

THE NANJINGER

BY NANJINGEXPAT

OCTOBER 2016 / ISSN 2051-9974



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"Class of 2016"

Kirsty

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in London



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Introducing some of our contributors, editors & designers

Our Editor-in-chief and Music Critic, Frank Hossack, has been a radio host and producer for the past 30 years, the past 22 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。

As an Australian journalist living in Nanjing for many years, Renee Gray has a background in research, print and online publishing, taking great pleasure in discovering more about Nanjing with every article.

作为在南京居住多年的澳大利亚新闻工作者，Renee Gray有着调研以及印刷品和线上出版物的工作背景。她总是乐于在每篇文章里发现关于南京的内容。

Nick McBride is a Personal Trainer specialised in coaching young athletes as well as Director of MIM Sports Ltd., a UK owned business with offices in Nanjing and at home that provides quality sports kit and equipment in addition to running sporting academies in soccer, rugby, tennis and fitness. Nick McBride是英国MIM体育有限公司总经理，同时也是年轻运动员的私人教练。他的公司设在南京和英国两地，提供包括足球，橄榄球，网球和体能在内的多项训练服务，此外也提供各种高质量的运动器材和装备。

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

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

Legal 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 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。

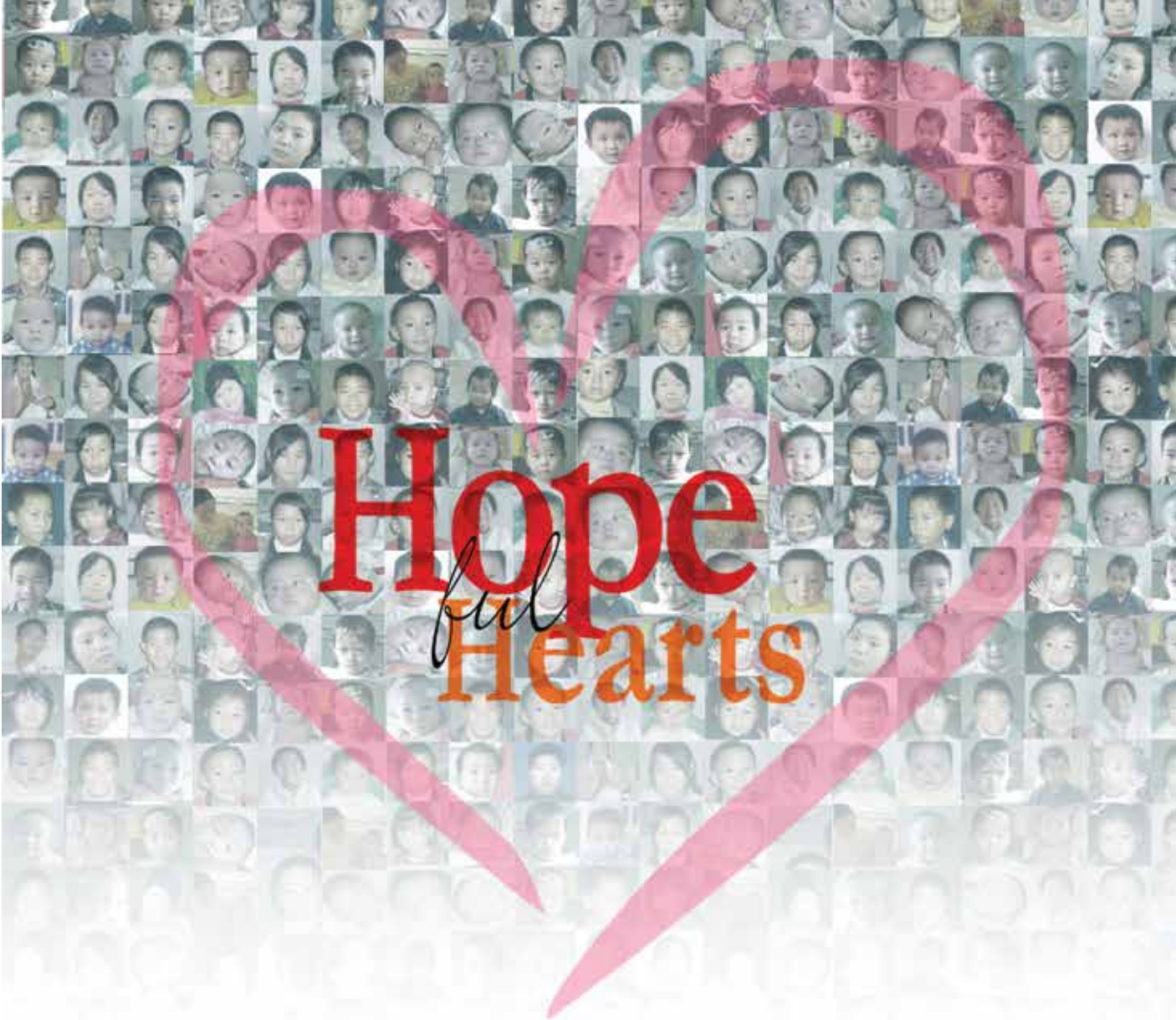
Roy Ingram has over 25 years experience working as an artist and Creative Director. His early career was with agencies in London but for the past eight years he has lived and worked in Nanjing.

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

Plus a cooperation with Nanjing University

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. Teaching Journalism at Nanjing University's School of Journalism & Communication, he coordinates a program that gives students experience in the real world of publishing through writing work to appear in Nanjing Expat's stable of English media.

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。他目前在南京大学新闻与传播学院讲授新闻学，通过长时间合作，Nanjing Expat 已经成为南大新闻系学生实习基地，很多稿件将有他带领的南大新闻系学生团队完成。



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This magazine is part of the Nanjing Expat family of English publications that together reach a very large proportion of the foreign population living in Nanjing, along with a good dash of locals, comprising:

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The Revolution Will Not Be Televised

Beware of the hog! This month, we begin a mini series (4 issues) highlighting pet care issues in China. In case you are wondering, "Cherry Hog" is Cockney Rhyming Slang for...

Elsewhere, alert readers will note that this issue is emblazoned with "Volume 7, Issue 1". Yes, this month The Nanjinger enters its seventh year.

After all this time, we therefore felt we should commit an issue to that which has facilitated us still being here.

Enough said. No more sales' speak. Welcome to "Advertising" from The Nanjinger.

Letter Of The Month

Nanjing Newbies

It was a cold, freezing January morning – the ‘Gregory’s’ landed at Nanjing airport. It was our first time in China. Our relief was quickly replaced with anxiety. The airlines had lost one piece of our luggage. After settling into our apartment, we ventured out to a nearby mall for basic supplies. It was a quick reality check – our ignorance of Chinese language was going to be a big hurdle.

That weekend we went to a restaurant (random pick at a mall). We were a bit clueless at the waiting area – we had a ticket stub but no idea how long the wait would be. Then came the menu – It had pictures! We got down to work and we had the best tasting crab – ever!

Things got even better – The first haircut. We were surrounded by people trying to help us. After a lot of hand gestures we got what we wanted. A close crop for me and a head shave for my one year old son – James. He is a bit of a rock-star among the ladies. James was screaming and kicking on the barber chair, while the ladies in the saloon were taking selfies with him.

The days rolled on, winter was replaced with a pleasant spring. We went to Lishui Mountain valley. With a broad smile, some

broken Chinese and a lot of hand waving – we went “straw-berry picking”. Paying to pick your own fruit is an alien concept – but we had fun.

Then came the season for ‘small dragon crawfish’. Nanjing has an entire street dedicated to this specialty food. The restaurant we went does not see many foreigners. We were helped by a guest at the next table. He ordered the dishes for us. I still remember the look of astonishment on a small girls face. She was watching me eat the lobsters – crunching and chomping them with the shell still on. Her mother kept trying to distract her.

9 months have passed, we have grown in confidence. We have collected quite a few experiences under our belt – Underground caves, man-made lakes, the Great Wall, the Wuxi Buddha and many more...

Nanjing has been the perfect springboard into this new and exciting experience. We have had plenty of help from my colleagues, our friends, our Chinese tutor and countless strangers. There is probably much more for us to experience – I sincerely thank magazines like ‘The Nanjinger’ that help us along with relevant information.

Nitin Gregory

As Advertised

He watched her rise
Through half closed eyes,
Pretending still to be asleep,
She softly brushed against their bed
Dropped her nightclothes in a heap;
Ah yes, he thought:
The best a man can get...

She heard him sigh
And turned aside
One arm across her naked breast,
She slipped the blouse over her head,
Then surveyed him, still at rest;
Ah yes, she thought:
Because you're worth it...

For though those years
Had brought some tears
Though gravity could be unfair-
Each had their flaws and left unsaid
Her silver lines, his thinning hair;
Ah yes, each thought:
I'm loving it.

By Maitiu Brallaghan

WIN A NIGHT'S DINNER, B & B AT SOFITEL ZHONGSHAN

How to enter:

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TARGETTING CHINA

By Renee Gray

Unless one is in advertising one never really thinks about. So the importance of advertising directly to the Chinese market, despite the very obvious reason for it, never really gets much thought. Advertising campaigns abroad that are directed at the Chinese market have been about for a while now, with a great deal of failures and plenty of success alike.

When China unfastened restraints on trade and import back in the 80s, multinationals from all over tried their hand at this untapped market and many nose-dived. It appears this was due mainly to a complete lack of understanding of the Chinese language, culture and psyche.

Harriet Gaywood is Group Account Director for Insight Shanghai. Speaking with *The Nanjinger*, she summed up the situation, “On the 17th April, 1979, the *Renmin Daily* published its first advertisement which led to a growth of advertising by Chinese brands. In 1993, *Wenhui News* in Shanghai even took the bold step of replacing its entire front page with an advert for a local air conditioner brand. Then, in the mid 1990s foreign brands entered the China market and typically used advertising as a direct form of communication; TV, newspaper and billboards. At the time, these brands seemed exciting, modern and offered a promise of something new. Today, we see brands competing on an equal footing whether foreign or Chinese. So foreign brands have been successful in many parts of China, but the market is changing and they will have to work harder to maintain their allure”.

Take Coke for example. When Coca-Cola entered the China market, they named their product something that when pronounced sounded like “Coca-Cola”. The characters on the other hand, had the meaning, “Bite the Wax Tadpole” (蝌蚪啃蜡). When they learned of their blunder, they later changed to a set of characters that mean “Happiness in the Mouth”.

Mike Fromowitz, from Campaign Asia, illustrated a lack of political know-how as well with Italian luxury car giant Fiat. Their faux pas was using Richard Gere in a home-based commercial, which presented him driving from Hollywood to Tibet. Due to Gere’s film, “Seven Years in Tibet”, and his outspoken support for the Dalai Lama he is unpopular in China, there was a huge online uproar on Chinese message boards with people commenting that they would never buy a Fiat.

Raining supreme as China’s fast food emperor, once upon a time however, KFC bombed in its earlier days too by getting off on the wrong foot. “When the company opened its doors in Beijing, [it] had accidentally translated its infamous slogan ‘Finger-lickin’ good’ to a not so appetising

phrase; ‘Eat your fingers off’”, wrote Chad Brooks for the *Business News Daily*. In spite of this, the Southern fried chicken brand stuck to it and has gone on to dominate China’s fast food arena.



During the 90s China’s advertising took a weird and wacky turn, perilously reminiscent of Japanese madcap marketing, which could have made it very difficult for foreign products and services to compete. In 2011, once again, KFC was up there on the weird list, with its “Taste of Ireland” campaign, where it featured Baileys Irish Cream as its new chicken sauce.

Better still was the “Itchy Breast Cream” campaign by the Sanjiu Medical & Pharmaceutical Company, which appeared along the lines of, “don’t feel the need to scratch your breasts embarrassingly against the desk when you’re itchy at work, just buy this cream!”

For the better, Chinese advertising seems to have cleaned up its act and has begun to join ranks with the world’s slickest, smartest and slightly more subliminal of advertisers.



The British government recently ran a fun tourism campaign where they asked thousands of Chinese people to rename famous British landmarks. Massively popular, it produced funny names such as (Sherwood Forest) “The Forest of Chivalrous Thieves” and “A Tower Allowing Us To Pluck Stars From The Sky” or “Fish Leaping Bay”, and (Savile Row) “Custom-Made Rich People Street”. The campaign was a huge success and airlines noted a 27 percent rise in flights to the UK straight after it.

It is hard to talk about advertising to the Chinese without mentioning Wechat, the social media app that is China's biggest mobile accomplishment to date. Handling everything from instant chat to large bank transfers, flight reservations and Taobao (online shopping) orders, what Wechat cannot do is more the question. So obviously the first place businesses are going to want to advertise in China is Wechat.

Swiss watch brand Montblanc used the importance of phases of the moon in Chinese astronomy to attract users to its watches. The campaign was made interactive allowing users to type in their gender and birthdate for which they were given information regarding their love life, hobbies and work. This hugely helped promote the Meisterstück Heritage Perpetual Calendar and Bohème Perpetual Calendar Jewelry watches which included moon phases on their dials.

Yves Saint Laurent prepared an eight-question survey about kissing habits; upon completion users were given a selection of lipstick recommendations to choose from depending on their answers. To promote the "Fast and the Furious 7" movie, the trailer was played as an ad on Wechat moments directing traffic to the site for people to buy tickets.

Getting the hang of things now, KFC utilised QR code scanning to give away edible coffee cups, whereas Levi's kicked off their women's denim line with a video of spokeswoman Alicia Keys speaking about the power of women, inviting them to share their favourite lipstick colours.

Channel took advantage of WeChat's Shake feature while Olay had young girls press their cheeks up against a famous Chinese actor for which they were given cuteness results while further competitions allowed users to win red packets.

The latter examples prove how advanced China is becoming with advertising but as one side of Chinese advertising rises in quality another falls spectacularly to pieces. Washing detergent company Qiaobi has come under a lot of fire in recent months due to their "Wash the Black Man" commercial in which a Chinese woman lures a black man towards the washing machine where she proceeds to shove him inside; a minute later a very white Chinese man emerges from the machine... squeaky clean. Needless to say, there was uproar from the black community in China and when it made it to YouTube the backlash only worsened.

In stark contrast, Japanese skincare company SK-II has done an impressive job at empathising with the people this year with its "Left Over Women" campaign. In China, the term "left over woman" refers to a woman older than 25 who is not yet married. Marriage and starting a family is


still the number one priority for most Chinese families. Nowadays, more and more women are choosing a career and travel over a family and are being branded as left over. SK-II released a 4 minute long, very emotional commercial in order to promote its new anti-aging cream. The commercial spoke about empowering left over women, it went viral and proved extremely popular.



Family values are, one could argue, the biggest importance in a Chinese person's life. While this is beginning to change with the emergence of people living overseas and away from their families, family is still a major factor. In the 90s, McDonalds campaigns in the US ran commercials featuring a child enjoying an affordable and fun meal; the focus was on children, fun and cheap. Meanwhile in China, during the 90s, McDonalds drew attention to the fact that beef was an expensive meat; with their "manly beef burger" campaigns they were able to sell burgers at a higher price. They also placed heavy importance on a McDonalds meal as quality time to spend with their family; again the focus was on quality, masculinity and family.



Last but not least, the mighty Apple ran a commercial entitled "The Old Record" about a grandmother and granddaughter. It shows the granddaughter recording her grandmother's old vinyl on an iPad for her to treasure and listen to. Again, this utilises Chinese family values and relates to a connection between the past and the present.

While western corporations now exhibit a clear understanding of Chinese modern culture and the importance of connecting to the local psyche, with luxury brands setting the pace, advertising to the Chinese just got a lot harder. 

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Why so flashy?

BY ▾

MELISSA MORGERNSTERN

All Categories ▾

Search

With almost two thirds of China's 720 million Internet users under the age of 30, competition to attract attention and understand the latest trends is a major priority. While younger users are primarily attracted to the entertainment value of the Internet, web design budgets can be limited leading to a situation where local businesses and groups are looking for the highest level of attraction for the lowest cost. This has led to a movement of website creation that is radically different from the Western standard.

Neon coloured anime style video game advertisements saturate various areas of the screen, vying for space with advertisements for make up, dating, and video streaming. Crazily coloured text scrolls across the screen while static words blend into the background due to their size and colour. However, what is painful for the foreign marketer and digital designer can be eye appealing and intuitive for the modern Chinese user. Thus, to successfully communicate one's goals (whether personal or financial) to Chinese Internet users, one must reexamine traditional digital aesthetics and perhaps forcefully turn them on their head.

Clutter Bug

The first obvious difference between Chinese and Western websites is the busy homepage presenting lots of information. Chinese consumers are accustomed to homepages that present a large, sometimes overwhelming, amount of information as opposed to designs that guide the user on how to navigate to consumer relevant content. As Chinese users are used to this format, they are less sensitive to information overload than their West-

ern cousins. While the content heavy approach may cause Western users to abandon a website, and thus not consider the company or group trustworthy, Chinese users believe that if a page does not have enough content or information, the site has less value and is more easily dismissed as unreliable. Despite the old adage about "less is more" being the main motto of global digital design, content heavy sites remain popular among Chinese Internet users.

In the physical world, traditional open markets that to this day are a major staple in Chinese life mean that moving from tarp to kiosk to hole in the wall shop for a few simple items is a basic facet of life for both modern urbanite and traditional countryfolk. In this way, consumers can easily and quickly scan available goods and determine their individual worth. When this is transformed for the digital market place, the same experience is difficult if not impossible to translate. Dan Harris of Harris and Moure International Law Firm, attended a business round table discussion where representatives from Taobao, Yihaodian, and Nielson Research spoke about doing digital business in China. He commented, "At one point the moderator (a Chinese American whose name I have forgotten) noted how 'chaotic' Chinese websites look as compared to the clean line minimalist approach of American website. The participants all laughed, agreed, and then explained. 'Look at Chinese brick and mortar stores... They are colourful and chaotic'". Popular elements of such on Chinese websites are the flash-based banners and animated advertisements that are undeniably eye catching. Online advertising in China has undergone a major boom in business which

has led to Chinese companies emphasising digital designs that capitalise on additional revenue from the unavoidable online hoardings. Some of these advertisements are designed so obviously to be upfront that clicking the sometimes scrolling graphic away can be more difficult than finding the information that you need. David Wei, former CEO of Alibaba, China's biggest e-commerce company, spoke to CNN about how international standards just do not apply in all cases; "When I worked for Alibaba, I cleaned the homepage to an international standard. It doesn't work."

All the Colours

The use of colour in Chinese websites is a complex and, at times perplexing, phenomenon common also in print and digital marketing, especially compared to Western digital advertising strategies. Neon, flashing hyperlinks in various shades of red, yellow, and orange on deep blue or bright white backgrounds were only part of my personal headaches while doing academic and personal research while in China. During holidays, especially Golden Week or the Lunar New Year, signs for sales in malls and boutiques prove that there is no such thing as too many shades of yellow or red. While these trends culturally have value and make sense, international customers may have more questions than appreciation for such tactics. Contrasting colour schemes are a common strategy to attract visitor attention, sacrificing intuitive usability for a solid investment in commanding the consumer's line of vision.

Flashing Lights

Flashing embellishments and decorative java are a quintessential aspect of advertising a website's worth. Everything from teenage blogs to corporate landing pages utilise an alarming amount of java and flash to draw the eye goodness knows where. Some of the more popular tools amongst Chinese web designers are background music, falling images of snowflakes, flowers, or money depending on the type of website and time of year. For instance, WeChat's use of falling hearts on Valentines' Day that is launched by the immediate typing and sending of valentines' wishes to a sweetheart. To Western eyes, the on screen mania of flashing graphics and dancing icons are unnecessary and distracting; however, Chinese users are not bothered by such designs. While studies have shown

that Western users actively avoid elements of web design that are similar to advertising, such as flashing graphics and decorative moving elements, Chinese users more readily accept pop-up advertising, with local businesses being more inclined to utilise pop-up advertising.

Chinese characters are slightly larger in size and are denser in their individual meanings. Thus, advertisers can utilise scrolling Chinese characters to provide even more data to viewers looking for all of their required information at first glance. Thus, flashing graphics and scrolling text serve as extremely useful tools for businesses trying to inform their target markets.

Scanning and Linking

As Chinese mobile users outnumber their desktop owning counterparts, time saving mobile web tools such as QR codes function as ways for users to quickly accumulate information on the go. WeChat's scanning function allows users to easily add each other as contacts without the effort of verbally sharing a username or searching the entire database for a user. Making information sharing more mobile friendly is the main objective for designing website associated and stand alone mobile applications. Access to higher bandwidth through mobile networks will also allow for higher amounts of text information and animated visuals. With these rapid changes in web design, domestic and international companies cannot afford to be complacent in their design and marketing.

Hyperlinking and the constant never-ending chain of new tabs or windows are further aspects of Chinese web design that seems to have no detrimental effect on local users but to the international community appears cluttered and unnecessary. Yet, the hyperlinking new tab phenomenon exists for a reason. While access to higher bandwidth seems inevitable, this does not negate the cost and current limits of existing networks. New tabs are a short term solution to creating larger networks without the cost or bandwidth, allowing users to surf elsewhere while still being able to refer back to the homepage.

Language

Anyone who has attempted to learn Chinese, looked at the signs in Chinatown for more than

5 seconds, or is inked with a tacky tattoo that is supposed to explain a positive part of their attitude, knows that Chinese is a complex and dense language. Web designers have the difficult task of creating visually pleasing products in a language that is less flexible than romance languages such as English. Jan Ngai, Douban's User Experience Director explains the phenomenon; "Dealing with Chinese characters is more challenging than with Western typefaces, because there is a lack of development in Chinese fonts, and Chinese characters are much more visually complex". Furthermore, due to China's fairly recent entrance into the international economy, Chinese web design is in its infancy, yet is developing as fast as the economy. While keyboards are alphabetised (unfamiliar to Chinese language speakers born before the Internet age) and website user interfaces have evolved on the basis of a click and find principle, with text and images as opposed to search and discover system that is more familiar to non-Chinese web users, there is a countermovement growing where Chinese users are now putting more emphasis on seeking exact contact as opposed to snappy visuals.

As advanced as the Internet and electronic communication are, widespread literacy is a recent phenomenon as is use of written simplified pinyin. Thus Internet user experience focuses on providing users extra help and comfort with site navigation. Due to China's long history of haggling and questionable quality in the marketplace, consumers need a high level of confidence in the product before making a purchase. In response to this need, web designers include the greatest amount of information possible as well as an excessive amount of visual cues and technical explanations to ensure consumer faith and satisfaction. The design process can also be challenging for Chinese web and graphic designers due to the limited font options; Chinese language fonts require that each character be individually designed which is both time consuming and expensive. To circumvent the lack of diversity amongst font typefaces, web designers utilise creative graphics and nonstandard typefaces to introduce more differentiation.

Mobility

Internet mobility is so important in China that the QR code is a standard feature of both print and digital advertisements, for example, walking the

streets, one can scan information from a bus stop poster advertising a new sale at a mega mall. The infrastructure for instant communication and information exchange is improving at a rapid rate that will allow more users to enjoy greater than 4G speeds (China Mobile and Ericsson recently performed field tests of 5G in Wuxi). Increasing preferences for mobility are inspiring minimalist approaches to app design that companies from around the world are adopting. WeChat, Didi, and Alipay outperform western competitors in terms of usability and innovation.

The rise of User Experience Professionals, as a fulltime profession, can in great part be attributed to Chinese Internet companies and web design. Chinese apps perform better in terms of being more multifunctional due to their audience wanting more information in one place, while Western app developers tend to believe more in the idea of an app doing one or a few things really well. Talking to Eugene Chew, Jill Shih, senior user experience director at Cheetah Mobile explains the situation with comparison between WeChat and western designed communication apps such as WhatsApp, "Chinese interface design is undoubtedly trending towards western design principles. But apps such as WeChat are winning because they offer a seamless, total user experience. They solve more problems in the daily lives of Chinese users. It's here that mobile user experience requires deep local insight as well as design sense. Because mobile devices are much more intimate, designers need to create emotional connection with the users beyond usability, beyond interface design".

Culture


Clutter is comforting and familiar for a generation of Internet users coming from a time of scarcity into an age of plenty. For low-income but financially savvy audiences, it is an indicator of quality and reliability. Furthermore, the satisfaction of discovering a bargain either in the noisy stalls of the inner city or through the coupon offered through an online sale is a satisfying feeling for any shopper. The challenge is transferring this feeling from the open markets of the streets to the digital warehouses of the modern shopper. As Jan Ngai of Douban explained to Campaign Asia, "Chinese people like 'busy'. They like to see many people and many products for sale when they are shopping. Yet, to a Western eye, it can be overwhelming, with too

many products and promotions". The value of one renminbi is well appreciated by the price sensitive consumers of China and for them time is not money. Furthermore, the importance of the cultural attachment of colour cannot be underestimated in creating a successful marketing campaign either digitally or in print. A green hat in Ireland may be considered lucky; in China the same item symbolises marital troubles.

Copying existing models of successful digital design and marketing in the West does not ensure success in the East. Adaptation is key in making it in the Middle Kingdom that has evolved from the sick man of Asia to the developing dragon of the East. Foreign brands make the mistake of only translating the language of the content as opposed to also paying attention to the cultural context of the image and usability of the product and buying process. Taobao and Ebay are of the strongest examples of the importance of translating the user experience, as Joni Ngai, vice chair at I-COM China explains, "The value proposition and business model must be structured and designed for the China market specifically. Taobao and eBay seem very similar on the surface, but their value propositions are very different. Whereas eBay's auction model was about outbidding other buyers, Taobao's value proposition is a marketplace where you can get things at the lowest cost".

Ebay is clean, with little emphasis on customer support communication, and slow in the delivery of content and product. Taobao, on the other hand, is messy with a centralised real-time chat tool. In a market that was indifferent to the lack of quality available, Taobao provided such and made themselves accountable through easily accessible customer support and high level of content. Culture and content need to go hand in hand in order to ensure success in the meeting room, flagship store and digital market place.

Future

It is worth remembering that the first websites in Western countries had much in common with those in today's China; remember falling snowflakes and fire? The inescapable need for mobility with the stripped down app user interfaces required of it may well be a key driver going forward in bringing Chinese online design into the 21st century. 



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KEEP CALM AND ADVERTISE [A LOT]

By Frank Hossack

Costa, Starbucks, Mann Coffee, 85 Degrees, Blue Gulf Coffee, UBC, Maokong Coffee; the list is almost endless. The Chinese have embraced coffee drinking just as much as almost every other civilised nation, except that in China's case, this happened over an incredibly short period of time. At least, short in the grander scheme of things. And it was all down to advertising.

Back in the 1980s, there were almost no Western products in China, much less a luxury product such as coffee. Yet, across the Hong Kong border, the multinationals were watching.

If vultures could salivate, these would be them.

Ever since the official opening up of China in 1979, the big boys and girls had been figuring out how they would ever manage to start selling their wares to the world's most populous nation, and to people who had never even heard of their products. Nevertheless, they knew there would come a time when this became a reality.

Barred, at the time, from opening offices and conducting business on the mainland, a handful of clever chumps figured out that did not mean they could not advertise their products. Put another way, raising brand awareness, but only for those with extremely deep pockets. So while half of a big firm worked on how to get their products into China, the other half worked on making sure the Chinese people would know what these products were when they finally saw them on the shelves, and why they needed to buy them.

Likely the best example of this in operation came from Nescafé, what we know as the instant coffee specialist arm of Swiss behemoth Nestlé. Their mission was no more complicated than to take a nation of tea drinkers and turn them into coffee drinkers. To do this, they were going to advertise. Advertise a lot. As a vehicle, they were primarily going to use the most effective

medium in China at the time, one that also happened to be the cheapest; radio.

I know this, because I came to China to help them do it.

Through the 1980s and much of the 1990s, radio was the dominant media in China. Television was very under developed, print distribution costs made it expensive and there was no Internet. Radio on the other hand was universally popular. Over the airwaves, one could find news (censored and three weeks old, but news nevertheless), drama, opera and the odd bit of music (revolutionary, of course).

Radio stations also commanded giant audiences. With little else to watch or read, China's people were still doing something that fell by the wayside in Western countries half a century ago; they really listened. A 50 mega watt FM transmitter was not the cheapest thing in the world, but it could reach millions of people. With cheap distribution costs and a captive audience, Nescafé became very interested.

After a pilot programme was broadcast by Radio Shanghai in 1989, the response was immediate and overwhelming. Thousands of letters flooded the radio station, all desperate to hear more of this exciting new type of programme.

The format was simple. Melodic Western pop music, carefully chosen to appeal to Chinese tastes, was introduced by local presenters but only after they had been taught to have fun while they are doing it. Add in a sprinkling of English from the foreign presenter and five 30 second commercials for Nescafé, and you have a winner.

Nescafé was over the moon. Immediately agreeing to expand the programme into other cities, over the following 6 years, Nescafé Music Time (NMT) was to be broadcast in 14 major cities and provinces, at its peak reaching over 100 million people per week. In short, it was the most listened to

radio programme on the planet, ahead of even the BBC World Service.

In “China Coffee Part Two: Who’s drinking it?”, on the website The World of Chinese, Stuart Eunson, a founder of Arabica Roasters, a foreign-owned specialty coffee roaster and supplier established in Beijing in 1994, notes, “It was Nescafé, he says, and the Columbia Coffee Grower’s Association, that laid the groundwork for increased knowledge and awareness of coffee”.

Acknowledging the radio show’s impact on the rise of coffee culture in China, Eunson went on to say, “Anybody who is late 20s to mid-50s would be familiar with 雀巢音乐时间 [Nescafé Music Time]”.

While I personally would challenge Eunson on his suggested age range, there is little doubt that the large majority of Chinese people who went to university in a major city during the 1990s (so they are now in their mid forties) would be familiar with the programme.

With their newfound power, Nescafé also became hungry for data. Encouraging us to perform market research into two different audience segments; students (their future customers) and the general populace (current consumers), the results were staggering. Among university students, in many cities the programme had a “reach” (the number of people who actually listen expressed as a proportion of the total potential) of over 90 percent. Over the years we began to understand why; many thought they were doing something a little wrong of which their parents would not approve. Listening to Western pop music was tantamount to counter-revolutionary; that fact that they were listening on a Walkman’s headphones as an escape from the blues of dreary dormitory life only served to enhance the attraction.

Among the general populace, the figures were much lower and varied widely by region, but at 20-30 percent still very respectable in radio terms.

Most fascinating for Nescafé, though, was the revelation that showed listeners to NMT, on average, bought three times more coffee than non listeners; powerful figures indeed.

This is where it is important to take a breather, and look a little more closely at this. When we say “bought three times more coffee”, we should remember that three times zero is still zero.


I went to a Nescafé conference/workshop in Beijing in 1995. It was entitled “One More Cup”.

At the time, per capita coffee consumption in China stood at 0.7 cups per year.

With its catchy title, excited participants plotted how they could be part of turning that figure into 1.7 cups. Off to one side, the older executives noted that there was not enough coffee in the world to make this a reality.

Even they themselves would end up being impressed at just how much supply would be able to rise to meet demand. With this, our work was done, as I received a one page fax from Nestle in November 1998 advising that their marketing was moving in different directions and as a result, they would not be renewing the contract for the following year.

As I became redundant, the last song played was The Carpenters’ “We’ve Only Just Begun”, while the entry for Nescafé Music Time on the very Chinglish shared encyclopedia website e97.com was left to note, “NMT in 1990s Chinese ... is not only a gorgeous waves, more is left to us on the memory of youth”.

There can be little doubt that NMT also helped Nescafé to sell a lot of coffee. In short, they succeeded in their original quest, at least in the 1st - 3rd tier cities; to turn a nation of tea drinkers into coffee drinkers. And who says advertising doesn’t work? 



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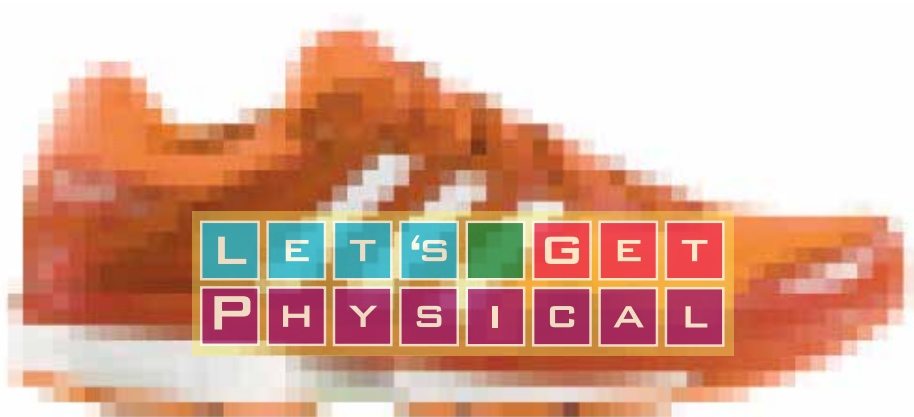
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For more information about our work in China; www.butterflych.org/blog



I'm Gonna Make A Change It's Gonna Feel Real Good!

With Nick McBride

Last time we talked goals. How are you getting on with your goals? Come to a bit of a halt? Reached a bit of a plateau? Can't seem to push the boundaries anymore? Hmmmm.... I was caught by something Paula Radcliffe said to one reporter recently (Gabby Logan, commentating on the Great North Run, if you're from round my way); Gabby was saying she's been running for 20 odd years now but she just can't seem to get any faster. Paula, being somewhat of an expert in this arena, said something along the lines of "If you want change, you have to do something differently." She told Gabby to "run faster but shorter distances; and run longer but at a slower pace."

So today's theme shall be about making changes to your training to see differences in your outcome.

For some reason all I can think about now is Michael Jackson's "Man In The Mirror".... Ooooh, make that change... A theme AND a theme tune. I'm a giver, what can I say?

Let's stick with running here, because I know there are a few runners out there. It seems to be growing in popularity in China and there seem to be more and more races to sign up for. What a great way to see the place!

And so to business. We start as always with the goal.

An example might be you want to run 5k in under 30 minutes. Currently, you're pounding the pavement but can't seem to pull yourself under the 32 minute mark. We shall start by taking Paula's advice...it would be silly not to really. That would be like not reading The Nanjinger for tips on living in Nanjing; but, you're already reading... so I can count on you to be sensible, clearly.

I transgress (big word).

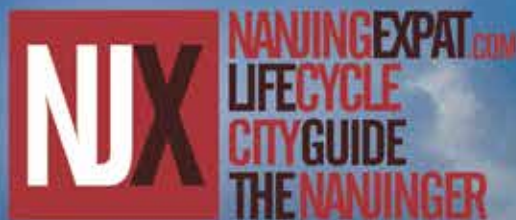
Start running 800m intervals at a pace that would see you over the line in around 27minutes if you were to run continuously. Take 2 minutes rest in between intervals and start with about 5-6 reps. Do this once a week. After a rest day, do a longer run but a slower pace. Aim for 8k and keep running all the way, even if it is a plod. Plod is a technical term for a slow jog. Also after a rest day, run your 5k so you can monitor your progress. I would also recommend some resistance training once to twice a week, focusing on squats, lunges, deadlifts and core work.

Now, the important thing is to give each training session you do an effort level in points between 1-10; 1 being super easy, I can do this in my sleep... in fact...I am asleep; 10 being, I can't even crawl to my bed I'm in so much agony, I shall just stay right here on the pavement and wait for death. A green week would add up to around 24 points. An orange week would add up to around 30 points. A red week would add up to around 34 points. You do not want to be in the red zone for more than 2 weeks on the trot (no pun intended). Once you've completed 2 red weeks, you must have a green week to give your body time to heal and adjust. Follow this with an orange week before heading in to a red week. Listen to your body; take the green week if you've done a red week and you're hurting. Balance progress and the risk of injury.

The big message is don't keep training the same if you want to progress. You need to change things up a bit if you want to make the man in the mirror, meet his goals. As it were. **NUN**

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IS YOUR COMPANY SMART ENOUGH?

Everyone is getting smarter, or is it the technology we use which makes us appear that we are smarter? If we accept that we have more information and decision-making capability available to us through the machinery we buy, then it would be correct to assume that we are then perfectly ready to embrace the next technological revolution, yes? A logical argument, I guess, but of course we need to find out how smart we are now rather than just rely on the new kit we will use. This is the key as we are now more connected than ever before and can work together to achieve more substantial goals. Leadership teams need to decide how far do we connect and how quickly.

So, for a modern manufacturing business being told that the next revolution is around the corner and that we need to invest in the next wave of intelligent processes and machinery, which can communicate with other machines, parts and people, the question is usually where do we start?

Many people use 'Industry 4.0' as the way to describe the future, or 'Made in China 2025'. Either title will always include some description of smart manufacturing as the way forward, geared towards increasingly individualised customer requirements. The product life cycle runs from product conception & promotion through order placement, development, manufacturing, delivery for the end customer and concludes with recycling at end of life. Smart Industry will impact each process step.

It is therefore critical that businesses understand through a full analysis of where they are now, before they embark on a 4.0 or 2025 strategy, so they go forward from a position of factual rather than supposed strength. This strategy is likely to require some gap filling to ensure that the business has a balanced platform and does not leave behind any critical areas, such as your people!


The Human Impact

Technology is only a part of the future, as this sort of change programme will require the organisation structure to adapt, roles and responsibilities to evolve and leadership to understand the very different challenges they need to address.

Being wise enough to understand the impact of smarter machinery, which is able to respond more flexibly to the changing needs of the customer, is one of those. Future leaders will need to anticipate the changing roles, where less machine operating and more customer engaging, internal or external, is done by the team members.

We are talking about some major changes, so how is your change management process evolving? Is that changing too? The pace of change is the key here, and is accelerating. For example, do you have the upgrade ready when you launch the base product? Speed to market is now a given in PRC where delivery times are "Before you thought you wanted it" speed.

For HR, are you driving up the talent in your teams, by hiring attitude, aptitude and passion, with regular challenges to better yourself once you have beaten the market? Are you aiming for self-service HR, where the teams are autonomous of the HR services, which can then be outsourced?

Having seen where businesses are locally, the challenge is to balance the business at the Industry 3.0 level, characterised by teamwork and collaboration, understand how process innovation can become part of the culture and set out the plan and path towards the connected future. 

Simon Northcott is Consulting Director Chrysalis Consulting, a Nanjing based firm that assists MNCs with Operational Excellence, Supply Chain, Organisational and Talent Development challenges. Contact him at Simon.Northcott@ChrysalisAsia.com



The *British Additive Conspiracy*

If you ever watch the movie “The English Patient”, make sure to listen up for a remark made by the Sikh character Kip. He describes one product as the greatest contribution of the British Empire; condensed milk.

It is easy to feel in modern India that the Raj days have already been forgotten, but condensed milk is still a mainstay; part of the hot sweet creamy drink Indians take frequently. In fact, the reduction of milk, making it more durable in hot climates, was probably pioneered by the Tatars; the real British contribution was in the canning, the distribution and, of course, the sweetening.

Throughout the story of this “English tea”, celebrated a few weeks ago by a Google doodle, tea and sugar have gone hand in hand. Yet, sugar has not been part of the tea story in China until very recently. I have heard many Chinese and foreigners speculating on this diverging path.


One theory holds that, rather than purchasing the most palatable and mild of black teas, the British East India Company was pressured into choosing varieties that were more tannic/bitter. The source of this alleged pressure was the Tate & Lyle sugar company, eager to ensure essential status for their complementary product.

Well, I love a conspiracy theory. Yet, it is my belief that this pressure was probably unnecessary. After 1800, focus was already on the higher yielding attributes of *camellia sinensis assamica*, the variety that grows naturally in India, as well as Yunnan, China. Even having pioneered high quality tea in Darjeeling (using real *camellia sinensis-sinensis* plants stolen from Fujian), the bulk of the Indian grown tea sold by the British was of this profitable large leaf Assam variety.

Fresh or otherwise, broken or otherwise, picked early or late, Assam leaves produce a drink that usually tastes better with milk, if not with sugar as well. The commercial opportunity of using these low-cost leaves, then “adding value”, is the foundation of China’s “milk tea” revolution.

In 18th Century Britain, sugar was still considered something of a fashionable new technology. This probably already helped its popularity when the only imported black tea was Chinese black tea. Some of that newly, mass produced Chinese tea would have suffered from transportation and adulteration. It is certainly conceivable that it, too, benefited from sweetening.

The British upper classes had already dabbled with sugar a generation earlier, quickly noticing the ill effects on their teeth. Being also more aware about the realities of sugar and the slave trade, they were hypocritically snooty about sugar and about ‘the sweet tooth’ in a way we would recognise today. Simultaneously, they were very content with this new fuel for the workers; because of the calories it contained, English tea was considered less as a beverage than as a snack, even an early-evening meal. Tea + milk + sugar was a combo to suit the times and the place.

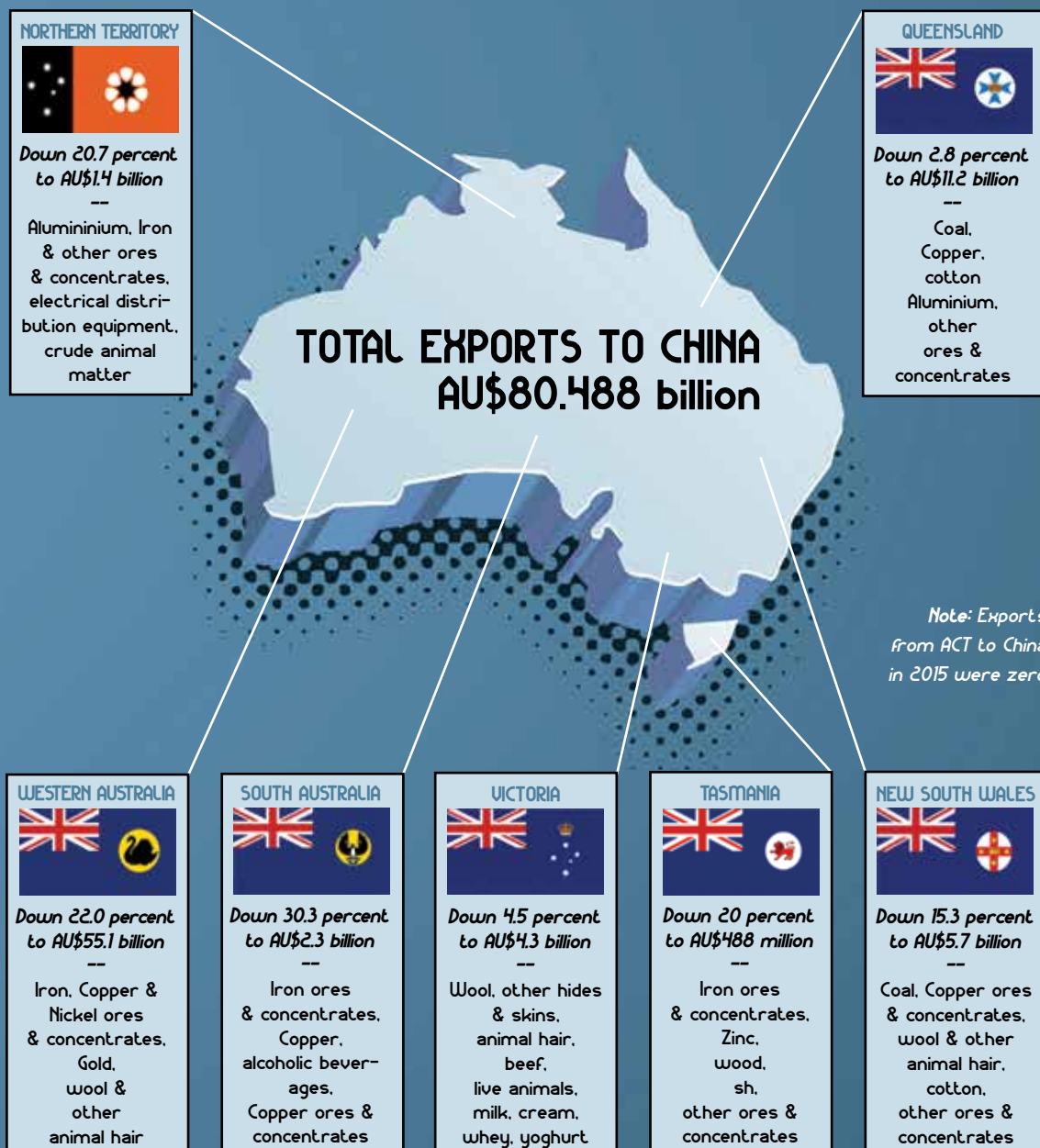
Nowadays, all of us can again enjoy the cocoa satisfaction of a Chinese keemun or the Horlicks creaminess of a real lapsang, without the need for any adulteration. One day, teas with these core taste qualities may also be mass produced safely, sustainably and affordably. 

THE GENUINE ARTICLE

As can be seen below, 2015 was not a good year for exports from Australia to China. That is why the recently signed Free Trade Agreement between the two countries is such

great news. The Nanjinger got the grips with some early adopters of the new agreement that will see import tariffs drop to zero across the board over the next 10 years.

By Renee Gray



Daigou (代购), meaning “purchasing agent”, is the most recent wave of entrepreneurial spirit spreading like a bushfire across Australia and China. Due to a deep harbouring of suspicion over Chinese product quality control, Chinese buyers now implicitly trust certain products imported directly from Western developed countries. As Australia has a reputation for being clean, green and health conscious, the Chinese are flocking in swarms to buy up reserves of baby milk formula, health and beauty products, while a new addition to the trend is fresh produce.

While the USA and Europe are obvious alternative choices, Australia's proximity to China and reduced political tensions are a good incentive. Meanwhile, Australia maintains excellent relations with China in relation to trade. With Australia's Chinese student population at approximately 50,000, this provides room for opportunities in trade and business with China. In addition, Australia houses a steadily growing number of housewives skilled in the arts of shopping and Mandarin.

It may seem obvious but cottoning on to what the Chinese need at a trendy pace is something maybe only natives can handle at this point. “One Melbourne freight company revealed last year it was sending 20 tonnes of shopping to China every week”, claimed the Sydney Morning Herald.

Difficult as it may be to distinguish if anything in China is genuine or not, the new middle class certainly is not willing to take the risk. Australians are oblivious to the quality of the milk they buy or the vitamins from the local pharmacy, focusing instead on fashion and travel. For new Chinese mums on the mainland, however, the highest quality of “essentials” is what they are after. “The most-searched keyword associated with ‘Australia’ was ‘buying agent’, according to data from Chinese search engine Baidu, from January to July 2015”, reported ThinkAsia.

The worry does not stop there when it comes to consumer safety in China; there is much mistrust in many of the online shops set up by companies such as baby formula making giant Bellamy due to counterfeiting problems. These are the driving reasons behind Daigou success.

Utilising WeChat, Daigous based in Australia and China work a cooperative; the Australian based purchasing agent will shop around pharmacy warehouses and cheap supermarkets in order to secure the lowest price, while the China based seller generates good customer relations. Some Australian based agents will also sell directly from Australia to clients. Transactions are made through WeChat's in-built wallet function with no tax being paid on either side.

Speaking with the Nanjinger, Nanjing based Rebecca explains why she does it; “I am a full-time mum at home, I take care of two children, it is not convenient to go out to work, so I find it very

convenient to do micro-channel purchasing and it is also more suitable for me.

“I started out purchasing British products, mainly baby products; including milk powder, health products ... two years ago I started working with friends in Australia and sourced all the products locally there”, she went on to say.


“I never add strangers to my WeChat. Initially I sell to friends and relatives I think it's good to have introduced my friends, later I can expand further”, concluded Rebecca.

Thanks to the new Free Trade Agreement, Nanjing's centralised checkpoint of inspection, quarantine and customs clearance for imported goods in Jiangning has enacted new laws which will allow for the passing through of raw materials and fresh foods a great deal faster. “This means that it only takes five days for a bottle of milk from Australia [to reach] Nanjing ... Transferring the imported products directly through customs will save the cost of distributors and at least one third of the logistic time, this is beneficial to consumers”, reported web portal JS China.

As a result, Australian and Chinese customs are working efficiently enough to bring popular mangoes, cherries and peaches from the land down under into the middle kingdom in under 72 hours. “Daigou[s] have told Fairfax Media that there is a growing demand for fresh food and, with it, a potential bonanza for farm-gate producers”, revealed the Sydney Morning Herald.

Of course the demand for fresh produce is felt by sellers here in Nanjing as well but as Rebecca alludes, there doesn't seem to be a problem getting it to her customers, “From Australia, domestic shipping usually takes about two weeks or faster, if the goods are special of course it can take up to a month... Chinese customs checks are generally quite good, there usually isn't a problem!”, she said.

In the beginning, Daigous were met with tension and were tainted with snide remarks from angry Aussies, claiming they were “wiping out” milk supplies. On the other side, a growing number of Australians are in favour of this new trend as it not only supports homegrown businesses but also creates jobs. Channel Nine News reported that, “In April, Australia's first ever Daigou conference was held in Sydney and saw up to 5,000 of these shopping agents coming together as some of the country's biggest brands tried to spruik their wares...worldwide, Daigou businesses are worth a staggering \$15 billion annually and there are an estimated 200,000 Daigous in Australia alone”.

As China begins to battle new health problems that include obesity, an ageing population plus economic and environmental difficulties, a green food phase such as this coupled with the idea of globalisation and free trade might well turn out as win win for all. 



CHERRYHOG

Bringing Your Pet to China

With Dr. Naty Yadlin

No matter which country you are moving to, taking pets with you can often seem like a challenge, but it needn't be. Proper planning and familiarising yourself with local laws and regulations will ensure your experience is as smooth as possible. Most officials are very polite, so showing some patience and appreciation for the process will help you overcome any hurdles whilst making arrangements in China.

When entering China with your pet you will need to bring proof of rabies vaccination, health certificate and export documentation from your home country. Depending on your port of entry most pets will have to spend some time in quarantine, while in Nanjing home quarantine is available for selected cases.

Currently, you can only bring one animal per adult in possession of a work visa. It is worth remembering that in China regulations can change regularly, so it is a good idea to consult a company that specialises in international pet travel and relocation.

Registration

Pet registration applies only to dogs in China. In Nanjing dogs must be registered using the ID card of a local. Applications need to be accompanied by three photographs; two of the dog, (front and side) and one of the owner (passport size). For the purpose of registering, the city is divided into two areas, demarcated by the inner and outer ring roads. The fees are twice as much for inner ring residents while it is best to double check for the latest fees when you are applying. The registration is renewed yearly upon demonstration of a valid rabies vaccination.

Endemic Diseases

The viral and bacterial diseases that we find in China do not differ greatly from the ones routinely vaccinated against in Western countries. The main difference is that here we cannot rely on what we call population immunity; a form of indirect protection from infectious disease that occurs when a large percentage of the population has become immune. Rabies is endemic in China and under local law both cats and dogs need


to have an annual rabies vaccination. In addition, dogs can be afflicted by distemper, hepatitis, parvovirus, parainfluenza, bordetella (kennel cough) and leptospirosis. Cats are susceptible to rhinotracheitis, calicivirus and panleukopenia. Intestinal worms, heart worms and external parasites can also infect both species.

Leaving China with Your Pet

There are two components to this endeavour. One is actually leaving China and the second is preparing the documentation to enter a new destination, the latter being entirely dependent on where the pet is heading. There are three basic steps for clearing exit requirements:

- (i) Rabies vaccination. To be given at least 30 days before departure but not more than 12 months before departure. An official PRC immunity certificate should be obtained.
- (ii) Health examination and health certificate. This should be completed not more than 7 days before departure at a government approved clinic.
- (iii) Exit Permit. To be picked up from the Entry-Exit Inspection & Quarantine Bureau after receiving the health certificate. This permit is valid for 14 days.

Fortunately, this can all now be completed in Nanjing; not so long ago it was necessary to travel to Shanghai for the health certificate.

It is important to note that these regulations apply only to cats and dogs. Any other species (rabbit, guinea pig, etc.) that you may acquire while in China or bring along with you cannot legally exit China. 

Dr. Naty Yadlin, DVM/MRCVS is a VIP Consultant at Doctors Beck & Stone, Nanjing, which is committed to helping pet owners provide a long, happy, and health life for their pets across China, Hong Kong, and Singapore. Contact him via drnatyyadlin@drbns.com or visit doctorsbeckandstone.com

The Side Effects of Crabs



■ Who hasn't heard of Ai Weiwei? Perhaps you know him for his millions of sunflower seeds which covered the floor of the Tate in London, or for his Han dynasty pots repainted with the Coca-Cola logo.

More likely however, is that the strongest impression Ai Weiwei has left on you is not in fact his individual artworks but the man himself and his story. His gripping story of frustration, punishment and success that is so intrinsically linked to the Chinese government that perhaps there is more to it than the eye can see.

Censorship is something many artists in China tiptoe around, but for Ai Weiwei it's like a bowl of melted chocolate placed in front of a child. With playful delight he dips each finger one after another into the molten sweet cocoa smearing his face and the whole room with the sticky goo. From the subtle to the blatant, the generic to the profound, he tinkers with the limits of the golden rules deliberately to cause a stir.

One such hullabaloo came about when Ai Weiwei was invited by the city mayor to build a new million-dollar studio outside Shanghai. Before completion in 2010, it was suddenly demolished by the government on the grounds that it was illegal. No explanation was given.

Distraught and perplexed he responded to the incident by producing hundreds of porcelain river crabs. Hexie, or river crab, is a Chinese pun on the word "harmony" which is a eu-

phemism for government censorship. While river crabs themselves are dished out plentifully at glutinous official affairs. Maybe not any more.

The concept is nice. I saw the crabs in Berlin and they did make my skin crawl.

But there is something that leaves me sour about Ai Weiwei. While apparently in a constant battle against the CPC, his own success depends and thrives upon his entanglement with it. Similarly, he appears to the Chinese government to be a complete nuisance, a Party pooper, but in fact he is not all that unwelcome. They know when it comes to Ai Weiwei, censorship equals sensation. His worldwide recognition has tremendous benefits for the publicity of Chinese art abroad, driving up already eye-watering prices at auction and making him one of China's greatest exports.

There's only so far you will get if you try to censor art today, to restrict a fundamental of art that is freedom of expression. Drawing lines should be the job of artists and not of officials, but in China it's a painstaking task for the Party.

So what is allowed and what is not? The answer; there is no answer. That depends on you, your hometown, your fame, your track record, your followers, your proximity to Beijing, where you exhibit, your contacts, your family, the year, the month, the day and the hour. The list is never ending, but if one thing is for sure, it is that if you want to stay safe, keep clear of crabs. **NIX**



HOW BIG IS THE SPACE IN YOUR HEART

Every little inch of space taken in this publication
by our sponsors shows their commitment
to our community.

By sponsoring a space in The Nanjinger you help us to promote and support
several charities and educational activities as well as cultural, social and sporting events
taking place not only in Nanjing but also in the rest of Jiangsu province.

THE NANJINGER

NANJINGEXPAT

THE GREEN STUFF

■ The first herb that springs to mind when I think about Asian cooking is coriander. You can roast the seeds to create an aromatic curry, or chop up some of the leaves and sprinkle them over the top of a stir fry to give your dish some vibrancy. Whatever way you like to use it, it is a flavour you will find in many a dish here in China. Now, trying to think of one stand out to recreate was quite challenging. However in recent weeks, my friends and I have become highly addicted to one in particular; Smashed Cucumber Salad (拍黄瓜), a cold dish consisting of cucumbers, marinated in oil, chillies and lots of fresh coriander. It is a dish of few ingredients, but really delivers on flavour! After a few attempts, this was the best recipe I could create:

- 2 cucumbers, chopped into medium sized chunks
- ½ - 1 fresh red chilli, finely chopped or minced (depending on how spicy you like it)
- 2-3 cloves of garlic, finely chopped or minced
- 1 ½ tbsp Zhenjiang aromatic vinegar (or rice vinegar is ok too)
- 1 tbsp light soy sauce
- ½ - 1 tsp sesame oil
- A pinch of sugar
- A good handful of fresh coriander roughly chopped (with the stalks too)

Seeing as this is a vegetarian dish, to buy all these ingredients costs barely anything and they are so easy to find in any supermarket. I know at some fruit and veg markets, if you buy enough produce from them, they may chuck in a bunch of coriander for free! But even if it isn't for free, buying coriander amounts to pennies.


Upon reading how to make this dish, the best way to prepare the cucumber is to smash it up a bit first. When it is still whole and you have trimmed off the end bits, get your meat cleaver, tilt it so the blade is horizontal, and

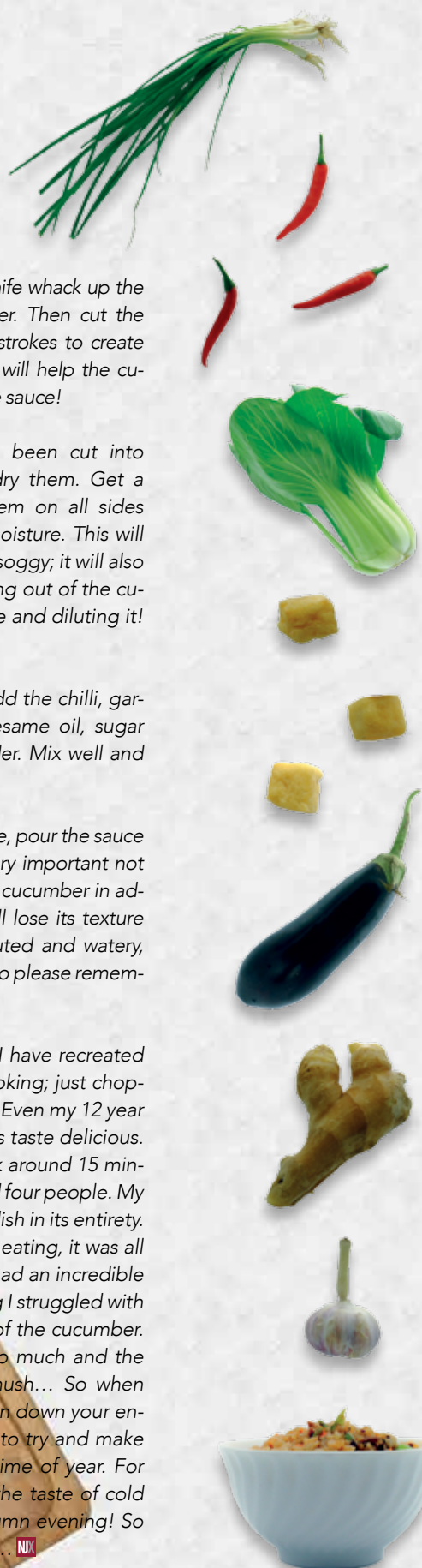
using the flat part of the knife whack up the full length of the cucumber. Then cut the cucumber using diagonal strokes to create diamond like shapes. This will help the cucumber absorb more of the sauce!

Once the cucumber has been cut into chunks, make sure you dry them. Get a paper towel and dab them on all sides to drain out any excess moisture. This will stop the cucumber going soggy; it will also stop the water from running out of the cucumber and into the sauce and diluting it! Put them into a bowl.

Grab another bowl and add the chilli, garlic, vinegar, soy sauce, sesame oil, sugar and of course the coriander. Mix well and leave to one side.

Once you are ready to serve, pour the sauce over the cucumber. It is very important not to pour the sauce over the cucumber in advance. If you do this, it will lose its texture and the sauce will be diluted and watery, tasting mushy and bland. So please remember to wait!

This was the easiest dish I have recreated so far! It involved zero cooking; just chopping, mixing and pouring. Even my 12 year old cousin could make this taste delicious. From start to finish, it took around 15 minutes to prepare and served four people. My friends and I enjoyed the dish in its entirety. From the smashing to the eating, it was all good fun and it certainly had an incredible flavour to it! The only thing I struggled with at first was the smashing of the cucumber. First time I smashed it too much and the cucumbers turned into mush... So when you try it yourself try to turn down your enthusiasm! You really have to try and make it now, especially at this time of year. For me, nothing really beats the taste of cold cucumber on a warm autumn evening! So go for it, winter is coming... 





NIX OURSPACE

Technology

App Puts Metro on Map

By Frank Hossack

- There has been a lot of Metro movement of late; the stations for line 4 are nearing completion, we are told the line is undergoing three months of testing as this very magazine is being printed, and even The Nanjinger has got around to adding a dotted line of the new route on its maps. Elsewhere, in the ether to be exact, a new app has emerged, and it is one specifically dedicated to the Nanjing Metro.

Called, simply “Nanjing” (a mistake, if you ask us), the app’s default page is a map of the entire Metro network. Zoom in and tap a station for its Chinese name, then tap the two small circles with an arrow in between at the top right of the screen; choose another station and be told how long the journey between the two shall take, along with the appropriate fare. Some may also appreciate the additional “details” section that provides instructions for the journey; “change at “Nanjing South Railway Station”, “mind the gap”, etc.


The “nearby” tab is one of the more useful features, informing one, somewhat unremarkably, which stations are nearest one’s present location, and how far afield they be.

The search function shall also be of interest to those for whom pin yin is still indecipherable, while the “street” tab in-

terfaces with the phone mapping app to show one the layout of the station and what can be expected nearby at ground level. Extra points also for the Chinese language option.

The app’s developer, Federico Zanetello, an Italian who has lived in China for two years and likes to make apps in his spare time, told The Nanjinger, “Prior to 2014 Nanjing only had two lines, traveling less than 100km. Fast forward to today, and it has more than doubled! Furthermore, with all the upcoming lines under construction, Nanjing Metro has no sign of slowing down. All this development will improve people’s lives and I’m proud to make this incredible network even more accessible with this app.”

While this app will be of limited use to the seasoned user of Nanjing’s extremely impressive Metro system, there is certainly a lot to be said for it among a more newbie audience. Them and the train buffs. How else would I know the longest journey one can make on the Nanjing Metro is from Jinniuhu to Lukou International Airport, at 134 minutes and a cost of ¥12?

Download the free version of the Nanjing Metro app via <https://itunes.apple.com/app/nanjing-metro/id1141896246> 

Nanjing Icon Revamped; Jin's Café

By Frank Hossack

- Recently closed between March and August, Jin's Café in the Jinling Hotel has once again opened the doors to its daily lunch and dinner buffet, something that is regarded by many as a Nanjing institution.

With good reason too. The Jinling Hotel closes the restaurant for renovation once every ten years. As China's first five star hotel that opened in 1983, this is the third major overhaul for the eatery that was previously known as Orchard Garden.

Starting with an aside; the mini bakery adjacent is considered a part of Jin's Café, and it too has received the makeover. With no change in the quality of the products on sale, this remains the only sensible choice in Xinjiekou for a decent loaf, especially when one can knock off and pop in after 5.30pm when all products are discounted by 30 percent.



Onto the main event. Reservations are an absolute must if one is to truly soak up this experience; a window seat beside the Chinese garden/rockery behind which Xinjiekou's neon obelisks stand tall is without doubt among Nanjing's finest.

The Jinling is known for the quality of its restaurants; indeed it is arguably home to the best Chinese cuisine in the city. Buffets, on the other hand, are always a challenge

wherever you go. Serving it all up in large quantities in a way that can stay warm for long enough more often than not has a detrimental effect on the quality. With their 30 plus years of experience, Jinling has learned well how to minimise this.


A salad to start, comprising fantastically fresh leaf, a good presentation of dressing accompanied by my beloved Thai jalapeno chilis, was followed by a delectable selection of German sausages served with vegetables that is one of the many highlights in this massive spread.



Next came the disappointments. As such a legendary locale, the Jinling Hotel brings in large numbers of foreign guests, for whom allergies can be an issue. Therefore, fried rice should be labelled as containing seafood.

Cartilage on a chicken skewer I would expect standing on the street at 2 in the morning, not here in Nanjing's most plush. Completing the hat trick, one shall need to add ¥50 for unlimited red wine, only to discover it is served cold, presumably to put people off costing the hotel a fortune.

Yet, this is to nitpick. It should be pointed out that this was actively looking for shortcomings, which one will find anywhere; make no mistake, the revamped Jin's Café delivers a thoroughly satisfying dinner or lunch experience in an exquisite location that has just had its one in a decade makeover.

Dining in such historic and beautiful surroundings does not come cheap; the Western/Chinese buffet at Jin's Café in the Jinling Hotel will set one back ¥188 per person plus 15 percent service charge for lunch, ¥288 plus 15 percent service charge for dinner. Reservations can be made by phone: 84711888 ext. 84157. 



Harlequin's Lament

24-25 September, 2016

A weekend of sports at The British School of Nanjing has shown that new campus is a hit with students, parents and the wider community alike. Nanjing Rockets R.F.C. put on an impressive rugby game (and social) after its regular Saturday touch rugby training for children, with BSN Parents and Friends arranging a friendly football game and BBQ on the Sunday.





Teddy Bear Picnic

19-25 September, 2016

The first term of school has seen the students of EtonHouse Nanjing out and about around our city as they link their learning to their local environment, giving them real life connections making learning relevant. Students visited a dentist, worked with a chef, observed sculptures, visited a temple and went on a school picnic.





Club Tropicana

10 September, 2016

Outstanding BBQ food, followed by a Tai Chi demonstration, golf chipping contest, electric bike races, and a clown show complete with magic tricks comprised the fun at the annual Nanjing International Club Membership BBQ at which 400 members came together creating new memories.







Dream Weaver

12-14 September, 2016

As part of a collaborative three day workshop in the Nanjing International School Design Centre, a team from BSH comprised of 15 engineers and executives took advantage of feedback from teachers and students to plan and define their own new space dedicated to innovation and creativity.



NUX THE INDEX

Many listings herein include handy codes as to their Nanjing Zone; a coloured square that assists in sourcing places of interest in areas frequented by expats. Cross reference the listings with the maps towards the rear of The Nanjinger.

About The Index

Locations that appear within The Index have been hand picked by The Nanjinger's editorial team for offering quality, consistency and service. Descriptions are written following The Nanjinger's editorial policies as regards objectivity and impartiality. The listings are not for sale.

Food & Drink

Western Bars & Restaurants

William's 威廉餐吧

Chic Hills, 286 Zhongshan Lu
中山路 286 号羲和广场一楼
85878066

Stays true to the unique cooking processes and characters that have become hallmarks of great American barbecue. Applewood log smokers subdue meat cuts hours of "low 'n' slow" smokin' heaven!

Bellini Italian Bar & Restaurant 贝丽妮

12 Nanxiucun 南秀村12号
52888857

#1-106, 9 Wenfan Lu, Xianlin
仙林大学城文范路9号1-106室
85791577

www.bellinirestaurants.com

Stylish and elegant yet easy in which to relax, award winning Bellini serves up an array of signature dishes and drinks. Ranked #7 among TripAdvisor's 2,600 plus restaurants in Nanjing.

Ciao Italia 你好意大利

193-2 Shigu Lu 石鼓路 193-2 号
86608807

30 kinds of pizza and more than 50 wines exclusively imported from Italy, all prepared by highly qualified Italian chefs, plus a host of other dishes.

En Space

恩空间

8 Saoshou Xiang 扫帚巷 8 号
18918669180

Shanghai managed eatery/art gallery serving up a dining experience of real quality in a second to none location that sits into the side of the spectacular new Porcelain Tower (Bao'en Si) beside 1865.

Oasis 绿洲西餐吧

133 Mingwalang 明瓦廊 133 号
83191933

Modern Western flair plus house music, stylish decor and fabulous lighting create just the right environment in which to sip a cocktail or two. Pizza, lasagna and macaroni cheese dishes are particularly popular with foreign patrons, and with good reason.

Finnegans Wake 芬尼根爱尔兰酒吧餐厅

6 Xianlin Block, 400 Zhongshan Nan Lu
中山南路 400 号熙南里街区 6 号

52207362 / 13057623789

www.finneganswake.com.cn

A carefully prepared selection of authentic Western food in a cozy atmosphere. Upstairs in "The Malt Room", enjoy an unrivalled range of whisky from every corner of Scotland.

Blue Sky Expat Bar & Grill 蓝澳西餐厅

77 Shanghai Lu 上海路 77 号
86639197

www.theblueskybar.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, board games' nights and plenty of music you thought you had forgotten.

Brewsell's 比利时啤酒餐厅

77-1 Shanghai Lu (next to 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 and daily happy hour from 5 to 8pm; kitchen open until 11pm.

Element Fresh 新元素餐厅

A109, 1F, Nanjing IST Mall, 100 Zhongshan Lu

中山路 100 号艾尚天地购物中心一层 A109

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, the chain has expanded to Beijing and Guangzhou and Nanjing.

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负 1 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 Lu (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 whisky and bourbon.

Jack's Place 杰克地方西餐厅

422, Dongcheng Hui Shopping Mall, Xianlin 文苑路与学思路交叉口东城汇 4 楼

85807866

35 Wang Fu Da Jie 王府大街 35 号

84206485

160 Shanghai Lu 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 / 52251609

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.

Pissa

82-1 Shanghai Lu 上海路82-1号

83308105 / 15805177575

Formerly Pissa Pizza, that quickly gained a following among expats when it opened in 2009 for authentic pizza in an informal atmosphere.

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

83353881

From the makers of Pissa Pizza comes classy decor and simply fabulous pizza, fresh out of an impressively large stone oven that rivals the more established Italian eateries in town.

Les 5 Sens 乐尚西餐厅

52-1 Hankou Lu 汉口路 52-1, 靠近南京大学

83595859

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

Dream House 梦想之家音乐西餐厅

Zhonghui Mansion, 20 Jiangjun Da Dao, Jiangning 江宁区将军大道20号中慧大厦 (南航东门斜对面)

52837977

Continuing Nanjing's fascination with Western food and drink leaning toward the Germanic. Popular with students from NUAA across the street.

Behind the Wall 答案墨西哥餐厅

150 Shanghai Lu (in Nanxiu Cun)

上海路 150 号, 在南秀村

83915630

One of the oldest bars in Nanjing serving drinks and food in a relaxed atmosphere, with perhaps the finest terrace in the city. Live musical performances go well with strong sangria and beer.

Florentina

2-107, 83 Shanghai Lu 上海路 83 号 2 栋 107 号

18602560788

Ideal for peaceful chat over drinks; over 100 bottled 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

Family business opened in 2012 with the ambition to spread Spanish culture by offering a special culinary experience and home made traditional food. Open Tue-Sun, 5-10 pm.

Eminence Cellar 香松酒窖

Inside Wutaishan off 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.

Tap Planet 啤球工厂

F109, 1F, Chic Hills Plaza, 286 Zhongshan Lu

中山路 286 号羲和商业广场 1 楼 F109

57519177

40 craft beers on tap, making it the largest se-

lection of such in China, accompanied by slick service and a mouth watering food menu.

The Uncle Pizza 披萨

披萨大叔

Shanghai Lu Market, 22 Hankou Xi Lu
汉口西路 22 号上海路菜场 53 号
8012979506

Big hit with the student population on account of cheap prices for serious quality pizza, despite being hidden down an alley that is easy to miss.

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.

Wagas 沃克斯

1F, Nanjing IST Mall, 100 Zhongshan Lu
中山路 100 号文尚天地购物中心一层 108 号
85656120
www.wagas.com.cn

Western and modern Asian fare with a special focus on food quality, consistency and safety.

Potato Bistro 马铃薯

#5-301 Kangqiao Sheng Fei, 9 Wenfan Lu, 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
Suning Hui Gu, Ji Qingmen Da Jie
集庆门大街苏宁慧谷
15895872728

Mexican dining experience offering a wide variety of traditional Mexican dishes and a popular delivery service.

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
86532244

A relaxed atmosphere in which to enjoy a wide variety of imported beers and the odd bit of live music.

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.

Vegetarian

Jimingsi Vegetarian Restaurant

鸡鸣寺百味斋素食馆

1 Jimingsi Lu 鸡鸣寺路 1 号
57713690

Open since the 1980s and popular on the tourist trail, standout items include soy-based mock meat dishes. Service can be erratic.

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 Gulun Park
鼓楼区虎踞北路 21 号古林公园正门口 (近北京西路)
83701391

Famed for its offer of free vegetarian noodles on the 15th of every lunar month, and little else.

Middle Eastern Cuisine

Dubai 西侧翡翠餐厅

9 Zhuangyuan Jing (inside the Mandarin Hotel)
南京市夫子庙状元楼酒店一楼
18652008407
Tasty dishes from Dubai and all over the Arabic world served inside or on an enticing, western-facing patio. All meat is Halal.

Jackob Arabic Restaurant 嘉珂阿

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

B1, Jinyuan Food Court, 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.

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

Popular restaurant serving 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 Fengfu 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

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.

Korean Cuisine

Xianpingjia 咸平家

#6, Block 1, Dongfangtianjun, Xianlin
仙林杉湖西路东方天都门面房 6 号
83699086 / 13357739720

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
新街口汉中路 108 号 金轮大厦 B1
84469445

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

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

#B17, B1, Tianyin Plaza, 336
Shangyuan Lu, Jiangning District
上元大街 336 号天印广场 B1 楼 B17 室
81032949

B1, Wonder City, 222 Changhong Lu
长虹路 222 号虹悦城 B1 楼
52275687

#121, Bldg. 1, Chenggowu Garden Centre, 699
Zhongshan Men Da Jie, Maqun
中山门大街 699 号花园城购物中心 1 楼 121 号商铺
85568090

B1, One City, 58 Daqiao Bei Lu, Pukou
大桥北路 58 号新一城 B1 楼
58400640 58402105

Japanese Cuisine

Dason Bistro

大森料理

6 Sanyuan Xiang, Xinjiekou

新街口三元巷 6 号

84217148

Initiator of the fad for pubs that cut your hair, with now a Japanese restaurant thrown into the mix. Offers an impressive selection of sashimi, classic sushi, shallow fried meats plus fish and tempura, while after 8:30pm the lights dim, the music turns up and the bar springs to life.

Taiyō Teppanyaki 大渔铁板烧

57 Zhongshan Lu 中山路 57 号

84729518

1F, Unit 6, Building 2, 1912

1912 商业区 2 号楼 6 单元 1 楼

84458310

3F, Golden Wheel, 8 Hanzhong Lu

汉中路 8 号金轮新天地购物中心 3 楼

84773318

3 Kunlun Lu 昆仑路 3 号明城汇内

58850588

Has stood the test of time with its popular all you can eat and drink special offer that includes sushi, sashimi, sake, beer and much more being a staple of the Nanjing community.

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

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

Thai Orchid 梵泰蘭

86-1 Fuchunjiang Dong Jie

富春江东街 86-1 号拉德芳斯异国风情花街 (近恒山路口)
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".

Kezigu Muslim Restaurant

克兹古丽餐厅

43 Luolang Xiang

罗廊巷 43 号

85891799

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

Bakery & Café (see also Hotels & Hostels and Shopping)

Iced Baking

46-13 Xianyin Nan Lu, Xianlin

林仙隐南路仙龙湾 46-13 室

18014847503

www.icedbakingnanjing.com

Specialty baked goods such as cakes, cupcakes and scones plus a host of baking supplies, including cocoa powder, cream cheese, fondant, sprinkles and shortening. Also provides training and education in the field of food services to underserved women and at risk youth.

Skyways 云中食品店

160 Shanghai Lu 上海路 160 号

83317103

#A18, Yadong Commercial Plaza, 12 Xianyin Bei Lu

仙隐北路 12 号 亚东广场 A18 室

85791391

Wanda West, 222-2 Jiqing Men Da Jie

集庆门大街 222-2 万达西地区

85637995

Breads, made-to-order sandwiches, cakes, desserts, plus imported deli items such as cheese and salami. Shanghai Lu location has a long queue at lunchtimes.

Sculpting in Time Café 雕刻时光咖啡店

2F, 47 Hankou Lu

汉口路 47 号 2 楼

83597180

32 Dashiba Jie (Fizimiao East Gate)

大石坝街 32 号 (夫子庙东门)

52266082

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

Goldstar Café 维娜星咖啡

150 Shanghai Lu (at the junction with Nancuixun)

鼓楼区上海路 150 号

83556176

Canadian outfit aiming to be a luxury café in an Scandinavian style; lots of natural light, contemporary design and fair-trade organic espresso.

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

薛家巷 8 号金润发超市旁都市羲和一楼

85607266

81-1 Fuchunjiang Dong Jie 富春江东街 81-1 号拉德芳斯异国风情花街

85607288

1912 Leisure District 1912 时尚休闲街区 9 号楼

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

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

南京市汉中路 27 号友谊广场 1 楼 2 楼

86829191

Lounge in comfortable armchairs and indulge in gooey macaroons and hazelnut slices to molten chocolate cakes.

Chinese Teahouses

Lao Cui Tea House

老崔茶馆

Houhuyinyue, Huanhu Lu, Nanjing city wall, 8

Jiefang Men, Xuanwu

城墙台城段临湖厅, 玄武湖环湖路 “后湖印月”

52628899

15 Yingtian Da Jie 应天大街 15 号

86560632

Holds activities such as lectures on tea drinking and tea culture. Location in the city wall is one of Nanjing's must-sees.

iTea 我茶

6F, Xinhua Bookstore, 56 Zhongshan Dong Lu 中山

东路 56 号新华书店 6 楼

86816246

Taiwanese delicacies and soothing herbal tea, brewed intricately before your eyes by one of the restaurant's tea aficionados.

Nightclubs

Kamakama

1912 Leisure District

1912 时尚休闲街区 2 号楼 1 层

86701912

Nanjing's answer to the sleek sophisticated cocktail bars of Shanghai; signature cocktails, selected fine wines and classic malts all the way.

MAZZO Club 玛索国际娱乐

1912 Leisure District

1912 时尚休闲街区 6 号楼

84418579

One of the oldest clubs in Nanjing and hangout for the foreign community playing contemporary electronica.

Club TNT

潮人会所

2-1 Changjiang Hou Jie

长江后街 2-1 号

84401199 / 13151090136

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 2 楼

83789898

Accesses many of the big names in entertainment; Paul Oakenfold, DJ R3hab and LMFAO have all played here.

Tourism, Sport & Leisure

Hotel & Hostel

Somerset Youth Olympic Nanjing

南京盛捷青奥国际社区

9 Qing'ao Nan Lu

青奥南路 9 号

83080888

www.ascottchina.com

Comfortable and international serviced residence providing extremely spacious three-bedroom apartments for executives and their families.

Han Yue Lou Solis Hotel

南京涵月楼首丽斯酒店

235 Jiangdong Zhong Lu, Jianye District

建邺区江东中路 235 号

68176000

www.solishotels.com

First establishment in China for Solis and official hotel for the Youth Olympic Games in 2014. Chinese elements are incorporated as threads woven into the fabric of the hotel.

Jinling Hotel Nanjing

南京金陵饭店

2 Hanzhong Lu, Xinjiekou Square

新街口汉中路 2 号

84711888

The first five star hotel in China with a city centre location putting the prize-winning iconic landmark only two minutes' walk from Xinjiekou Metro Station. International flight and train ticket purchase counter plus bakery also available.

Renaissance Nanjing Olympic Centre Hotel

南京华泰万丽酒店

139 Aoti Da Jie, Jianye District

建邺区奥体大街 139 号

83388888

cn.renaissancenanjing.com

First Marriot hotel in Nanjing. with signature Navigator service available to guests; a local who knows the hotspots inside out. Bakery sells fresh breads.

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 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

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

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

169 Hanzhong Lu

汉中路 169 号

86668888

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

Fairmont Nanjing

南京金奥费尔蒙酒店

333 Jiangdong Zhong Lu, Jianye District

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 紫峰洲际酒店

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
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
Popular youth hostel 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
12 Wenquan Lu, Tangshan
江宁区汤山街道温泉路 12 号
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)
Bldg. E5, 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
江宁区汤山镇温泉路 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
86612230 / 86610931
Hours: Tue - Sun from 8:30 to 16:30
www.nj1937.org
Located on a former execution ground and mass burial place of the Nanjing Massacre. Admission is free.

Nanjing Museum

南京博物院
321 Zhongshan Dong Lu
中山东路 321 号
One of China's three national level museums 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
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, Xuanwu District
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 Xiaofenqiao, Guangzhou Lu
小粉桥 1 号
Monday - Friday from 8:30 to 16:30
German industrialist's former home that served as a refugee shelter and saved thousands in 1937. 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
南京市紫金山天文路
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
茶亭东路 240 号
86518580
Observe wooden looms producing the world's finest brocade. Fabric is also available for purchase.

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
15 Nanbuting, Zhongshan Nan Lu
中山南路南捕厅 15 号
52217104
Visitors can study traditional Chinese architecture, including the so-called "99 and a half rooms". Various displays of traditional folk art throughout the year.

Jinghai Temple

静海寺
288 Jianning Lu
建宁路 288 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
Climb aboard a mockup of the famous navigator's fleet in the location that built the very same almost 600 years ago

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

1 Xuanwu Xiang 玄武巷 1 号
Idyllic islands with playgrounds, gardens, restaurants plus boats and bikes for rent.

Yaxi International Slow City

桧溪国际慢城
6 Shengtai Lu, Yaxi Town
高淳区桧溪镇生态路 6 号
56861235
The village of 20,000 was designated China's first "Slow City" by Cittaslow.

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, dodgems and cable-car to a so called Great Wall.

Gulin Park 古林公园

21 Huji Bei Lu 虎鹿北路 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
1 Qianhuocun 前湖后村
84347062

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
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, at the end of Beijing Xi Lu
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

Jijianheng Martial Arts Training Center

15996493275
Offers the mental and spiritual training necessary for Kung Fu mastery to students of all ages and abilities. Founded by Shaolin Master Shi Jianhu in 2015. Bi-annual Shaolin Homecoming weekend trips, led by Master Shi and his foreign wife Maggie, also available.

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 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 Gingko Lake International Golf

南京银杏湖国际高尔夫俱乐部

1 Guli Yinxing Hu 江宁区谷里银杏湖 1 号
86139988

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馆
84458450 / 15335179782

Pisarev Ballet 比萨列夫芭蕾舞学校

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

Changqing Taekwondo

长青跆拳道馆
9F, Quanmin Jianshen Plaza, 145 Zhongshan Dong Lu
玄武区中山东路 145 号全民健身中心 9 楼
84541055

Gym

Lucky Bird Fitness

金吉鸟健身
83518366
www.jinjiniao.com
28 branches in Nanjing offering Workout area, gymnasium, yoga studio etc. Eight branches also have swimming pools.

Theatre

Nanjing Poly Grand Theatre

南京保利大剧院
6 Yecheng Lu, Jianye District (inside Nanjing International Youth Culture Centre) 建邺区郑城路 6 号 (南京国际青年文化中心)
58839008 58839098

Nanjing Art and Cultural Center

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

Jiangnan 631 Niuda Theatre

江南 631 牛达剧场
5 Yanling Xiang 延龄巷 5 号
84419786

Nanjing Art Academy Concert Hall

南京艺术学院音乐厅
15 Huju Lu 虎踞北路 15 号
83498249

Jiangsu Kunqu Theater 兰苑剧场

4 Chaotian Gong 朝天宫 4 号
84469284

Business & Education

International Education

British School of Nanjing 南京英国学校

Hanfu Lu, Jiangning District
江宁区韩府路
52108987
www.bsn.org.cn
Serves expat children with a private education of the highest standard, with a day-to-day focus on helping pupils to thrive in their own unique way. Based based on the English National Curriculum.

Nanjing International School 南京国际学校

8 Xueheng Lu, Xianlin College
and University Town
仙林大学城学衡路 8 号
85899111
www.nanjing-school.com

An inclusive learning community inspiring international mindedness, personal excellence, creative thinking. An IB World School.

EtonHouse Nanjing 伊顿国际教育集团

8 Qing'ao Nan Lu, Jianye District
南京市建邺区青奥南路 8 号
85596778
Singapore based chain with more than 100 pre-schools and schools spread across Asia and a curriculum based on an international, inquiry-based program.

The Overseas 海外国际

Nanjing Novas International Business Consulting Co. Ltd, #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
3rd Floor Building E, Kingdee Science and Technology Industrial Park
532 Zhongshan Dong Lu
中山东路 532 号金蝶科技产业园 E 栋 3 楼
68165526 / 18621932120
www.qingmengjia.com
enquiries@qingmengjia.com
Career guidance, entrepreneurial support, overseas study services for Chinese and foreign students.

Higher Education

Nanjing University of Science & Technology

南京理工大学
200 Xiaolingwei 孝陵卫 200 号
84303232 / 84303135
study.njust.edu.cn
Offers both Chinese and English taught programs for undergraduates and postgraduates in a large range of vocations; everything from science, engineering, liberal arts and economics to business, management, law and education for coordinated development.

Business Services

Sharehouse (Nanjing) Co., Ltd.

赛浩企业管理服务(南京)有限公司
Maqun Scientific Park, 3 Jinma Lu
南京栖霞区马群科技园金马路 3 号
85720118
www.sharehousechina.com
Enables SMEs to establish their own legal entity in China while keeping overhead costs low through shared resources.

Foreign Trade & Economic Development Agencies

American Chamber of Commerce

Jinling Hotel Asia Pacific Tower Room 801
南京市金陵饭店亚太商务楼 801 室
18501538478
nanjing.amcham-shanghai.org

European Union Chamber of Commerce

中国欧盟商会(南京)
#806, Haihua Mansion, 99 Zhongshan Lu
中山路 99 号海华大厦 806 室
83627330

China-Britain Business Council, Nanjing

英中贸易协会南京代表处
#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 ☞
#2316, Bldg. B, 23F, 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技术合作协会 ☞
7-3 Dabai Xiang Meiyuan Xin Cun
梅园新村大巷 7-3 号
84729068
www.bw-i.cn

Australian Trade Commission

澳大利亚贸易委员会南京代表处 ☞
#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 ☞
#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

New Concept Mandarin 新概念汉语 ☞

#821, 8F, PICC building, 98 Jianye Lu, Qinhua district
秦淮区建邺路98号鸿信大厦8楼821室
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 ☞
Jiangsu College for International Education, 3F, 205 Shanghai Lu
上海路 205 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
301 Zhongshan Nan Lu
中山南路 301 号
52216244
Only high school designated by the International Office of National Chinese Language Promotion as base for the international promotion of Chinese language.

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
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.

Clubs

Nanjing International Community

Clubhouse ☞
南京国际社区中心
1-B-01, British School of Nanjing, Hanfu Lu, Jiangning District
江宁区韩府路南京英国学校 1-B-01
www.yournicc.net
info@yournicc.net
Helps expats to understand and enjoy their experience of living in Nanjing through a service centre; classes for adults, such as pilates and calligraphy;

for children, such as ballet; a monthly ladies night and many more activities.

Nanjing International Club

南京国际俱乐部
Maqun Scientific Park, 3 Jinma Lu, Xianlin, Qixia District
栖霞区马群科技园金马路 3 号
www.nanjinginternationalclub.org
A club with over 500 Members from all around the world and a large variety of events; cooking, kids' club, book club, dinners, balls, outings, BBQ, concerts, bazaar and more. Fundraising for charities plus opportunities to support, volunteer and become part of an exciting team.

Nanjing Hash

nanjinghash@gmail.com
As part of the international Hash House Harriers founded in 1938 in Kuala Lumpur, the Nanjing Hashers continue the tradition of being a drinking club with a running problem. Sunday monthly run or walk plus a night Hash on Mondays at 7pm to a mystery destination, to see unusual scenic parts of Nanjing, and surrounding areas, followed by great food and drinks.

Charities

Y.M.C.A / Y.W.C.A ☞

南京基督教青年会和女青年会
66-9 Dajianyin Xiang, Gulou District
南京市鼓楼区大铜银巷 66-9 号
83307098 / 83714117
www.njmca-ywca.org
Endowed by Dr. Sun Yat-sen himself in 1912, the Nanjing branch of the infamous organisation provides volunteering services and organises overseas exchange programs.

Hopeful Hearts

www.hopefulhearts.info
Raises funds for the medical treatment of children with heart conditions. Over 400 children assisted to date. Operates under the umbrella of The Amity Foundation with other branches in Chengdu and Guangzhou.

Pfrang Association

普方基金会
3 Jinma Lu, Maqun Scientific Park, Xianlin, Qixia District
栖霞区马群科技园金马路 3 号
85720118
www.pfrangassociation.org
Raises funds to sponsor the 6-year high school education of underprivileged children in Jiangsu province, providing them with the chance to lead a self-directed and fulfilled life.

Butterfly Hospice

www.butterflych.org
Provides loving care and treatment for children with life-threatening illnesses, through a children's hospice in Changsha, and a local support project in Nanjing with specialist nursing care for palliative children.

Ray of Light Cambodia

www.rayoflightcambodia.com
Provides opportunities to 3-18 year olds in an orphanage in Phnom Penh.

Cultural Education

Confucius Temple Primary School

南京市夫子庙小学
22 Zhanyuan Lu 瞻园路 22 号
52230929
Founded in 1907 to explore and promulgate the ideology and culture of Confucius.

Shopping

International Groceries

Epermarket 上海赢盘实业有限公司

www.epermarket.com
4007760776
First online supermarket in China to be ISO 9001 certified, delivering more than 5,000 imported & local goods.

Fields

www.fieldschina.com
4000210049
Online grocery store that delivers safe, delicious, high quality and imported groceries directly to your door.

Time Farm

18551768576
www.timefarm.com.cn
Permaculture facility in Jiangning producing vegetables, rice, whole-wheat flour, free-range eggs and canola oil.

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.

Wendy's Bakery 温底手作

13611577210
wendysbakery.taobao.com
Classic apple pie, bacon-cheese scones and inventive cranberry shortbread utilising only imported ingredients.

Petite Abeille 法国小蜂蜜进口商店

22 Hankou Xi Lu 汉口西路 22 号 ☞
83237878
80 Nenjiang Lu 嫩江路 80 号 ☞
83217096
Largest selection of French produce in Nanjing, with petite pains, biscottes, chocolate plus home-made heavy breads and baguettes, croissants and apple pie.

Times Grocery 泰晤士 ☞

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

Happy Orange 乐橙便利店 ☞

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.

Ronnie's Pies

13912379301
www.ronnies.com.cn
Home made Aussie pies in a variety of flavours, including delights such as Cornish pasties, Lancashire pasties and sausage rolls. Delivers from Yangzhou.

Metro 麦德龙

288 Ningli Lu 宁溧路 288 号 ☞
300 Jianning Lu 鼓楼区建宁路 300 号
Foreign foods plus wines, beers and spirits. 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) ㉔
11 Qinhua Zhong Lu
秦淮中路 11 号 ㉔
866 Yingtian Da Jie
应天大街 866 号

Another French hypermarché with probably the city's best selection of cheese.

BHG Marketplace

B2, Aqua City, 1 Jianshang Lu
健康路 1 号水游城地下 B2 层
B1, Deji Plaza, Zhongshan Lu
德基二期地下 B1 层
B1, Jingmao Shopping Mall, 201 Zhongyang Lu
鼓楼区中央路 201 号金茂汇 B1 楼
B1, The Central, 237 Jiangdong Zhong Lu
江东中路 237 号中央商场 B1 楼 ㉔
B1, Forest Mall, 301 Zhongshan Men Da Jie
中山门大街 301 号森林摩尔商业街区 B1 楼
B1, Raydu Plaza, 1222 Shuanglong Da Dao, Jiangning District ㉔
经济技术开发区双龙大道 1222 号 B1 中厅
Imported goods plus organic fruit and veg. Pricy, but that keeps the crowds away.

RT Mart 金润发

39 Danfeng Jie ㉔
丹凤街 39 号 (近北京东路)
B1, New City Mall, 99 Caoshangmen Da Jie
草场门大街 99 号新城广场 B1 楼 ㉔
260 Longpan Zhong Lu 龙蟠中路 260 号
Decent imported food section, dairy and bakery items.

Q.E. Mart 青恩 ㉔

7 Wenshu Dong Lu, Xianlin 文枢东路 7 号
85862080
Medium-sized supermarket (labelled "Korean Market") with a wide range of Korean produce.

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.

Living Story

欧洲生活馆 ㉔
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 thrown in for good measure.

Hongxing Furniture 红星国际家具广场

224 Zhongyang Lu 中央路 224 号
83118005
Large furniture mall with many shops. Large range of prices, styles, etc.

Jinsheng Market 金盛百货大市场

2 Jianning Lu
建宁路 2 号 (南京商厦对面)
9 Wangjinshi (off Changjiang Lu) ㉔
长江路网市 9 号
Daqiao Bei Lu (beside North bus station)
大桥北路 (长途北站旁)
Everything from home décor to wires, Christmas trinkets and electronics. Cheap but be prepared to bargain.

Jinling Decoration Market

金陵国际家居 ㉔
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 ㉔
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 ㉔

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

IKEA 宜家家居 ㉔

99 Mingchi Lu (East side of Kazimen Plaza)
明匙路 99 号 (卡子门广场东侧)
4008002345

Internet, Electronics, Photography & Gaming

NetFreeRouter

www.netfreerouter.com
Watch your favourite shows from BBC, Netflix, ABC, NBC, Amazon and many more, using a specialised router plus a dedicated US, UK or HK IP address that provides VPN, wifi and online TV across all devices.

Professional Photography

Equipment Market ㉔
照相器材专业市场
3F, Binjiang Friendship Shopping Center, 301 Ji-
angdong Bei Lu
江东北路 301 号滨江友好商城三楼
Specialists in wedding photography with equipment including lighting, flash etc.

Camera & Photography Equipment

Market ㉔
东鼎照相器材市场
Dongding Plaza, 699 Zhujiang Lu
珠江路 699 号东鼎照相器材市场
Widely regarded as the best camera and equipment market in Nanjing.

Mobile phone shops on Danfeng Jie

丹凤街 - 手机 ㉔
Indoor markets specialized in new and second-hand mobile phones and repairs.

IT products on Zhujiang Lu

珠江路 - IT 产品 ㉔
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 ㉔
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 stocked art supplies shop in Nan-
jing; oil and acrylic paints plus many products by
Faber-Castell and Staedtler. Framing service also
available.

Jiangsu Fande Culture and Art Block

江苏凡德文化艺术街区 ㉔
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.

Fangshan Culture and Art Creative Industry Park

南京方山山文化艺术创意产业园
1 Donghuyuan, 588 Longmian Da Dao 江宁区龙
眠大道 588 号东湖苑 1 号
52712282
Home to four art institutions and over 40 famous
artists in photography, oil painting, Chinese painting,
sculpture and pottery.

Jiangsu Art Gallery 江苏省美术馆 ㉔

266 Changjiang Lu 长江路 266 号
84506789
333 Changjiang Lu 长江路 333 号
89610840
Local artists' work, changed frequently.

Nanjing Luhe Phoenix Art Gallery

南京六合凤凰山艺术馆
Fenghuang Shan Park, Yanan Lu, Pukou
六合区延安路凤凰山公园内
57751345
A non-profit institution with exhibitions and serving
as a platform for people to exchange information
and experience in art creation and collection.

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
Oil paints, brushes, spatulas, charcoal, easels, draw-
ing instruments, sketch books and a selection of
pens, pencils and refills.

Sports & Outdoor

Decathlon 迪卡侬

866 Yingtian Xi Lu (same building as Auchan)
应天西路 866 号
84218420
286 Ningli Lu (next to Metro)
宁溧路 286 号 (麦德龙对面) ㉔
52401018
1 Beijing Dong Lu 玄武区北京东路 1 号 ㉔
French sports megastore chain that also stocks infor-
mal-wear shoes in sizes up to 48.

Sanfo 三夫户外

57 Zhongshan Lu 中山路 57 号 ㉔
84721228 / 84720512
Jinxianghe Lu 进香河路 ㉔
83601199
4F, Zifeng Tower, Zhongshan Bei Lu
中山北路紫峰大厦购物广场 4F ㉔
83518681 / 83518682
Chinese outdoor chain store stocking equipment
for biking and hiking plus backpacks and apparel
for outdoor.

Foreign Language Bookstores

Foreign Language Bookstore 外文书店

218 Zhongshan Dong Lu (Beside Taiping Nan Lu)
㉔
中山东路 218 号长安国际 (太平南路口)

Xinhua Bookstores 新华书店

56 Zhongshan Dong Lu (near Hongwu Lu)
中山东路 56 号 (近洪武路)
86645151
217 Zhongshan Bei Lu
中山北路 217 号
83374645

Phoenix International Book Mall

凤凰国际书城 ㉔

1 Hunan Lu
湖南路 1 号八佰伴旁 (近中央路)
83657000 / 83657111

Wine Outlets

Everwines 咏菊
300 Changjiang Lu 长江路 300 号
58951779
nanjinglshop@everwines.com
The retail arm in China of Torres that offers tastings plus the opportunity to learn about wine; Small classes in English or Chinese available.

Newold Wine World 纽澳酒世界
Area B, F1, New City Mall, 99 Caochangmen Da Jie
草场门大街 99 号新城市购物中心负一楼 B 区
86265959

Jiangsu Jiuchao Distillery
江苏九朝酒业
278 Hongwu Lu
洪武路 278 号
84404159

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
#109, 198 Zhongshan Dong Lu
中山东路 198 号 109 室
84679799
www.aussino.net

Services

Healthcare

Hscybele Hospital
华世佳宝妇产医院
9 Wenti Xi Lu 文体西路 9 号
24 hour English hotline: 18013919815
www.hswoman.com/en/
Combines an Obstetrics and Gynecology Department, Neonatology Department and Pediatrics Department with a tranquil atmosphere, high standards of hygiene and more than competent English service, including 24/7 telephone hotline. Underwater birth available; international medicare accepted.

Raffles Medical
1F, Grand Metropark Hotel Nanjing,
319 East Zhongshan Lu
中山东路 319 号维景国际酒店 1 楼
84802842 (by appt.)
Mon-Fri 9am-6pm, Sat 9am-12noon / 24hr Assistance Center: 010 64629100
www.internationalsos.com
Delivers integrated, quality, comprehensive medical care. Services span from family medicine to 24/7 emergency services. Languages spoken include: English, Chinese, German, and Japanese.

Angel Flossy-Care Dental Center
天使福乐氏口腔连锁
4F, 10 Ke Xiang, Qinhuai District
南京市秦淮区科巷 10 号 4 楼
86502567 / 1851700071
www.tsq025.net
Offers all kinds of oral treatments including dental implants, crowns or bridges, dental whitening, cosmetic dentistry, root canal therapy, orthodontics and more. 100 percent bilingual staff; other branches in Suzhou, Nanning, Beijing and Shanghai.

Keya Dentistry
科雅口腔
#411, Bldg. E, Wanda Plaza, Hexi
南京河西万达广场 E 座 411
4008919828 / 83308686
www.keyaath.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.jssgyg.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 District
江宁区将军大道国检路 1 号
52345354
Health checks for work permit and visa applications.

Nanjing Gulou Hospital 南京鼓楼医院
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
72 Guangzhou Lu 广州路 72 号
83117500 83116969

Jiangsu Provincial Hospital of TCM
江苏省中医院
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
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
#920, Jinglun International Mansion, 8 Hanzhong Lu
汉中中路 8 号金轮国际广场 920 室
86505593 / 86505693
nanjing@dandreadpartners.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
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
13605182614 / 58993266
www.dehenglaw.com
wangyuzhuo@dehenglaw.com
Business lawyer with more than fifteen years legal practice in Nanjing plus fluent English and legal knowledge in both business and personal areas, offering professional services via DeHeng Law Offices, and their network of 21 domestic branches in China and five overseas offices.

Dacheng Law Offices
大成律师事务所
9-10F, Lianchuang Scientific Mansion, 18 Jihui Lu, Gulou District
鼓楼区集慧路 18 号联创科技大厦 A 座 9-10 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

Sun Home Real Estate
南京中清房产经纪咨询有限公司
#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.

HomeLife
84727590 / 18651613688
www.0086house.com
Specialists in rentals of houses, condominiums, apartments and offices with over 10 years experience in helping expats.

Nanjing Houses
#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.

Home Caught Relocation Service
奥鸿房地产咨询顾问有限公司
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
嘉柏 (中国) 国际货运代理有限公司
#4210, Block A, New World Centre,

Zhujiang Lu
南京市珠江路新世界中心A座 4210室
84541017
slaing@crownew.com
Provides moving services, housing services, school search, immigration services, and orientation services with a global network spanning 60 countries.

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
南京诺麦房地产咨询
12C1, Jinlun 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

Mochou Lu Church 莫愁路教堂
390 Mochou Lu
莫愁路 390 号
84708782
www.njmclchurch.org
English service is held from 3.30-5 pm every Sunday. English Bible Study is every Wednesday from 7.00-9 pm.

St. Paul's Church 圣保罗教堂
396 South Taiping Road
太平南路 396 号
86647225
www.njstpaul.org
English service is held at 10:50 am on Sundays and English Bible study is at 14:00 on Saturdays.

Immaculate Conception Cathedral
石鼓路天主教堂
112 Shigu Lu 石鼓路 112 号
84706863
English service: Sunday @ 6pm
Korean service: Sunday @ 11am

The Church of Jesus Christ of Latter Day Saints
Yuhua Jingli Hotel, 8 Xiaohang Yaojia'ao
雨花村小行尤家凹 8 号雨花晶丽酒店
Mormon service on Sundays at 10am. Foreign passport holders only.

Biyao Catholic Church 碧瑶天主堂
Biyao Garden Square, 189 Leshan Lu
南京市建邺区乐山路 189 号碧瑶花园广场
84706863

Shengxun Church
English service is held on Sundays from 10.30-12 pm and Chinese service from 2-4 pm on Sundays.
圣训堂
158 Leshan Lu
南京市建邺区乐山路 158 号

Jiangsu Lu Church 江苏路教堂
60-10 Jiangsu Lu
江苏路 60-10 号
83724547

Gulou Religious Activity Site
基督教鼓楼聚会场所
2-2 Beijing Xi Lu
北京西路 2-2 号 2F
84435660
Services held Mon-Sat from 7-8 am and Sundays from 7-8 am, 8.30-10 am and 4.30-5.30 pm.

Jinsu Nunnery 金粟庵
18 Wufu Jie, Jiqing Men, Qinhuai District
秦淮区集庆门五福街 18 号
86626905

KuanEumHui Korean Buddhist Club
观音会南京韩人佛教会
#1703, Bldg. 2, Fuli Shanzhuang
富丽山庄 3 栋 1703 室
13222018582
Service: 11:00am

Nanjing Islam Association
伊斯兰教协会
28 Shengzhou Road, Qinhuai District
秦淮区升州路 28 号
52216974

Jizhaoying Mosque 吉兆营清真寺
3 Jizhaoying 吉兆营 43 号
83605565

Taiping Lu Mosque 太平路清真寺
299 South Taiping Lu
太平南路 299 号
84525352

Caoqiao Mosque 草桥清真寺
26-32 Ganyu Xiang
甘雨巷 26 - 32 号
52209482

Training, Coaching & Consulting

Chrysalis Consulting
智变
#932, 699 Zhongshan Men Da Jie, Maqun, Qixia District
栖霞区马群中山门大街699号紫金尚园商办综合楼932室
18551737659
www.chrysalisasia.com
thrive@chrysalisasia.com
A multi-national consulting firm involved in business consulting, solution services, young professional services, business start-ups and care for orphans.

MTI Nanjing
#714, Building 7, Wanda Dongfang, 58 Yunjin Lu
云锦路 58 号万达广场 7 栋 714 室
84714552
www.mticonsulting.com
HR coaching and training solutions, combining international standards with local market needs.

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

Pets

Doctors Beck & Stone
贝克 & 史东医生国际动物医院
159 Forrest Mall, 301 Zhongshanmen Street, Xuanwu District
玄武区中山门大街 301 号森林摩尔商业街区条形码区西 159 号
87761656 / 877616136 / 400 103 8686
Leading international pet hospital group, supporting responsible pet ownership, and providing the highest level of veterinary services that include grooming, boarding, and pet food.

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

Puppy & Kitten Pet Store
狗仔猫仔宠物店
81 Shitoucheng Lu
鼓楼区石头城路 81 号
83322380 / 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
1 Dingxin Lu 鼎新路 1 号
86662858
Pet stayover and dog walking service, retail outlet and English speaking staff.

Hairdressers

V-Salon
香港时光设计有限公司
32F, Golden Eagle Plaza, 89 Hanzhong Lu, Gulou District
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 none less than Nicolas Cage and Julia Roberts.

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, Gulou District
鼓楼区东宝路 8 号时代天地广场 1 幢 1417 室
58491159 / 13851522275
www.sinoconnexion.com
info@sinoconnexion.com
International award winning professional foreign owned video and media production company with 30+ years experience, and 23 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.

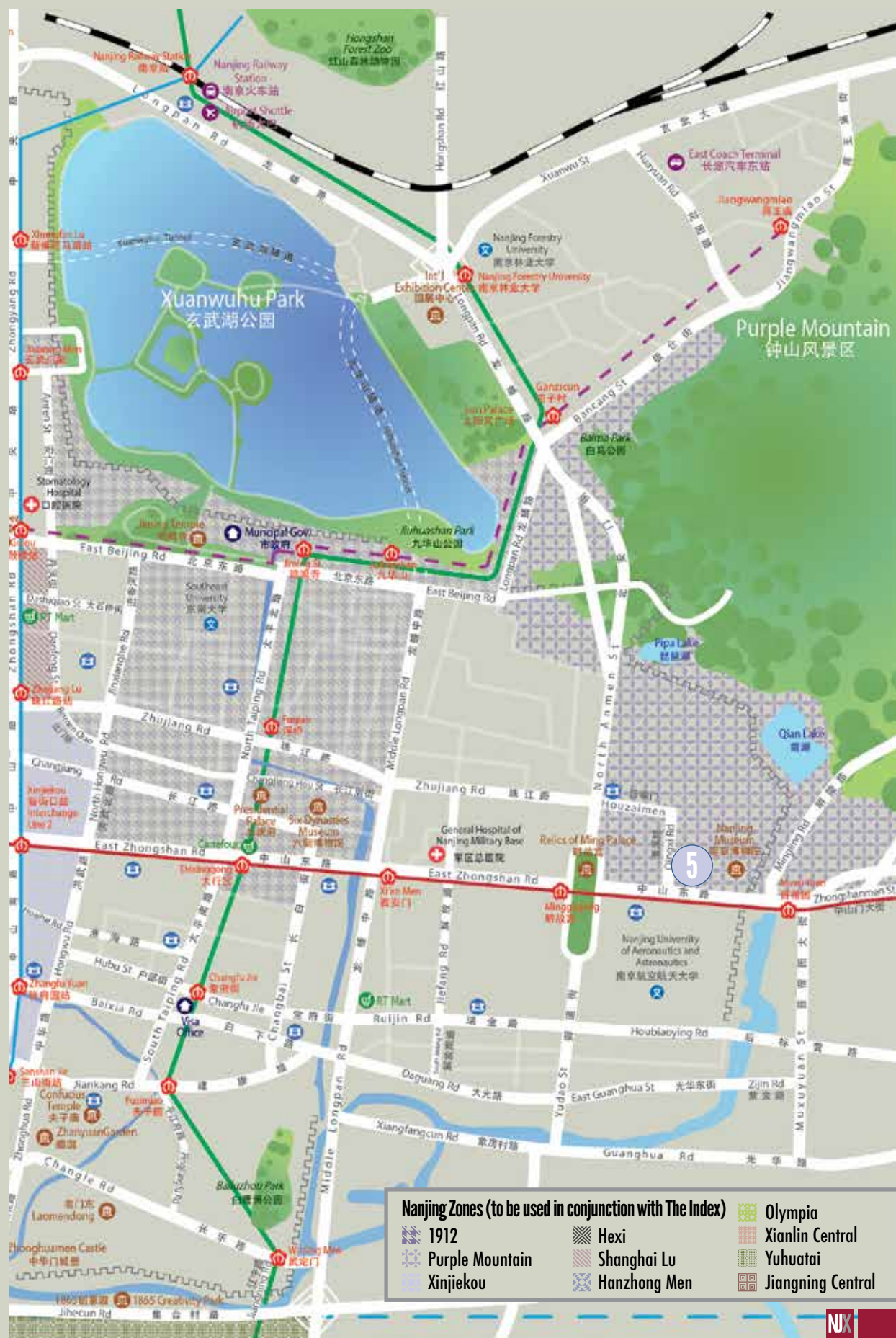
VOZ Design 嗓音设计
18305161245 / 15950575174
www.vozdesign.com
mundosanto@gmail.com
Professional marketing oriented graphic design and brand development. No copies, no templates, only creativity and lots of brain juice. Mediocrity is a disease we fight everyday.

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)
13813906747
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.

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?

Downtown Nanjing



Nanjing Zones (to be used in conjunction with The Index)

- | | | |
|-----------------|--------------|-------------------|
| 1912 | Hexi | Olympia |
| Purple Mountain | Shanghai Lu | Xianlin Central |
| Xijiekou | Hanzhong Men | Yuhuatai |
| | | Jiangning Central |



Jiangning



Xianlin

The Nanjing Metro

- Metro Line 1
- Metro Line 2
- Metro Line 3
- Metro Line 4 Est. Opening Jan. 2017
- Metro Line 10
- Metro Line S1

Premium Partners



1



2

The British School of Nanjing



3



4

RafflesMedical

5



6

华世佳宝妇产医院
HYOBILE OBSTETRICS & GYNECOLOGY HOSPITAL

7



Olympia

Chinese Advertising Law

■ The first edition of the Advertising Law of the People's Republic of China dates back to as recently as 1995, with a much needed amendment coming into force just over a year ago, on 1st September, 2015. More recently still, on 1st September this year, the Interim Measures on Administration of Online Advertising became effective; a subject that we shall cover in detail in a subsequent edition of The Gavel.

The lengthy amendment can be summarised as:

(i) Specifying Rules on the Content of Advertisements. Based on the seven products and services regulated in the original law; pharmaceuticals, medical devices, agricultural pesticides, tobacco, food, alcohol and beauty products; the new Advertising Law adds a number of specific rules regarding advertisements for narcotics or other specific drugs, pharmaceutical precursor chemicals, drug addiction treatment medicines, treatment methods, healthcare foods, veterinary medicines, livestock feed and feed additives, crop seeds and cultivation, infant dairy products, beverages and other foods, education or training, investment products or services with anticipated investment returns, and real estate.

(ii) Clarifying the definition of false advertising and listing typical instances, such as that which deceives or mislead consumers, or those containing false or misleading information.


(iii) Strictly regulating the publication of tobacco advertisements, that are prohibited in mass media communications, in public places, on public transportation, or outdoors. It is also prohibited to display tobacco products in advertisements or public service advertisements for other products.

(iv) Adding rules for the protection of minors. It is prohibited to carry out advertising activities within elementary schools, secondary schools, and kindergartens as well as using teaching materials or stationery for advertising (including disguised advertising), with the exception of public service advertisements. It is prohibited to publish advertisements for medical treatment, pharmaceuticals, healthcare foods, medical devices, cosmetics, alcohol, beauty products, and online games detrimental to the physical and mental health of minors in mass media communications which target minors. Advertisements for products or services which target minors under the age of 14, shall not induce such minors to ask their parents to buy the products or services advertised, nor shall be likely to cause such minors to imitate unsafe acts.

(v) Further regulating electronic advertising. The New Advertising Law sets out several general principles for advertisements transmitted electronically and via the Internet. Advertisements published or distributed electronically will be restricted, such as those found in SMS messages, e-mails, and pop-up advertisements. On 1st July, 2015, the State Administration for Industry and Commerce promulgated the Interim Measures for the Supervision and Administration of Internet Advertisements (Draft for Comment). When formally adopted, there will be special provisions for advertising published on or distributed online.

(vi) Strengthening supervision of mass media advertising. Outlets such as radio and TV stations, and newspapers, which represent the main means of advertising, are further regulated in so far as radio and TV stations shall provide a clear indication as to the length the advertisements, while they, along with newspapers, periodical and audio-visual publishing entities, plus Internet information service providers, shall not carry disguised advertisements for medical treatment, pharmaceuticals, medical devices and healthcare foods by way of introducing knowledge or by other means.

During last year, there have been a few cases related to advertisements. One of the most well known was the case involving "Honest Loan" (诚信贷). In the advertisement concerned, many phrases were employed such as "one hundred percent" and "brand rank #1", that run foul of Article 9 of the Advertising Law, which states, "Any advertisement shall not involve any of the following circumstances: ... using 'state-level', 'highest-grade', 'the best', or other similar words". The penalty to the advertiser was a fine of ¥200,000.

With the current advertising laws and regulations imposing much stricter controls on advertising than in the past, many kinds of advertisements are now vulnerable to be scrutinised for false advertisement while facing a higher burden for substantiating truthfulness of all claims and statements, providing protection for consumers and their safety. 

Disclaimer

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

"Give a man a fish and you feed him for a day;
teach a man to fish and you feed him for a lifetime."

Maimonides



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