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If you wish to apply, please submit your résumé, and brief letter of application indicating why you consider yourself able and qualified – both in terms of qualification and experience to Holly Wang, Human Resources Manager at [recruitment@nanjing-school.com](mailto:recruitment@nanjing-school.com).



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## Introducing some of our contributors, editors & designers

Editor-in-chief and Music Critic, Frank Hossack, has been a radio host and producer for the past 33 years, the past 24 of which working in media in China, in the process winning four New York Festivals awards for his work, in the categories Best Top 40 Format, Best Editing, Best Director and Best Culture & The Arts.

贺福是我们杂志的编辑和音乐评论员，在过去的33年里一直从事电台主持和电台制片的工作。在中国有近24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。

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

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

Legal 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 8 years he has lived and worked in Nanjing.

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

# THE

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# *Yesterday's Heroes.*

*By Maitiu Brallaghan*

The man around the corner only had one hand,  
He would put a sock around his stump as he sliced the ham  
And when times for us were harder would slip us an extra spud or three  
Or on the odd occasion maybe a boiled sweet for me.

But his little shop of groceries closed its doors last year  
After years of caring for the families round here  
And aul' Jimmy Murphy, who only had one hand  
Has passed on to a better place, his shop now empty stands.

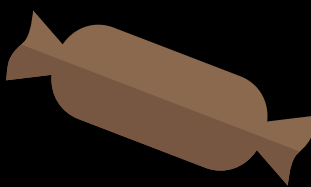
Now we shop at the supermart on the corner of the town  
Where the lights display a paradise for shoppers- and a pound  
Now goes a long, long way so we can now afford more  
But something seems a little wrong shopping at this store:

The servers do not know our names, have headphones in one ear  
And none of them it seems has even skinned a knee round here  
And I know that's not a problem but somehow it feels detached  
As we push our trolley down the aisles lined with tat.

Our cupboard's never empty now, instead it seems to sprout  
Gadgets we were told to buy and food to be thrown out:  
Sometimes it seems instead of shops carrying what we need  
It's us are told what to buy, by what's the sale of the week.

And now that times are not as tough, now we're standing on our feet  
Do we tend to forget the heroes at the end of our street?  
For I wonder, though things are better and clearly we have more  
Whether we are somehow poorer since we lost that cornerstore.

For if I listen carefully, as I stow my groceries away  
I hear the sound of Jimmy Murphy turning in his grave  
And remember how one year he slipped us a jar of Rhubarb jam  
As he wrapped his hand inside his sock to slice our Christmas ham.



# EDITORIAL

## The Entertainer

A significant portion of those picking up this issue of The Nanjinger will be doing so for the first time. Welcome to the Southern Capital. It is also true that for some, this is a stop on a finite journey; coming here as on fixed term. For the nomads, Nanjing may be just one of many stops. We'll wager this may be your longest.

Among those who were around before the summer break, alert readers may remember our promise of a new look, after almost 7 years of the same old same old. Here it is.

Designers of the specially commissioned typeface were inspired by the modern architecture of Nanjing, and in particular, the many bridges that are such an important part of life for many in this city that is dominated by two rivers of great historic and cultural significance to China.

To accompany the new masthead, you will be seeing a lot of a lovely new font (Playfair Display, for the typeface enthusiasts) that has been chosen for its classical look, while also carrying an air of modernity, and dare we say it, "avant-garde", through extended embellishments to the serif elements within.

This new look permeates through the entire magazine. We hope you like it as much as we do.

Our Metro map too has had a facelift. Journey planning just got a whole lot easier, with the addition of first and last train times, for every station. That old excuse, "I missed the last train" doesn't cut it anymore.

Welcome to 活动 from The Nanjinger.

# DISTRIBUTION



Scan the QR Code to visit The Nanjinger on WeChat, from where you can download a free PDF of any issue, find a full list of distribution points for hard copies or arrange a subscription to have The Nanjinger delivered to your home or office!

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

The Nanjinger ~ City Guide ~ [thenanjinger.com](http://thenanjinger.com)  
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# A Sophisticated Silencing in Nanjing

By Renee Gray

“All I want for Christmas is yooou”, chimes Mariah Carey in the background of your local tinsel draped mall, which looks as if Santa has vomited. It is the week before Christmas, panic has set in, and you find yourself indecisively strolling down aisles of candy canes, after shave and discounted bath-robes. Having been battered with vast amounts of disturbing seasonal sales promotion, especially designed to swindle you out of your last hard earned dollar, you finally emerge from the whole experience, “Jingle Bells” still ringing in your ears and commercially trampled as the new owner of a gym membership and some candles for your mum.

Seasonal sales are when foreigners are quite accustomed to the sort of in-your-face, intrusive and downright annoying invasion of discounts

and promotions. In fairness (and largely to do with widespread public awareness as to the devilish tricks of the marketing savvy), this kind of overt gonzo promotion luckily dies down after the festive season has ended.

At least with overt tactics you can see and know what you are up against; call it a bit more of a fair game. These days, marketing in general has become more sophisticated and subtle; what is scarier perhaps is that it is affecting you now at this very moment and you don't even know about it.

Roughly five years ago, competitive promotion of products, businesses, schools and restaurants really started to kick off in Nanjing. Walk through the centre of Xinjiekou (or any commercial street for

that matter) and loudspeakers outside shops would blare their daily deals (on repeat). As if that wasn't enough, bum bag speaker clad women would squeal into their microphones the prices of every product in their hair accessories shop in the hopes to cajole you in.

Too afraid we became to head down the fabric softener aisle in fear of a pretty robot woman in a small hat and skirt brandishing sausages on a stick at us with a cardboard cup of yoghurt to wash it down. Such an offensive, unfortunately, was not reserved for holiday seasons in China; it was encouraged day in day out, to a point that really made simply going shopping a most draining experience indeed.

All major supermarket brands, hair dressing salons, spectacle shops and lobster houses have, over the years, routinely run these kinds of “huodong” (活动). Huodong, and its many uses, can be understood as; (n.) campaign / event / activity – (v.) to act – move about – exercise / be shaky – unsteady / use personal interest – activity – behaviour – activist / public figure – to use many ways to promote a friendship – conspiracy; to conspire against others and espionage.

Huodong can be used to describe “activity” and/or “event”. It is also employed to describe a promotion or advertising campaign, the handing out of flyers, a get together with family or friends, even an old man talking his birds in their cage for a walk.

**It is a versatile word that gives the vocabulary-short foreigner enough leeway to guess at its correct use, and usually be right.**

As marketing and master manipulation begins to have less of an effect on the Western consumer, we are left to wonder how much and what type of marketing works on the Chinese consumer? Is heavy promotion in China needed in order to convince the average consumer that this product is what they need? Or are brand awareness, popularisation and trust enough?

Just as with every other periodic transistion in modern China, the stages of promotion have also

warped at lightening pace. Those pretty girls in hats with sausages on a stick have been largely replaced with savvy WeChat advertisement banners, in a matter of a couple of years. Vulgar music blaring outside shops has been swapped for celebrity-endorsed pictures on the back of buses (See *The Gavel*, p34). Mobile phone numbers have long ago been sold to telemarketeers whom try daily to infiltrate the newly affluent middle class, scheming and conniving their way into bank accounts.

Across the board, promotion of everything in China is changing; ever faster, ever bigger. All you have to do to notice the difference is get out of Nanjing; heck, even to the nearby surrounding districts such as Pukou. This will reveal the stark contrast in how promotional strategies have changed within the city. The first-tier cities of China now handle a different kind of consumer beast, that of the emperor or empress-centred, 4-2-1 family; a millennial whose kingdom of disposable income has far surpassed any need for material goods, and who has arrived at a state of vanity that only the luxury houses of Paris know how to nourish.

For the government, fine, for this is exactly what it needs; home spending and consumerism is what will keep this country's economic veins pumping. Just as with the United States, or Hong Kong for a more nearby example, China is fast becoming one giant mall, designed to feed the brand hungry, thus making the capitalist need for brand promotion more crucial than daily deals and bargain basement price publicity.

This is the type of huodong that we now see; an understanding of popularity and brand trust, a different approach to harnessing fundamental human interactions in order to sell products. From the world of the Internet, the terms “viral”, “key word search” or “influencers”, for example, are industry clauses that Western marketing professionals are only just starting to understand; those which Chinese first-tier millennials have been utilising for quite some time now.

Huodong activity has certainly been nearly silenced in the bigger cities of China. Yet its silent but deadly invasion of your privacy continues unabated. Just as with China's American idols, brand Huodong is becoming a monster in itself, screaming out at you from the phone you hold in your hand, every hour of every day. 📱



多学一点，  
刻苦一点，  
赶上别人的脚步。



# *Drill Time!*

*China's School Children Exercise into their Future*

Text by Nancy Yan  
Illustration by Alicia Liu

*“I am Nancy, a student from Nanjing International School. However, I used to study in a local Chinese school called Hankou Lu Primary School.”*

Going back 20 years, education for Chinese high school students was always the same; planning for teaching, review previous study, teach new classes, homework, which is called the “Five Formal Lesson-Steps”. This type of method places high pressure on students. Most Chinese think that being able to enter a high quality high school is an testament to a child’s capability for study, but the teacher often conducts lessons quickly and briefly, assigning a large amount of time for students to do many difficult practice questions, which piles on even more pressure. Rachel Luo, a Grade 10 student in the Jinling High School, a major local high school, said, “I understand every word the teacher said, but not if they are put together in a sentence”.

Under these kinds of learning conditions, where teachers and even some of the parents only pay attention to grades and results, children have to bear the burden of study to meet their parents’ high expectations amid much competition with others, which leads to less or even no time for any kind of activity or interests. Research has shown that 39.79 percent of high school students have psychological problems, often manifested in neurasthenia, due to a large amount of schoolwork coupled with less sleeping and activity, especially the physical kind.

Since activity is able to reduce the stress on students from a whole day with their heads down, the China Education Bureau long ago decided to add morning exercises called “Guangboticao” (广播体操) to each and every schoolchild’s daily life. Thus, on 24th November, 1951, students began a daily series of aerobic exercises lasting for approximately 10 minutes. The practice continues to this day. However, many students believe the Guangboticao to be not very useful. On the contrary, some think that it does not even help on the exercise front; rather it is simply a break from a tough day of study.

Speaking with The Nanjinger, Maggie Chen, a Grade 10 student from the High School Affiliated to Nanjing Normal University (Jiangning Campus), said, “Since we spend most of the time studying, there is less time for us to do any type of exercise, so Guangboticao for some of us is the only time we get to do something similar to exercise”.

“Most of us don’t even pay attention to this, but I think if you [do] actually pay attention and do every movement properly, it might have some affect”, commented a student from Grade 10 in the Nanjing No. 29 High School.

*“I remember when I was in Primary School, while we had to do Guangboticao every morning, we also had another form of Guangboticao for us to do in our classroom when it is raining. I also remember that no one in our class liked this, including me; we thought this was very embarrassing.”*

The Education Bureau went on to add series of physical tests of endurance, strength and speed for students, so that they and their parents could pay more attention to physical health. From 12th November, 2017, this physical test becomes mandatory for all students, and no matter how high they score in their written exams, if they do not pass, they will not receive a High School diploma. They will be able to have a chance to redo the test, however.

The Nanjinger conducted a survey that surprisingly revealed both students and parents believe the regulation to be quite necessary. Maggie Chen added, “I think having this rule is quite nice, since a student cannot only focus on studying, because the physical health is also important. If the student’s body is not able to bear the pressure from studying, having a super smart brain is totally useless”.

Ms. Xu, a parent of a Grade 11 student, said “Grades are important, but they are not as important as health, so I think it is quite necessary to have this

test". Nevertheless, there are also some students who dislike the new ruling, due to the fact that they can obtain good grades in main subjects, and they do not want these to be affected by Physical Education.



On the other hand, to help students to relax, most high schools have decided to implement some type of huodong, such as drama festivals and Christmas parties. Teachers believe that such activities are able to make students feel more relaxed mentally, i.e. trying to make them think about something else rather than studying and homework, and also to inspire their skills in creativity and leadership.



In spite of this, according to the aforementioned survey, Sherry Qi, a Grade 10 student from the High School Affiliated to Nanjing University of Aeronautics and Astronautics said, "As the Grade level gets higher, the less activities there are. And by the way, the students show only a little interest in most of the activities the school sets up".



Liu Jiyuan from Jiangsu Huaian Middle School revealed to The Nanjinger, "I think those activities don't help [in] reducing stress. We have to participate in those activities, and at the same time think about school work, but don't have much time actually working on the school work due to the participation in the festivals." Yet again, there are also some students who think that such activities help them to deal with the stress and pressure from school work.



Outwith school time, some parents also decide to send their children to many additional activities; music, drawing, badminton, etc. Parents believe that this can help their child to build up some kind of interest, and at the same time help them release stress from tough school lives.



The China Youth Daily Social Investigation Centre

conducted a separate survey, of 1,316 people on the topic of activities of interest. It revealed that more than 37 percent of students have joined many different types of extra-curricular activities, while more than 60 percent of parents think that letting their child join different types of activities is helping them to develop their talents.



The survey also divulged that one of the most important reasons parents sign their children up for special activities is not because their children have that area of interest, but that other parents' children had signed up for different activities, and they do not want their children to fall behind compared to others. Indeed, data shows that more than 30 percent of parents think this way.



A positive side effect is that more than 61 percent of surveyed parents stated that they will help their children to sign up for activities in which they are most interested, and will not force their child to join those they are not. In general, approximately 29 percent of parents think that it is necessary for their children to build up some types of hobbies, 28 percent believe that they should leave free time that their children plan by themselves, while 42 percent of parents think it is for their children to decide.

*"My mother is the type of parent who let me chose my own interests; when I said that I was interested in something, she would try her best to find a teacher that could help me, so I could learn more about that. She always wanted me to learn more, and have more talent."*

During the past few years, the education system in China has been slowly changing, from the "Five Formal Lesson-Steps", which places great stress on students, to the different variety of activities developed in the intervening years. Even now, after 66 years, perhaps the China Education Bureau is still yet making its first little baby steps into the real world of student activities. 📖



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# Self Promotion; an Expat Guide for the Uninitiated

*By Triona Ryan*

Regardless of what you may feel right now, new expat friend, you are not alone. We have all stepped off the plane midsummer and felt our knees turn to butter, our blood pumping in our popping ears and a strange and troubling bark emerging as a cough as we stumble wearily into the ungainly immigration line.

Only the narcissists among us relish the possibility of rebuilding their circle of friends from scratch. The rest of us merely try to remove the nervous itch lodged in the back of our throats. The international teacher planes land in August, and for some, the terrible task of self-promotion begins.

When you meet a person for the first time, it's like opening a book on page 748 and trying to gauge the entire work from a scatter of words, a couple of images, a vague sense rather than a competent working knowledge. The astute reader can immediately glean a wealth of information from the vocabulary chosen, the font, the turn of phrase while the overwhelmed can skim and scan to gain a sense of the author and the piece itself.

The “newbies” are easy to spot. They are crumpled-faced, in effort or frustration, trying in vain to speak to the taxi driver or checkout clerk, who is, in turn, wincing in a bewildered fashion, muttering, “Ting bu dong.” To the native Nanjinger, it doesn't matter if you are new, lost, experiencing grave panic attacks and about to meet a monsoon of unknown people very shortly. They are natives in this sweaty paradise. They do not have to promote themselves, or be anything other than they are.

The returning expats are also noticeable with their heavily laden scooters, perma-shades and pithy ease with the surrounding tumult. They wear colours that mask the sweat stains and have their hair prepped for the humidity. If you have arrived a week early to get settled, it may also seem like you are, indeed, the only expat in Nanjing. Native Nanjingers armed with parasols and plastic fans mooch slowly from one shady spot to another.

The introverts wheeze a sigh of relief. No peopling yet. The populous of the remaining rich and varied sliding up the spectrum toward extroversion, squirm uncomfortably as a trickle of sweat dribbles down their shin.

Where are all the people?

A realization that comes after many years in the Nanjing summer haze, is that returning expats do not leave the house before the sun goes down. Like vampires, they scoot to the massage parlors and gyms and restaurants when the glare has left the sky. This can leave the newly arrived traveller feeling isolated, and rather scared in the scalding solitude of the midday sun, especially considering the hearty praise often heaped on the Nanjing social life. “Is this it?” wonders the newly arrived Nanjinger, staring down the empty tree-lined boulevards as their eyeballs burn. Rest easy, weary traveller. Regardless of your desire or lack thereof to meet new people, it is really quite unavoidable once school starts.

Living in an extroverted society, we have been taught that promoting ourselves requires “people skills” such as schmoozing with strangers, small talk, and thinking fast on your feet. However, the rules change when you geographically relocate and the host culture of China plays the self-promotion game by different rules. Here, it is seen as crude or brassy to extoll one's virtues and achievements openly. Humility and modesty are valued more than impressive results, which in the Orient speak louder than that assertive bravado which is highly valued in Western society. In fact, on Chinese etiquette, [ediplomat.com](http://ediplomat.com) quite frankly advises foreigners to, “Refrain from being loud, boisterous or showy”.

The trend seems to be spreading. New research published in the U.S. journal *Psychological Science* shows that people frequently overestimate how much their self-promotion works in their favour and underestimate how much it achieves the opposite effect. “These results are particularly important in the Internet age, when opportunities for self-promotion have proliferated via social networking. The effects may be exacerbated by the additional distance between people sharing information and their recipient, which can both reduce the empathy of the self-promoter and decrease the sharing of pleasure by the recipient”, said study author Irene Scopelliti, a lecturer in marketing at City University London.

The day of the peacock may be coming to an end, with the Oriental opinion of self-promotion as irritating rather than remarkable, gathering traction once more.

In Nanjing, as soon as school starts, the machine cranks its gears and the socialising begins. There are barbeques and lunches, meet-and-greets and brunches,



dinners and hundreds and hundreds of strangers. Everything you know about hanging out is no longer valid. You glance back towards your comfort zone as you arrive at your first socializer and it is but a mere speck in the distance. An ocean of smiling faces swims before you. You tread water, not waving, not yet drowning. The extroverts jump right in, the depth test is in the landing for them. The introverts may balk at the raucous laughter of friends bear hugging each other after the summer. Some slather each other with kisses, others talk in a frenzy of hand whooshing and yet others can be seen slapping or handshaking or bowing or dancing the Macarena. It's not what you are used to, no.

Nevertheless, you must present yourself to this tribe in a favourable way. This is not as easy as it looks. Some among us are gifted chameleons; they kiss the kissers on the cheeks, their spider senses telling them how many times; once, twice, thrice; they wave their hands and gesticulate with the hand whooshers, they slap the backs of the back slappers vigorously. These social animals have the gift of intuition and the lack of that nasty worm, self doubt, that allows them to work the room and leave a positive impression in the minds and hearts of those they meet. These are the lucky ones.

Most of us need to agonise a while longer before presenting ourselves in this new society. A tried and tested strategy of many newbies is to take the plunge with one new person; perhaps they look like your best friend back home (Be gone! vile knot in my throat. Yes, there is something in my eye!) or you like their shoes, or they happen to be standing beside you as the throng of chatterers moves into second gear, and you begin to burn with the need to speak to someone. Anyone. The trick then is to stick to this new friend like a barnacle, even if you cannot really understand their accent and despite having asked their name five times, cannot quite approach an approximate pronunciation of it. You smile, laugh when they laugh, tell them about your arrival, your kids or your dog or your Pokémon Go collection. You give them a tiny piece of yourself and hope that they take care of it.

Self promotion in the end may be simply this, sharing a piece of yourself with an unknown element and hoping that the compatibility ratings are positive. It is a hair-raising experience, akin to crossing the road in Nanjing for the first time.

Dear Newbie, like the road, you will also reach the other side unscathed. You will cross other roads but without the same nerve-tingling apprehension, and soon you will stroll blithely into the traffic, confident that you will survive, confident in yourself. In the end, there is a lot to be said for letting your actions do the talking, so to speak. 🍷

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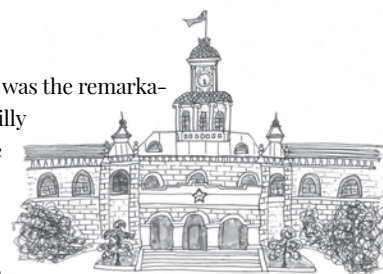
# ARCHI-CAPITAL GEMS in NANJING

It both surprises and delights me that after living in Nanjing for 2 years I still regularly come across unexpected and intriguing architecture on the streets I tread every day. That is not because I walk head down, consumed by TV shows on my phone, but because behind unassuming gates, bland car parks and cumbersome evergreens, Nanjing is saturated with architecture that was once the making of a capital city.

Whether seasoned Nanjinger or recent arrival, I urge you to make habit of exploring the city in which you are; to get you started, three of my favourites.

## Former Provisional Government, 10 Hunan Lu 临时政府参议院旧址

Built in the last years of the Qing Dynasty, this building, in the style of French Renaissance, was the remarkable work of a 26-year-old architecture graduate. All blushing pink and jarring green, it is frilly and decorative with its fish scale roofs, minarets, chimneys and railings, reminiscent of the Louvre in Paris. The building is intrinsically linked to Sun Yatsen, who made it the base of his Provisional Government when he established the Republic of China in 1912. Thirteen years later when he tragically passed away in Beijing, it was to this building that his body was first transported, allowing mourners to come and visit before the mausoleum was built for him on Purple Mountain.



## Former Republican Supreme Court, 101 Zhongshan Bei Lu 国民政府最高法院旧址



1 year after Nanjing was established as China's capital in 1927, for the tenth time in history, the Nationalist government implemented the great "Capital City Plan", covering everything from schools to sewage, politics to buildings. Architects were encouraged to follow a European or American model but to include elements that suited a Chinese context.

The Former Supreme Court, completed in May 1933, is an excellent example, with its imposing design, well fit for purpose. Defined by a vertical axis, it could not be more opposite from the wide sloping eaves of traditional southern Chinese architecture, emphasising its height and giving it a sense of authority. Still pertaining to a Chinese aesthetic, architect Guo Yangmo designed the central structure to mimic the Chinese character for mountain, shan (山), illustrating the phrase "zhi fa ru shan" (执法如山) meaning "to maintain the law as firm as a mountain".

## Former Bureau of District No. 6, 26 Ninghai Lu 第六区公所

Isolated at the intersection of six roads, what is now a branch of the much loved Librairie Avant-Garde was once the gateway to Nanjing's Legation Quarter. Semi circular from a bird's eye and painted a warm yellow, it is made up of four levels which narrow in step towards the top.



The building dates to the 1930s and was initially the Bureau of District No. 6, but was taken over during the Japanese invasion, when it was used by the Japanese as the military police headquarters. In 1960, it became Gulou Library, but was subsequently closed down during the Cultural Revolution, then reinstated as a commune hospital in 1983. As you sit there today; coffee in one hand, book in the other; it is hard to imagine this peculiar shaped building once served such variety of purposes. 📖



## Not The Creative Type? *...Think Again!*



One of our most primordial needs as humans is to understand our environment so we can adapt to it or make it adapt to us. We observe, analyze, dissect, measure, qualify and quantify in an effort to have a better assessment of our resources, including new knowledge, ideas and concepts. When all these processes fail to fulfill our criteria, we attribute things to superior forces and entities.

Of all the mysteries in life, creativity is probably one of the biggest and most researched. We have spent an immense amount of time and many resources in trying to understand what creativity is and where it comes from, and the only conclusion we have been able to come up with is, "We don't know yet". It is probable that we will never know.

In ancient times, we used to attribute the phenomenon of creativity to external forces, which are sometimes represented as deities called "muses". Others explained it as some sort of divine inspiration while the more pragmatic thought of it as a gift from the genes, a geniality or natural talent with which people are born. We have encountered throughout history personalities who were privileged to be born with an unexplainable natural geniality, these cases are very occasional and extremely rare, and yet humanity has managed to move forward and develop at an exponential rate.

We can think of creativity like electricity; we can't see it, but we can quantify its effects, we can appreciate its attributes, and most importantly, we can learn how to generate it, and that is something that can happen deliberately or as a consequence of a natural learning process, just as in the case of our ancestors.

We do not exactly know how or when it happened but there was a spark of cognitive activity that enlightened our path on the transition from Habilis to Sapiens, to Sapiens-Sapiens.

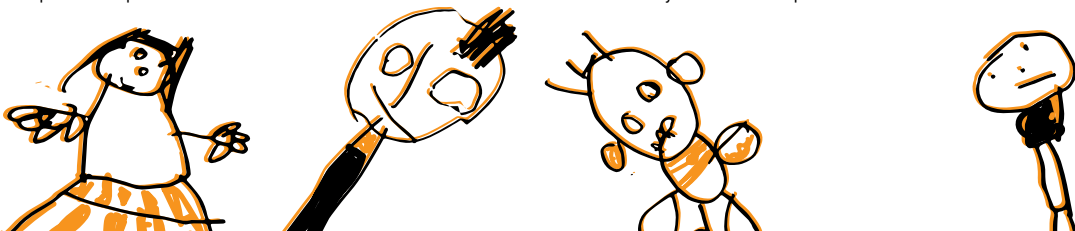
All of the sudden, we were able to not only produce sounds to communicate like animals, we also became capable of organising these noises into systems of codes and symbols that would become the first languages, which we could use to accurately describe ourselves and our environment. As primitive as it sounds, that simple progression is to date the single most important event in our entire history. It was, among other capabilities, what made us what we are today, giving us the capacity to dominate and manipulate not only our environment, but the rest of the species around us.

Fundamentally, if you are a human being, you are by nature a creative creature, since creativity is the sine-quanon condition of every human that has ever existed.

Working as an artist and graphic designer, very often I encounter people who tell me, "I'm not the creative type", "I wasn't born with the talent", "I'm not capable of doing this or that". All these claims are part of a very extensive list of inhibitions that are imposed or self-imposed on us, by society, culture, education (or lack of it), religion, politics, etc. In the majority of cases, we are raised to believe they are the norm; we grow up with them and die completely unaware that we are victims of the limitations that prevent us from exploiting capability and potential.

Another big misconception is the idea that creativity is limited to artistic activities, when the fact is that creativity is involved in every problem-solving task and decision that we make every day.

It is very important to understand that, regardless of the kind of job or area in which you work, if you have a brain and you call yourself "human", you are entirely capable of being creative; it is just a matter of understanding the process of creating and identifying those inhibitors that keep you restrained, no matter what causes them or where they come from, and then begin the process of depuration and to start, step by, to free your creative potential. 🎨





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# How Pure is Your Environment?

By **Tim MacDonald**

I find living in China causes me to be acutely aware of so many things I never thought I had to worry about back home.

However, as I became more aware of the need for pure air, I began to discover data that reveals “normal” indoor air can be equally, or even more harmful to our bodies than that outside. Through the discharges of Volatile Organic Compounds (VOCs), via our furniture, carpets, curtains, cupboards, etc., we daily breathe in harmful pollutants that over time may have devastating effects on our body’s systems. Yikes! What’s a person to do?

Air purifiers, of course! And we’ve got them, in every room. They indeed help, and hopefully will add, rather than subtract, years to our lives.

Moving from air quality, what about the other “pollutants” in our lives? Is there something to the thought that what we ingest into our minds and our hearts can be equally problematic to our overall health?

## **FILTERING OUT STRESS AND WORRY**

Physicians will tell you that chronic worry and emotional stress can trigger a host of health problems for us. Dr. Joseph Goldberg of WebMD says, “The problem occurs when fight or flight is triggered daily by excessive worrying and anxiety. The fight or flight response causes the body’s sympathetic nervous system to release stress hormones such as cortisol. These hormones can boost blood

sugar levels and triglycerides (blood fats) that can be used by the body for fuel”.

Dr. Goldberg goes on to say, “When the excessive fuel in the blood isn’t used for physical activities, the chronic anxiety and outpouring of stress hormones can have serious physical consequences, including:

- ❗ **Suppression of the immune system**
- ❗ **Digestive disorders**
- ❗ **Muscle tension**
- ❗ **Short-term memory loss**
- ❗ **Premature coronary artery disease**
- ❗ **Heart attack**



If excessive worrying and high anxiety go untreated, they can lead to depression and even suicidal thoughts”.

## **WHAT CAUSES YOU TO WORRY? HOW ARE YOUR ANXIETY LEVELS?**

Not long ago, I was passing through security at Nanjing Railway Station. I could hear a woman screaming in English with an American accent. She was yelling at eight Chinese men, demanding they tell her how she was going to get her bag on the train. Their response was amazed bewilderment.

I approached the woman to see if I could help. It turned out to be a school teacher. She was having a significant melt down. For the next 5 minutes, she gushed out issue after issue; how students don’t listen to her, she can’t tolerate the traffic in China, the heat was unbearable... and on she went.

Not knowing what I should do to help, I simply prayed that the peace of God would be real to her. She seemed to immediately get calm. I helped with her bag and we both caught the train to Shanghai.

## **PURIFYING YOUR “AIR”**

Filtering out “pollutants” that cause us stress and anxiety may not be as easy as turning on an air purifier, but there are a number of ways to eliminate or reduce the “bad air” from our lives;

- ❗ **Balance time and demands of work**
- ❗ **Eat and rest well**
- ❗ **Exercise often**
- ❗ **Pray or meditate daily**
- ❗ **Keep short accounts; forgive always**
- ❗ **Give to others; generosity works miracles!**
- ❗ **Assess what you watch, read and listen to**



Tim MacDonald is Managing Director of Chrysalis Consulting, a Nanjing based firm that assists MNCs with Operational Excellence, Supply Chain, plus Organisational and Talent Development challenges. Contact him at [Tim.MacDonald@ChrysalisAsia.com](mailto:Tim.MacDonald@ChrysalisAsia.com)

*It starts with the minute in front of you. Do the next right thing.* 🧘



## GTB

### *A Gigilo's Unaffected Innocence*

There's an English word that begins with "b". It literally means "female dog". Don't pretend you don't know it.

The word has retained its full force during the many years since I first learnt it, while other "b" words, such as "bloody", have lost theirs.

Secularism and permissiveness have prevailed. But even as the old lexicon of oaths and obscenities fades into quaintness, there is actually a whole group of curses that retain the capacity to shock.

These are the terms that will lose a broadcaster his/her job; the terms that imply/constitute discrimination.

For the sake of balance, we could decry those who harvest their indignation or trade on the right to be offended. But it is not necessarily a bad thing that English speakers are wary of discriminating on grounds of race, disability, age or gender, when they speak. If not eradicated, some terms deserve at least to be quarantined or handcuffed with inverted commas.

The "b" word we are discussing here is actually a translation of a Chinese character that also starts with a "b" sound. And, yes, there is a good reason why we're deliberating the character "婊" (biao) in a column about tea; this insult term (which is probably more slanderous than "female dog") has recently been paired with green tea to form "绿茶婊" (lv cha biao); GTB.

Yellowbridge offers a nice translation; "a seemingly unaffected, innocent and charming girl, but actually dissipated and superficial". Other translations emphasise the (concealed) ambition that the term implies.

There's also "咖啡婊" for coffee-drinking Chinese women who use slightly too many English words in Chinese sentences; or "奶茶婊", the female milk tea drinker who retains her childish voice slightly too long into adulthood [Sogou is very eager to help me write these terms!]

In some ways, they are the female equivalents of "Jaguar gigolo". And yet they are not. In all languages, there is something more staining about curse words directed against women.

But the problem with these terms is not the quantitative imbalance; it is the concept of "purity" itself.

It is in the disingenuous presumption that there is (or was) a real innocence "somewhere out there". It pre-judges what other people should feel, think and know; none of which verbs people are necessarily able to control or change. In ignoring the autonomy and the reality of the person, it commodifies them.

"GTB" is thus more misogynistic than either of the "b" words on their own, implicating BOTH those who express needs and desires AND those who "conceal" them.

Moreover, it is an injustice to green tea. To brand this drink as a mere emblem of "purity" is to ignore the complexity of its varieties and the flavours therein. It is to ignore the beguiling, grown-up bitterness we sometimes seek from green tea.

Yes, it won't give you a hangover, but you can actually get pretty high on this stuff.

I wish I could offer you vulgar headlines about green tea more often. 🍵





## A Global View of Chinese Football & its Planning

In 2004, FIFA recognised China as the birthplace of football; Zibo, in Shandong province in fact, where a sport named Cuju has been played since the 3rd century BCE; one with a ball and hands not permitted. Nowadays, there is a museum located in Linzi, where a commemorative FIFA plaque recognises the city as the site where football began.

### Professionalism

Nevertheless, until 1994, football in China was only played at an amateur level, with clubs owned by local sports committees or the army (before 1987), or at a semi-professional level (1987-1993).

In 2004, the Chinese Super League was born. Initially involved in corruption scandals that kept the fans away, government intervention and higher control by the Chinese Football Association (CFA) put an end to this problem and was rewarded with growth in average attendance each season. In 2010, the average attendance per match was 17,500 people; by June of this 2017 season, the average reached 23,700 per game, a figure that reveals the increasing interest of

Chinese football fans in their local product.

The economic potential of the country also affects the football clubs; indeed, ten of the 20 players receiving the highest salaries in the world belong to the Chinese Super League, but all of them are foreigners. The Chinese League accepts only five non-native players per team, and only three can be on the field during a game. From these five players, four can be non-Asian and one can be Asian. This is a rule intended to help develop national players and to give them more opportunity to play. Another rule adopted this year was that teams in the starting line ups must have two Chinese players under 23 years of age.

### The Plan

It is well known that president Xi Jinping is a big football fan. His plan is to improve China's ability in order to make her a serious competitor for the 2050 World Cup, while there are also rumors about her planning to become a candidate host for the 2026 or 2030 WC.

Part of the planning is to have 0.5 to

0.7 soccer fields per 10,000 people. In 2016, China's Ministry of Education created the "School Football Leading Group", with the idea of promoting football among 20,000 primary, middle and high schools. It was also reported last year that the Guangzhou Sports University was opening a Football Academy, with programs for coaches and referees, becoming the first Football College in China.

Recently, a particular taxation scheme was approved by the CFA, under which a club that pays for the transfer of a foreign player also has to pay the same amount to the CFA youth development program.

### The Dream

As we can interpret, China is investing not only at professional levels, but also among the youth, to accomplish the dream of being a worldwide football leader within the next three decades. Having the government and president Xi Jinping's support makes Chinese people believe in their football. They have a history to follow, a healthy league in which to compete and a good plan to develop. 2050 is the date highlighted on the calendar. 



### FIVE THINGS THAT YOU PROBABLY DID NOT KNOW:

**1** Record for sale from local to foreign club: The Brazilian winger Muriqui was sold in the season 2014/2015 from Guangzhou Evergrande to Al Sadd for €5.9 million.

**2** Players born in Macau, Taiwan and Hong Kong

who signed their contracts after January 2016 are considered nonnatives for the league registration.

**3** The 2016/2017 China Super League is ranked fourth in the world by transfer expenditure.



**4** Jiangsu Suning and Internazionale di Milano share the same owner.

**5** Only Chinese goalkeepers can play in the local leagues.

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# Silver Screen Synthesis;

Award-winning Italian Film Director Discusses  
Bridging The Dragon with *The Nanjinger*

**T**he arts is not a new concept in Chinese modern society, yet in recent years, there has been a resurgence, especially in the fields of the performing arts and cinema.

Gaining notoriety throughout the rest of the world during the 1960s was European Art Cinema, a genre of filmmaking that, let us be honest, no one really understood at the time, and with which many to this day still struggle to “get the gist”. Peculiar as it may seem to some, it is treasured by others; looked upon almost as part of the machine of modern intellectual thought and artistic expression and celebrated as such.

We now understand that European filmmaking is not only made up of art cinema but mainstream blockbuster hits, award-winning documentaries and a sea of wonderfully crafted humorous, dramatic and culturally opulent, perfectly understandable films. It is the producers of these films who are now beginning to work with emerging Chinese film producing talent, through teaching, exchanging and building bridges between Europe and one of the most sought after countries and markets in the world today.

European film association Bridging The Dragon, which is in partnership with Marche du Film, recently passed through Nanjing. Italian Managing Director of the association and Producer/Director Cristiano Bortone (right) set time aside for *The Nanjinger*. Most noted for his award winning films “Oasi” and “Red Like The Sky”, Bortone has also taught film at the Beijing Film Academy. “Three years ago myself and a group of European producers felt it was our duty to promote quality of film within the [Chinese and European] film industries and to promote proper collaboration between Chinese and European producers”, said Mr. Bortone.

After the success of previous editions, the aim of the initiative is still to foster the development of projects suitable for collaboration between the European and Chinese film industries. Respected scriptwriters and production experts will tutor film projects from China and Europe, in order to help overcome cultural differences and improve their feasibility, but mostly, once more the event will become an inspiring think tank with open speeches and discussions, offering the chance for selected film professionals to establish personal relationships.

This year, among the tutors were respected director/screenwriter Cao Baoping, novelist and screenwriter Yan Geling (among whose many titles are Zhang

Yimou’s “Flowers of War”, “Coming Home” and the new Feng Xiaogang flick “Youth”), and scriptwriter Philip LaZebnik (behind many animation blockbusters such as *Mulan*, *Pocahontas* and *Prince of Egypt*).

“This is the third edition of the lab. Year after year, we have witnessed how important the in-depth residential experience has been in closing the cultural gap between the two worlds and creating personal relationships that are key to long lasting collaborations. Some of the projects from the 2015 edition are going into production now and many of the attendees are actively involved with each other. This makes us very proud and willing to make this format continue and grow”, said Mr. Bortone. “[It is greatly indispensable amongst film makers] because the only rule in film making, is that there is no rule, if there was a rule or a step book, everyone would follow it.”

Each year 12, European and Chinese projects are selected to attend the various workshops, talks and networking events, in China and in Europe. During this edition, Nanjing University of Arts hosted open conferences by some of the tutors. Yan discussed the challenge of adapting novels into movies with Bortone (whose co-production “Coffee” is now nominated for the Media awards at SIFF), script analyst Alex Jia challenged LaZebnik on the topic “How to make film stories great”, Rikke Ennis gave an overview of the potential of Chinese films on the global market, while Locarno and Udine programmer Maria Ruggieri explored the world of international festivals.

Bortone later went on to say, “China is now turning to Europe in an effort to invest in quality film making. [The] Bridging the Dragon association targets existing well-known and established companies. What it [the association] gives Chinese producers is access to public funding and beautiful locations within Europe and vice versa... As Chinese society is changing, we see a lot of younger people travelling abroad and so the Chinese audience is now looking to see better, more sophisticated films.”

Refined tastes are the latest fashion with the emerging Chinese middle class; the more exposure they get to European lifestyles, the more they want. Indeed, wine, oysters and champagne were the precursors to cinema. A deeper, better understanding of each other is the Chinese and European reward from these celluloid raw reflections of real life. From a European perspective, the more audiences know about China told from Chinese artistic perspectives, the better. 🇪🇺





# *BRIDGING THE DRAGON*

*By Renee Gray*

# OUR SPACE

HOSTELRY *By Renee Gray*

## Collectibles; Nanjing Walled Beer

Helping to fluff out Xinjiekou's rather bleak nightlife is swanky debutante Rodenbach. Nestled in the brand spanking new 1913 area of Hongwu Road, the restaurant/bar/museum sits adjacent to its sister establishment, Bond No.9, that combines whisky bar, cocktail terrace, night club, ladies luncheon sunroom with posh nighttime Champagne drinking, DJ playing, fairy lit rooftop terrace. Yawn. Let us get back to the beer.

Approaching Rodenbach, you will see the "National Theatre" to your left and the new 1913 Designer Court to your right. The first house you come across is Rodenbach, and I say "house", because in 1913 this place was in fact called the "Gongyu Club", where the likes of prominent Republican leader Chiang Kai-Shek and his gang would come and hangout. Nice credentials.

The building itself has kept its original European style, with the inside having undergone "little" renovation. Beautifully decked out with hundreds of plants and lights, just sitting outside this colonial blast from the past would suffice. However, if the Nanjing heat is not your thing, then head on inside for what awaits is quite the lesson (in beer).

There appears to be not to be a piece of wall that is not covered in original beer memorabilia from across Europe and the United States, collected by non other than the museum's owner Jacky, who spends his time skipping across the States to every auction and antique store, in order to fill his Nanjing projects with bonafide original pieces. Long time Nanjingers will have frequented some of Jackie's other establishments, which include the Mazzo Nightclubs and New York inspired Tribeca.

Certainly take the time to wander around and have a gander at this impressive collection, but what is most interesting (and easy to miss) is the original Nanjing wall bricks



that have been set into place above a fireplace, which show original script etched into the stones by those who built the wall.

The beer selection is rather large and yep, you guessed it, designed mainly for the Belgium beer lover. However, IPA lovers need not despair; the menu features a few nice fruity ales including the house option. Food can be described as "China pub style", yet a few palleas and fancy soups have been added just to break away from all the deep fried goodness. Unless you have got a few bucks floating around in your pocket that you're not keen on, the food here is average and overpriced.

Luckily, that's probably not what you're here for. The drinks and the atmosphere is what you're paying for. Winter appears to be the best time to spend here, for sitting by the fireplace and looking around, one could be fooled into thinking Europe was just outside the door; Christmas in Nanjing.

**RODENBACH is located in the 1913 Designer Court, 129 Hongwu Lu 洪武路129号1913私人订制街区**  
Tel: 52257979 📞

GASTRONOMY *By Alex Szabov*

## Good Eats, Good Vibrations

"Come along and ride on a fantastic Eat voyage!" one wall proclaims. Another features a stylised sunset. Hawaiian music drifts in from the background. A friendly dog greets as you walk in. The message is clear. If you are

in need of rest and relaxation, you do not need to leave Nanjing; you simply need to go to Eat.

True to its name, Eat is not so concerned about sticking to a dining theme as it is with serving delicious foods. If the menu here is indeed a voyage, it circumnavigates the world for inspiration. There are a multitude of options, from all-day brunch to full Asian and Western-style dinners. The salad selection; a consideration elsewhere, but here a feature, has a wonderful amount of variety, and hosts comparable offerings to Element Fresh without such a hefty price tag.

In another similarity to its upscale rival, everything on the menu is prepared fresh, and feels like it, both in presentation and taste. This freshness is, in part, thanks to the garden fruits-and-veggies heavy selection, but really extends to everything on each plate. It also helps to know exactly what you are getting; Eat's menu not only features English, but also lists the ingredients used for every meal.



Like any good sojourn, there's a healthy (though not as healthy as the salad) selection of alcohol, with imported beers, a cocktail menu, and more. For those looking to enjoy non-alcoholic options or a nice brunch compliment, a fresh juice bar is also available, complete with mango smoothies and, of all things, avocado-lemon-apple juice.

With scrumptious eats, great and interesting drinks, and English speaking staff, there are few downsides to this hidden retreat. Perhaps the only major flaw is that all vacations have to end sooner rather than later, and Eat's hours are on the short side, only serving from 10:30 to 8:30. Nevertheless, this is a holiday you can take any day.

**EAT is located at 21 Nanxiucun 南秀村21号**  
**Tel: 86643277 (Closed Mondays)** 📱

**THEATRE** *By Enrique Theodore*

## Cross Cultural Lovers' On Stage Duel

The concept of Shakespearean and Kun Opera styles emerging together on stage in order to showcase, visually, the real creativity of their times, is an exciting and deeply interesting idea, and one argueably immensely challenging project for which the creator should be applauded just for embarking on the endeavor.

The setting for "A Lover's Duet" in Nanjing's Yu Theater was undoubtedly pleasant; it had a nice layout and was a very comfortable place in which to watch the show. As the performance began, one's first impression was that it would be very difficult indeed to get through the next forty-five minutes, as it was particularly difficult to understand, with the actors speaking in olde English (Shakespeare) and ancient Chinese. This lacked fluidity, and was hard to follow; thankfully, there were subtitles.

Unfortunately, Chinese Kun opera singer Ivy Chang's voice was so low, one could barely hear her, so when Shakespearean actress Dare Norman began to sing, Chang's voice became completely overshadowed. With Norman's performance so beautiful and mesmerising, it took precedence for the two acts; perhaps this was not the intention.





Fortunately the play bequeathed some rather alluring parts, notably the way in which the two women interacted with each other, blending together, both speaking and singing in English and Chinese. Sights and sounds to behold. Indeed, toward the end of the performance it really began to develop into an enriching and heartfelt play.

Conceivably, the same plot could have been taken and worked in a way that stitched more fluidity into the story, as the language was so hard to follow. Subtitles were a saviour, but also a distraction to the magic happening on stage. Even though the idea was to compare and contrast different cultures, one couldn't help thinking it needed more of this.

Love and heartbreak are collective languages, everybody knows what it means. We can feel it, and words are not needed for that; a beautiful thing to observe, especially seen from two women from different worlds, spoken and sung in two different languages.

Written and directed by Mr. Hao Yu from the Nanjing Gaokun Opera Company, this play represents a change in the times for Nanjing, a shift to a more culturally diverse and artistically driven immersion of our two parts of the world. 🇨🇳

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**BEAUTY** *By Maya Visari*

## Trusting in Ink in Nanjing

If you have ever watched *Miami Ink* on the TLC channel or YouTube, then you will know what to expect from China Ink. On a par with the Miami Beach parlour, services (and studio design) at China Ink are certainly above board. Having already been proved a massive hit in Suzhou, along with Shanghai and Guangzhou, China Ink last year finally made its way to Nanjing.

First impressions revealed a high standard of cleanliness and professionalism; the parlour's "hazardous room", which we assumed was for used needles or piercing tools, added to our feeling of sanitised safety. All ink and equipment is imported from overseas and staff remained hygienic at all times. TVs above our heads (presumably to help with boredom if the tattoo were to take a long time) played Bollywood movies, while a group of young Chinese mingled in the communal living area, selecting tattoo designs for themselves while laughing and joking with each other.

"This is my first tattoo. I'm getting my daughters name. This place seems the best in Nanjing, so I trust it", one of them told us as they waited. "I've got a few, this time I'm going to get a deer; it represents my wife and our marriage", another said, while toking on his cigarette and watching his friend getting inked.

Putting the specialists to the test, we drew our own design, which they were required to blend with an existing one we had found on the Internet. Armed with this (and super excited), we gave it to our assigned artist, Neven.

Fitted out with the most up-to-date technology for designing, printing and preparing the tat, Neven began by merging the two designs together with Photoshop; he then printed it and set about tracing and sketching. Keeping a sharp eye on his work, we had confidence he was on the right track, while he added his own creative input. His patience and understanding was what we needed in order to feel satisfied.

Preparations took approximately an hour and a half; when we wished for certain parts of the design altered or moved around, he obliged, happily re-printing it for us about five times! After everyone was satisfied with the design, he traced it on and we were ready to go.



Having tried and tested a few Nanjing artists previously, we were rather impressed with the tattoo we got at China Ink, immediately noticing the fine definition. However, attention to detail was at times unheeded; as the tattoo began to dry we noticed mistakes with the work; intricate parts of the design missing or placed incorrectly. With the amount of time that was spent preparing the design, we were disappointed to see mistakes in it afterward. Nevertheless, as far as tattoo art goes in Nanjing, China Ink should not be missed.

Interestingly, China Ink is to be found in the main Lucky Square Mall, as part of a new development that sits off Yunjin Lu in Jianye district. Most comfortably accessible via a shared car, taxi or metro, the tattoo parlour is surrounded by upmarket restaurants and cafés.

**CHINA INK TATTOO is located at B15, B1F, Lucky Square, 169 Yunjin Lu 建邺区云锦路169号乐基广场B1层**  
**Tel: 87750906** 🇨🇳

# Video Killed the Radio Star

29 July, 2017

An excited throng descended on Tap Planet to hear a special rendition of "Xiao Long Baozi", as the song that became a cult among Nanjing's foreign community enjoyed a launch party for its accompanying music video. The four friends Rick, Chase, Zepp and Jonny came together as Fisch'n Friends and went on to film the video in just one day.

The video racked up over 5,000 views on Youku in less than a week. Photos: Chris Eckhardt, 51CHRIS Photography.







After operating out of Shanghai for 25 years, the Australian Chamber of Commerce just a few weeks ago made the commitment to expand its work to Jiangsu and Zhejiang. As part of a series of events, Australian Consul General Shanghai Graeme Meehan (above left, centre) was in attendance at the first Nanjing Aussie Drinks, held at the Shangri-La Hotel in Nanjing. In the pipeline are a mix of social and business functions.




## New Sensation

14 July, 2017







Brides and grooms to be enjoyed the chance to rehearse parts of their big day in advance at the Renaissance Hotel Nanjing's third Wedding Try Out Show. Make up, cakes, hotel wedding facilities and that all important dress formed part of the show previously held in March of this year and last August.

# *White Wedding*

29 July, 2017

## Self Promotion & False Advertising

The red lips, white teeth and charming smile of Elephant Dee, a Taiwanese celebrity, who represents Crest toothpaste, were accompanied by her words, "Use the Crest dual-effect shining white toothpaste; in only one day teeth can really become white", in a 2015 advertisement.


The use of this statement in their product promotion was to cost Crest a fine of ¥6.03 million for false advertising. In this instance, and in accordance with the Standards of Functional Toothpaste (QB/T 2966-2014), which came into force on 1st November, 2014, the effects of toothpaste must be substantiated by a Functional Effect Evaluation Report. Based on an investigation made by the Shanghai Municipal Bureau of Industry and Commerce, the whitening effect as shown in the advertisement was generated by excessive treatment by picture editing software, not the actual effect of using the toothpaste.

In accordance with the current Advertising Law of the People's Republic of China (hereinafter referred to as the Advertising Law), which came into force on 1st September, 2015, an advertising spokesperson or a brand ambassador shall recommend or substantiate goods or services on the basis of facts and in compliance with the relevant provisions of this Law and other relevant laws and regulations, and shall not recommend or substantiate any goods they have never used or any service they have never received. An advertising spokesperson or a brand ambassador shall be fined for any recommendation or substantiation of goods or services they have never used or received or for any false advertising which they know or should have known was false.

As an individual, a non celebrity, is it possible for you to violate advertising related laws and regulations? The answer is yes. Many of us sometimes forward interesting advertising on our WeChat Moments without much consideration, but the following story reminds us to be more cautious in doing so.

On August 16, 2016, a Mr. Zhang of Gaotai County in Gansu Province held a grudge against a local driving school, so he tampered with the advertising of the school and entrusted a Mr. Chen to post and disseminate such. After receipt of a payment, Chen disseminated the advertising on his WeChat Moments to thousands of friends, without conducting any examination or check as to the contents of the advertising. Although Chen subsequently clarified and corrected the contents after knowing the facts, his act damaged the market environment of fair competition and thus caused a negative effect on the business operation of the driving school. After finding the facts, the Bureau of Industry and Commerce imposed an administrative penalty on Chen in accordance with the law.

In the Digital Media era, many people post or forward advertisements on their social media. In accordance with Article 2 of the Advertising Law, an individual or a natural person can be advertiser, advertising agent, advertising publisher and advertising spokesman, subject to the Advertising Law, and in accordance with Article 3 of the Interim Measures on Management of Internet Advertising, "Internet Advertising" is defined as commercial advertising for the promotion of goods and services directly or indirectly in words, pictures, audio, video, or other forms, through website, webpage, online applications and other Internet media. Therefore, even common people who post or forward advertising through their social media applications shall be subject to the Advertising Law and the Interim Measures.

So how do you avoid any possible liability or penalty for an illegal advertising activity? Generally speaking, advertisements shall not contain false or misleading content, and shall not deceive or mislead consumers. Advertisers shall be responsible for the truth of the contents of an advertisement. An advertiser, advertising agent and advertising publisher shall conduct advertising activities in compliance with the laws and regulations and in good faith, and compete in a fair way. 

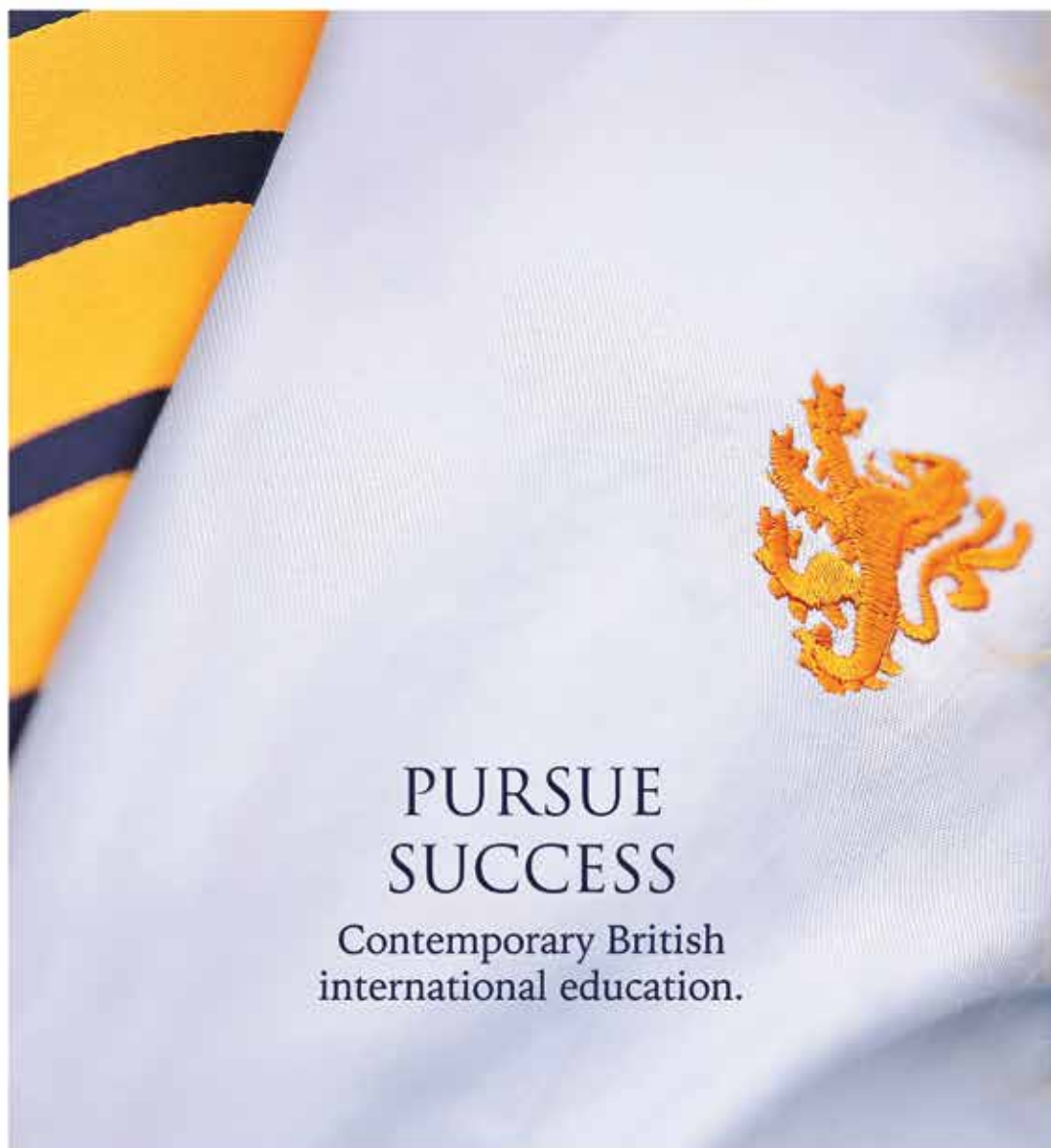
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