台烈士纪念馆北大门雨花东路
A surprisingly relaxing memorial park, yet used as a mass execution ground during the 1927 revolution.

Drum Tower/Gulou Park

鼓楼公园
1 Gulou Jie
鼓楼街 1 号, 在北京西路口
The traditional centre of a Chinese city.

Lao Shan National Forest Park

老山国家森林公园
Zhenzhu Lu (Provincial Rd 331)
浦口区珍珠路
Enjoy a more rustic experience in Nanjing's second National Park; away from the crowds soak in the virgin forest that is rich in species.

CHINESE CORNER

Hàn Yǔ Jiǎo

汉语角

in association with
BOZHAN
CONSULTANCY

Organic Living 有机生活

A: 你知道哪里有卖有机蔬菜的地方吗?

A: Nǐ zhīdào nǎlǐ yǒu mài yǒujī shūcài de dìfāng ma?

A: Do you know where can I buy organic vegetables?

B: 大一点的超市应该有。

B: Dà yī diǎn de chāoshì yīnggāi yǒu 。

B: Maybe at a larger supermarket.

A: 南京有专门的有机蔬菜店吗? 北京和上海有很多。

A: Nánjīng yǒu zhuānmén de yǒujī shūcàidiàn ma? Běijīng hé Shànghǎi yǒu hěn duō 。

A: Does Nanjing have any exclusively organic vegetable stores? Beijing and Shanghai have many.

B: 有啊, 在南京有几家。

B: Yǒu a, zài Nánjīng yǒu jǐ jiā 。

B: Yes, there are a couple of stores in Nanjing.

A: 好的, 我去看看。

A: Hǎo de, wǒ qù kànkàn 。

A: Good, I will go and have a look.

B: 有机蔬菜比普通蔬菜贵多了, 你为什么要买啊?

B: Yǒu jī shūcài bǐ pǔtōng shūcài guì duō le, nǐ wéishénme yào mǎi ā ?

B: Organic vegetables are much more expensive than regular ones; why would you want to buy them?

A: 虽然贵, 但是有机蔬菜更健康, 也更美味。

A: Suīrán guì, dànshì yǒu jī shūcài gèng jiànkāng, yě gèng měiwèi 。

A: Even though they are expensive organic vegetables are healthier and more delicious.

See www.nanjingexpat.com to join Chinese Corner, the free weekly Chinese class!

Grammar

Organic 有机

Same use as in English, simply add the word organic in front of a noun:

有机蔬菜, 有机胡萝卜, 有机花椰菜, 有机生菜

Comparative 更

更 is used to build the comparative by placing it in front of an adjective, e.g. better, healthier etc.,

更好, 更健康

KULLEI



Tattoo Studio

南京市新街口户部街天之都大厦 2926
HUBU ST. #33, TIANZHIDU, NO. 2926, XINJIEKOU-NANJING
15651986272

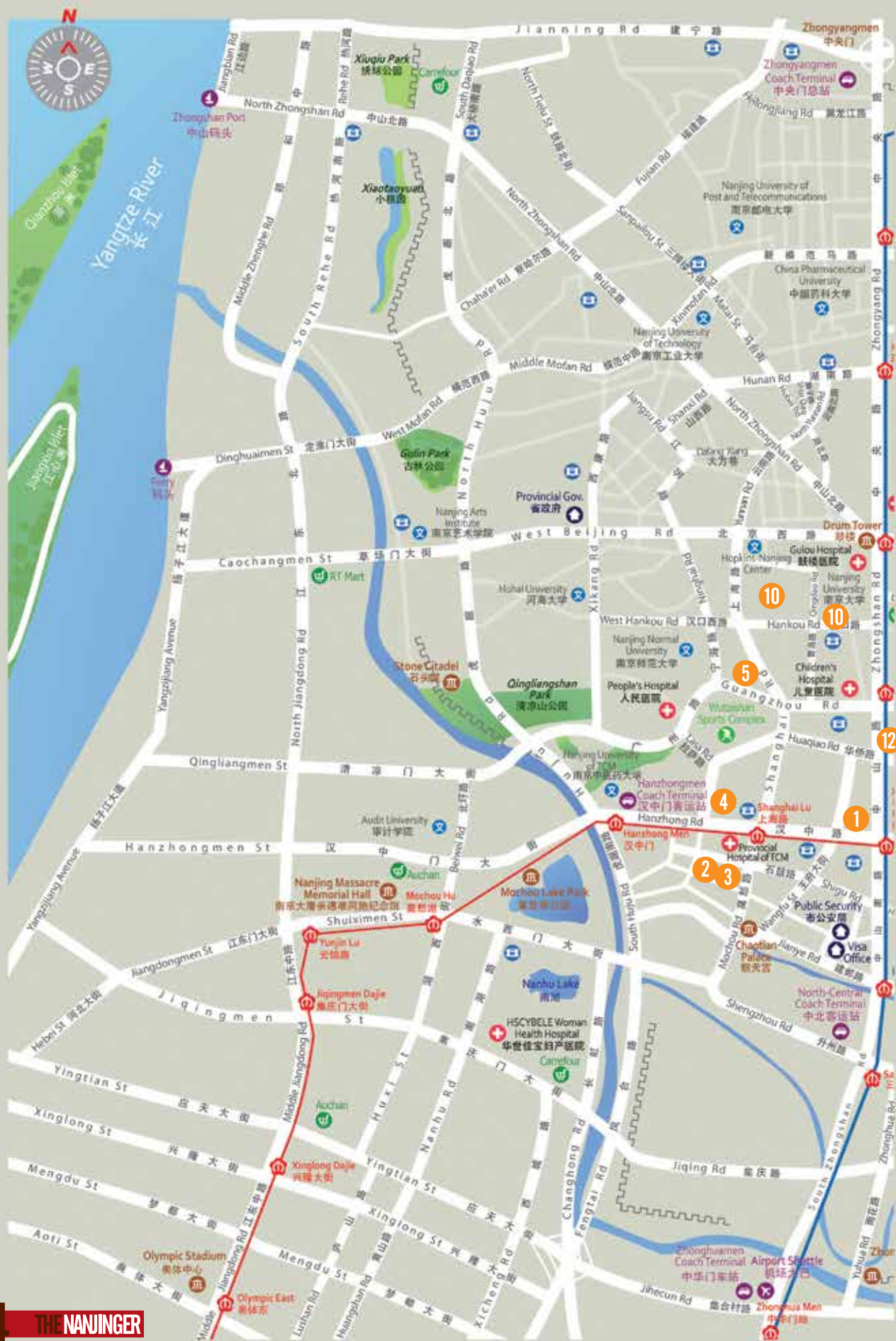


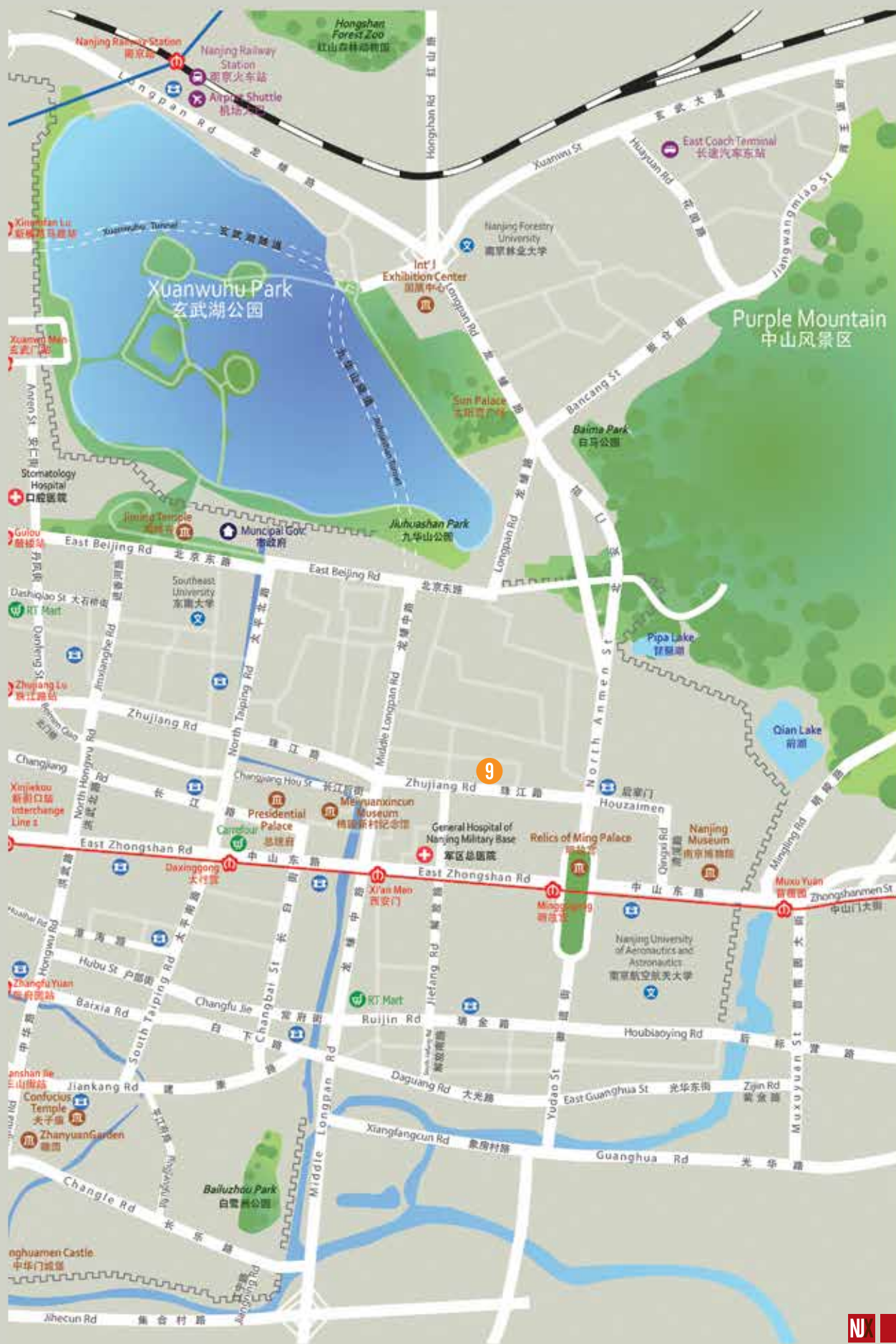
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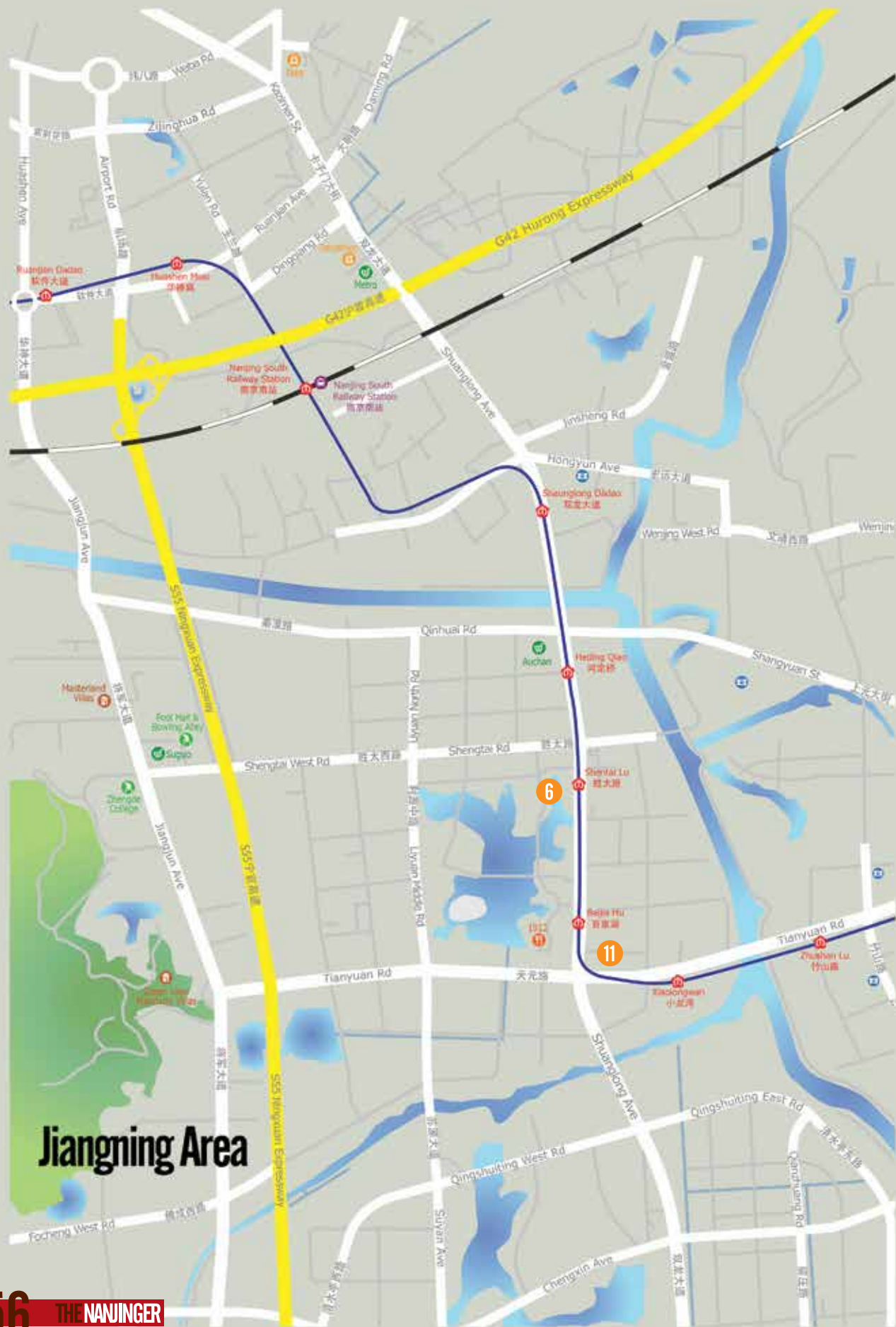
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HomeWork

By Dan Clarke

Choosing A Home Business: Specialize

I*m going to level with you here; when I first started working from home full time, things didn't go well.*

For a year I had prepared myself to be a life coach, but when I moved from the practice stage into the real world, I couldn't get any clients, even after spending hundreds of dollars on advertising. It took me a while to discover my problem. I was too generic.

My website, my ads, my emails, everything was selling my services as a generic life coach. Motivational support; hire me. Relationship advice; I'm right here. Planning your future career; please call me!

I was all over the map, and so was my business.

Unfortunately what people wanted was not a jack of all trades, but a specialized service. Once I realized that I was able to streamline my business, and turned things right around.

Now when many people start to plan their business they want to get as many potential customers as possible, why limit yourself to one niche, when you could cover ten areas and triple your potential customers? Well, think about it like this, if you want some nice German food, do you go to a real German restaurant, or do you just go to some restaurant that serves sausages alongside 60 other dishes? Obviously, you go to the German restaurant.

When you are planning your business, think about that, what you are interested in, what you have experience with, and what you think will sell.


My first home business was writing. I started off writing articles for company websites. They wanted cheap content written quickly, and I could provide it, as my niche was quick copy writing for business. I did not work with magazines, blogs or other publishers, as it did not fit my area of expertise. Now I write for business people and companies on a regular basis, but make a lot more money as I can show them a fairly widespread portfolio.

Another thing to remember with your business is that not everything will make money.

If you really enjoy stamps, you could potentially make some money as a stamp seller, but you either need to have a large selection of stamps to sell initially, or the money to purchase stamps and sell them later. Or you could try to write a book about stamps, but that is likely not going to make you much money.

Make two lists; one list is things you know, the other things you enjoy. Put as many things on this list as possible. Then look through them and look for connections. Then spend a few days researching each one, find out if there is a potential market for it, what you need, what is the most popular niche, etc. Narrow it down to two or three businesses.

Once you have your short list, spend another week or two making up a home business plan for each one. This will help you decide which ones have the best potential.

After you have all of that done, then you can start your home business and have the best chance at success. 

Dan Clarke is a home business coach based in Nanjing. Find out more at www.lets-get-happy.com / Tel: 13182847535

- ★ **Technical English &**
- ★ **Professional English training**
- ★ **Editing and translation**



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