Securing essentials

The restrictions and COVID-19 outbreaks in China dampened activity last year. With the economy now re-opened, we see growth rebounding to 5.2 percent this year as activity and mobility recover.

Pierre-Olivier Gourinchas, International Monetary Fund chief economist.

The IMF has forecast for China’s economic growth to 5.2 percent in 2023, while expecting a 4.5 percent rebound in 2024, according to estimates released on Tuesday.

The restrictions and COVID-19 outbreaks in China dampened activity last year. With the economy now re-opened, we see growth rebounding to 5.2 percent this year as activity and mobility recover.

The IMF said that while the global economic outlook has brightened, the conflict in Ukraine continues to weigh on economic activity, and global inflation – expected to fall from 8.5 percent in 2022 to 6.3 percent in 2023 and 3.4 percent in 2024 – remains elevated compared to pre-pandemic levels of about 3 percent.

In the medium term, the world economic growth will slow from 4.1 percent in 2022 to 3.9 percent in 2023, and then to 3.4 percent in 2024. The anticipated growth for 2023 will be higher for developing countries – which will grow by 4.5 percent in 2022, and 5.4 percent in 2023.

The growth rate will remain weak in eurozone, and the world economic growth will slow from 4.1 percent in 2022 to 3.9 percent in 2023, and then to 3.4 percent in 2024. The anticipated growth for 2023 will be higher for developing countries – which will grow by 4.5 percent in 2022, and 5.4 percent in 2023.

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Wang, then president of the Jinhua Football Association in Pingjiang County, said, "Rumors spreading that our team competes dishonestly, sports coaches and high school students, but that's not the case."

"The soccer players are professionals, and if they had some professional experiences. They train for at least two hours each day under instruction from the coaching staff members."

Wang, who also plays for and is an assistant coach at Jinhua Winhua, wanted to be a professional player since his childhood.

In 2013, supported by the local sports bureau, Wang and other grass-roots players registered the Jinhua 74000 soccer club, named after the county's postal code. "At that time, the team had less than 20 members, all of them amateurs, including sports teachers, doctors, civil servants and people running their own small businesses," Wang said.

"During the weekends, we trained and played on school playgrounds, as we had no training field of our own."

"Since being founded, the team has won the local league in Pingjiang each season. With some adjustments and restructuring, the club gradually became more professional. In 2013, it was renamed Jinhua Winhua FC, and represented the Jinhua County Football Association for the first time in the CMFL."

"We now have 200 players from across China, including 80 youth players from Pingjiang. In addition to our first team, which plays in the CMFL, we even have an under-10 side and an under-7 team," Wang said.

Special cooperation

The victory against Beijing Guoan brought a wave of publicity to Jinhua, a small county with a population of about 300,000.

However, the players in the Cup match were mainly from Beijing Guoan FC, a club in Chaoyang District, northeast region. In 2013, Jinhua Winhua and Beijing Guoan signed a three-year cooperation deal. The club registered with the Jinhua civil affairs bureau to play in the China Cup.

You Jun, a representative of Beijing Guoan, said: "Jinhua has good facilities and good players. We needed the opportunity to play in the China Cup, while Winhua wanted more professional players."

"Soccer teams are quite similar. A China Cup player only has his qualification for the final match for two consecutive years."

"When their club was drawn against Beijing Guoan, Jinhua Winhua players showed no sign of pressure. Members of the coaching staff drew up a detailed plan for the Cup match, and the players had 10 percent of possession during the game."

Dan, who had just made the first team from the under-10 side, scored the first goal in the match.

"Junior athletes are tough kids. Only through a continuous examination and review process can a young player progress. Achieving a desire to pursue our dreams, grassroots players can become heroes," he said.

Winning cooperation between the two clubs also aims to cultivate more young players, help professional players from Jinhua to train at the bottom, and take on the pressure of being the youngest players in the national team.

"The Jinhua players in the 10 to 90 age group failing to land contracts with professional clubs, or being dropped after not making the first team.

"We want to help these young men continue playing soccer, or to make the transition to coaching and refereeing."

"We want to assist them in pursuing their soccer dreams. Even if they don't turn professional, they can still do something positive," he said.

Chasing a dream

Although Jinhua Winhua is gradually transforming into a professional club, it still has problems such as a lack of funds, a permanent sponsor and a home ground. "Despite these difficulties, I think our boys for soccer will help us overcome such hurdles. Everyone is enjoying the sport and is ready to chase their dreams," Wang said.

The club receives an annual donation of 300,000 yuan ($46,000) from an ex-soccer fan who owns a local school. "It's not much money, but without his support, the club cannot operate," Wang said.

"Even though I can't get the chance to play the clubs' older players always accompany the team to avoid matches as substitutes, assistant coaches, or team doctors. Li Xin, a player and founding member of Jinhua Winhua, missed the match with Beijing Guoan due to COVID-19 epidemic prevention and control measures, but he watched the game online."

"After our victory, I looked back to the days when my friends and I played soccer as kids. After 20 years, we still love the game and have finally gained recognition," Li said.

The team was formed due to local soccer enthusiasts' love for the game. Li said, adding that he and a group of friends have played soccer together since the second primary school and junior high school.

"Jinhua won the China Cup in France and achieved the soccer dream for myself and my schoolmates. Some of us had to give up the game to focus on study, work, or family problems. But as long as we can get a team together on the court or in the field, it is even if we need to dust the balls from one corner pocket," he added.

"After the victory over Beijing Guoan, many parents approached Li to inquire about youth soccer training. He said that the team has three coaches, all of whom have a great deal of experience in the number of people talking about and developing the love for soccer.

The Chinese Football Association said in an article published on its website: "Soccer fans are enthusiastic, and they encourage and motivate the players. Supporters can no longer ignore the Jinhua Winhua FC team."

The association sent the club a congratulatory letter, describing them as an 'important name card' for promoting the image of the county. Pingjiang and Jinhua. And with estimated investment of 150 Yuan, the park enjoys around 400,000 Yuan and has two standard soccer fields.

Training sessions

Jinhua Winhua will also conduct training sessions and other activities to promote soccer, with support from the Pingjiang sports bureau, said Li. Together with the local education department, the bureau will encourage the club to stage public activities aimed at promoting soccer in primary and secondary schools.

In recent weeks, Pingjiang has enthusiastically supported the development of soccer, including setting up fields and staging camps for local teams. The city has set up a youth soccer training base in the city, which can cater to the needs of local sports activities.

Training for soccer coaches and referees has also been strengthened in Pingjiang, where there are more than 10 qualified coaches and over 150 registered referees."

Mu said, "We are gradually supplying new professional soccer coach for each school, as well as teaching them fundamental soccer knowledge and providing support." With support from government institutions in Jiangxi and Pingjiang, the football association organized Pingjiang’s first ‘super league’ in 2019, which comprised eight teams. The following year, 16 teams competed in the league.

Wang, the association president, said, "We need to promote the development of soccer in Jinhua and Pingjiang. We see different areas in which we can play the game every weekend."

He said that such a structure was established in 2017, which has promoted training for young players. "We start by cultivating young talents — mainly helping them with basic soccer skills, as well as teaching them fundamental technical knowledge about soccer," Wang said.

"We have teams to represent our club in local and national tournaments, as well as participating in various activities," Mu said.

About the club's future, Mu said: "We will continue to support and promote soccer in Pingjiang, and we are planning to establish our own soccer teams."
Seeking comfort

**TOP NEWS**

**Current wave of COVID infections nearing end**

No spike in cases or virus mutations detected over holiday, experts say

By WANG XIAOFU

China's current wave of the COVID-19 epidemic is nearing an end, with new infections nearly halved through the Spring Festival holiday without notable signs of new virus variants detected, official and expert reports said.

Meng Fei, a spokesperson for the National Health Commission, said at a news briefing on Tuesday that the epidemic has not been locally ended but is under steady control.

**Inside**

Last Updated: January 28, 2023

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On Jan. 24, 2023, the Chinese Academy of Social Sciences predicted that China's epidemic pneumonia rate on Dec. 31, 2022, was 115 million cases, or 0.72% of the country's population, and that the epidemic's aggnession rate on Jan. 8 and 9 had hit its peak.

The number of COVID-19 deaths associated with the disease on Jan. 4 and 5 hit 2,000, consistently reaching the 500 deaths on Jan. 3.

**During the holiday, we received 1,421 confirmed and suspected cases submitted by local authorities. They consisted of 11 types of pathogens... and no new mutation was identified.**

Chen Qian, a researcher at the Chinese CDC

"In January, the overall epidemic has started to decline, said the head of the national health commission. The epidemic is not under control, but the number of new cases is decreasing. There were no new significant outbreaks reported during the Spring Festival holiday. There was no evidence of new virus variants emerging in the population. The epidemic's spread has slowed down, said the deputy director of the Chinese National Health Commission.

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Holiday travel springs back to life

By ZHANG YI
shangyi@chinadaily.com.cn

From Jan 2 to Sunday, more than 30,000 passengers took the ferry across the coastal areas of East China’s Fujian province and the entre-
lying islands of Kinmen and Matzu, which are administered by Taiwan, according to the Taiwan affairs authors.

The ferry routes — which resumed on Jan 7 after being sus-
pended for nearly three years — are important for residents of the strait islands to visit the mainland.

Ferries operating between Fu-
jian’s Xiamen and Kinmen carried more than 5,000 passengers on 65 trips, and ferries between the pro-
vincial capital Fuzhou and Matzu transported over 250 passengers on 10 trips, according to the Taiwan, Hong Kong and Macao Affairs Office of the Fujian prov-
ince.

Over the weekend, Song Xiu, head of both the Taiwan Work Office of the Communist Party of China Fuzhou Cen-
tral Committee and the Taiwan Affairs Office of the Fuzhou Council, visited Xiamen to learn about the ferry operations.

He also met representatives of Taiwanese compatriots working in Fujian to listen to their opinions and suggestions.

Fusion, development, exchanges and cooperation are the common aspiration of people on both sides of the Strait,” Song said.

Now that the epidemic has been brought under control on the mainland, Taiwan compatriots can feel safe traveling, working, starting businesses and living on the mainland, he said. “It is time for Taiwan compatriots to embrace the mainland and work together; it’s time for a new era of compatriot exchanges.”

Taiwan has made significant progress in the past year, said Song. “The 40th anniversary of the three-heart-one-spirit spirit of Hu Jintao, the 3rd Plenary Session of the 18th Central Committee of the Communist Party of China, the 60th anniversary of the founding of the People’s Republic of China, the 36th Winter Olympic Games, the 2018 Winter Paralympic Games and the 40th anniversary of the four great reforms and opening-up have all been important events for the Chinese compatriot community.”

In 2019, the Taiwan Affairs Office of the Fuzhou Council worked to carry out the spirit of the important conferences and the New Year’s address by the Chinese compatriot community and promote the compatriot exchanges and development in Xiamen.

In the past year, the number of compatriots coming to visit Xiamen increased by 33.8 percent compared to the previous year. In the second half of 2019, the number of compatriots coming to visit Xiamen increased by 10.4 percent compared to the same period last year.

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Role models raise environmental awareness

By Hou Liangqing

Bird lover’s NGO takes flight

By Hou Liangqing

Early experience prompts dedication to the cause

By Hou Liangqing


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The article discusses how role models can raise environmental awareness. It highlights the work of a bird lover named Liu Delan, who founded an NGO to protect birds and raise awareness about environmental issues. The NGO has helped to establish reserves and protect endangered species, and its efforts have been recognized by international organizations.

The article also mentions several other individuals and organizations that have contributed to environmental protection, such as Saunders Saunders, who focused on the protection of Saori, and the researchers from the University of Beijing, who worked on the protection of the Saori.

The article concludes with a call to action, encouraging readers to take up environmental causes and make a difference in the world.
COVID-19 remains global emergency, health body says with eye on next crisis

GENEVA - Three years to the day after the World Health Organization declared the COVID-19 pandemic the most serious public health emergency of its kind, it did so again on Monday.

The global pandemic is causing "a very high level of concern" and "very high" impact on communities around the world, WHO Director-General Tedros Adhanom Ghebreyesus said at a virtual news conference.

"Today, I have another announcement to make: As with the other waves of the COVID-19 pandemic, I am concerned about the current state of the pandemic and the impact on communities around the world," he said.

WHO chief scientist Soumya Swaminathan said the latest wave of cases and deaths was made up of the Omicron variant, which was first identified in South Africa in November and has since spread across the world.

"Omicron is a very concerning variant of concern," she said. "It's also, on the other hand, concerning because it's highly infectious and can cause severe disease, including hospitalization and death."

She added that the variant is also known to cause breakthrough infections, meaning people who have been vaccinated can still become infected with the virus.

"And we know now that Omicron can cause these breakthrough infections in vaccinated people," she said. "We also know that it can cause severe disease in people who are not vaccinated, and it can even cause death in those who are vaccinated."
Prices of nearly 1,000 drugs in US rise in January

By MYTHACO (In Beijing) hidden@chinadaily.com.cn

In the first three weeks of 2023, prices of over 1,000 drugs in the US, the highest in January at least 180,000, have surged significantly.

The price increase in the drugs was mainly due to the surge in the cost of the raw materials and increased demand in the market.

A major concern in the US is the lack of oversight of the pharmaceutical companies and their pricing policies.

The Department of Health and Human Services, which regulates drug pricing, has not taken adequate measures to control the rising drug prices.

The US government needs to design a comprehensive strategy to address the high drug prices and ensure access to affordable healthcare for all Americans.
The patterns of life

Understanding the deep cultural connotations of traditional designs

is its own path to enlightenment, Xu Lin reports.

A

piece of paper and a pair of scissors—is all paper-cutting [PHOTOS] needs. “If you think it’s an easy task, you may be surprised to find out that there’s a lot of technique and skill involved,” says Tian Lin, a Chinese paper-cutting artist from Tianzhu County. His mother has been making paper cuts for more than 60 years. “People often think paper-cutting is only a form of folk art. In fact, it’s deeply rooted in Chinese culture,” Tian says. “It was popular even during ancient times.”

For example, paper-cutting and pasting activities were part of the Spring Festival celebrations in ancient China. Today, it’s still enjoyed as a way to celebrate the lunar New Year in China, Japan, and other countries with large numbers of overseas Chinese. “In the past, every family wanted to have a set of paper cuts to put in their homes,” Tian says. “As a result, the art of paper-cutting became a household enterprise.”

The patterns of paper-cutting are diverse and detailed. The art form’s distinctiveness is reflected in its rich symbolic connotations and cultural traditions. “The patterns are all for fun,” says Li Mei, a paper-cutting artist from Tianzhu County. “They are actual works of art. People enjoy the work of their hands.”

Under the guidance of Grey Wives, a group of artists, “preservation, translation, and inheritance” of paper-cutting have become the buzzwords in China’s paper-cutting community. In 2006, paper-cutting was listed as an intangible cultural heritage by the Ministry of Culture of the People’s Republic of China.

Today, Zen Lin continues to create paper cuts. He says: “I do this because it’s a way to carry forward the history and culture of paper-cutting.”

We are happy to see that some youths are also starting to learn this ancient craft. “I’m trying to make the art form accessible to young people,” says Li Mei. “I think the future for this art form is bright.”

In Beijing, Lu Jing, a paper-cutting artist, says: “I believe that paper-cutting is not only a craft, but also conveys good wishes for families and the country as a whole. It is a symbol of a new generation who cares about the past.”

Paper-cut patterns include traditional designs, religious motifs, and folk tales. “A rabbit is a symbol of male and female,” says Tian Lin. “Paper-cutting is a way to express love and happiness. It is also a way to express hope for the future of humanity.”

Paper-cutting is an art form that needs patience and diligence. “To make a good paper cut, you need to focus on the details,” says Li Mei. “You need to pay attention to the lines and the curves. You need to pay attention to the colors and the patterns.”

Paper-cutting is also a way to celebrate the Chinese New Year. “The new year is a time for family reunion,” says Tian Lin. “We use paper cuts to decorate our homes. We use paper cuts to express our wishes for the new year.”

Some paper-cutting artists even use paper cuts to express their political views. “We use paper cuts to express our support for democracy and human rights,” says Li Mei. “We use paper cuts to express our support for the rule of law.”

Paper-cutting is a way to connect with the past. “We use paper cuts to connect with our ancestors,” says Tian Lin. “We use paper cuts to connect with our history. We use paper cuts to connect with our culture.”

As the saying goes, “The best way to know the past is to connect with the future.”

By BOYANG

Living Heritage
Chinese civilization runs deep, but how deep exactly?

Women civilians who love the mountains

Wildlife returns as patrobes ensure the protection of a scenic national park in Qinghai. Xu Haoyu reports.

It is from the foot of Qinghai’s national Park Management Research Station, perched on a mountain ridge in the Qilian Mountains. The park’s 160,000 ha are surrounded by the Qilian Mountains Natural Reserve and the Qinghai-Tibet Plateau. The 200,000 ha of park land is home to 405 species of mammals, 265 species of birds, 38 reptiles and 9 amphibians. The park is home to 98 bird species, 13 mammal species, 8 reptile species, and 2 amphibian species. The park’s management is a major responsibility for the park’s staff. The park is the largest national park in China, and the second largest in Asia. The park’s management is responsible for the protection of Hongyuan National Park, a mountainous area of 18,000 ha in the Qilian Mountains.

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Chinese civilization runs deep, but how deep exactly?
Sino-German cooperation pragmatic

The first ever partial sale of Chinese power battery giant Contemporary Amperex Technology Co Ltd’s shares to a German company, which started the mass production of lithium-ion batteries last year, is seen as a good example of the pragmatic cooperation between the two countries.

The 6 billion yuan (US$1 billion) share sale is the largest battery maker in China has made in the past five decades, according to an industry expert. Previous, EV battery makers have been helped to start up in China by the German companies including MEP CATL, to bring its cutting-edge battery technology to the world.

China’s battery industry is forecast to overtake Japan in output this year, and to make up for domestic demand and exports, and Germany has increased its investment in China. According to the China customs data, Germany has invested 10 billion euros in the country.

The deal is expected to introduce China’s technology to the world, helping the country to achieve its goal of becoming a leader in the field.

The deal has been backed by the Chinese government, which has been promoting the development of the country’s battery industry.

The deal has also been welcomed by the German government, which has been pushing for more cooperation with China. The deal is expected to create more jobs in the country and boost the country’s economy.

The deal is seen as a good example of the two countries’ cooperation, which is expected to continue in the future.

Epidemic data defy alarmist claims

There has been no surge in new coronavirus cases in China, and the virus has continued to spread very slowly, as the country has gradually lifted its strict lockdown measures.

According to the WHO, the number of new cases in the country has been dropping steadily since the end of January, and the virus has been contained in most areas.

The country has been able to control the spread of the virus, and the number of new cases has been very low, as the country has been able to control the spread of the virus.

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China’s position on the global balance sheet

China’s impact on the fate of the global balance sheet

An increasing number of countries are praising China’s efforts to make global governance fairer and more equitable, as well as expand developing countries’ international influence.

The world is undergoing rapid changes because the COVID-19 pandemic has caused profound changes in human life, the global economy, and supply chains. Not only industrial and supply chains but also commodity fundamentals, such as oil, food, raw materials, and financial assets, have been affected. As a result of the COVID-19 pandemic, the global financial industry, which is balanced and sustainable, has been affected in terms of natural and financial assets. As we enter the post-COVID-19 era, the world’s economic and financial landscape will be transformed and restructured. China’s role in the global economy and financial system will increase, and its impact on the global balance sheet will become more significant.

China is playing a significant role in the global supply chain and has become a crucial player in the global economy. China’s economic growth and development have fueled global trade and investment. China’s massive consumer market and its willingness to import from other countries has helped stabilize the global economy.

China’s role in the global financial system is also growing. It is the world’s second-largest economy and has become a major player in the international financial system. China’s participation in international financial institutions such as the International Monetary Fund (IMF) and the World Bank has helped to shape the global economic and financial policies.

China’s role in the global balance sheet is also evident in its growing influence in international financial markets. China is increasingly recognized as a major player in the global financial system, with its currency, the renminbi, gaining acceptance as an international reserve currency.

China’s influence on the global balance sheet is not limited to its economic and financial policies. China is also a major player in international politics, with its foreign policy initiatives such as the Belt and Road Initiative (BRI) and the New Internationalism playing a significant role in shaping the global political landscape.

China’s role in the global balance sheet is expected to continue to grow in the coming years, as China’s economy continues to grow and its influence in international affairs continues to increase.
DWARKA: The prospects for the world economy are starting to cloud up. The World Bank and the International Monetary Fund are now projecting global growth to be lower than expected. The US Treasury is warning that a slowdown in the global economy is expected to grow by 7 percent in 2023 and 2 percent in 2024. The World Bank is projecting a slowdown in the global economy in 2023, with growth expected to slow to 3 percent. The US Treasury is warning that a slowdown in the global economy is expected to grow by 7 percent in 2023 and 2 percent in 2024.

Although global outlook seems gloomy, a slight variation from what the World Bank projects for China will positively affect developing countries.
Housing sector showing signs of spunk with pre-issued units popular

By WANG YANG in Shanghai

The Shanghai Stock Exchange market has surged, with the Shanghai A-share market registering a 2.85% daily rise, and the Shanghai Composite Index rising 1.08% on-year.

The Shanghai A-share market has pumped up the bull market in China, as new transactions push up the Shanghai A-share market.

In the 30 key cities tracked by Beijing-based Shinsei Research, the monthly volume of existing homes sold in January was 93.2% higher year-on-year, and sales in terms of total amount was 34.5% higher year-on-year.

The month of January approached that the previous month results, according to the research institute of Xueding Buildings, a housing transactional database platform.

Among them, transactions to buy major cities in the housing Brother Day, Beijing, Shanghai, Nanjing, Shenzhen, and Shenyang are high.

The report shows that there is a significant upturn of the housing market.

Accordingly, in the past week China has issued 12097.76 billion yuan ($1.93 trillion) of new corporate bonds.

The Shanghai Stock Exchange said in an announcement that they have launched a wave of policies to further encourage the real estate sector.

In addition, the recent regulations that are aimed at real estate developers and other businesses to improve the property market will have a more positive impact on real estate.

The new regulation of the Ministry of Housing Ministry, which is the new housing system has yet to show its effectiveness.

The recovery appears to have been strong and positive in the same period, with a slight uptrend in the housing market.

Xpeng green light for X4 flying car

By LI FUHENG

Xpeng Aerospace, electric vehicle manufacturer Xpeng’s flying car, sold its first flying car to a Chinese company.

The vehicle is expected to be delivered in 2022.

Xpeng Aerospace said that its flying car would be able to drive on the streets and fly in the air.

The vehicle can drive up to 200 kilometers per hour on land and has a maximum flight range of 200 kilometers.

The flying car is being developed by a team of engineers and designers.

The vehicle has been designed to be safe and reliable.

The vehicle can be used for leisure, business and other purposes.

Xpeng Aerospace said that it has been working on the project for over a year.

The vehicle will be used for urban air mobility.

The vehicle can be used for both personal and professional purposes.

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BUSINESS

Trips abroad take off for holiday

Chinese tourists boost overseas travel recovery during weekend Spring Festival

By ZHU WENJIAN
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Chinese tourists have shown a strong enthusiasm for traveling abroad during this year’s Spring Festival break, following China’s quarantine measures being lifted since late March, according to the Ministry of Culture and Tourism.

During the Spring Festival, the volume of outbound tourists nearly tripled compared with the same period last year.

The outbound tourism market has seen a rapid recovery since the end of the March holiday due to the ongoing international travel restrictions.

Tourism authorities said that outbound travel is expected to achieve a high recovery rate this year.

Prizes


during the Spring Festival, the world’s largest liquefied natural gas carrier and bunkering tanker, successfully filled the dual-fuel container ship CMA CGM CONCORDE with 6.04 cubic meters of bottled LNG at a Yanbian Port in the northeastern economic zone earlier this month, marking the completion of the first bottled LNG refueling operation in the northeastern Chinese region.

It was the first time Yanbian Port realized bottled LNG refueling after completing LNG refueling for international vessels earlier, according to a statement released by Guangzhou Slipper International Co., Ltd, a subsidiary of China State Shipbuilding Corp. listed on the Shanghai Stock Exchange.

It will greatly enhance the comprehensive competitiveness of Yanbian Port, an international shipping center, and is of great significance for furthering building a global LNG bunkering and marine center in South China’s Guangdong province, the statement said.

LNG bunkering tanker ready to refuel vessels

By ZHENG CAIKUN
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Business Focus

Tea makers coping well with market saturation

By ZHENG YIRAN

With increasing market competition, especially in the instant food market, tea makers are stepping up efforts to build deeper connections with consumers and create more consumption scenarios to tap into the large tea market.

China's milk tea market has grown rapidly in recent years. The China Industry Research Institute said that by the end of 2022, the规 market size is expected to reach about 320 billion yuan ($47.3 billion). Carrie Liu, founder of the top 10 milk tea brands operating in China, recently announced the findings.

On a flashy afternoon, Wang Bei, the CEO of a tea retailer in Beijing, showed a convertible vehicle with a one-touch convertible top on the stage. “This is the first of its kind. The design is inspired by the idea of simplicity and naturalness. Springing some quality time with friends, hearing the music and playing with the moonlight, I believe it’s worth the extra cost,” Wang said.

It is a vivid glimpse of China’s growing outdoor leisure market. The report is underlining key transformations, fostering a freedom from consumer constraints, boundaryless catering and dining experience.

The report, issued by Beijing-based think tank EqualOcean, says that by 2025, the post-90 generation is creating demand for China’s catering market at lighting speed, quickly changing the industry. The China Cuisine Association has reported that currently, 85% of the population, the post-90 generation accounts for 60% of sales revenue in China’s catering industry. It exhibits a trend toward the younger consumption group.

For most catering enterprises, embracing digitalization is becoming the key trend. It is worth noting that over 70% of the total population have digital consumption. Consumer preferences and consumption patterns are changing faster than ever, leading to the rise of digital catering businesses, and the trend has been specifically prominent at the post-1990 generation.

For example, the Chinese-based e-commerce platform Pinduoduo has featurediguazan—a consumption trend where a number of consumers order products with Chinese elements, such as traditional noodle restaurants like 49 Beidaihe, which is also included in the “China amplitude” list. Austra Ling, who has been actively participating in the trend, reveals that her experience in developing a new brand for the overseas consumer market has been a crucial direction.

China’s catering industry is constantly changing, and the traditional Chinese brand of Qianzhu in Beijing is taking on a new look. Zhou Ling, founder, CEO, brand creator, and general manager of Qianzhu Group, who has been a successful marketing expert for over a decade, recently held a press conference in Beijing to introduce the new brand Qianzhu, and its market potential and future trends in the catering industry.

Zhou Ling said that the new brand Qianzhu has a clear focus and a strong sense of responsibility.

Data from the National Bureau of Statistics showed that in November, sales revenue of China’s catering industry reached 46.4 billion yuan. In the first 11 months of last year, total sales revenue was 5.3 trillion yuan.

Another trend is low-carbon catering. As an increasing number of enterprises provide greener lifestyle, catering enterprises are embracing low-carbon business models and taking the lead in sustainable consumption.

For example, during the Spring Festival, Chinese snack and soft drink maker Hei Zi International Ltd gained some green thoughts to its menu—special probiotic-based tea to control the obesity issues. Its crispy peanut candy candy and Chinese New Year snack for both children and adults are also focused on such certifications.

Another distinction of China’s catering industry, according to EqualOcean’s report, is its strong digitalization. Companies are exploring more diverse dining scenarios, such as takeout, delivery, and drive-in, and self-expressing tea culture and third-party takeaway, enabling various lifestyles and adding more catering categories.

“While single consumers and single business mode can cover more consumption scenarios, there are still much room for improvement. Technology and innovation have changed the catering industry, and the catering scenario is becoming more green and sustainable,” Zhou said.

Younger customers backbone of novel consumption trend

By ZHENG YIRAN

Post-95s buyers account for 40% of catering sales in China, generating diversified demand

A view of a Heytea store in Changzhou, Jiangsu province, in October 2021. WANG DASHI / FOR CHINA DAILY

Famous roast duck chain joins in spirit of Chinese New Year

By ZHENG YIRAN

As a year-round celebration, food-related cultural activities, especially spring festival-related food, are a usual and scenic attraction of the year. Many stalls also choose to wear a New Year hat and display lucky pictures near a joyful-looking projection to attract more customers.

This is a social event at the very micro level. It is no exaggeration to say that when people celebrate, everyone is involved. For example, the顶 roast duck in Beijing, along with the city’s renowned popular food, has a specific story. The top roast duck chain is famous for its name, and the Fei Long duck was adopted as a signature food in the popular TV series Beijing-centric. The location is convenient, the quality is guaranteed, and the price is reasonable.

The COVID-19 pandemic on the catering industry has been an unforgettable experience. With the optimization of the service environment, digital technologies, customer experience, the catering industry will experience a new era.

“People expect that the industry will evolve from mass production and mass distribution to mass customization and personalized experience,” said Liu Yang, a member of the Expert Committee of the China General Chamber of Commerce.

The report said that the catering industry is facing a new era. People are paying more attention to eating habits, lifestyle, and food aesthetics. Consumers are becoming more demanding in terms of food quality, taste, and service experience.

The catering industry is becoming more diversified and competitive. Traditional catering enterprises are facing fierce competition from new businesses that are emerging, and catering is no longer just about food and drink. It has evolved into a comprehensive service, providing not only food but also music, entertainment, and cultural activities. The catering industry is becoming more diverse and competitive, and the catering experience is becoming more personalized and targeted.

In addition, catering is becoming an important part of people’s cultural life, and catering enterprises are becoming more creative and innovative. They are exploring new ways to attract customers and provide a unique catering experience. The catering industry is becoming more innovative and diverse, and catering enterprises are becoming more creative and innovative.

This trend is not only limited to the catering industry. It is also reflected in other industries, such as tourism, retail, and entertainment. People are looking for new ways to enjoy themselves, and catering enterprises are exploring new ways to attract customers and provide a unique experience.

For example, the popular brand Heytea has launched a variety of new tea products, such as milk tea and black tea, to meet the needs of different customers. Another example is the popular brand Quanjude, which has launched a variety of new dishes, such as beef rolls and chicken dishes, to meet the needs of different customers. The catering industry is becoming more innovative and diverse, and catering enterprises are becoming more creative and innovative.

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