

# THE NANJINGER

BY NANJINGEXPAT

MAY 2015 / ISSN 2051-9574





# BUBBA'S WEEK

## MONDAY STEAK + BEER

Steak & Beer: 9 Oz Juicy Beef Tenderloin,  
Free Flow Carlsberg (2 Hours) 198 rmb  
每周二11点之前, 澳洲菲力牛排只需188元  
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## TUESDAY TRIVIA + CANZA

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each round.  
塔可与特基拉买一送一 (知识题比  
赛 (英文), 9点开始)

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## FRIDAY THANK BUBBA IT'S FRIDAY

HAPPY HOUR ALL DAY (Live Music)  
周五: 感谢芭布周五来了, 全天欢乐时光 (鸡尾酒  
买一送一, 啤酒买二送一)

## SATURDAY DINNER DATE

(Live Music) Meat Combo Platter & Sangria  
(Large Meat Platter w/2 sides and  
a pitcher of Sangria,  
with addition of Pries) 288rmb  
烟熏拼盘和一扎桑格利亚酒  
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## SUNDAY FAMILY TIME

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## EVERYDAY HAPPY HOUR

From 2-8  
每天欢乐时光 2-8

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Fitness and Health  
Language Learning  
Hobbies and Culture  
Events  
Service Centre

*Nanjing International Community Clubhouse is a non-profit organization offering a service centre and a variety of classes and activities fine tuned to the needs of expats and their children.*



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# The Weekly English Email Newsletter for Nanjing's Expats

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NUX

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*Celebrating*  
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# THE NANJINGER

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## Introducing some of our contributors, writers and editors

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

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

Executive Editor Laura Helen Schmitt holds a masters in International Multimedia Journalism from Newcastle University in the UK and is fluent in English, German and Mandarin. With an international background, she is fascinated by cross-cultural exchange and identity, especially in a location as multi-faceted as China's.

副主编 Laura Helen Schmitt 毕业于英国纽卡斯尔大学, 硕士专业为国际多媒体新闻学, 她精通英语, 德语与中文, 三种语言。多元的文化背景使得她对于文化交际与文化认同的题目深深地着迷。

Nick McBride is a strength and conditioning coach originally from the UK. A former athletic director, he specializes in coaching young athletes and is now Head Coach for the Xianlin Warriors. In his spare time, he obsesses about Newcastle United Football Club.

Nick McBride 是一位来自英国的体能教练。他曾经是一位经验丰富的体育指导员, 他目前作为 Xianlin Warriors 的主教练, 专注于训练年轻运动员。他及其热爱纽卡斯尔足球俱乐部。

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。

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》

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

法律作家代开乐担任中国欧盟商会上海分会法律与竞争工作组主席, 中国意大利商会劳动集团的协调员与曾经在罗马三大担任企业咨询课程中中国商法、合同法的课程教授。

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.

贺福是我们杂志的编辑和音乐评论员, 在过去的30年里一直从事电台主持和电台制片的工作。在中国有近20年的媒体工作经验。工作期间他曾经四次获得过纽约传媒艺术节大奖, 分别是世界前40强节目奖, 最佳编辑奖, 最佳导演奖以及最佳文化艺术奖。



# Updating Dylan

We could not resist sharing this beautiful photo of Dylan with you. Doesn't his grin declare the delight and the wonder of life. Sadly, the results of his medical tests are not what we would have wished. Dylan's liver condition is worsening and he is now on a palliative care plan. This will ensure he is comfortable and his pain is attended to as his condition progresses. We know our time with Dylan will be too short and that loving him involves the acceptance of future grief. Dylan though does not understand any of this. Like all children, Dylan lives in the moment. Today life is wonderful because his Ayis and nurses love him. They play with him, tease him into laughter, soothe his tears and shower him with tender kisses.



## Love Care Hope

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

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## Finding The Nanjinger



Scan the QR code to access the online version of the Nanjinger magazine. A full list of distribution points for a physical copy can be found on the Nanjing Expat website in The Nanjinger section.

## A Whole New World

*"Ah yes, but you see China is different." How many times have you been told that since coming to the Middle Kingdom? We'll wager more than a few. While it is certainly true that all the countries are in fact very different in their own way, only China perhaps, on account of her gargantuan population, has been able to bring corporate giants to their knees in their rush to grant an insatiable desire to consume.*

*This, as alert readers will note from this issue, is what KFC, Dairy Queen, Taobao, BHG and even our not so little and humble anymore Suguos have in common. For as we will discover, local to the big boys and girls means something else altogether from the little shop to which we may pop for a pint of milk. Yep, China is different. Big time.*

Welcome to Localization from The Nanjinger.



## Apathy

I threw some coffee beans away today:  
They had fallen upon the floor.  
All that way they had travelled  
To be thrown away, cast aside  
For fear someone might see  
Me- using beans that had touched carpet.

He watched an English farmer  
Leading cows to pasture,  
Then spread New Zealand butter on French bread  
Baked by that lovely Latvian lass  
Who dreams of her IKEA home,  
Where she might curl her legs about her,  
Watch an American sitcom-  
A home-baked remake of an English classic-  
With a good old cup of Chinese tea.

And so the apple falls  
Ever further from the tree  
Ten thousand leagues or so  
Wrapped in an expanded polystyrene foam net.  
And so the global market reaches  
Each beyond its season  
For forbidden fruits  
Ignoring hard reasoned truths to hand.

If we could taste the miles between us  
If we could measure cost against the worth  
Then might we find something left  
Worth saving.

*by Maitiu Brallaghan*

## Letter Of The Month

Dear Editor;

"Education is a right, not a privilege." In last month's letter to the editor, a Nanjinger reader presented a stirring argument for why this is such a thorny statement, both as a magazine ad and as a political edict. Nanjing's Pfrang Association unites around the belief that education is one of the most basic and valuable assets in our society - we aim to make this asset available to children who would otherwise not have the resources to go to school. Since our founding in 2000, Pfrang has provided more than 800 students in rural Jiangsu and Anhui provinces with the funds to complete middle and high school, building on the understanding that education, whether as a right or as a privilege, can help to overcome social inequality.

With the help of the Amity Foundation, each year Pfrang selects a diverse group of students from Jiangsu or Anhui households living below the poverty line - we then pledge to finance that student's 6th - 12th grade education in full. Currently, we support 253 students, many of whom have battled serious illness, lost their parents or simply can't afford the cost of schooling. We depend on the generous support of the Nanjing community and would like to graciously thank you for playing a part in our achievements. If you're a good dancer or love Skyways' desserts, join us for the Pfrang Gala on May 16th, our biggest fund-raising event of the year. To learn more or find out how to contribute, please visit our website or send us an email at [pfrang@sharehousechina.com](mailto:pfrang@sharehousechina.com).

Nanjing Pfrang Association

### WIN A WEEKEND FOR 2 AT NOVOTEL NANJING EAST

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 your letters to [thenanjinger@sinoconnexion.com](mailto:thenanjinger@sinoconnexion.com).

Novotel Nanjing East Suning Galaxy is located in the Xuzhuang Software Park on the East Side of Nanjing with the Zhongshan International Golf Resort 27 hole course designed by Gary Player, Sun

Yat-Sen's mausoleum, Purple Mountain Observatory and Ming Xiaoling all located nearby.



**NANJING EAST**  
SUNING GALAXY

# TALKING SHOP

INTERNATIONAL BRANDS WITH A LOCAL FLAVOUR



**“DUDE, KFC?? I TOLD YOU I WANTED CHINESE BREAKFAST! AND IT’S NOT EVEN ELEVEN, ARE THEY EVEN OPEN?”**



“Just wait,” I said to Gary. “Once you get inside you’ll see why we’re here.” I had met Gary a couple of months ago when the new semester began and had taken an interest in him, mainly due to his inquisitive doofyness. Gary is really interested in Chinese culture and as I’ve been here for a few years, he asked me to take him on a Chinese food tour of the city. Never one to miss out on a free meal (or three), I took him up on it, but decided to give it a Western

twist. Instead of the normal baozi breakfast, I had brought him to the KFC at the bottom of Qingdao Lu just near Ellen’s to begin our tour.

Walking up the steps, I take the opportunity to explain my rationale. “So you’ve had Chinese food in America, right?”

“Yeah man, I love General Tso’s chicken!”

“Great, unfortunately that’s not a thing here. General Tso’s Chicken is a North American ‘Chinese’ dish whose namesake is believed to be Zuo Zongtang, a Qing Dynasty General who died in 1885 and has absolutely no connection to that dish. Kung Pao Chicken, on the other hand, has real Chinese roots in gong bao ji ding. But don’t hold out for fortune cookies. Chinese people have never heard, much less seen, these things. With that in mind, I’ve decided to bring you here and show you the Sinicized side of Western restaurants. So here we are, at what I believe to be the greatest example of localization of foreign foods in China. I give you, the Colonel!”



With a grand gesture, I burst the doors into the restaurant open wide...and quickly underwhelm my guest by the ordinarieness of the inside. "Trust me, the breakfast food gets weird."

Perusing the menu, I could tell by Gary's face that he was starting to understand. "What is this stuff? It's super cheap, which is great, but a corn chicken burger with ketchup and soy milk? Fried breadstick with rice soup? Or a fried bread stick inside an egg wrap? Do people normally eat this?"

"First, its rice porridge, or congee. Second, KFC has a long and storied history here in China. In 1987, KFC opened the first Western fast food store in China, in Beijing to be exact, as a joint venture. They hired managers from other Asian countries instead of bringing over American managers which led to a lot of early success. While being here early was a great advantage, they had the problem of having virtually no supply chain. By building its own from the ground up, KFC was able to ensure high quality standards from the beginning.

**IN THE MIDDLE KINGDOM, KFC HAS DONE A GREAT JOB LOCALIZING THEIR PRODUCTS.** Since adding fried breadsticks, or youtiao, in 2008, KFC has added rice, congee, egg custard tarts, and even a tree fungus salad, hence the unrecognizable menu.'

"And they open at 6:00 AM? Man, this is not the KFC I'm used to. Well, order me one of those egg sandwiches with a congee and youtiao, that looks like just the right mix of East and West."

'With or without mayo? The Chinese customers are big fans of shala jiang.'

"Doesn't shala jiang mean salad dressing?"

"Mayonnaise has a couple names. One is shala jiang, or salad dressing, and another is dan-huang jiang, or egg yolk sauce. It's become a very popular condiment and you can expect to find it on veggie and fruit salads, pizza, and breakfast sandwiches. It's just one of the many foods that found its way to China, just not the way we're used to it."

As we had gotten a late start and it was already early afternoon, I decided to show him how some Western companies were adapting their marketing techniques to China.

"I've been to McDonald's before and after seeing KFC this morning, its definitely not THAT different. What have you got to show me here?" Gary asked me.

"Well, it's after lunch but still too early for dinner, so that makes it the perfect time for high tea. It probably doesn't surprise you that McDonald's has tea, this is China after all, but I wanted to show you something. You've got WeChat, yea? Of course you do, almost everyone in China has WeChat. Well, McDonald's uses WeChat to send out coupons to customers and I've got a discount for tea which I can only use during the afternoon. On top of that, I can pay with WeChat. As you've probably noticed there is also no drive-thru service like in America here. But they do have 24-hour delivery, which can get dangerous after a late night out."

"Paying with WeChat, 24-hour delivery...how did I not know about this?"

Heading out the door, I said to Gary, 'Our next location is in the heart of Xijiekou, the luxurious dream destination of any young Chinese man intent on impressing his date...'

"Finally, some real GOOD food!" Gary interrupts before I can complete my sentence. With a smirk I say, '...Pizza Hut!'

After walking in the door, being greeted by beautiful bowing hostesses, and then taken to our seat, I could see the look on his face turn from one of disappointment to one of intrigue.

"This isn't Pizza Hut..." Gary exclaimed. "There's no way this is a Pizza Hut, and if that really IS the name, then it's they are committing copyright infringement. This place is gorgeous inside! The decorations, the service, the tables... this is like a real, upscale restaurant. The Pizza Hut in my hometown in the States is a dirty, old red-roofed building with pizza and breadsticks... NOTHING like this!"

"Yep, this place is pretty different. Take a look at the menu, too, dude."



You ever have corn on your pizza? What about snails? Would you fancy some shrimp croquettes or escargot?" I said with a laugh.

"I'm literally looking at a steak, spaghetti and broccoli dish. It's not Chinese food but we are in PIZZA HUT...what is this?? Ok, I was expecting some fried rice dishes, but crab meat and calamari? And what are these huge globs of cheese in the pizza crust? I know about cheesy crust, but this is a whole new level!" Gary said as his eyes almost popped out of his head.

"You can add some salmon sashimi to your order if you want. And top it all off with some green tea cheese cake.

## IN CHINA, PIZZA HUT HAS REBRANDED ITSELF AS AN UPPER-MIDDLE CLASS DINING ESTABLISHMENT.

While Pizza Hut does a lot of delivery pizza in the States, here in China it's a very brightly colored restaurant with an incredibly diverse menu, making it quite the dining experience when going to one. The menu does have a couple pages of pizza, but compared to the West, pizza is not the main attraction. There is so much variety in the choices of food, its hard to believe they are the same company."

"Well I am sure glad you brought me here, I wanted to go out and spend the day eating Chinese food but this has been quite the experience. It's been really interesting seeing how brands localize their food based on the country they are in. I bet if I had a Coke it would taste different here than in another country."

"The day isn't over yet, we have one more place left to visit. Its time for dessert and I'm craving a Blizzard."

"I seriously hope that means were going to Dairy Queen."

"That it does! And luckily they have one at Exit 8 in Xijiekou, so we...uhh, you just need pay the bill and we can get going. There are a few special flavors of ice cream I would like to introduce you to."

After arriving at Dairy Queen, ordering and waiting in line for our ice cream, Gary takes it upon himself to comment on the different varieties of flavors.

"Wasabi, green tea, red bean. Man, what is with these flavors? Honestly I can understand the different tastes and stuff but green tea ice cream? Really? I have a hard enough time drinking that stuff I can't imagine eating that kind of ice cream. Like that girl in front of us just ordered a large green tea Blizzard, how can she eat that?"

Without warning, the girl in front of us whips her head around and in perfect, unaccented English lays into Gary. "You know, I really like this flavor, its really popular in China and many people enjoy eating it. I'm not complaining about your order, which, by the way, was a MOCHA Blizzard."

Gary turned bright red and mumbled some kind of an apology. "You never know who can speak English around you, be careful what you say," I point out. "Eh, yea, this is awkward..."

'Don't sweat it...grab your mocha blizzard, take a seat and enjoy. We've had a long day eating the best Chinese food American fast food chains can make. What did you think?'

"Weird, wonderful, delicious, and humbling," Gary muttered through mouthfuls of ice cream.

"It's pretty amazing the way that restaurants localize their food and the lengths they go to in different countries. Some restaurants use different marketing strategies, some really embrace the local culture and tastes when creating the menu while others completely re-brand themselves for China.

**NO MATTER WHICH APPROACH THE COMPANY TAKES, LOCALIZATION IS KEY WHEN ENTERING A NEW MARKET."** 



*Green Tea Ice Cream, Anyone?*

# Pinning down what to do in Nanjing

The all new Hello Nanjing lists **70+** upcoming and ongoing events taking place across the city.



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By Shahnaz Mouhamou

# Digging for Treasure

## How Taobao Won the ECOM Race

*"Okay, everyone," Jack Ma said, clapping his hands and rolling up his sleeves. "Let's all get up and stand against the wall." Everyone stood up from their chairs, wondering what sleight of hand their boss would show.*

*"Now, I want you all to stand on your heads," Jack Ma said. "What? You want us to stand upside down?" one member of the executive team asked in disbelief. "Yes, stand upside down on your heads," Jack Ma said.*

*"Oh, no," another member murmured. "I have never done that in my life, and I am too old for that." "No excuse," Jack Ma said. "I am the oldest among this group. We'll all stand upside down on our heads."*

*So, everyone in the room, one by one, managed to stand upside down on his or her head...*

*After they finished the exercise, Jack Ma said, "When you stand upside down, you'll see the world from a new perspective." Then he turned to the person who said he had never stood on his head. "You see, you can do things that you have never done before."*

Excerpt from *The Chinese Dream*,  
by award-winning author, Helen H. Wang



Unbeknownst to the world, this inspirational exchange between a maverick boss and his executive marked a pivotal moment in the development of today's international e-commerce mammoth. At that moment, in May of 2003, Jack Ma, CEO and founder of Alibaba, was about to announce to the team his harebrained plan to launch Taobao, a C2C platform aimed at keeping the billion-dollar e-commerce giant eBay at bay.



Up until that point, Alibaba was a B2B platform founded just a couple of years before China's climatic accession to the World Trade Organization. Naturally, Ma's primary focus was on expanding and developing his virtual Canton Fair to connect local suppliers with the thousands of foreign companies flocking to the Middle Kingdom. But, when eBay entered the then nascent online market with its \$180 million acquisition of the Chinese online auction site EachNet, garnering a market share of nearly 85 percent, Ma feared that "someday, eBay would come in [their] direction." Consequently, the move to launch Taobao, which was initially just a defensive measure, started a remarkable battle of David and Goliath proportions.

While Ma and his team were contriving in the dark and racking up a hefty \$56 million investment from Masayoshi Son's Softbank, Meg Whitman, then CEO of eBay was brimming with enthusiasm and optimism. The acquisition catapulted the company into a thriving economy and an anticipated market of hundreds of millions of small and medium sized enterprises selling online. In an interview with Wang, Whitman predicted, "ten to fifteen years from now, China can be eBay's largest market on a global basis as we build up the local trade and export trade." Despite the company's many advantages, and an additional \$100 million investment at the height of the battle, by 2006 eBay was forced out of the online auction market.

## So how did eBay, a multinational corporation with a well-established global brand, get bested by a local startup?

Simple, eBay made one colossal and fatal mistake; they did not localize. eBay tried to expand and transplant their existing "global platform" rather than reinventing and adapting it to the local market. Instead of utilizing local management knowledge, eBay sent a team of expatriates; mostly Harvard Business School graduates, to run the operation. They did not speak Chinese and they did not have sufficient experience or understanding of the Chinese market. This created a top down domino effect of bad decisions that inevitably played a noteworthy role in their demise.

When entering the Chinese market, Whitman saw economic growth, the emergence of a middle-class and a burgeoning demand-driven economy as a by-product of westernization. However, eBay failed to understand that China and the West do not have a shared sense of history, culture, language, and attitudes about life's meanings. Therefore, it cannot be approached from the lens of existing consumer theory. Success in China is dependent on going beyond skin-deep adjustments generally made when entering new markets. For example, when Pepsi entered China, it made a grave mistake in translating its slogan. Due to the nuances of the Chinese language and its extensive repertoire of over 30,000 characters, the translation mishap read "Pepsi brings your ancestors back from the grave," rather than "Pepsi Brings You Back to Life." Thankfully, Pepsi bounced back from this public relations nightmare and quickly learned from their mistakes. However, with Alibaba tailgating eBay's every move, eBay did not have that same luxury.



## Language and Education

When eBay entered China, it stepped in with bang. The EachNet acquisition not only gave them a dominating share of the market but a whopping 3.5 million users as well. However, eBay was not a recognizable brand in China, let alone pronounceable. Jack Ma saw the opportunity, “eBay may be famous in the United States, but in China, if you ask one hundred people whether they’ve heard about eBay, I believe that less than 10 percent have heard of it. But if you ask one hundred people whether they’ve heard about Alibaba, 90 percent know about us... I believe we have a chance.”

With that, he launched Taobao, meaning “digging for treasure,” a clever wordplay that caught the public’s attention. To gain momentum, Taobao offered free listings to all its users for the first three years and eliminated most auction style listings.

On the other hand, eBay continued to charge a fee to its users as eBay executives continued to maintain their focus on their “global platform.” They revamped the Chinese-made EachNet user interface to a simpler, cleaner and crisper model. But Taobao knew what Chinese consumers preferred and maintained the ‘organized chaos’ of several categories. Typing Chinese characters on a keyboard is more time-consuming and cumbersome than alphabet-based languages. Clicking over typing was the way to go. As eBay was eliminating all the features that Chinese users preferred, Taobao was adding more user-friendly, and culturally appropriate touches.

## Advertising

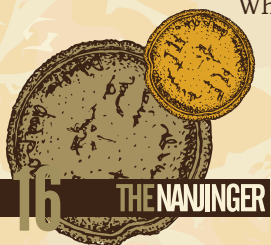
As Taobao started gaining more of a presence, eBay launched an aggressive advertising campaign, signing exclusive advertising rights online with Sina, Sohu and Netease to block out competition. Ads were also spread throughout the city on buses, taxis, subways and everything in between. An additional \$100 million was invested in the local operation and the company rebranded itself as eBay EachNet. At this point it was clear, Ma had a much deeper understanding of the Chinese market and the battle was intense. Ma knew that most people watched TV on a regular basis and very few logged on to the Internet. He engaged in fierce advertisements for Taobao on all major TV channels until the witty play on words blared in every home and business with a TV.

## Guanxi

As expats we all understand the importance of guanxi; a deep-rooted part of Chinese culture. Guanxi is a system of mutually beneficial social networks and interpersonal relationships. Ma understood the necessity for a tool that could facilitate the communication between buyers and sellers. Early on, Taobao introduced Ali Wang Wang to its marketplace. It allowed for real-time communication between users to enable negotiations and building trust. eBay executives feared that such a tool would encourage users to complete the sale offline to avoid incurring fees.

## Migration

Up until October 2004, eBay was still dominating the market. What really ran them out of the game was what EachNet co-founder Bo Shao called “migration.” To implement her global vision, Whitman and her team of executives ignored warnings and made the decision to move its Chinese technological platform to the US. Shao recalled, “On the day of the move, traffic (of eBay China) dropped by half.” Traffic now needed to flow across the Pacific Ocean, dramatically slowing down the loading speed of the Chinese website. And transmission faced another hurdle: the Great Firewall. The foreign





computer servers would face censorship lasting from several hours to several days. Frustrated users began to look for alternatives and Taobao received them with open arms.



Migrating eBay EachNet users to an American platform was a critical miscalculation. It decreased its flexibility to implement China-specific features needed to compete with its rival. In an interview with Sherman So, the lead China technology reporter for the South China Morning Post, Shao recalled that they were unable to implement changes for a whole year on the site while preparing to move their servers. Once the migration took place, “it took nine months to implement any major changes and nine weeks to even change a word on the website as everything had to go through the headquarters technology development team.” “This is unthinkable,” said Shao. “Fast reaction to user demands is crucial in this market.” Having the first idea becomes irrelevant in China’s fast-paced market environment. One must assess economic trends in dog years when comparing China to developed markets.


## PayPal vs Alipay

As eBay’s users were defecting to Taobao in droves, Alibaba’s C2C marketplace continued to implement new Chinese-centric features. At that time, China had a business environment with limited rules and laws and no credit check system in place. Safety and trust were pressing concerns in the minds of consumers and small-businesses. To create a safer environment, Alibaba created TrustPass. For a small fee, a small business’ licenses, bank accounts, and other personal information were verified via a third party.

Ebay, on the other hand staunchly backed its PayPal payment system, which was gravely ill fitted to the Chinese environment. Foreign banks were strictly regulated and credit cards were highly uncommon. Chinese were accustomed to cash-based transactions and wiring money between bank accounts. In January 2005, Ma introduced Alipay, an escrow payment system that ensured security and ease of payment. Payments were delivered once the buyer made confirmation of receipt. Alipay also partnered up with China Post to ensure that its users could top-up their account without a debit or credit card. One of eBay’s competitors understood the importance localization. At the 2012 China Internet Conference, Amazon.cn CEO Wang Hanhua explained his success in China. “Localizing your service isn’t about what you and I think, it’s about how the market thinks.” That is why Amazon was the first to introduce the portable POS, so users could pay at their doorstep, using debit, credit or cash.

## The End

As eBay’s shares started to fall in the US, Whitman made a final desperate attempt at regaining a foothold. She contacted Ma and attempted to negotiate a partnership agreement. However, Ma could sniff the spicy aroma of victory in the air and refused. In August 2005, in one of the biggest deals in the history of Internet, Yahoo invested \$1 billion dollars for a 40 percent stake in Alibaba. Taobao immediately sealed the deal by announcing that it would extend free service to its users for another three years. By March 2006, the underdog was the clear victory with nearly 70% share in terms of users. In December of 2006, Meg Whitman announced their retreat from the Chinese market by a new joint venture with Tom Online, a Hong-Kong based company providing wireless value-added multimedia services.

Yes, a former English teacher that had a dream but little knowledge of technology beat the e-commerce mogul. Jack Ma summarized eBay’s embarrassing failure best when he said, *“eBay is a shark in the ocean. We are a crocodile in the Yangtze River. If we fight in the ocean, we will lose. But if we fight in the river, we will win.”* 



**39%**  
HAVE INTERNET

**163 million**  
TOTAL POPULATION

## NORTHWEST

**¥23 262**  
INCOME



**Modern Trade**  
Hyper/supermarkets,  
convenience & personal care  
stores, mini-mart chains

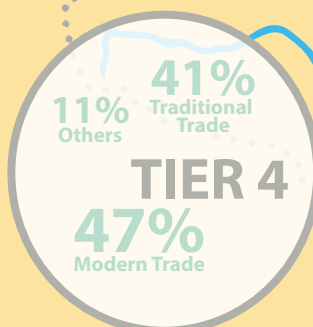
**Traditional Trade**  
Groceries, independent  
mini-marts, specialty &  
wholesale stores, direct  
sales, welfare from labour  
unions

**Others**  
Department stores,  
shopping centers, free marts,  
beauty salons, drugstores,  
milk stores, overseas  
purchases and TV shopping

China Shopper Report 2014

## THE SEVEN NATIONS OF CHINA

Illustrating a complex consumer landscape



As early as 2000, Prof. Geng Cui recognised China as not one homogenous market but rather a diverse terrain similar in its layout to all of Europe. Splitting the country into the Seven Nations of China, he noted variations in areas from income to education, psychographics to lifestyle activities and media usage to consumption patterns. 15 years on, his theory still holds true. China's diverse market calls for localisation if brands want to succeed on a national scale. The Nanjinger presents an up-to-date take on Cui's work.

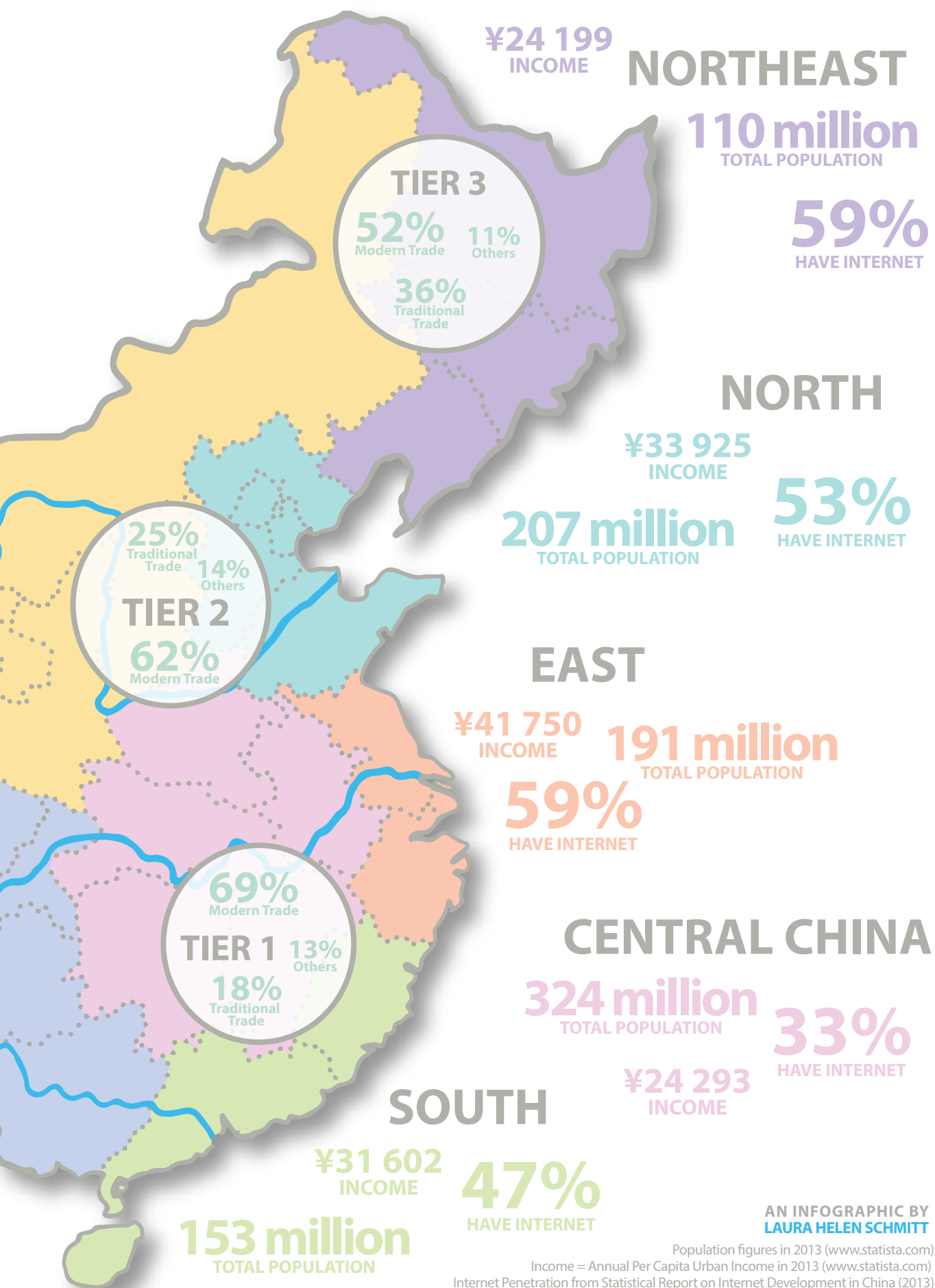
The China Shopper Report 2014 illustrates the gap between different tier cities, adding the rural-urban divide to the already complex Chinese consumer profile introduced by Cui.

**33%**  
HAVE INTERNET

## SOUTHWEST

**¥24 377**  
INCOME

**240 million**  
TOTAL POPULATION



AN INFOGRAPHIC BY  
LAURA HELEN SCHMITT

Population figures in 2013 ([www.statista.com](http://www.statista.com))

Income = Annual Per Capita Urban Income in 2013 ([www.statista.com](http://www.statista.com))

Internet Penetration from Statistical Report on Internet Development in China (2013)





*By Frank Hossack*

## SEE YOU IN SUQUO

**Localisation is a term that sounds rather, well, global. Indeed, without the latter there would be none of the former. However, there is more to it than simply varying the menu in differing countries according to local tastes. In high-density areas that also command a large total population, and China's cities are perfect in this regard, investment in logistics and supply chains becomes justifiable in order to macro-localise offerings for the marketplace.**

BHG operates six of its so-called lifestyle supermarkets in Nanjing, with more on the way. While five of the bunch could be described as very international in terms of their stock, the company has started to experiment with a more localised approach in its recently opened sixth outlet.

The roots of the brand's macro-localisation lies in the history of the firm itself. An abbreviation for Beijing Hualian Group, these mini supermarkets have dotted the Chinese urban landscape for the past fifteen years. Much like their competitor, the oft-confused Lianhua, the no frills, keep overheads low approach worked well for a time but quickly lost traction as China developed and competition from the big international chains such as Auchan and Carrefour took hold. BHG took notice and planned their retaliation well; bringing in leading global information and measurement company Nielsen to conduct market research among the populace, including expats, well in advance of launching the subsidiary chain. The first store in Nanjing opened in Aqua City in 2009, and was an instant hit.

The BHG store in Raydu Mall in Jiangning District, on the other hand, opened much more recently. With high end fashion stores abounding all around, a Starbucks across the road and the British School of Nanjing around the corner, there is a never-ending flow of modern, youthful Chinese and expats through the branch that would not be out of place in central Europe.

Just 2 kilometres down the road is to be found the newest BHG location, on Liyuan Zhong Lu. In altogether more traditional Chinese urban surroundings near to residential communities, the BHG Lifestyle Market (note the name indicates the change in format from "The Market Place") targets an altogether different market, through its selection of stock

and inshore practices that are in some ways more akin to the Hualian supermarkets of a decade ago. Staff shout the day's promotions into a megaphone while The Carpenters moan "Yesterday Once More" in the background. What has changed from the Hualian of old is the decor; all BHG outlets feature bright lighting, sensible aisle arrangement and pleasant decoration.

Just a few minutes later on the same day (The Nanjinger's research was conducted on a Sunday morning) over in Raydu Mall, the in-store music is classical.

## **YET, NOWHERE IS THE MACRO- LOCALISATION MORE OBVIOUS THAN IN THE ALCOHOLIC BEVERAGES SECTIONS.**

In the Raydu Mall location, BHG carries only imported wines. In the Liyuan Zhong Lu store, Chinese wines make up 80 percent of the stock. Here, foreign beers are at a minimum yet they command an entire aisle in Raydu. Then there is the selection of Baijiu; here one finds the famed, garden-variety Erguotou, at ¥8. Over in Raydu, a bottle to share over dinner will set one back in the area of ¥400. According to a report by the U.S. Agricultural Trade Office in Beijing that dates back to 2011, "the staged approach [of the different store formats] was meant to establish the BHG name with middle-class consumers with the objective of eventually graduating them on to higher-end stores".

Hyperbole it may be, but the same concept of macro-localisation though





one of Nanjing's finest success stories, Suguo started life off as a little fruit shop; the name literally means Jiangsu Fruit. Now, the local business has grown into a giant, becoming a shopping store chain that spans several provinces with over 2,000 stores and a workforce of more than 50,000. That part of the company's implicit mission is to have a shop on every block (at least in Nanjing) has until recently been a hindrance to macro-localisation and attempts at brand differentiation through the creation of high-end stores.

Suguo now addresses this part of the market with the formats "Life's So Good with SG" and the third generation of "Hao Di" stores called "Howdy SG".

**THESE HIGH-END CONVENIENCE STORES WITH AN EMPHASIS ON IMPORTED PRODUCTS (EVERYTHING FROM LIQUOR TO COFFEE TO SHAVERS) AS WELL AS LOCAL EVERYDAY ITEMS SUCH AS MILK, ARE FOCUSED ON HIGH-END CONSUMERS SUCH AS WHITE-COLLAR WORKERS AND BUSINESS PEOPLE.**


It is no surprise therefore, that Howdy SGs are mainly centred in core business areas in Xinjiekou and Gulou; four outlets have been opened to date, in the International Financial Centre, Hexi Wanda and the Zifeng Tower, while there is even one to be found in the now trendy basement of the prestigious Jinling Hotel.

Given their new luxurious surroundings, the need for macro-localisation has pushed Suguo to offer a stock that comprises 1,500 commodity varieties; there are 1,200 kinds of food, of which imports account for more

than 50 percent. Shoppers will also find significant amounts of imported products in the non-food categories, particularly in hygiene, healthcare and makeup, while other beauty care products have been more recently introduced to the store.

Gone are also the check out assistants openly and loudly discussing intimate matters with their co-workers while ringing the cash register; the new Howdy SG is all about an integration of services and a better customer experience. Inside, all new store decor, lighting and shelf display all represent a stronger sense of a more stylish city.

In addition, lunch, sandwiches, sushi and other commodities are also new offerings, catapulting the Suguo convenience store into breakfast, lunch, and even the afternoon tea business. With Hong Kong based The Pacific Coffee Company, now rebranded as just Pacific Coffee under ownership of China Resources Group since 2010, signed up to provide their sub brand "VeryCoffee" in the third generation of convenience stores, 15 square metres of "dining area" chucked in for good measure and witness macro-localisation giving what was the domain of Starbucks a real run for its money. Throughout the next year, Suguo plans to open 30 Howdy SGs, along main thoroughfares and in business districts.

As convenience of an altogether different sort, the macro-localisation empire has also embraced the online era. Spare a thought for our cousins in Shanghai, where users of the popular app WeChat are being treated to a completely different mobile experience to those elsewhere. Having joined forces with the municipality's government, WeChat's creators Tencent were able to roll out a new "WeChat City Service" tab that offers users fourteen exclusive features, including the ability to obtain a hospital queue number (genius), pay utilities, check their driving penalty points and a whole lot more; even amazingly, the weather in different parts of the city. Now that's macro-localisation. 





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by Lorenzo Riccardi

13 May - Implementing SMED (Single Minute Exchange Die)  
or Rapid Changeovers  
by IMIC

14-15 May - Finance Accounting and Controlling  
by Dr. Huang Zhen

29 May - The New Normal For Foreign Companies in China  
by McKinsey

31 May - Badminton Tournament  
at Nanjing International School

5 June - Half-day SMEs  
by EU SME Center

8 June - BCS Launch Nanjing

12 June - Problem Solving  
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25 June - Agile Project Management  
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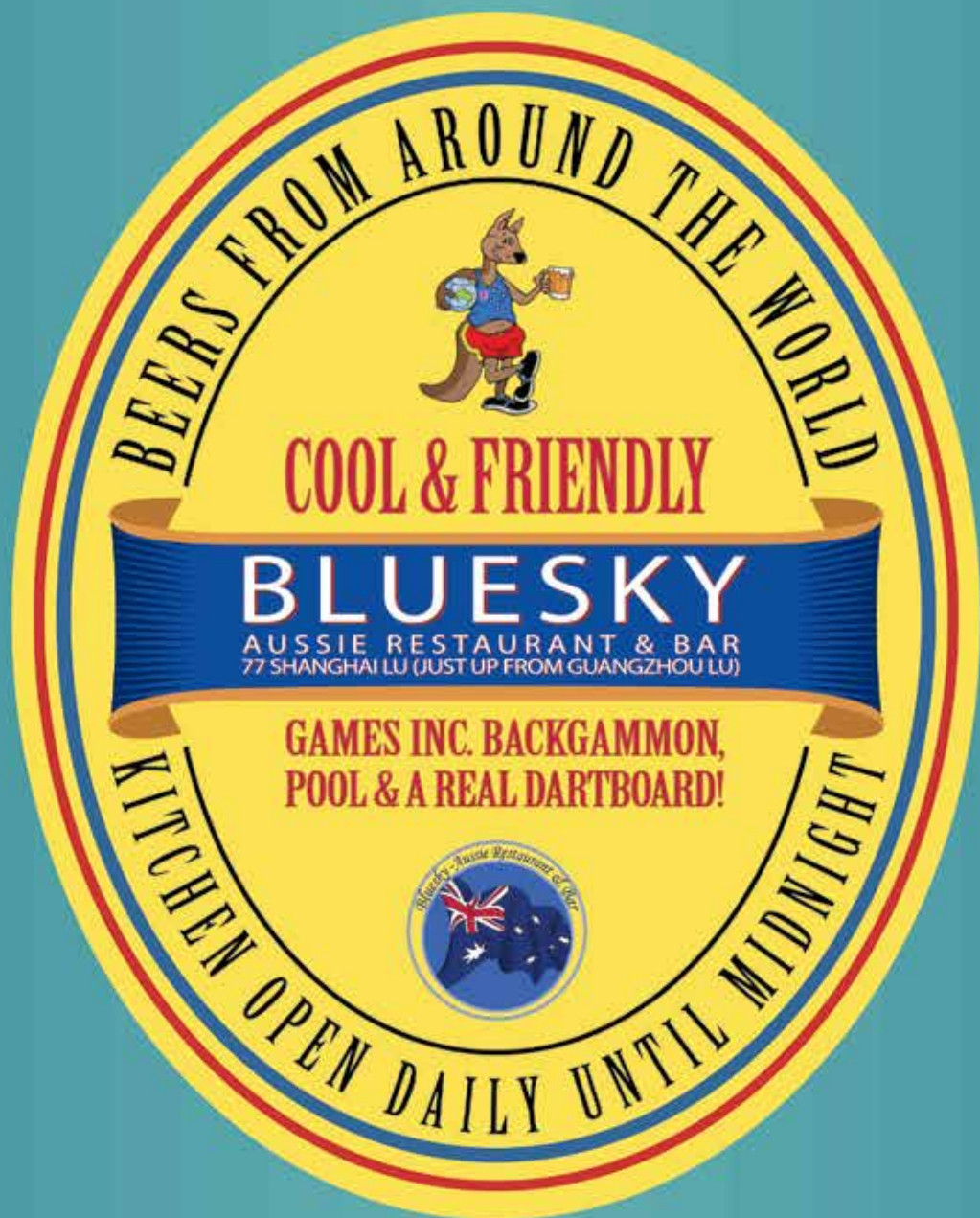
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# How Low Can You Go?




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

**POINT SYSTEM**  
0-10 A WARNING  
11-14 A Feasible Party Prop  
15-17 Heartily Recommended  
17-19 Exceptionally Good  
20 The Apogee Of  
**WINEEXPRESSION**



■ A great frustration for any wine lover in China is price. There are clearly costs, which are peculiar to China; for one it's a very big country and the distributors' networks therefore traverse expensively long distances. Then the collective taxes in China for imported wine add up to close on 50 percent with further financial idiosyncrasies at customs. But there still appears to be plenty of opportunistic bouncing going on between the distributor (often also the importer) and retailer to reach a price, with which consumers are finally confronted. The signs are there though that China is losing its taste for wine enhanced with such practices, which a status-driven market had previously swallowed in great gulps. Figurative gulps in the main for the so-called 'fine wine' buyer as much of the wine purchased was really just for show and China's austerity and anti-corruption drive has seriously affected the ticket sales. Wine investment too, with returns yet to materialise from fever pitch forays into the controversial Bordeaux en primeur market (where wines are bought on spec from the barrel before bottling), has also taken a knock on the pricey end of things. There is also increasing diversity in the finer wine category, namely Burgundy for France along with the rise of the new world wines, which is beginning to temper the market with some sanity.

The more prescient long-term players though are hastily paring the numbers down for the country's rapidly increasing middle class real wine drinker. We can increasingly have a good time with wine for less than a ¥100 here these days but what's currently in store for less than half of that watershed, less than a British fiver? If you haven't cottoned on to Wal Mart's Chile Valle Central Cabernet Sauvignon then you really should; it's simple, but inoffensive, and I did distinguish more than a mere sliver of Cab Sauv's trademark blackcurrant on the taste buds, which has to put a smile on your face when you have only shelled out ¥38; it collects 14 points. But we can do better than that. Auchan supermarkets have recently retaliated with a series of cheap shots, which appear to have been procured for a price that would indicate that either the winemaker lies bound and gagged next to an empty vat or are just brazen bottlings of an industrial by-product that turned a handy colour of red. However, at ¥15.90 (an offer price, the usual price is a mighty ¥24.90) I threw caution, and moral compass, to the wind.

These wines hail from various realms of the globe and all bear the stark generic descriptor 'Dry Red Wine', along with Auchan's house label tag Pierre Chanau. First up a brightly labelled offering claiming to be from Spain turns out to be indeed dry, red and, here's the real shock, correctly termed wine. Certainly not complex stuff, and I couldn't guess at the grapes, but it does have a detectable kiss of the Spanish sun. Warm, versatile and light, it's extremely gluggable with just a trace of tartness on the finish to keep your interest piqued. A real revelation and the wine is light enough, I might even venture the word supple, to pair well with pastas, pizzas and the like. On its own it's a party necessity for both the price and manageable ABV, being just 11.5%, and fetches a legitimate 14.5 points, thus putting it firmly in the land of party prop but perhaps deserves even a point more for sheer cheek and value. Spain's my pick of the crop but consider the 'Dry Red' hailing from Xinjiang; worth the candle as a conversation starter at least though it is a little too dry, and 'dusty', and just a tad too sour to sustain the dialogue. I would keep the Spaniard at hand for the longer haul, though the home grown offering garners a creditable score of 12, which still adds up to prodigious price per points value in the glass. 





# LET'S GET PHYSICAL

By Nick McBride

## It's a home, gym, but not as you know it

"I can't believe it, I forgot my sports socks," "Oops, no hair-band," "Gotta collect the dog from the hair-dresser," "Pollution's up," "Battery on the bike is down," "Raining," "Snowing," "Too hot." Just some of the things that prevent people from getting to the gym, an exercise class, or out to play sport. If you were a celebrity or a super successful business person, well, then it would be easy, you'd have a home gym and it would be a walk in the park to fit in all the exercise you need, so to speak. Ah yes, imagine that? A home gym. You could schedule in a work-out before work, you wouldn't have to worry about childcare...or dog care....or not having the right kit with you. Aaahh, the life of the rich and famous. Well, it may surprise you to know, that home gyms are no longer reserved for the Kanye Wests and Tiger Woods of this world. Now they are a serious option for Expats living in China also. Ahem, that's you sunshine.

There are a few factors that are going to influence your new space: do you have a spare corner, spare room, or spare floor? Are you looking to bench-press some serious weights or loose the love-handles? Is this your home for the next 10 years or are we taking this one contract at a time? As a high-end home gym designer and consultant, if you're looking to go, well, high-end, then by all means drop me a line and I can design and kit you out but if you've got a spare room and you want to make it a place you can get some results by yourself, here are some tips.

First, you need to make it a space you want to be in. It's amazing what a tin of white paint can do. So make a trip to B&Q, get yourself some white paint and some mirrors; big, not too expensive, no fancy frames. There's nothing worse

than getting the best angle on the press, only to discover, your mirror has cut you off at the ornate frame. Buy enough to fit across your wall on both sides. Next, hot foot it across the road to Decathlon where you will need to buy the following items (the quantities in brackets would be for a beginner to intermediate strength and fitness level) Suguo also sells some of these items :

**Yoga mat**

**Step block**

**Kettle Bells** (a weight that is light for you and one that is heavier)

**Dumbbells** (2kg, 5kg + 7.5kg will work for most women. Men will need 5kg, 7.5kg + 10kg)

**Resistance bands** (get 2 levels of resistance)

**Medicine ball** (4kg)

**Inflatable exercise ball**

**Your final stop is IKEA. Here you can buy:**

**Weighing scales**

**Wall stickers**

**Sweat towels**

**Hooks for the resistance bands**

**Magnetic board to pin up your motivational pictures**

**Free standing shelves for your weights and yoga mat**

I would advise you to get either a TV or a stand for your computer for all those YouTube exercise videos you can follow or Pinterest routines you've collected.

Now you have everything you need to get a regular, excuse-proof, exercise regime going. But don't say I didn't warn you, you'll be so hooked in a few months, you'll be making excuses not to leave the house.

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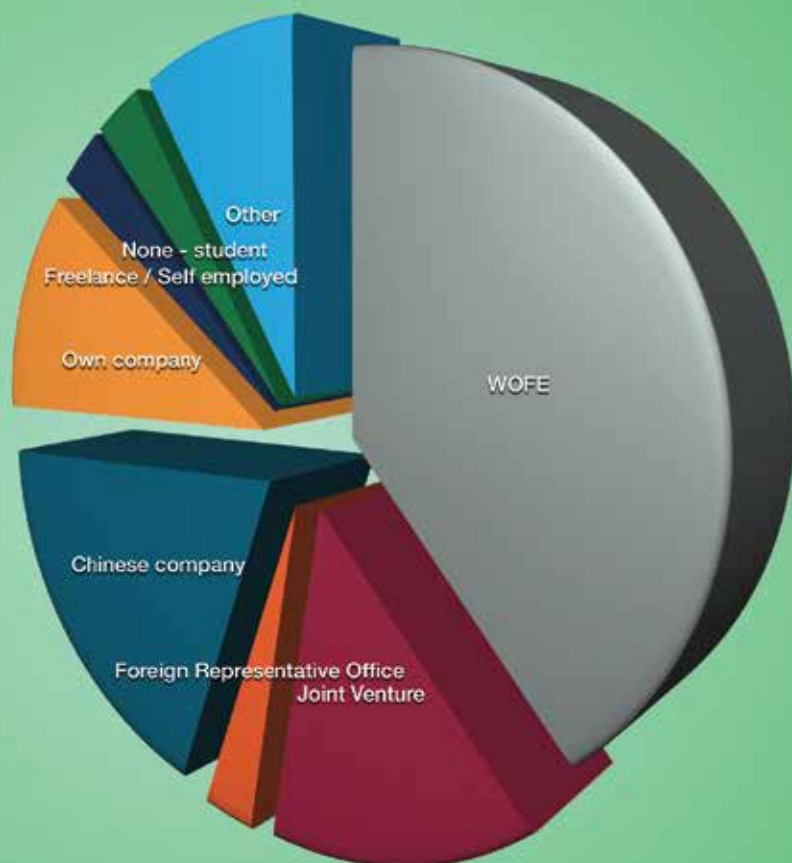


NANJING EAST  
SUNING GALAXY



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# SECOND GLANCE

With Andy Heath

Whips and chains. Their appeal to the Western hobbyist could be charitably described as niche. They are not readily associated with the over seventies, or wholesome outdoor pursuits. For a group of retirees who meet on the grassy shore of Xuanwu Lake, though, they are the cornerstones of a healthy lifestyle.

These are practitioners of xiang bian, essentially the art of hefting a length of chain around your head and cracking it like a whip. I joined them recently, full of fear for their safety and mine. Though its origins may lay in martial arts, not maiming yourself or anyone else is a crucial but challenging part of the modern sport.

The first person to approach me is Mr. Gu, a spry 73 year-old wearing slippers and a chunky sweater. He is soft-spoken and serious, with a cheeky grin. A native of Heilongjiang, the heart of chain country, he is in Nanjing on an extended visit to his daughter. She came here to study and never left. Back home he is part of a xiang bian association which has built a dedicated whip-cracking stadium. He was pleased to find the Xuanwu group, who soon appointed him their teacher. He shows me his weapon of choice, the flower whip. About two meters long and a kilogram in weight, it is lighter than most.

“Before people made their own. I bought this on Tao Bao,” he tells me, flashing the smile. He begins twirling the whip around his body, passing it from hand to hand, moving lightly through some complex footwork. Every now and then, with a slight motion of his wrist, the chain lashes out and cracks violently, then curls smoothly back to its course. Twice it passes close enough to part his salt-and-pepper hair, his grin twinkling each time.

A different whip, and a different man, are the dragon chain and its wielder, Mr. Tang. Longer and four times heavier, this is a no-nonsense fitness tool, swung in single circles then jerked back and cracked. It produces a terrifying boom that echoes off the old city wall and across the lake. Chinese people out for a stroll seem to have made indifference into an art form, but Mr Tang manages to draw stares from most of them. After a few minutes’ effort, he rolls back the sleeve of his black polo neck and bunches up his bicep, grimacing at me. I nod back, supportively.

Ms. Xu, a latecomer, draws me to one side. Cagey about her age but comfortably in her sixties, her high-heels and hot pants add a touch of glamour to the group. “I’m too young for Taichi. This is an exciting way to keep fit,” she tells me. As we chat, Mr. Tang picks up a second dragon whip and begins cracking them alternately.

When the session ends, the group invites me to train with them again. If I could learn the basics without dislodging a tooth or a chunk of scalp, it would certainly be a way to get strong and stay flexible. Mr. Gu tells me xiang bian cured arthritis in his back and shoulders. Mr Tang adds that he lost a three kilogram beer belly in a single day. I must look surprised as he pulls out his smart phone to show me the details on an app. Ms. Xu also takes out her mobile and asks for my WeChat ID, for her nephew who studies English. I promise her I will come back, at least as a spectator. **NIN**







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Photography: Nicholas Harter

## Class of 2015

Lena Kan studied at NIS  
for 15 years.

She is going to the  
University of California,  
Berkeley to study  
Business Administration.

Her three words  
to describe NIS are  
"opportunities,  
friendship, creativity"



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# Time for a (Re)Branding?

**I**n the past, the Nanjinger's Brand Issue discussed at length the reasons for a lack of internationally famous local brands; now it is the turn of Strainer to ask why China's tea market hasn't yet spawned household brands.

The packaging of most gift tea may contain the term ming cha 名茶, but this 'famous tea' tag doesn't actually carry any authority or certification. Indeed, there is usually only the loosest connection between the maker of the box and the farmer/processor of the tea, both sold 'off the peg' by different players in wholesale markets.

Ask anyone in China about the 'top brands' of tea and they will probably, just like the homesick Jeanne Moureau reciting French wine terroirs in Jules et Jim, list the 'top ten' Chinese tea varieties.

This may sound like a misunderstanding of 'brand'. But actually, names like 'West Lake Dragon Well' (西湖龙井) do function in a slightly similar way. Much more than, say, champagne, a tea type is a platonic ideal; in Chinese eyes, superior and inferior versions express that variety's essence to a purer or lesser degree.

Like the 'appellation d'origine contrôlée'-style regional restrictions, the production methods of Chinese teas are still characterised by adherence to local conventions.


In the case of real 'brands', the reliability and uniformity of the product is sometimes achieved by the brand owner owning their whole supply chain, thus controlling all the variables of production. This is the case with fuel bought from an ExxonMobil or Shell stations.

But this is unusual. Even many big brands don't own their factories; they are themselves the customers of suppliers. They achieve their reliability and consistency through other means.

For a commodity like coffee or black tea, the supply pool is truly global. Different suppliers in different climates are able to sell their raw product at different rates each year. The buyers for, say, Starbucks Coffee, will hope to find the cheapest range of coffee beans required to approximate the expected 'Starbucks taste'. And that optimal blend will vary from one month to the next.

It is much more profitable for a brand like Starbucks or McDonalds to source their materials in this way than to buy up all of the farms that supply them. And, as foreigners are well aware, there are teas manufactured in this same way. But Chinese consumers know that tea is different. Purity is an essential aspect of tea's value. 'Single Malt' is the default.

Tea brand names have emerged in China, including Jinghua, the (now virtually defunct) 'Beijing time-honoured brand'. And modern companies like Tianfu (天福茗茶), Wuyutai (吴裕泰) and Bama (八马) are achieving some market consolidation. But, unless these players are in a position to buy up a whole region's tea farms, brand identity will always be trumped by regional identity.

In some senses, we could all benefit from brand-led market 'maturity'. It might, for example, hasten the monitoring of residues like pesticide, in the finished product. But, even if eventually we get something like a Jacob's Creek (even a Great Wall) of tea, we must hope that the market (in China and beyond) will continue to sustain the tea equivalent of a Chateau Rieussec Sauternes. 



# THE TRIP WEST LAKE

By Frank Hossack



**H**angzhouvians are known for being, well, loaded. The same cannot be said for its government. In the twenty plus years I have been visiting the city I have yet to see a road resurfaced. Yet, the allure of the Zhejiang capital remains, for many encapsulated in the charming West Lake.

Our visit at the start of April saw the tourism season begin to kick off in earnest with the hordes descended upon that which really sets Hangzhou apart; the roads that meander the hills to the south of the lake, now dotted with boutique hotels, youth hostels, tea houses and restaurants. We plumped for the Shenanbei hotel off Manjuelong Lu, largely on account of the sunny patio and attractive sounding western restaurant; stinky doufu pizza from the wood-fired oven, anyone?

After a 90 minute train from Nanjing South to Hangzhou East, and then what felt like another 90 minutes in Hangzhou's Friday evening, rush-hour traffic, the aforementioned pizza and a great

night's sleep, we awoke to the very pleasant news that West lake was a mere half hour's walk away, along the spectacular tree-lined streets, when not beset by traffic or tour groups.



Writer, poet, painter, calligrapher, pharmacologist, gastronome, and minister of rites during the Song dynasty Su Dongpo, spent much of his political career in government positions in Hangzhou in the mid 11th century. Among his many achievements was the dredging of West Lake and the building of the causeway "Sudi" across it that still stands today. A museum to the statesman on the southern shores of the lake is worth exploration.

Other attractions in the vicinity of the lake include the Leifeng Pagoda, which somewhat unfortunately but inevitably, is a reconstruction of the original pagoda that collapsed in 1924 after one too many people removed bricks in the belief they could prevent illness or even miscarriage. Its reincarnation is quite a sight, complete with escalators leading to the base of the tower. Hard to imagine them

doing that to Zhongshan Ling. The reconstruction at least cleared up a long running debate, confirming the existence of a mausoleum under the original property. The new steel frame pagoda now stands atop the tomb, into which visitors delight in throwing their "lucky money".


Back in Manjuelong Village and after meandering gently upwards past countless charming "Nongjiale" (guest-farm house) and a host of outside dining options, one comes across a lucky find; the Water Music Cave (水乐洞). Even with the brightest light mustered by one's mobile phone, the intrepidation upon probing deeping into the caves is almost overcoming; that and the dramatic drop in temperature. Once adjusted to the peculiar surroundings, thousands of stalactites loom from the darkness, which, when tapped with a finger make an amazing tinkling sound.

Of the tea houses that are literally ten a penny, more often than not family-run businesses, they appear to come in sizes and styles to suit all tastes; we passed one subtly piping disco music into the street. Herein, the grandmother will tend to the tea processing machine, resplendent in its 1950s industrial pastel paints.



This semi-automated way of firing the leaves (the process to halt the oxidising action of the enzymes therein, and thus keeping the leaves indefinitely green) also removes surplus moisture. Apparently, the tossing movement is essential because the leaves should be heated by the element, but not allowed to remain long enough in contact to burn. Guys will delight in the oddities of the contraption; send her indoors to source the most lavish of gifts possible to bestow on a Chinese person, that being freshly harvested tea in a delightful presentation box. Typical prices range from ¥100-200 per jin (1/2 kg).



While tea is more likely the pursuit of older generations, and tourists, the young Hangzhouvian's idea of fashion seems to only extend to tight pants and a denim shirt. Yet they don't mind. After all, as the saying goes, "in Heaven there is Paradise; on Earth there is Hangzhou." 





WITH ALIX DEARING

# TOEING THE LINE

## THE SQUARE DANCE PHENOMENON

"Beijing to set out 12 choreographed dances due to nuisance complaints and disputes about women holding noisy hoedowns" The Guardian March 24th 2015

Has China ordered its middle aged and senior women citizens to toe the line? The General Administration of Sport and Ministry of Culture are involved in the regulation of 'Square' or 'Plaza' Dancing (guangchangwu). In the English speaking media, participants are known as 'dancing grannies'. Women's enthusiasm to keep fit and socialise at the same time has become a hot topic in the news but the reporting tells us more about attitudes to women and age than it does about state interference.

Night dancing is one of the great sights. This is especially true if you remember the quiet and gentle ranks of dark suited elderly people practicing Tai Chi in parks and open spaces, seen much less often today. "Guangchangwu" is enjoyed by more than 100 million mainly women participants according to CCTV. Why is it so popular? China has a long history of dancing in public as a form of both exercise and celebration dating back to the Song Dynasty. Current improvements in the standard of living mean that attention can now be devoted to health and spiritual life. Retired 'damas' have time when their home duties are complete, and gradually, many older working women have joined the team after work. It's low cost, close to home and socially inclusive. Also, many of the participants were young during the Cultural Revolution and it has been suggested that Square Dancing may be a form of nostalgia for the folk and political dances of the time performed to celebrate the new dawn of Communism.

However it's also sometimes seen as creating a nuisance for local residents who are exposed to the cacophony

of amplified boom boxes blaring along with the choreographed dancing as a nightly, and sometimes early morning, occurrence. China Daily has reported on coins, rocks and even faeces being hurled at the women by the disgruntled occupants of nearby apartment blocks. In a Brooklyn Park, New York, and Paris, the export of Chinese square dancing culture by tourists and expats has caused some embarrassment – the Paris video taken at the Louvre went viral; in New York, the 60 year old Chinese leader of the troupe was arrested. More than a thousand women in Xi'an who were in the exuberant final of a competition, later actually took an oath to create less noise pollution in the future.

This year, the Chinese government reacted to the criticism by prescribing a set of approved routines, volumes, and venues. The result was widespread criticism on Weibo, with comments on the difficulties of enforcing volumes, the lack of freedom for women to choose their own routines, and the exclusion of women from tradi-

tional sports and of other social opportunities. The government has in fact done quite a lot to promote Square Dancing by creating dancing teams according to local area, awarding prizes and even funding some teams. In addition, the General Administration of Sport can provide CDs and coaches. Today the 12 rules are described as 'for guidance only'; except for volume guidance!



Yet in the foreign media quotes like "in China, few activities escape the watchful eye of the state – and soon that will include Square Dancing" (Agence France Presse, Beijing 2015) are unfair. China is really more like the 'Wild East' and it can be argued that the state is for most people pretty remote and the Ministries are struggling to cope with the exponential speed of social change.

But what most disturbs me about all this is the language used in the reporting, and not just in China. When did you last read about "menopause dancing", "zombie dances", "dancing grannies", and "pesky senior citizens"? Some clips almost ask you to laugh at these women whilst comparing them with young schoolgirls. Surely China cannot be losing its veneration of the older person? **NIX**



Gastronomy

## An Olympic Effort

La Mona Cafe

By Wang Tiantian

**H**ow do you fancy going to the Olympic Stadium for a delicious slice of pizza? Most enthusiastic, I hope!

The big red British post box at the entrance of La Mona does a good job in confusing you as to the nationality of food served up here; but as you probably guessed based on the name it is indeed Italian fare to be found (after a very close look) on the lower level of the Olympic Stadium beside the road circling the building and opposite the car parks. If you are still not sure just follow the road after you enter the Olympic Centre, and once you hit the rong road around the building keep circling; you will find it eventually.

The decor is a crossing between Maan Coffe and HPC Cafe, a black-white-red colour scheme and modern furniture with a bit of vintage decor chucked in there for good measure; and an orange excavator in that random Chinese fashion we all love.

The most impressive item is surely the pizza oven, a colossal construct that runs all the way up to the high ceiling and resembles something you might find in a coal burning factory. Luckily, the pizza is neither burnt nor black but perfectly crispy and comes with a range of classic to exclusive toppings from good ol' ham and mushroom to buffalo mozzarella or parma ham, all of which are positively drenched in a delicious sea of melted cheese. At between ¥70 - ¥108 for a sizable serving depending on how exquisite your personal taste is prices are competitive.



While all non-Pizza dishes such as pasta and snacks are a little bit on the small size for their price, surely in order to keep the pizza side of things viable, taste wise there were not complaints. The Pisa Tower of Chicken Nuggets was more of a mountain



than a tower, and not really nuggets either, but then it is really the pizza you should be coming to La Mona for.

If you have a bit of a sweet tooth, their range of dessert cakes looks mouthwateringly delicious, including a yoghurt-coconut cream cake that is just asking for a sampling on my next visit.

The dining experience at La Mona screams contemporary convenience and reminds in no small part of the German invention of "fresh Italian fast food" chain Vapiano. Even the decorative bottles of chili oil, that could be classified as art as much as food item, are reminiscent of the Vapiano style.



This is what we love about this restaurant opened by an overseas returnee. It's hip, it's fresh, it's genuine. Another example how much the local take on international cuisine has progressed over time; watch out expat chefs, you have some serious competition! NX

Postscript

## Ronnie's Pies

**R**eaders concern following last month's review of Ronnie's Pies has happily prompted the Yangzhou based delivery service to remove its ¥300 minimum order, substituting it with a five-item minimum, that will set us back less than ¥150. Good news for singles, and those of us with small freezers. Order Ronnie's Pies from [www.ronnies.com.cn](http://www.ronnies.com.cn). NX

## Gastronomy

# Novotel Night Market

By Cromwell Wu

Dec

the inclusion of the Novotel's signature salad bar and selection of desserts could be described by some as an attempt to appease all kinds of diners,



## Evening Beverages

# Street Bar


By Frank Hossack

■ Decent drinking dens in Jiangning are hard to come by. Street Bar, despite the moniker, was until now, a cheapskate dive dating back to 2012 for nearby locals and students of Nanjing university of Aeronautics and Astronautics and across Shengtai Lu, with its rustic, outdated approach, realized it was time for a makeover.

Despite the very decent makeover, some things never change. Lone males sip German brews, their faces illuminated by the game they innocuously play on their phone while those with dates sport their manliness with their drinking or pool playing abilities amid attempts to charm the opposite sex. Patrons still play liar dice and the hostesses still scream orders at bar staff, yet there remains the same comforting vibe to which the Blue Marlins of this world would be good to adhere; keep it simple.



The very mediocre house band, deserving of a good thick ear, is made up for by friendly service. So while the music playlist remains questionable at best, apart from when the odd African takes to the decks, good drinks and value for money, plus the chance to see what makes China's youth of today tick, are together reason enough to check out what is a far cry from the average bar scene in Europe.

Street Bar is located approximately 150 metres down Xuefu Lu that is opposite the Nanchang Bei Men bus stop on Shanghai Lu in Jiangning district. 

## Music

# Miss Ko, "XXXIII"

By Frank Hossack



The problem with a lot of Chinese music is its inaccessibility. China's pop is too emotional; its rock too cultural; its rap incomprehensible; thrash too anarchical; jazz too unearthly; classical a misnomer, for it to have broad appeal across continents. That is, until now.

Miss Ko blends effortlessly English and Chinese throughout her own distinctive form of Hap Rap. A graduate of Five Towns College, Long Island, USA, that has also spewed out Maroon 5 and Wyclef Jean, Ko is originally from Queens, New York, but now calls Taipei her home. In 2012 she signed with the label Taiwan Kao Inc. and released her first album titled "Knock Out" from which "My Rap" was to set the tone of great things to come.

Ko cites Lauryn Hill as an influence, certainly an admission that can be detected on her work; yet on a more subconscious level, The Carpenters were undoubtedly a big influence. The younger miss Ko; the brass section of "Boom Boom" coming straight out of the former's "close to you". Then is the Balearic brightness and optimism, the nods to Henry Mancini and even the most mature moments of the Bossa Nova movement.

Other highlights on this sophomore album include "The Not So Secret Crush" (feat. Crowd Lu) that features a lovely throwback to Blondie's "The Tide Is High", "Intro" with its Nightmares on Wax-ish charms, "Soul Train" (feat. Billie) that resurrects cowbell disco and "Selfie Addict", a hilarious mockery of the social phenomenon in photography.

With her multicultural upbringing, Miss Ko keeps it real, for all.

NUK

Cinema

## Get your boov on!

Home

By Laura Helen Schmitt

Once again, one of the world's major dream factories returns to the big screen with Home, a groovy flick about belonging and societal pressure.

While the storyline of "misfit alien from collectivist nation undergoes eye-opening transformation and learns the value of family" is certainly not in any way an innovative one, the characters are brought to life in such a way that one cannot help but fall in love with them. Particularly Oh, the clumsy outcast, is brilliantly voiced by Jim Parsons, aka Big bang Theory's infamous Sheldon. He infuses the animation with so much character and personality, one could go so far as to compare his outstanding performance to the likes of Robbin William's Genie or Eddie Murphy's Mushu. Without a doubt the little purple alien is already lining the walls of the globe's toy stores, about to rake in millions in merch. This writer would find it hard to resist, if the cute little rascal smiled at her from one of Walmart's shelves.

Next up, Rihanna and J.Lo go a long way in providing the film with its funky feel by way of voicing the Caribbean mother-daughter duo and providing a smashing soundtrack with a range of sure-fire hits. J.Lo created quite a frenzy with her performance of the title song "Feel The Light", wearing a dress 6 metres in diameter that functioned as projector for scenes from the movie and visual effects, catapulting the entertainer into new technological performance heights.

Steve Martin is the voice behind Captain Smek, leader of the army of cute extraterrestrials, and as is to be expected gives him that splash of Martin charme, bringing to life an amusingly incompetent character with illusions of grandeur; as per usual one might say.



The only slightly bad aftertaste is the affirmation of individualistic societies' supremacy suggested throughout the film. The not so underlying message being that collectivism is bad and lacks humanity; it seems not even Dreamworks can resist the temptation of demonstrating how the concept of love and care in an individualist society must ultimately be superior to any collectivist system, which by its nature, so suggests the film, has to be robot-like and heartless. One cannot help but wonder whether this message was intended for our host country.

Overall, while not breaking incredibly new ground with Home, Dreamworks presents a typical allround family package with a boovified Statue of Liberty, which seemed to amuse every single child in the audience (and there were many), plus more sarcastic humour for the grown-ups including jibes at the metric system, the internet and cowardice. For a fun trip to the cinema with your little one, or for the young at heart, Home is certainly money well spent.

NUK

NOW SHOWING IN ENGLISH IN CINEMAS ACROSS NANJING





## Académie de Musique

- Run by former vice principal of Académie de Musique de Nice, Laurent Lefresne, and his wife, AdM offers everything from music theory classes for the younger ones (from age 3) to extensive piano lessons, classical music training and jazz riffs. Lefresne proves his authority in the field by teaching theoretical knowledge as a basic requirement before even touching an instrument, as opposed to dodgy self-proclaimed music schools propping their students in front of the piano so grand parents can show the grangkids off to their peers. Hear you there. Room 810, Building 6, Zhonghui Building, 20 Jiangjun Dadao: 江宁区将军大道20号中慧大厦6栋810室, Tel:- 51181908.

## Asia Frontier Club

- Touted as Nanjing's Premier Jiu-Jitsu Club, Frontier Asia's display of trophies does everything to back up that claim, as does their 2012 victory at the national championships (in the process kicking Shanghai's backside, yay!). Aside from the Brazilian martial art, the club further offers Taekwondo and Thai Boxing classes. All courses are led by experts in their field, a majority of whom come from an international background. The club is currently lead by Purple belt Joe Svoboda, multiple medal winner, Beijing No-Gi Champion, and ADCC Reserve Fighter, whose Mandarin Chinese is as impressive as his fighting skills. Find Frontier Asia at 9F, Quanming Fitness Centre, 145 Zhongshan Dong Lu 145号中山东路, 全民健身中心9楼; Tel:- 13675118537.



## Two Mausoleums of Southern Tang

- Built between 943-962, the two mausoleums are the final resting places of Li Sheng, the first King of the Southern Tang and his wife, as well as Li Jing, later king and his wife. The tombs are known as Qin and Shun Tombs respectively. Approximately 600 pieces of cultural relics were unearthed in the two imperial tombs during the 1950s. Being 100 percent original, the site is ripe with historic gravitas, made obvious by the fact that photos inside the tombs are strictly prohibited. The site, probably due to its comparatively small size, sports hardly any visitors, though its lush greens and exactly the lack of tourist masses make it an ideal afternoon getaway to escape the noise and crowds of the busy city. Find the tombs at the Southwest Foot of Zutang Shan, Southern Suburbs of Nanjing, close to Niushou Shan, 南郊祖堂山西南麓; Tel:- 52724579.



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Nanjing Int'l Community Clubhouse

## All Ale, The Ladies

24st April

Community Clubhouse held their monthly ladies night event at Nanjing's famous Irish pub Finnegans Wake. The over 20 ladies gathered from all across the city for a lovely night of chatting, British food and an exciting prize draw with food, beauty and hotel vouchers.



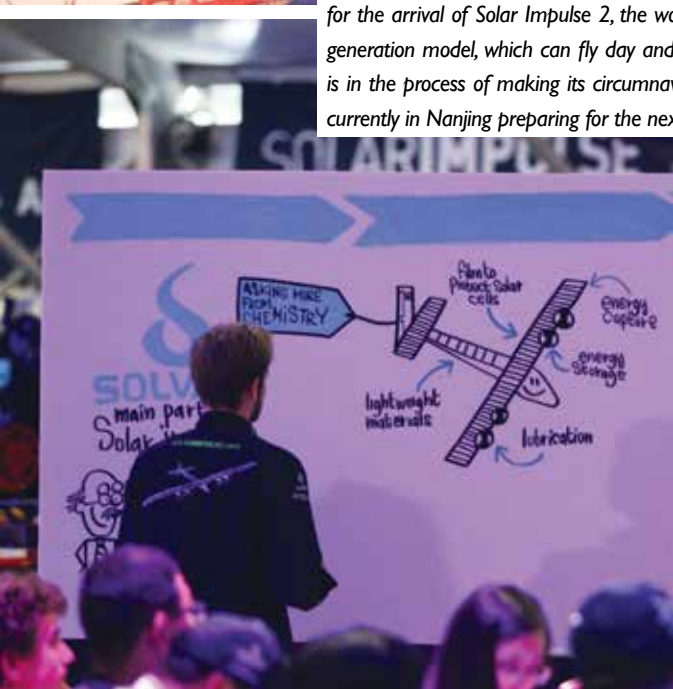




## EUCC and Solar Impulse 2 Storming into Nanjing

29th April

European Chamber of Commerce Nanjing Chapter helped organise a special event for the arrival of Solar Impulse 2, the world's largest solar-power plane. The second-generation model, which can fly day and night without fuel for five consecutive days, is in the process of making its circumnavigation flight around the world. The plane is currently in Nanjing preparing for the next leg to Hawaii.







British School of Nanjing  
**Sweat, Fun and Cheers**  
 April

BSN held their annual Sports Day with students across the school joining activities. Fiercely contesting every event to earn house points, students in the Senior School and Junior School were excellent competitors and supported their team members vociferously. Foundation students enjoyed taking part in many events incorporating play and sports.







## Eton House Int'l School Good Cause Cake-Off April

As part of discussing what students can do to help the local community, students of Eton House were invited to a cake decorating class, the results of which were sold to buy food and diapers for children in need. During the cake auction parents bid via email. ¥10,300 RMB were raised during the auction.





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## Food & Drink

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Chic Hills, 286 Zhongshan Lu (at Xuejia Xiang)  
中山路 286 号羲和广场一楼  
85878066  
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#### Bellini Italian Bar & Restaurant 贝丽妮

12 Nanxiucun 南秀村 12 号   
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1-106, 9 Wenfan Lu, Xianlin   
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85791577  
www.bellinirestaurants.com  
Stylish and elegant yet easy in which to relax, Bellini serves up an array of signature dishes and drinks with tempting specials available every day.

#### Finnegans Wake

芬尼根爱尔兰酒吧餐厅   
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中山南路 400 号升州路 (原中北汽车站) 熙南里街区 6 号  
52207362 / 13057623789  
www.finneganswake.com.cn  
Guinness, Kilkenny, 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.

#### Origin

原粹创意餐厅   
1F, Nanjing IST Mall, 100 Zhongshan Lu  
中山路 100 号艾尚天地购物中心一层  
Western-Chinese fusion restaurant with mushrooms as culinary theme, directly imported from Zhejiang province. Fresh fields have also been installed in the shopping centre outside the restaurant. No MSG is employed in any dish.


#### Blue Sky Expat Bar & Grill

蓝澳西餐   
77 Shanghai Lu  
上海路 77 号  
86639197  
www.the-bluesky.com  
admin@the-bluesky.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 and board games' nights.

#### Brewsell's

比利时啤酒餐厅   
77-1 Shanghai Lu (first place up from Guangzhou Lu)  
上海路 77-1 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.

#### 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 renowned home made desserts. Special Set Lunch Menu with great prices and specials for students and teachers.

#### Hacker-Pschorr 赫佰仕

Basement, Asia Pacific Tower, Jinling Hotel, 2 Hanzhong Lu  
汉中路 2 号金陵饭店亚太商务楼  
84660099  
www.hacker-pschorr-brauhaus.com/nanjing  
German brauhaus that is the first Hacker-Pschorr in China, serving up a proprietary brew created in house, along with the pre-requisite sausages.

#### 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 plus single malt whiskys and bourbon.


#### Element Fresh

新元素餐厅   
1F, Nanjing IST Mall, 100 Zhongshan Lu  
中山路 100 号艾尚天地购物中心一层  
85656093  
www.elementfresh.com  
Born from an expat's passion for food, the multi-award winning Element Fresh first opened its doors in Shanghai in 2002. Since then the chain has expanded to Beijing and Guangzhou and now Nanjing!

#### Punchline 弥多美式西餐

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 cocktails.

#### La Mona

拉莫纳   
48, South Commercial District, Lower Carpark, Olympic Centre  
奥体中心南商务区 48 号停车柱 近奥体东站  
83353881  
Classy decor and simply fabulous pizza, fresh out of an impressively large stone oven that rivals the more established Italian eateries in town.

#### Jack's Place 杰克地方西餐

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 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. Strengths lie in the pastas and mains.

#### The Wing Italian Restaurant

意之翼-意大利餐厅   
4F, The Central, Hexi CBD  
江东中路237号中央商场4楼 (雨润国际广场)  
13913983339  
Open kitchen allows for observation of the chefs at work, while hand-made Italian thin-crust pizza

comes from a professional oven. Mix and match your own pasta and great value set lunches available along with MSG-free chicken.


#### Les 5 Sens

乐尚西餐   
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.

#### Motu Burger 摩图

107 Gutong Xiang, Laomendong  
老门洞箍桶巷107号  
17701598220  
Small balcony affords great people watching while munching on delicious Kiwi burgers and ice cream washed down with fine ales.

#### Dream House 梦想之家音乐西餐

20 Jiangjun Da Dao, Jiangning   
江宁区将军大道20号  
52837977  
Continuing Nanjing's fascination with Western food and drink leaning toward the Germanic. Popular with students from NUA across the street.

#### Behind the Wall

答案墨西哥餐厅   
150 Shanghai Road (in Nanxin 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  
132 Changhong Lu (under the Super 8 Motel)  
长虹路 132 号 (速 8 酒店楼下)  
83370679  
The afterparty 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  
奥体富春江东街 82-2 号  
58577088  
One of Nanjing's oldest Western restaurants, with over 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   
Home-made Spanish fast food in the heart of Xinjiekou makes for an attractive and affordable alternative as a lunch option during the 9 to 5.

#### Eminence Cellar


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



### 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


### Potato Bistro

马铃薯   
5\*301 Kangqiao Sheng Fei, 9 Wenfan Road, Xianlin  
仙林文苑路 9 号 康乔圣菲 5 幢 301  
85791293  
A bistro based on green, organic, fresh foods and authentic taste. Large balcony offers outdoor BBQ for up to 150 people.


### Axis Mexican Restaurant & Pub

Axis 墨西哥餐厅   
Yadong Commercial Plaza, 12 Xianyin Bei Lu  
仙隐北路 12 号亚东商业广场  
15895872728  
A real Mexican dining experience offering a wide variety of traditional Mexican dishes as well as continual additions to the menu.




### Nail Jazz Bar

钉子爵士酒吧   
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

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.

### Ellens Bar

艾伦酒吧   
132-3 Guangzhou Lu 广州路 132-3 号   
83641119  
37 Hunan Lu 湖南路 37 号   
83641118  
Laid back and relaxed atmosphere plus food & drinks at great value prices.

## Middle Eastern Cuisine

### Jacob Arabic Restaurant


嘉珂帕  
61 Hankou Lu 汉口路 61 号  
86521668  
Classic go-to for Middle Eastern fare; grilled Hallal meats, shawarmas and a mouth-watering assortment of dips. Prayer room on the second floor.

## Indian Cuisine

### Baba Restaurant

巴巴餐厅   
Jinyuan Food Court Outlet, No 11 Hexi Central Park, 341 Jiangdong Lu  
江东中路 341 号出口南京金源美食广场 11 号负 1 楼  
13611574929  
Reincarnation of Kohinoor, Nanjing's long serving Pakistani restaurant, features a menu that boasts over 200 dishes, all of which taste nothing alike.

### Nanjing Ganesh Indian Restaurant

甘尼仕印度餐厅   
3 Kunlun Lu  
昆仑路 3 号  
85860955  
www.ganeshchina.com  
The unlikely combination of Indian food and jazz music that nevertheless has stood the test of time

in both Suzhou and Wuxi. Fabulous decoration in a great location by the city wall at Xuanwu Lake. Hosts the occasional jazz concert.

### Himalaya-Nepalese & Indian Restaurant

喜马拉雅尼泊尔印度餐厅   
193 Shigu Lu (behind the Sheraton)  
石鼓路 193 号  
8666 1828  
Himalaya is a very popular restaurant serving a variety of Nepali and Indian foods in a setting as authentic and inspired as the dishes themselves.

### Taj Mahal

泰姬玛哈印度料理   
117 Fenggu Lu  
丰富路 117 号  
84214123  
187-1 Shanghai Lu 上海路 187-1 号  
83350491  
Established in 2003, the Taj Mahal offers a great variety and exotic blend of high quality authentic Indian cuisine that it continues to this day, making it forever popular with the foreign community.

### Masala Kitchen


玛莎拉印度餐厅·酒吧   
A05, Yadong Commercial Plaza, 12 Xianyin Bei Lu  
仙隐北路 12 号亚东商业广场 A05  
84448858  
masala\_kitchen@live.com  
Offers vegetarian and meat dishes plus savory Tandoori oven dishes and exotic curries cooked fresh by a chef with over 20 years of experience in his hometown of Hyderabad. Also serves a fine selection of imported wines and beers.

## Japanese Cuisine

### Kagetsu

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

### Taiyoo Teppanyaki 大渔铁板烧

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


### Xianpingjia 咸平家

#6, Block 1, Dongfangtianjun, Xianlin  
仙林杉湖西路东方天郡门面房 6 号  
84469445  
Run by a Korean grandma who has over 30 years of cooking experience. Bulgogi-marinated beef served with vegetables which you cook on the table with Kimchi is a must!

### 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

### Neolithic 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, Yadong Commercial Plaza, 12 Xianyin Bei Lu  
仙隐北路 12 号亚东商业广场 A05   
84448858  
Raydu Mall, 1222 Shuanglong Dadao, Jiangning  
双龙大道 1222 号瑞都购物广场 4 楼   
87716166  
Building 2, 1912 Bar Street, 288 Changjiang Lu  
长江路 288 号 1912 街区 2 号楼   
87702166  
masala\_kitchen@live.com  
An extraordinary array of distinctive dishes employing authentic seasonings with fresh local produce.

### Thai Orchid 梵泰蘭

86-1 Fuchunjiang Dong Jie (La Defense Flower Street)  
富春江东街 86-1 号拉德芳斯异国风情花街 (近恒山路路口)  
83564567  
Thai nationals serve as chefs; fantastic group deals available, e.g. set meal of ten dishes for half price.


### 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

三铁板餐厅   
LD148, Jinyuan Hexi Commercial Plaza, 341 Jiangdong Zhong Lu  
江东中路 341 号南京金源河西商业广场 LD148  
13770325443  
Quality and affordable Teppanyaki experience aimed at office workers for lunch and dinner.

### Kezigu 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

### Green Cuisine 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 Huji 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

### Skyways

云中食品店  
160 Shanghai Road 上海路 160 号   
83317103  
Weilan Zhidu Homeland,  
6-4 Hanzhongmen Da Jie   
汉中门大街 6-4 号蔚蓝之都家园商业裙楼  
83378812  
A18, Yadong Commercial Plaza, 12 Xianyin Bei Lu  




仙隐北路 12 号 亚东广场 A18 室  
85791391

A favourite of the expat community with breads, made-to-order sandwiches, cakes, chocolates, desserts, plus imported deli items such as cheese and salami. Shanghai Lu location has a long queue at lunchtimes.

### Sculpting in Time Café

雕刻时光咖啡馆

2F, 47 Hankou Lu

汉口路 47 号 2 楼 **☞G1**

83597180

32 Dashiba Jie (Fizimiao East Gate)

大石坝街 32 号 (夫子庙东门) **☞J3**

52266082

Delightful atmosphere in which to enjoy coffee, tea, a variety of Western food, plus widely known brownies. Balcony at the Confucious temple branch offers romantic night time views over the Qinhuai river.

### Maan Coffee 漫咖啡

1 Qingjiang Lu

清江路 1 号 天水滨江花园 **☞**

85872858 85607277

1F, Dushi Xihe, 8 Xuejia Xiang (next to Jinrunfa supermarket)

薛家巷 8 号 金润发超市旁都市羲和一楼 **☞G3**

85607266

81-1 Fuchun Jiangdong Jie (La Defense Flower St.)

富春江东街 81-1 号 拉德芳斯异国风情花街 (近恒山路口) **☞D5**

85607299

1912 Nightlife district (near Chanjiang Hou Jie)

1912 时尚休闲街区 **☞O5**

Korean chain serving waffles, salads and all day breakfast options that go down well amid decor that juxtaposes cement, glass and chandeliers.

### Délíce Capy DC 莫奈花园 **☞H5**

1st and 2nd Floor, Friendship Mall, 27 Hanzhong Road, Nanjing

南京市汉中中路 27 号 友谊广场 1 楼 2 楼

86829191

Lounge in comfortable armchairs and indulge in an array of treats, from gooey macarons and hazelnut slices to molten chocolate cakes.

## Nightclubs

### Kamakama **☞O5**

1912 Nightlife district (behind Starbucks)

1912 时尚休闲街区

86701912

Nanjing's answer to the sleek sophisticated cocktail bars of Shanghai. No 1912 mayhem here; instead it's signature cocktails, selected fine wines and classic malts all the way.

### MAZZO Club 玛索国际娱乐 **☞O5**

1912 Nightlife district

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 **☞O5**

2-1 Changjiang Hou Jie

长江后街 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

长江后街 8-3 号 **☞O5**

83789898

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

## Tourism, Sport & Leisure

### Hotel & Hostel

#### Jinling Hotel Nanjing

南京金陵饭店 **☞H6**

2 Hanzhong Lu, Xinjiekou Square

新街口汉中中路 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.

#### Holiday Inn Nanjing Qinhuai South Suites

南京上秦淮套房假日酒店 **☞Y1**

12 Mozhou Dong Lu, Jiangning 江宁区秣周东路 12 号 84918888

145 comfortable guest rooms, 83 of which being suites featuring an independent open-style kitchen concept, work desk with ergonomic seating and high-speed internet access. The Umeet All Day Dining Restaurant provides guest a comfortable place to eat that includes the Kids Stay & Eat Free program.

#### Novotel Nanjing East Suning Galaxy

南京玄武苏宁银河诺富特酒店

9 Suning Dadao, Xianlin 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 Nanjing Zhongshan International Golf Resort 27 hole course designed by Gary Player is just 5 minutes away.

#### Fraser Suites Nanjing

南京辉盛阁国际公寓 **☞V4**

116 Lushan Lu 庐山路 116 号

87773777

www.frasershospitality.com

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

#### The Westin Nanjing

南京威斯汀大酒店 **☞E1**

Nanjing International Center, 201 Zhongyang Lu

中央路 201 号 南京国际广场

85568888

www.westin.com/nanjing

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

#### Sheraton Nanjing Kingsley

金丝利喜来登酒店 **☞P3**

169 Hanzhong Lu 汉中中路 169 号

86668888

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

#### Crowne Plaza

南京银城皇冠假日酒店 **☞R4**

9 Jiahua East Road, Jiangning District

南京江宁区佳湖东路 9 号

81038888

The first five star international hotel in Jiangning.

#### Fairmont Nanjing

南京金奥费尔蒙酒店 **☞D5**

333 Jiangdong Zhong Lu 建邺区江东中路 333 号

86728888

www.fairmont.com/nanjing

Elegant international hotel famous for its services and cultural features; the building itself resembles a Chinese lantern.

#### InterContinental Hotel

紫峰国际酒店 **☞F4A**

1 Zhongyang Lu, Zifeng Tower 中央路 1 号 紫峰大厦

83538888

www.intercontinental.com

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

#### Sofitel Galaxy 南京索菲特银河大酒店 **●**

9 Shanxi Lu 山西路 9 号

83718888

www.sofitel.com

resoff@sofitelnanjing.com

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

#### Hilton Nanjing Riverside

南京世茂滨江希尔顿酒店

1 Huaibin Lu (cross of Qinhuai and Yangtze Rivers)

淮滨路 1 号 (近秦淮河和扬子江交汇处)

83158888

nanjingriverside.hilton.com

nanjingriverside.info@hilton.com

A more serene statement from Hilton; 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 **☞M3**

142 Dashiba Jie (Fuzimiao west gate)

大石坝街 142 号, 在夫子庙西门的附近

52266858 / 66850566

www.nanjingyha.com

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

## Resorts

#### Kayumanis Private Villas & Spa

南京香樟华莘温泉度假别墅

Xiangzhang Hua Ping, Sizhuang Village,

Tangshan

江宁区汤山镇寺庄村

84107777

www.kayumanis.com

nanjing@kayumanis.com

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

#### Regalia Resort & Spa (Qinhuai River)

南京御庭精品酒店 (秦淮河) **☞K2**

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

A Thai style spa offering a holistic approach to rejuvenation and relaxation.

#### 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

A leisure hotel in Tangshan offering different types of bathing.

## Museums

#### Nanjing Massacre Memorial

侵华日军南京大屠杀遇难同胞纪念馆

418 Shuiximen Da Jie

水西门大街 418 号 **☞S2**

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 **☞M1**

321 Zhongshan Dong Lu

中山东路 321 号

One of China's three national level museums displaying Chinese art, pottery and a life-sized Republic of China street scene. Admission is free with valid ID.

#### Nanjing Municipal Museum (Chaotian Palace)

南京市博物馆 **☞J3**

4 Chaotiangong

朝天宫 4 号

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



### Six Dynasties Museum

六朝博物馆  

Changjiang Lu / Hanfu Jie  
长江路 / 汉服街

Constructed on the ruins of Jiankang Castle, visitors can see over 1,200 artifacts, including porcelain, pottery, epigraphs, stone inscriptions, calligraphy and paintings and even a section of the city wall.



### Nanjing Jiangning Imperial Silk Manufacturing Museum

南京江宁织造博物馆  

123 Changjiang Lu  
南京市玄武区长江路 123 号  
83416801

Exhibitions of silk manufacturing, brocade, qipao and most interestingly, one dedicated to "Dream of Red Mansions" in which one can experience settings where many events in the novel happened. One of 17 locations in Nanjing awarded Cultural Exchange Base status in 2014.

### Rabe House

拉贝故居  

1 Xiaofengqiao, 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. One of 17 locations in Nanjing awarded Cultural Exchange Base status in 2014.

### 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".

### Tangshan Homo Erectus Fossil Museum

汤山直立人化石遗址博物馆



Jiangning District, Tangshan Scenic District

南京汤山国家地质公园内

68720777

Insight into the prehistoric life of the Nanjing cave couple, a pair of 600 000 year old skulls discovered in the Tangshan area of Nanjing in 1993. Designed by French architect Odile Decq. Closed on Mondays.

### Nanjing Brocade Museum

南京云锦博物馆  



240 Chating Dong Jie

茶亭东街 240 号

86518580

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.

### Nanjing Taiping Heavenly Kingdom History Museum



南京市太平天国历史博物馆  

128 Zhanyuan Lu 瞻园路 128 号

58800123

Houses the largest collection of artifacts and documents from the Taiping Heavenly Kingdom.

### 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

Study traditional Chinese architecture, including the so-called "99 and a half rooms". Various displays of traditional folk art throughout the year.

### Jinghai Temple

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

南京郑和宝船遗址公园

57 Lijiang Lu

鼓楼区漓江路 57 号

The Treasure Shipyard has a few interesting archaeological pieces. Bus routes 47, 72, 133, and 307 stop right outside the gate.

### Parks & Attractions

#### Qingliangshan Park 清凉山公园

83 Qingliangshan Lu, near Huju Lu

清凉山路 83 号

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; the cold undercurrents can cause life-threatening cramps.

#### 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.

#### 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.

#### Jiuhuashan Park 九华山公园

20 Juihua Shan 九华山 20 号

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

#### Xuanwu Lake Park 玄武湖公园

Xuanwu Xiang 玄武巷 1 号

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

#### Yaxi International Slow City

桡溪国际慢城

6 Shengtai Lu, Yaxi Town

高淳区桡溪镇生态路 6 号

57843968

The village of 20,000 was designated China's first "Slow City" by Cittaslow. One of 17 locations in Nanjing awarded Cultural Exchange Base status in 2014.

#### Pearl Spring Resort 南京珍珠泉风景区

178 Zhenzhu Jie, Pukou District

浦口区珍珠街 178 号

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

#### Gulin Park 古林公园

21 Huji 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

钟山植物园

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 Baotiaoqiao 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 anti-communist revolution of 1927.

#### 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

Chalukou, Pukou

浦口区岔路口

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.

#### Lamendong Neighbourhood

城南·老门东  

50 Changle Lu 长乐路 50 号

52201611

A new name card of Nanjing with cultural activities, traditional Chinese architecture and distinctive local features. One of 17 locations in Nanjing awarded Cultural Exchange Base status in 2014.

#### Datangjin Fragrant Valley

大塘金香草谷主题餐厅

Zhengfang Da Dao, Jiangning District

江宁区谷里街道大塘金正方大道薰衣草庄园

52716207

Breathe in the intoxicating scents while strolling through the fields of lavender that lead to the shop filled with perfumes, eye patches, pillows, face masks and even lavender perfume.

### Sports

#### Nanjing Zhongshan International Golf Club

南京钟山国际高尔夫俱乐部

9 Huanling Lu 环陵路 9 号

84606666

#### Nanjing Harvard Golf Club

南京昭富国际高尔夫俱乐部

176 Zhenzhu Jie, Pukou

南京市浦口区珍珠街 176 号

58853333

#### Nanjing Ginkgo Lake International Golf

南京银杏湖国际高尔夫俱乐部



1 Gulixing Hu 江宁区谷里银杏湖 1 号

86139988

#### Century Star Ice Skating Club



世纪星滑冰俱乐部

222 Jiangdong Zhong Lu (Inside Olympic Center)

江东中路 222 号奥体中心内  



86690465 / 86690467

4F, Wonder City, 619 Yingting Street

应天大街 619 号虹悦城 4 楼  

52275768 ext. 8001/8002

#### Nanjing Leiniaio Paragliding Club

南京雷鸟滑翔伞俱乐部  



Wutaishan Sport Center Tennis Stadium

五台山体育中心网球场

84458450 / 15335179782

#### Pisarev Ballet 比萨列夫芭蕾舞学校

B901 Junlin International Mansion, 5 Guangzhou Lu

广州路 5 号君临国际 B901 室  

86975095

**Karate Eifuukan** 空手道影风道场 **G3**  
5F, Nanjing Workers Culture Palace Fitness Centre, 54 Zhongshan Dong Lu  
中山东路 54 号 工人文化宫 5 层健身中心内  
52989189

## Massage & Spa

### Pathways Spa & Lifestyle Club

颐庭 Spa 生活会馆 **H15**  
13F, Tian'an International Building,  
98 Zhongshan Nan Lu 中山南路 98 号天安国际大厦  
13 楼  
84701266 x 8019  
www.pathway-spa.com

### Flow SPA 川 · 天地

46-3 Xijia Datang, Ming Cheng Hui  
(200m north of Xuanwu Lake's Jiefang Gate)  
明城汇西家大塘 46-3 号  
57718777

## Theatre

### Nanjing Art and Cultural Center

南京文化艺术中心 **H7**  
101 Changjiang Lu 长江路 101 号  
84797920

### Jiangnan 631 Niuda Theatre

江南 631 牛达剧场 **H14**  
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

## Business & Education

### International Education

#### British School of Nanjing

南京英国学校 **R4**  
Building 2, Jinling Resort, Jiahu 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 **E2**  
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 **U2**  
6 Songhuajiang Xi Jie (near Olympic Stadium)  
松花江西街 6 号 金陵中学实验小学内 (靠奥体北门)  
86696778

#### The Overseas

海外国际 **G4**  
Nanjing Novas International Business Consulting  
Co. Ltd., Suite 1606 Block A, Junlin International,  
5 Guangzhou Lu  
广州路 5 号君临国际 A 幢 1606 室  
84533133  
admin@the-overseas.com  
Wechat: overseas

#### Youth Moment Educational Investment Co., Ltd.

南京青梦家教育投资有限公司 **M1**  
3rd Floor Building E, Kingdee Science and Technology Industrial Park  
532 East Zhongshan Road, Nanjing 210016  
中山东路 532 号金蝶科技产业园 E 栋 3 楼

83736611, 84530009  
www.qingmengjia.com  
enquiries@qingmengjia.com  
Career guidance, entrepreneurial support, overseas study services for Chinese and foreign students.

### Foreign Trade & Economic Development Agencies

#### European Union Chamber of Commerce

中国欧盟商会 (南京) **G3**  
Unit E1, 30F, 1 Zhujiang Lu  
珠江路 1 号 30 层 E1 座  
83627330

#### China-Britain Business Council, Nanjing

英中贸易协会南京代表处 **N3**  
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 **E2**  
Suite 2316, Building B, 23/F, Phoenix Plaza,  
1 Hunan Lu  
湖南路 1 号凤凰国际广场 B 楼 23 层 2316 室  
84703707

#### Baden-Württemberg International

德国巴登符腾堡州国际经济和科技合作协会 7-3  
Dabei Xiang Meiyuan Xin Cun  
梅园新村大悲巷 7-3 号  
84728895  
www.bw-i.cn

#### Australian Trade Commission

澳大利亚贸易委员会南京代表处 **H6**  
1163, Jinling World Trade Center, 2 Hanzhong Lu  
汉中中路 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 **H6**  
1261, Jinling World Trade Center, 2 Hanzhong Lu  
汉中中路 2 号金陵饭店世界贸易中心 1261 房  
84704574

### Language Training

#### Nanjing Bozhan Consultancy Co., Ltd

南京博湛教育咨询有限公司 **F2**  
#203, Building 3, 19 Jinyin Jie  
金银街 19 号 3 栋 203 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.

#### New Concept Mandarin

新概念汉语 **O3**  
3302, Block A, New Century Plaza, 288 Zhongshan Dong Lu  
中山东路 288 号新世纪广场 A 座 3302  
84872361  
www.newconceptmandarin.com  
nanjing@newconceptmandarin.com  
Over 20-years experience in applied linguistic research and global teaching.

#### JESIE - Goethe-Language Centre

JESIE - 歌德语言中心 **F2**  
Jiangsu College for International Education, 3rd Floor, 203-207 Shanghai Lu  
上海路 203-207 号江苏国际预科学院 3 层  
83335690  
www.goethe-slz.js.cn

#### Nanjing No.1 High School

南京市第一中学 **N3**  
301 Zhongshan Nan Lu  
中山南路 301 号  
68187208

Only high school designated by the International Office of National Chinese Language Promotion as base for the international promotion of Chinese language. One of 17 locations in Nanjing awarded Cultural Exchange Base status in 2014.

### 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  
83598762 83598876  
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@afchine.org  
French language and culture centre with classes for individuals and corporations at all levels, cultural events plus a modern library with free access to collections.

### Cultural Education

#### Confucius Temple Primary School

南京市夫子庙小学 **N4**  
22 Zhanyuan Lu 瞻园路 22 号  
52230929  
Founded in 1907 to explore and promulgate the ideology and culture of Confucius. One of 17 locations in Nanjing awarded Cultural Exchange Base status in 2014.

### Clubs & Charities

#### Nanjing International Community Clubhouse

**R3**  
南京国际社区中心  
www.yourmcc.net  
info@yourmcc.net  
Hosts many activities such as Chinese and English classes, ballet & quickstep classes, wine and tea tastings plus a monthly ladies night. One of 17 locations in Nanjing awarded Cultural Exchange Base status in 2014.

#### Nanjing International Club

南京国际俱乐部  
Maqun Scientific Park, 3 Jinma Lu  
栖霞区马群科技园金马路 3 号  
www.nanjinginternationalclub.org  
info@nanjinginternationalclub.org  
A club 500 plus strong in membership that dates back to 1990, with events taking place weekly, monthly and annually.

#### MasterLand Club

玛斯兰德高级会所 **A3**  
8 Jiangjun Da Dao, Jiangning District  
江宁区将军大道 8 号  
52126160  
Many facilities and courses, such as swimming pool, tennis court, painting and ballet.

#### Nanjing No.1 Toastmasters Club

南京第一家英语演讲学会俱乐部  
www.nanjingtoastmasters.com  
Weekly event at 1507, Wuxingnianhua Mansion,  
Hanzhong Lu/Shanghai Lu.

#### Hopeful Hearts

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

#### Pfrang Association 普方基金会

**N2**  
3 Jinma Lu, Maqun Scientific Park  
栖霞区马群科技园金马路 3 号  
85720118



www.pfrangassociation.org  
Sponsors education of children in poor parts of Jiangsu

### Butterfly Hospice

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

## Shopping

### For the Home

#### EAsmart

1F-Z, Wanda Plaza, 68 Zhushan Lu, Jiangning  
竹山路 68 号万达广场 1F  
52187886  
www.eading.com  
Fantastic selection of stationary plus coffee machines, electrical and IT appliances, kitchenware and home decoration items.

#### Working House

生活工场 **📍F4A**  
4F, Zifeng Tower, Zhongshan Bei Lu  
中山北路紫峰大厦购物广场 4F  
52360109  
Stylish kitchenware in dark tones, candles and colourful vases or even camera cases; just a few of the fascinating products that await in every corner.

#### Living Story

欧洲生活馆 **📍G1**  
173 Shanghai Lu 上海路 173 号  
86634155  
Compact yet manages to offer coffee grinders, espresso makers, stylish kitchen utensils, picture frames, oil burners and oils, candles, clocks, various pieces of art, wine racks plus a few bottles of wine.

#### Hongxing Furniture

红星国际家具广场 **📍E4**  
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 Janning Lu  
建宁路 2 号 (南京商厦对面)  
9 Wangjinshi (off Changjiang Lu) **📍K2**  
长江路网中市 9 号  
Daqiao Bei Lu (beside North bus station)  
大桥北路 (长途北站旁)  
58507000  
Large indoor market with everything from home décor to wires, Christmas trinkets and electronics. Cheap but be prepared to bargain.

#### Jinling Decoration Market

金陵装饰城 **📍T5**  
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 **📍R1**

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

#### IKEA 宜家家居 **📍P3**

99 Mingchi Lu (East side of Kazimen Plaza)  
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 **📍N2**  
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 **📍G4**  
Indoor markets specialized in new and second-  
hand mobile phones and repairs.

### IT products on Zhujiang Lu

珠江路 - IT 产品 **📍O1**  
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 **📍F4A**  
Any type of video game for all game systems. Also  
do minor repairs.

## Art

### Art Home 聚贤堂 **📍**

84 Shitoucheng Lu 石头城路 84 号  
Arguably the best art supplies shop in Nanjing; oil  
and acrylic paints plus many products by Faber-  
Castell and Staedtler. Framing service available.

### Jiangsu Fande Culture and Art Block

江苏凡德文化艺术街区 **📍K2**  
1 Zhengxue Lu 秦淮区正学路 1 号  
84711180  
An inclusive cultural industry platform for the research  
and development, creation, display and transaction  
of art works. One of 17 locations in Nanjing awarded  
Cultural Exchange Base status in 2014.

### Avant-garde Contemporary Art Centre

先锋当代艺术中心 **📍K2**  
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.

### Fangshan Culture and Art Creative Industry Park

南京方山文化艺术创意产业园 **📍Y2**  
1 Donghuyuan, 588 Longmian Avenue 江宁区龙  
眠大道 588 号东湖苑 1 号  
84933837  
Home to 100 cultural industry enterprises, 4 art  
institutions and over 40 famous artists in photog-  
raphy, oil painting, Chinese painting, sculpture and  
pottery. One of 17 locations in Nanjing awarded  
Cultural Exchange Base status in 2014.

### Jiangsu Art Gallery

江苏省美术馆 **📍P2**  
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.

### Nanjing Luhe Phoenix Art Gallery

南京六合凤凰山艺术馆 **📍M1**  
Fenghuang Shan Park, Yanan Lu, Pukou  
六合区延安路凤凰山公园内  
57751345  
A non-profit institution staging exhibitions and  
serving as a platform for people to exchange  
information and experience in art creation and  
collection. One of 17 locations in Nanjing awarded  
Cultural Exchange Base status in 2014.

### 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 contemporary Chinese art.

### 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  
55583708  
Exhibition of modern Chinese 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  
Well stocked shop, with oil paints, brushes, spatulas,  
charcoal, easels, drawing instruments, sketch books  
plus a large selection of pens, pencils and lead refills.

## International Groceries

### Fields

www.fieldschina.com  
4000210049  
cs@fieldschina.com  
Shanghai-based 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.

### Times Grocery

泰晤士 **📍F3**  
48 Yunnan Lu 云南路 48 号  
83685530  
Compact yet its location breeds popularity; wide  
selection of imported but sometimes pricey food.

### Happy Orange 乐橙便利店 **📍A2**

Cuiping International (North Gate), Hanfu Lu, 20  
Jiangjun Avenue, Jiangning  
将军大道 20 号翠屏国际城北门 (韩府路)  
52158366  
Small shop with a nice selection of imported items  
run by a charming couple from Taiwan.

### Petite Abeille

法国小蜂蜜进口商店  
80 Nenjiang Lu 嫩江路 80 号 **📍**  
83217096  
Largest selection of French produce in Nanjing, with  
an emphasis on biscuits (petite pains, biscottes),  
chocolate plus home-made heavy breads and ba-  
guettes, croissants and apple pie.

### Ronnie's Pies

13912379301  
www.ronnies.com.cn  
Home made Aussie pies in a variety of flavours, in-  
cluding delights such as Cornish pasties, Lancashire  
pasties and sausage rolls. Each pie comes individu-  
ally wrapped and labelled. Delivers from Yangzhou.

### Wendy's Bakery


温底手作

13611577210

http://wendybakery.taobao.com

Classic apple pie, bacon-cheese scones and inventive cranberry shortbread are all just a phone call away. Utilises only imported ingredients.


### Metro 麦德龙

288 Ningli Lu 宁溧路 288 号 


300 Jianning Lu 鼓楼建宁路 300 号

Originally a B2B operation in which private individuals can now shop. Wide selection of foreign foods plus wines, beers and sprits. Passport/ID sometimes required.

### Carrefour 家乐福

235 Zhongshan Dong Lu 

中山东路 235 号

341 Jiangdong Zhong Lu 

江东中路 341 号

26 Jiqingmen Da Jie

集庆门大街 26 号

7 Daqiao Nan Lu

大桥南路 7 号


3 Liuzhou Nan Lu, Pukou

浦口区柳州南路 3 号


Good range of dairy products, especially imported butter, cream and cheese plus snacks, pasta and wine.

### Auchan 欧尚

151 Hanzhongmen Da Jie

汉中门大街 151 号 (近纪念馆东路) 

11 Qinhuai Zhong Lu

秦淮中路 11 号 


866 Yingtian Da Jie

应天大街 866 号 


Another French hypermarché with 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 

B1, Deji Plaza, Zhongshan Lu


德基二期地下 1 层 

B1, Forest Mall, 301 Zhongshanmen Da Jie 中山门大街 301 号森林摩尔商业街-1 楼 

B1, Raydu Plaza, 1222 Shuanglong Da Dao, 经济技术开发双龙大道 1222 号 B1 中厅 


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

### RT Mart 金润发

39 Danfeng Jie 

丹凤街 39 号 (近北京东路)

B1, New City Mall, 99 Caochangmen Da Jie

草场门大街 99 号新城广场 B1 

260 Longpan Zhong Lu 龙蟠中路 260 号

Shanghai based supermarket with a decent imported food section, dairy and bakery items.

### Q.E. Mart 青恩

7 Wenshu Dong Lu, Xianlin 文枢东路 7 号


85862080

Medium-sized supermarket that from the outside is labelled "Korean Market" is the place to head for a wide range of Korean produce.

### Sports & Outdoor


### Decathlon 迪卡侬

866 Yingting 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 a big selection of informal-wear shoes in sizes up to 48.

### Sanfo 三夫户外

57 Zhongshan Lu 中山路 57 号 

84721228 84720512

4F, Zifeng Tower, Zhongshan Bei Lu


中山北路紫峰大厦购物广场 4F 

83518681 83518682

Chinese outdoor chain store stocking equipment for biking and hiking plus backpacks and apparel for outdoor from big names such as Northland, Kailas and The North Face.

### 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)

湖南路 54 号 (马台街口) 

83374645

#### Phoenix International Book Mall

凤凰国际书城 


1 Hunan Lu

湖南路 1 号八佰伴旁 (近中央路)

83657000 / 83657111

### Wine Outlets

#### 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

#### Jiangsu Jiuchao Distillery

江苏九朝酒业

278 Hongwu Lu 洪武路 278 号 

84404159


10 Beimen Qiao Lu 北门桥路 10 号 

84714862

38 Dashiba Jie 大石坝街 38 号

84706778


#### Jayson Wines

南京杰森酒业 

52 Taiping Bei Lu 太平北路 52 号

8370 7195

#### 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

中山东路 198 号 109 室

84679799

www.aussino.net

#### Ziyo Wines


南京紫元酒窖 

18 Mochouhu Dong Lu

莫愁湖东路

13770923489

#### Chateau Family Cellar

名庄世家酒窖 

16-10 Mochouhu Dong Lu


莫愁湖东路 16-10 号

87781899 / 13852287767

## Services

### Healthcare

#### International SOS Nanjing Clinic

南京国际(SOS)紧急救援诊所 

1F, Grand Metropark Hotel, 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.internationalosos.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.

#### Angel Flossy-Care Dental Center

天使福乐氏口腔连锁 


4F, 10 Kexiang Alley, Qinhuai District 南京市秦淮区科巷 10 号 4 楼

84069389 / 13951994471

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; other branches in Suzhou, Nanjing, Beijing and Shanghai.

#### Keya Dentistry

科雅口腔 

Room 411, Building E, Wanda Plaza, Hexi


南京河西万达广场 E 座 411

4008919828 / 83308686

www.keyath.com

Providers of Invisalign; a popular, Western alternative to braces, plus reconstructive and cosmetic teeth surgery. Axa Assistance, CSETH Insurance, BUPA, METIFE, SOS, Bupa and Medilink accepted.

#### Global Doctor International Medical Centre

环球医生国际医疗中心 

1F, Zuolinfengdu, 6 Mochouhu Dong Lu

莫愁湖东路 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 Medical Centre 明基医院

71 Hexi Da Jie 河西大街 71 号

52238800

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 

168 Qingliangmen Da Jie

清凉门大街 168 号


86216721

www.jsjssgyg.com

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

#### Nanjing Entrance-Exit

Inspection and Quarantine Bureau

南京出入境检验检疫局 

1 Guojian Lu, Jiangjun Da Dao, Jiangning

江宁区将军大道国检路 1 号

52343534

Health checks for work permit / visa applications.

### Nanjing Drum Tower Hospital

南京鼓楼医院 **☎F1** ●  
321 Zhongshan Lu 中山路 321 号  
83304616  
The major trauma hospital (24 hr).

### Jiangsu Provincial Hospital

江苏省人民医院 ●  
300 Guangzhou Lu 广州路 300 号  
83718836  
The major Western medicine hospital.

### Nanjing Children's Hospital

南京市儿童医院 **☎G1** ●  
72 Guangzhou Lu 广州路 72 号  
83117500 83116969

### Jiangsu Provincial Hospital of TCM

江苏省中医院 **☎Q2** ●  
155 Hanzhong Lu 汉中中路 155 号  
86617141  
The major Chinese medicine hospital.

### Nanjing Maternity and Child Healthcare Hospital

南京市妇幼保健院 **☎P1** ●  
123 Tianfei Xiang 天妃巷 123 号  
52226777  
The major maternity hospital in Nanjing.

## Legal

### D'Andrea & Partners Law Firm

D' Andrea & Partners 律师事务所 **☎P1** ●  
920, Jinglun International Mansion, 8 Hanzhong Lu  
汉中中路 8 号金轮国际广场 920 室  
86505593 / 86505693  
nanjing@dandreaapartners.com  
International consulting firm present in China since 2004 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.

### Jeffrey Wang Attorney at Law

王煜卓 | 南京办公室 | 合伙人 / 律师 **☎C2A**  
Deheng Law Offices, 3F, 2 Chuangzhi Lu  
建邺区河西大街创智路 2 号 3 楼 | 德恒律师事务所  
18066065862 / 58993266  
www.chinalawexpert.com  
info@chinalawexpert.com  
Business lawyer with more than fifteen years legal practice in Nanjing plus fluent English and legal knowledge in both business and personal areas.

### Dacheng Law Offices

大成律师事务所  
2F, 72 Beijing Xi Lu  
北京西路 72 号 2 楼  
83755108  
nanjing.dachenglaw.com  
Hongliang.Hu@dachenglaw.com  
Ranked #1 in Asia by size, with branches in 26 countries and all over China. Nanjing branch is ranked #1 in Jiangsu Province (EN/CH/ES/JP/KO).

## Property Services

### Nanjing Houses **☎S1A** ●

#720, Section 1, Unit 2, 128 Tianyuan Lu, Jiangning District  
天元中路 128 号 2 栋 1 单元 720 室  
87735531  
www.nanjinghouses.com  
info@nanjinghouses.com  
Provides a unique-to-the-industry process of pre-screening options in order to save time and energy while looking for an apartment or villa.

### Sun Home Real Estate

南京二手房经纪咨询有限公司 **☎P2** ●  
Room 1901, Xinghan Mansion, 180 Hanzhong Lu  
汉中中路 180 号星汉大厦 1901 室  
51860592 / 5186 0590

www.shre.com.cn  
sunhome@shre.com.cn  
Pre-move consulting home search service, orientation and settling-in programs plus vehicle leasing.

### Home Caught Relocation Service

昊鸿房地产咨询顾问有限公司 **☎N2** ●  
4F, 669 Zhujiang Lu 珠江路 669 号 4F  
84800918  
www.homecaught.com  
lease@homecaught.com  
Supplies many a multinational firm with home search and rental services plus bus fleet solutions.

### Crown Relocations **☎Q3** ●

嘉柏 (中国) 国际货运代理有限公司  
Rm 1908, Block B, New Century Plaza,  
1 Taiping Nan Lu  
太平南路 1 号新世纪广场 B 栋 1908 室  
84541017  
slaing@crownew.com  
Provides moving services, housing services, school search, immigration services, and orientation services with a global network spanning 60 countries.

### Best Bond Youth Apartments

贝客青年精品公寓  
Hequn Xincun, off Shanghai Lu  
上海路合群新村 2 号 2 **☎G1** ●  
150 Shanghai Lu 上海路 150 号 **☎G1** ●  
Wan He Zun Di, 70 Zhongyang Lu  
中央路 70 号万和尊邸  
9 Xitong Lu (east gate of Yinlong Ya Yuan)  
西桐路 9 号银龙雅苑东门  
400-8090-108  
Condominiums of stylish studio flats situated in key parts of Nanjing's foreign community. Common areas provide opportunity for social exchange and integration.

### Apex International Logistics Co., Ltd 上海正流国际

运输代理有限公司  
58702129  
www.apex15.com  
nanjing@apex15.com  
Domestic and local moves, office relocation, storage and warehousing, pet relocation, insurance/risk management plus immigration services.

### CMR Corporate Property & Relocation

南京浩麦房地产咨询 **☎H20** ●  
12C1, Jinlin Mansion, 108 Hanzhong Lu  
汉中中路 108 号金轮大厦 12C1 座  
84701658  
www.cmrchina.com  
Supplies multinationals, with additional services including driver's license and import/export of pets.

## Faith Houses

### Nanjing International Christian Fellowship

Ramada Hotel, 45 Zhongshan Bei Lu  
中山路 45 号 南京华美达怡华酒店 **☎F4A** ●  
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 **☎L3** ●  
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 **☎P1** ●  
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 Yaojia'ao  
雨花区小行尤家凹 8 号雨花晶丽酒店 **☎D3** ●  
Mormon service on Sundays at 10am. Foreign passport holders only.

## Training, Coaching & Consulting

### MTI Nanjing

#714, Building 7, Wanda Dongfang, 58 Yunjin Lu  
云锦路 58 号万达东坊 7 栋 714 室 **☎T2** ●  
84714552  
www.mticonsulting.com  
HR coaching and training solutions, combining international standards with local market needs.

### Simon Northcott

simon3northcott@gmail.com  
Change leadership, problem solving and empowerment.

### McBride Sports

15951982141  
mcbridesports@gmail.com  
Coaching for young athletes, adult-personal training and/or Boot Camps.

## Hairdressers

### V-Salon

香港时光设计有限公司 **☎H5** ●  
32F, Golden Eagle Plaza, 89 Hanzhong Lu  
汉中中路 89 号 金鹰国际商城 32 楼  
86292980  
Run by a stylist to many pop and movie stars, including Nicolas Cage and Julia Roberts.

### Mei Lun Shang Pin Hair Saloon

美伦上品私家专属定制 Salon **☎H15** ●  
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.

### Franck Provost Hair Salon

梵珀巴黎法式发艺 **☎H7** ●  
F322 Deji Plaza Phase 2  
中山路 18 号德基广场二期 F322 店铺  
86777366  
Resident French stylist available; bookings advised.

## Pets

### Amy Hao Hao Pet Care

爱咪好好 **☎H15** ●  
18 Nantai Xiang Xi (off Wang Fu Da Jie)  
王府大街南台巷西 18 号  
84203097 / 13952034351  
Large range of natural and dog grooming service run by a local Nanjing girl who speaks fluent English.

### Puppy & Kitten Pet Store

狗仔猫仔宠物店  
81 Shitoucheng Lu  
鼓楼区石头城路 81 号  
68192571 / 18625184686  
Large range of natural and/or organic imported dog food complimented by the necessary selection of treats, chews, leads and bowls.

### Tom Dog Pet Center

汤姆狗宠物中心 **☎P2** ●  
1 Shanghai Lu 上海路 1 号



86662858

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

#### Nanjing Veterinary Station

南京畜牧兽医站宠物总医院

448 Longpan Zhong Lu

龙蟠中路 448 号

84484781

Major centre for vet services and vaccinations.

#### Photography

#### Nicolas Harter Photography

13770761603

www.nicolasharter.com

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

#### Media & Design

#### SinoConnexion

南京贺福文化传媒有限公司

14F, Building 1, World Times Square, 8 Dongbao Lu

鼓楼区东宝路 8 号时代天地广场 1 幢 1417 室

84718617 / 13851522275

www.sinoconnexion.com

info@sinoconnexion.com

International award winning professional foreign owned video and media production company with 30 years experience, and 21 years of work in China. Also offers agency services, print and digital publication production, broadcast media, internet advertising, social media promotion and production of audio materials.

#### VOZ Design

嗓音设计

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

天元中路 128 号 2 栋 1 单元 720 室

58820096 / 18120135627 / 15950575174

www.vozdesign.com

contact@vozdesign.com

Professional marketing oriented graphic design

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

#### Translation

#### Wow-Super A Translation Service

南京领域翻译有限公司

#4004, 40th Floor, Tian'An International, Shigu Lu, Gulou District

新街口大洋百货天安国际 40 楼 4004 (地铁 1、2 号线新街口站 15 号出口)

NJU No.11 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

4006969469

www.wowtran.com

Offers a full suite of translation services for business, legal, technical and personal use, including official and notary translations, marriage certificates, drivers' licenses plus interpreter services.

#### Travel & Transport

#### Airport Shuttle Bus 机场大巴

See table below

#### Arval Car Rental

法巴安诺融资租赁(中国)有限公司南京分公司

Rm.1339,13/F, Kingsley International Centre, 169 Hanzhong Lu 汉中中路 169 号 13 层 1339 室

66102058

www.arval.cn/eng

Lease brand new cars and vans without having to find the initial capital to purchase them. Five years experience in China car rental industry through BNP Paribas' financial leasing business.

#### Lufthansa German Airlines

德国汉莎航空公司

Reservation Service:

4008 868 868 (CH,EN)

Sales Office: Room 951, World Trade Center, 2 Hanzhong Lu 汉中中路 2 号金陵饭店世贸中心 951 室

Fax: 84722624

nanjing\_lufthansa@dlh.de

Lukou Airport Int'l Check-in Service - Rm 417

#### Dragonair

港龍航空有限公司

Room 751-754, Jinling World Trade Center, 2 Hanzhong Lu

汉中中路 2 号金陵饭店世界贸易中心 751-754 室

84717286

#### D.T. Travel

大唐国际(香港)商旅服务有限公司

22E, Jinlun Building, 108 Hanzhong Lu

汉中中路 108 号金轮大厦 22E

400 886 1212

Professional English service incl. air ticket, visas, and hotels for individual and corporate travel.

#### Miscellaneous

#### Dr. Beckmann Cleaning Specialist

贝克曼博士

www.doctorbeckmann.cn

Colour & dirt collectors to stain devils and beyond available at many locations in Nanjing frequented by expats, as well as from online malls.

#### Bottled Water Delivery Service

By Coca-Cola Nanjing

4008282288 (Free)

Mineral water, pure water and water machine cleaning services.

#### Satellite TV Installation Service

13770323459

nanjingstv@gmail.com

#### Lustre Cobbler

莱斯特皮鞋修饰

Golden Eagle Shopping Center, 89 Hanzhong Lu

汉中中路 89 号金鹰国际

Central Department Store, 79 Zhongshan Nan Lu 中山南路 79 号中央商场

#### Hong Bang Tailor

红邦裁缝

18 Nanxiu Cun, Shanghai Lu

上海路南秀村 18 号

Not much to look at, but the tailor of choice for many a Nanjing expat.

Airport Shuttle Bus						AIRPORT - CITY CENTRE	
Airport Bus Line No 1 机场巴士1号线	Cuipin Shan Hotel 翠屏山宾馆	Yuhua Plaza 雨花广场	Qinzhong Qiao 秦虹桥	Xihuamen 西华门	Nanjing Railway Station 南京火车站		
Service during flight arrival times, departure as soon as bus fills up (approx every 20-30mins), ¥20							
Airport Bus Line No 2 机场巴士2号线	Nanjing South Railway Station 南京南站	Zhonghuamen 中华门	Shuiximen 水西门	Hanzhongmen 汉中门	Caochangmen 草场门	New City Mall 新城市广场	Hexi Wanda 河西万达广场
Service begins at arrival of first flight until 22:00, departure as soon as bus fills up (approx every 20-30mins), ¥20							
Metro Line S1 地铁S1号线	Airport 机场	7 Stops	Nanjing South Railway Station 南京南站				
Departure 6:00 - 22:00, every 5 - 10 mins, journey time 35 mins, ¥6 - 8							
CITY CENTRE - AIRPORT							
Nanjing Railway Station 南京火车站	221 Longpan Zhong Lu 龙蟠中路221号	Airport 机场					
Service leaves from NRS East Square 南京火车站东广场 5:30 - 20:40, every 20mins, Longpan Zhong Lu departure 10 - 15 mins later, ¥20							
Nanjing South Railway Station 南京南站	Airport 机场						
Service leaves from NSRS Bus Terminal 南站的汽车客运站 6:00am - 21:00, direct connection to airport, journey time approx. 40mins duration, ¥20							
New City Mall 新城市广场	Hexi Wanda 河西万达广场	Airport 机场					
Leaves from Mo'er Block parking space behind New City Mall 摩尔街区停车场 5:30 - 20:40, every 20mins, Hexi Wanda departure 10 mins later, ¥20							
Metro Line S1 地铁S1号线	Nanjing South Railway Station 南京南站	7 Stops	Airport 机场				
Leaves from Nanjing South Railway Station Metro Station 南京南站地铁站 6:00 - 22:00, every 5 - 10 mins, journey time 35 mins, ¥6 - 8							



## THE NANJINGER BUS TABLE

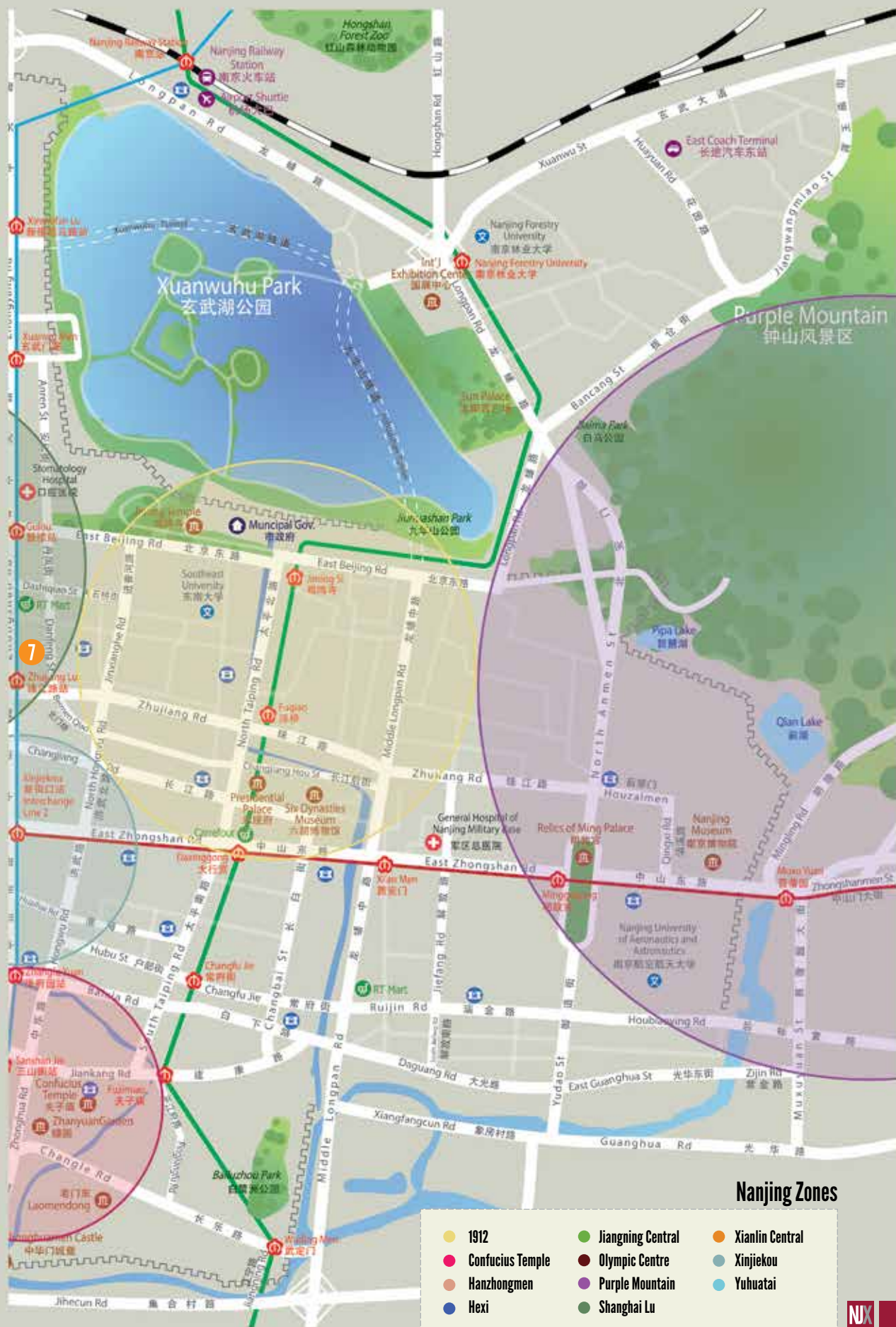
Area	Stop name		Serves	303	60	129	9	13	65	83	552	48	119	91	1	28	33	139	223	138	321	182	190	34	35	317	6	52	68	25	85	江宁8	23	63	70	19	127	133	98	153	158	186	305	57	97		
Downtown	白马公园	Baima Park	Baima Park, Starting point for Purple Mountain, Sun-Yat Sen Mausoleum, Ming Tombs																																												
	长江路	Changjiang Lu	1912, Art Museum, Library, Element Fresh, IST																																												
	大行宫	Daxinggong	1912, Library, Presidential, Shi Popo An Bar Street																																												
	浮桥	Fujiao	Flossy Care Dentist																																												
	夫子庙	Fuzimiao	Confucius Temple																																												
	鼓楼	Gulou	Gulow Hospital, Drum Tower, Zifeng Tower																																												
	鼓山路	Gushan Lu	Jiangning Wanda																																												
	汉中门	Hanzhong Men	Skyways 3 Bakery, TCM Clinic																																												
	湖北路	Hubei Lu	Ellens																																												
	湖南路	Hunan Lu																																													
	鸡鸣寺	Jimingsi	Jiming Temple																																												
	陆巷巷	Laomendong																																													
	明故宫(东)	Minggugong (East)	MU Museum, SBS Clinic, Ming Gugong																																												
	莫愁湖公园	Mochou Lake	Global Doctors																																												
	南京站	Nanjing Railway Station	Railway Station																																												
	宁海路	Ninghai Lu	NJ Normal Uni																																												
	上海路 / 云南路	Shanghai Lu / Yunnan Lu	Skyways 1 Bakery, Times Grocery																																												
	石鼓路(西)	Shiguo (West)	Jimmy's, Studio 21																																												
	泰山路(南)	Taishan Lu (South)	Beck International Hospital																																												
	五台山北	Wutaishan (North)	Blue Sky, Brewsells, Shanghai Lu																																												
	新街口(东)	Xinjiekou (East)																																													
	新街口北	Xinjiekou (North)																																													
	新街口(南)	Xinjiekou (South)																																													
	新街口(西)	Xinjiekou (West)	Golden Wheel HAM																																												
	新街口(正洪街)	Xinjiekou (Zhonghong Jie)																																													
	玄武门 / 玄武湖	Xuanwu Men / Xuanwu Lake	Xuanwu Lake																																												

## Notes on using The Nanjinger Bus Table

This handy bus table is a cut down version of the entire Nanjing public bus system that focuses on parts of the city of interest to expats. If you are looking, for example, to travel from your home in Xianlin to Nanjing Railway station, look at the Xianlin area of the table (orange), then look to the right to see which lines run between the two locations. In this case number 97. Easy, huh?



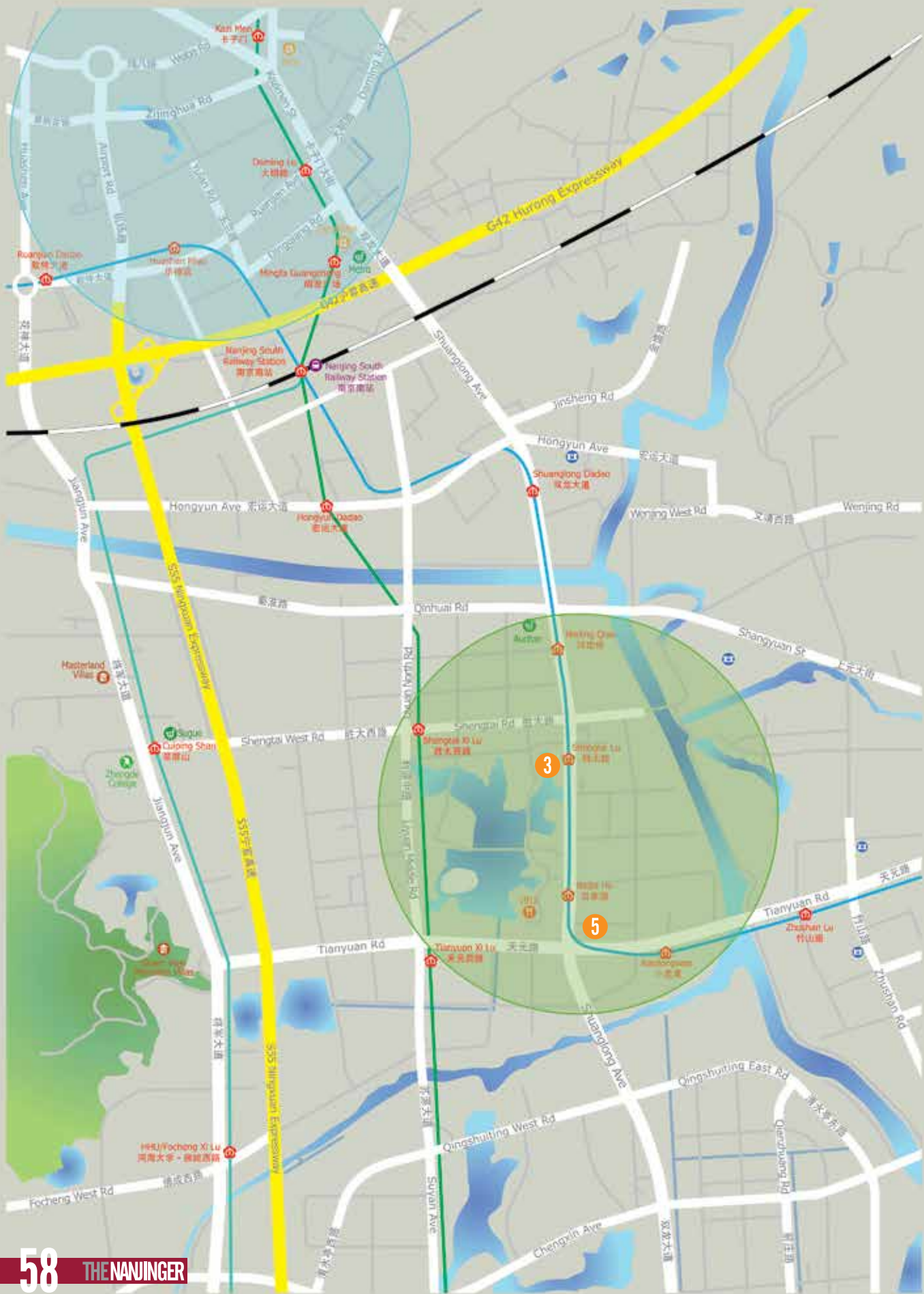




## Nanjing Zones

- 1912
- Confucius Temple
- Hanzhongmen
- Hexi
- Jiangning Central
- Olympic Centre
- Purple Mountain
- Shanghai Lu
- Xianlin Central
- Xinjiekou
- Yuhuatai



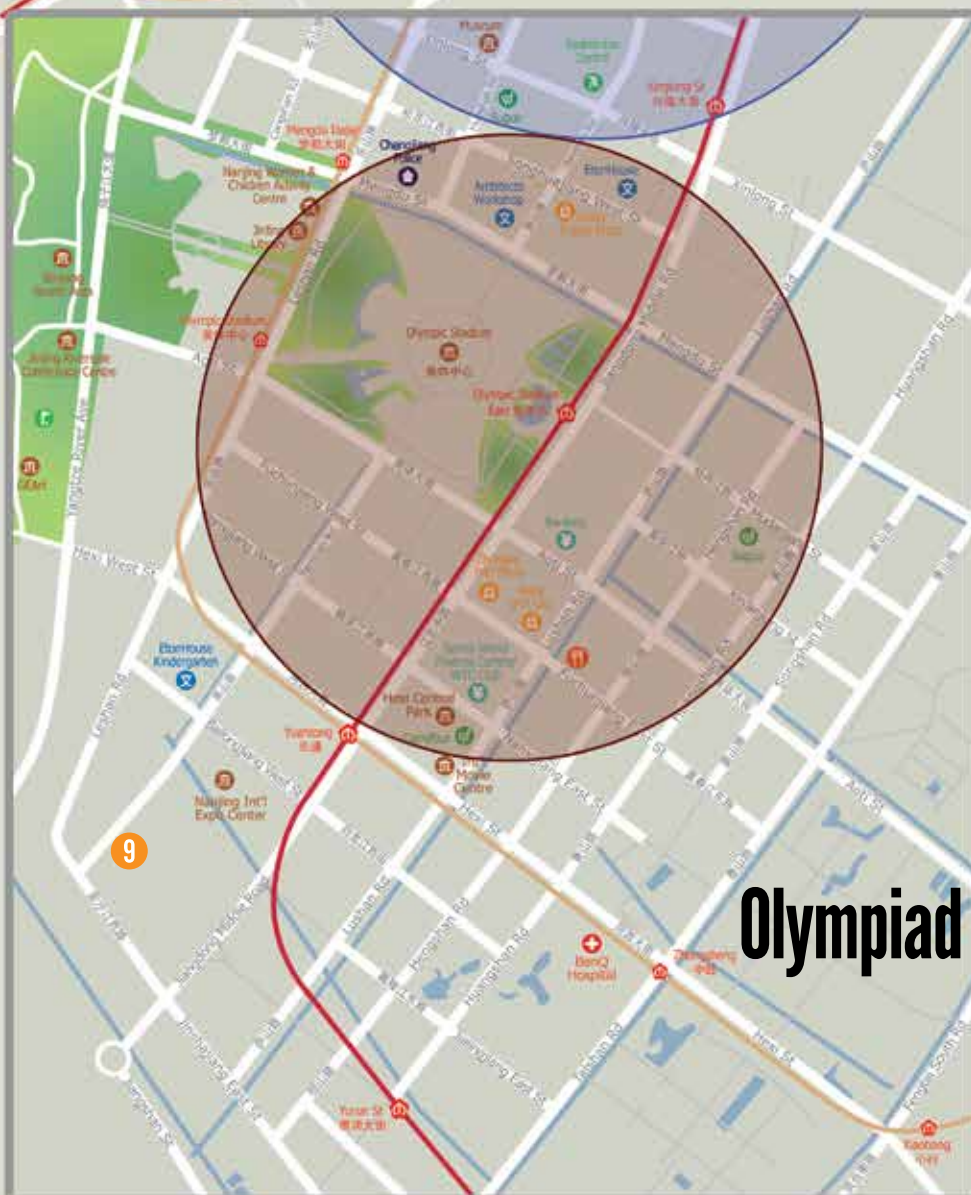






# Xianlin

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## Law of the Land: Local Rules and Regs

■ With the strong growth of China's economy, an increasing number of people from Europe and America come to China seeking new job opportunities. According to the Ministry of Human Resources and Social Security, the amount of foreigners working in China stood at 244,000 end of 2013.

However, as the number of foreigners increases so do the issues. In the face of a new social environment, one needs to be aware of local laws and regulations.

Take as an example criminal responsibility. 'This Law shall be applicable to anyone who commits a crime within the territory and territorial waters and space of the People's Republic of China, except as otherwise specifically provided by law.' It is important to understand that if a foreigner commits a crime in China, he/she will be punished according to local criminal law.

In some cases breaking the Criminal Laws in China may lead to much more severe punishments than in other countries for the same crime. For example, carrying illegal drugs is, in serious cases, punished by death.

Moreover, Article 32 provides that punishments are divided into principal punishments and supplementary punishments. The principal punishments are listed as public surveillance, criminal detention, fixed-term imprisonment, life imprisonment, and the death penalty. The supplementary punishments are as follows; fine, deprivation of political rights, and confiscation of property.

If a foreigner is involved in a lawsuit, what means should he use to uphold his legitimate rights and interests? Assume they went through criminal detention due to suspicion of fraud. Chinese laws dictate that the lawyer must be a Chinese; foreign lawyers cannot handle the case directly.

In the abovementioned situation, how can a foreign suspect entrust a Chinese lawyer to help? In accordance with the provisions of relevant laws (Article 9 and Article 36 of the Vienna Convention on Consular Relations), the suspect can ask the

Ambassador or Minister of the consulate in China to entrust a Chinese lawyer in the name of the consulate but, generally speaking, the fee should be paid by the transgressor.

The responsibilities when drunk driving are such that if a foreign driver is drunk driving and violates the traffic regulations, he will be punished by Chinese law.

The traffic department can detain his/her driving license for three-month and fine ¥500. If the driver does not possess a driving license and he/she is drunk driving, he/she will be punished with three months' detention and ¥2000 penalty.

According to the regulation of the law of road traffic safety of China, drunk driving will receive both administrative and criminal punishment. Precedent cases have shown that the punishment will not be remitted for foreigners who do not know about Chinese law. They will still receive severe punishment.

In addition, as regards administrative violation, when foreigners and foreign organizations are conducting activities in the territory of China they will be administrated by the Chinese government and need to bear the corresponding administrative responsibility if they violate administrative obligations. There are certain measures for foreigners to bear the responsibility, such as departure in a certain time frame, deportation and forbidden to leave etc.

Foreigners who work in China must know about the content of the regulations on administration of foreigners employed in China. "Foreigners who work in China without the permission of the Ministry of Labour and Social Security will get penalty of ¥1000 and in the meantime terminate their work. If the circumstances are serious, they have to leave China in certain time limitation".

Meanwhile, administrative regulations may cover the odds and ends of life in China, which is also necessary to be known by foreigners. For foreigners to live and avoid trouble in China, the best choice may get to be familiar with certain Chinese laws.

### Disclaimer

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