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Visitors try gaming capsules in the booth of US company Qualcomm at the fifth China International Import Expo. PHOTOS BY ZHANG WEI / CHINA DAILY

Multinationals find launch pad for new products at expo

As global problems hamper emerging markets, China's potential will greatly help foreign companies, experts say. **Cheng Yu, Ma Si and Shi Jing** report

A rising number of multinational corporations launched their newly developed products and innovative solutions at the China International Import Expo, the fifth edition of which recently concluded in Shanghai.

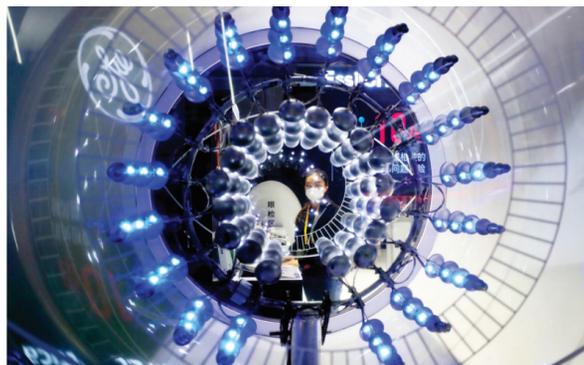
The trend, experts said, demonstrates the growing confidence of such companies that the expo has evolved over the years into a global platform for foreign trade. It also shows the high expectation of multinationals in the larger Chinese market benefiting from the spillover effect.

"As the world's first national-level exhibition for imports, the CIIE is a good reflection of China's dual-circulation development model, which is designed to promote internal consumption while opening the domestic market to external trade," said Kentaro Fujiwara, chief executive of the China branch of the Japanese cosmetics firm Shiseido.

"The expo has provided a window for Shiseido to showcase its own innovation and achievements to the world. It is also a platform through which we can deepen our involvement in the China market, fully demonstrate our strengths in beauty and innovation, and continue to bring new products and technology to both Chinese and global consumers."

At this year's expo, held from Nov 5 to 10, Shiseido displayed more than 40 new products from 22 popular brands.

"Against the backdrop of the pandemic, the success of the expo demonstrates China's commitment to opening its markets wider and promoting global economic growth," Fujiwara said.



Eyewear maker EssilorLuxottica's booth at the fifth CIIE.

More than 1,500 new products, technologies and services had made their debut at the expo in the previous four years, organizers said.

Industry experts said COVID-related uncertainties and impeded globalization will affect the growth prospects of emerging markets, but the great potential of the Chinese market will drive the growth of leading foreign companies.

Hou Yang, chairman and chief executive of Microsoft Greater China, said his company has attended every CIIE, and this one coincides with the 30th anniversary of the company's arrival in China. The expo has evolved into a good platform to share ideas, connect with customers and partners and share innovations not only from Microsoft but also its customers and partners, Yang said.

"This year... we plan to showcase solutions built on Microsoft technologies — both by local partners seeking to have a greater global impact and international

partners seeking opportunities in China."

Frank Meng, chairman of Qualcomm China, said that after more than four years of development, the CIIE had turned exhibits into commodities and exhibitors into investors. This has been the firsthand experience of Qualcomm's participation at the expo.

"This year our participation has once again shown our confidence in the long-term sustainability of the Chinese market and the determination to work with Chinese partners to develop domestic and international markets, and drive win-win development in the era of everything being intelligently connected."

The constant changes in the company's exhibits over the previous four years, he said, had shown that 5G is empowering various industries, and Qualcomm has a growing number of partners in China. The scope of collaboration

has continued to expand as well.

Zhang Yansheng, chief researcher at the China Center for International Economic Exchanges, said: "The fact that the CIIE is organized every year demonstrates that China honors its commitment to high-level opening-up and is sharing its development dividends with others to shore up globalization."

A report delivered to the 20th National Congress of the Communist Party of China last month emphasized that the country would promote high-standard opening-up, and this year's CIIE showed that the event has aligned itself with the goal.

Tetsuro Homma, executive vice-president of Panasonic Holdings Corp, said the company regards the expo as a strategic global exhibition and an important platform for communication with the world. This year the company showcased its environmental technologies and solutions.

"As China pursues high-quality development, we will strengthen cooperation with Chinese and foreign companies and enhance our localization level to achieve win-win growth," Homma said.

This year the expo attracted 2,800 companies from 127 countries and regions, and the value of deals reached at the expo was \$73.5 billion, the CIIE Bureau said.

The value of the freshly inked agreements at the CIIE was up 3.9 percent from a year earlier, Sun Chenghai, deputy director of the CIIE Bureau, said at a news conference on Nov 10.

Up to 438 new products, technologies and service items made their debut at this year's CIIE, up from 422 last year, Sun said.

Country holds key to boosting supply chains

By MA SI

China's sprawling industrial economy will continue to play an important part in helping strengthen the resilience and stability of global industrial and supply chains which are vital to ensuring the smooth running of the world economy, experts and corporate executives say.

China, with a complete supply chain support system, a strong logistics system, a big market and favorable government policies that spur innovation, appeals to multinationals and will maintain its key position in global industrial and supply chains, the experts said.

Highlighting problems such as external uncertainties, rising commodity prices and tight energy supply, the experts also called for deeper international collaboration to better safeguard the stability of global industrial chains.

Their comments come as China's manufacturing sector has made great strides in the past decade, with the country's contribution to global manufacturing output reaching nearly 30 percent last year, compared with 22.5 percent in 2012, the Ministry of Industry and Information Technology said.

Deuk-kyu Hwang, president of Samsung Greater China, said: "With a complete supply chain supporting system, China is well positioned to cope with global uncertainties... and China boasts a strong logistics system that secures stable supply chains."

The consumption upgrade of China's middle-income group, and technological innovation spurred by the government's new infrastructure initiatives in big data, artificial intelligence and 5G will generate new demand and broader development space in the domestic market, Hwang said.

Wang Wei, head of the Ministry of Industry and Information Technology's planning department, said that despite short-term challenges and external uncertainties, China's industrial fundamentals remain intact.

The country has a complete industrial system, with leading industry chain support systems, strong resilience and great potential, Wang said.

As the world's largest manufacturer, China's manufacturing output value rose to 31.4 trillion yuan (\$4.36

trillion) last year, compared with 16.98 trillion yuan in 2012, data from the ministry show.

The country ranks first globally in terms of output for more than 40 percent of the world's 500 major industrial products.

Craig Allen, president of the US-China Business Council, said: "China is an attractive location for supply chain integration."

Most United States companies investing in China are "in China, for China", and they hope to serve Chinese markets through highly global supply chains that involve imports and localized production, Allen said.

"We can work together to ensure strong, stable and resilient global industrial supply chains into the future," Allen said.

Liu Wenqiang, deputy head of the China Center for Information Industry Development in Beijing, said that as China strengthens its research

and development expertise it will continue moving up the industrial value chain, which will increase its appeal to high-end manufacturing and further help safeguard the stability of global industrial and supply chains.

Such a trend is already evident. The export value of China's technology-intensive mechanical and electrical products and high-tech goods rose to 12.8 trillion yuan and 6.3

trillion yuan respectively last year, up from 7.4 trillion yuan and 3.8 trillion yuan in 2012, the Ministry of Industry and Information Technology said.

Chinese companies are also stepping up attempts to hone their research and development capabilities. More than 570 Chinese industrial companies have made it to the list of the global top 2,500 companies in terms of R&D investment, boosting their ability to support supply chains, the ministry said.

China's contribution to global supply chains is also reflected in the automotive industry. As the world's biggest motor vehicle market and production base, the country has an influence on the way in which global auto factories are run.

Jim Farley, chief executive of the US carmaker Ford, said that amid the electric vehicle transformation, a new era for the auto industry is reshaping global supply chains in a significant way, and China is playing a pivotal role in that transition.

We can work together to ensure strong, stable and resilient global industrial supply chains into the future.

Craig Allen, president of the US-China Business Council



An employee checks welding robots at a manufacturer in Tangshan, Hebei province. MOUYU / XINHUA

Scientists take to cyberspace in force

By YANG FEIYUE

Zhang Xiyue resisted the temptation to go on a spending spree for her favorite skin-care products during this year's Singles Day shopping festival in November.

Zhang, who is in her 20s and comes from Xiamen, Fujian province, does not scrip when it comes to taking care of her skin, and the annual promotional event is usually a prime time for her to stock up on a variety of products.

Her purchases used to be determined by promotional slogans. "I was greedy, and believed that the more items I bought, the better my

skin would be," she said, adding that in the past she applied five skin-care products, including two serums.

That changed when Zhang started to follow vlogs from doctors at hospitals across the country, including Sun Qiuning of Peking Union Medical College Hospital.

"Sun has provided me with a wealth of skin protection knowledge, and through her advice I have avoided making some bad choices," Zhang said.

Since Sun presented her first footage on the video-sharing platform Douyin in March 2020, the doctor has produced hundreds of vlogs popularizing skin science. The

advice she offers includes ways to treat nettle rash and eczema, as well as choosing the right ointments and other skin-care products.

Internet users describe Sun's account as a "skin encyclopedia" in which they find answers to most of their skin-care problems.

In her vlogs, Sun said, she avoids using pedantic and fancy language, or gimmicks. In simple words she dispels misconceptions about skin care and tells internet users the right way to go about this issue.

"I could choose to describe a rather mundane matter in a funny way, but I want to cut to the chase and tell people what to do."

Sun's medical authority and straightforward approach to exploring comprehensive knowledge about common skin-care problems have brought her more than 4.5 million followers on Douyin.

"This is the result of my 30 years' experience in medicine, and every word I say has a theoretical basis," she said.

Sun's short online educational videos enable her to reach hundreds of thousands of people, but she is just one of many experts who have taken to cyberspace to pass on their expertise to the public for free.

In recent years, the range of knowledge offered on short-video platforms has increased, with many researchers leaving their laboratories to present science programs.

The Open Science Class developed

by the Chinese Academy of Sciences offers the public easy access to exploring the universe, the evolution of life, the microscopic mechanism of matter, and mathematical and computational techniques.

Lecturers for the class — all scientists specializing in their particular fields — were inundated with questions from enthusiastic internet users during a livestreaming event this year.

The Chinese Association for Science and Technology has joined with Douyin to set up an online educational program featuring academicians from the Chinese Academy of Sciences and the Chinese Academy of Engineering. The program, which has attracted more than 130 million views, covers energy strategy, rockets, mechanical

design, communications technology and agricultural engineering.

Academicians use the program to try new ways to present science education.

Du Xiangwan, an expert in applied nuclear physics, strong laser technology and energy strategy, quickly endeared himself to his audience by saying that the world is developing fast and scientists might know very little about it.

"Amid the trend of integrated media, short videos are becoming increasingly popular, and I think it is necessary to popularize science in various forms, especially those that young people like," Du said.

"This requires not only knowledge of science to popularize it, but also the ability to adapt to new industry and new ways of expression."

Giant clean-up brings birds back

A concerted effort over 30 years continues to bear remarkable fruit.

Hou Liqiang reports

The area of the Yellow River Wetland Park in Yinchuan, Ningxia Hui autonomous region, used to be a place that nearby residents assiduously avoided, and it was obvious why. The raw sewage from nearby drains there gave it a permanent stench, and the saline-alkali land was devoid of grass.

However, that has all changed, and the park has become a popular walking spot for locals and a shelter for migratory birds.

One of those most keenly aware of the park's transformation is Li Zhijun, secretary general of Ningxia's bird observation association. With other wetlands in Ningxia along the Yellow River, the park has become a draw card for shutterbugs nationwide keen on photographing birds, Li said.

The number of habitats suitable for migratory birds has grown greatly as the area of wetlands expands as a result of the greatly improved environment, he said.

The wetland park in Yinchuan is a microcosm of the significant progress China has made in conserving wetlands in recent decades, thanks to the great importance the central authorities have attached to the task.

During a 2020 inspection tour in Zhejiang province, President Xi Jinping visited the Xixi National Wetland Park — the country's first such facility — in Hangzhou, the provincial capital. He stressed the importance of protecting wetland ecology and the aquatic environment.

In addition to ordering measures to make the park a green space, Xi said tourism development should not take place at the expense of the ecological environment. The same year, he visited a wetland at Dianchi Lake in Kunming, capital of Yunnan province, to view protection work on the lake and antipollution measures.

In his report to the opening session of the 20th National Congress of the Communist Party of China on Oct 16, Xi said China's modernization features a huge population, common prosperity for all, material and cultural-ethical advancement, harmony between humanity and nature, and peaceful development.

"Respecting, adapting to and protecting nature is essential to building China into a modern socialist country in all respects.



Flocks of white egrets and other rare birds are spotted at the Yellow River wetland in the county of Pingliu, Shanxi province. LIU WENLI / FOR CHINA DAILY

Respecting, adapting to and protecting nature is essential to building China into a modern socialist country in all respects.

Xi Jinping, Chinese president

We must remember to maintain harmony between humanity and nature when planning our development," he said.

This year marks the 30th anniversary of China becoming a contracting party to the Ramsar Convention on Wetlands.

Wu Zhimin, director of the wetlands management department in the National Forestry and Grassland Administration, said: "Over the past 30 years, under the lead of the Chinese government, the natural environments in the country's wetlands have improved thanks to stepped up efforts from different walks of life to promote

wetland protection and remediation as part of endeavors to implement the philosophy of sustainable development and an ecological civilization."

Ecological civilization is a concept promoted by Xi for balanced and sustainable development that features harmonious coexistence between humans and nature.

As home to just 4 percent of the planet's wetland areas, China has managed to meet the demands of one-fifth of the world's population for wetlands' roles in the operations of production, life and ecosystem, Wu said earlier this year.

The country has made significant contributions to wetlands conservation and their sustainable use.

In 2003 the State Council approved a 2002-30 national wetland protection plan. Since then the central government has allocated 19.8 billion yuan (\$2.8 billion) for wetland conservation in three five-year plan periods, Wu said. More than 4,100 projects have been launched to protect and remediate wetlands.

China also adopted comprehensive protection measures from 2016 to

last year after analyzing the state of its wetlands and implementing remediation measures to restore damaged ones.

The transformation of the Yellow River Wetland Park in Yinchuan into a bird paradise was the result of a wetland purification project that the local government began in 2018.

In addition to measures to curb the discharge of sewage and other pollutants into the river, the project included efforts to preserve the river's ecosystem by building wetlands and improving drainage networks, said Cao Jing, an official with the Yinchuan ecology and environment bureau. The city has set up eight protected wetland areas — five of them man-made — covering 733 hectares, she said.

Despite the cost, remediation measures have been started in many wetland areas.

As such, to protect wetlands in the Yellow River estuary in Dongying, Shandong province, the local government and Sinopec's Shengli Oilfield have in recent years demolished about 300 oil wells located in and around the core area of the river delta, according to the National Development and

Reform Commission, which noted that the annual output value of the wells stood at more than 500 million yuan.

Dongying has launched 16 wetland remediation projects in the Yellow River Delta National Nature Reserve, with a total investment of roughly 1.1 billion yuan, it said.

About 1,600 wetland parks and more than 600 wetland nature reserves have been established nationwide, and 64 wetlands have been designated as being of international importance, the National Forestry and Grassland Administration said.

"China has preliminarily established a system for wetland protection and management," said Wu, from the administration, adding that about 52.7 percent of wetlands nationwide now enjoy official protection.

Last year, the National People's Congress, the top legislature, passed the Wetland Protection Law — the first dedicated to the issue. It came into effect on June 1, meaning wetland conservation efforts have entered a new era, Wu said.

Xinhua contributed to this story.

Protected status ensures seals are safe

By ZHANG XIAOMIN

Lyu Xueyi, 39, has been working as a guardian at the Dalian National Spotted Seal Nature Reserve, Liaoning province, for more than three years and has barely seen a seal in the wild. But that's not such a bad thing because it means they are safe, he said.

The seals prefer to be far away from humans as they possibly can, Lyu said.

Lyu and his fellow guardians carry out more than three patrols every month along the reserve's coastline, which stretches 370 kilometers.

Spotted seals, or *Phoca largha*, are the only pinniped that breed in China's coastal waters. Last year spotted seals became a national first-class protected animal.

The spotted seals living in the Bohai Sea are ecologically isolated from those in other regions of the world, which is of great significance for biodiversity protection.

Liaodong Bay in the sea is the most southerly of the eight recognized spotted seal breeding grounds in the world. The seals usually return to the bay from the Pacific Ocean in November, give birth in January and swim back after May.

To better protect the spotted seals, the Dalian government established a reserve area in 1992, which was upgraded to a national-level nature reserve in 1997. It covers 560,000 hectares that takes in the spotted seals.

In January 2002 a patch of the reserve was named as a wetland of international importance under the Ramsar Convention on Wetlands.



Spotted seals sunbathe on the floating ice in Liaodong Bay off the coast of Dalian, Liaoning province.

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The wetland of international importance in the spotted seal national nature reserve boasts rich biological resources with 26 species of phytoplankton, 25 species of zooplankton and 35 species of swimming animals, including the spotted seals, fin whales and minke whales.

"With years of effort in promoting protection awareness and measures, local people are highly conscious of the protection now," said Lyu, who became a guardian of the reclusive marine mammal in July 2019.

He said his fellow guardians once helped newborn pups that washed up on shore or strayed into aquaculture areas, but that he had never encountered such an occasion.

"I still have great enthusiasm to protect such precious mammals," Lyu said.

Every year from January to April a series of special operations are carried out to protect spotted seals in Dalian.

"When the administration bureau was established in 2005 there were fewer than 1,000 spotted seals in Liaodong Bay," said Shi Xiaoming, director of the administrative bureau of the Dalian National Spotted Seal Nature Reserve. "Now we have about 2,000.

"This year we have rescued three spotted seal pups, and all were released into the sea after professional treatment and training for the wild," said Shi.

In recent years, the bureau has continued to promote the protection of spotted seals, as well as monitor the ecological environment and conduct resource investigations.

Barren terrain transformed into land that abundantly yields rice

By ZHAO RUIXUE

A large expanse of fragrant seawater rice plants was harvested on Nov 1 at the Yuwang Wetland in Weifang, a coastal city in Shandong province.

Such rice is salt-tolerant but is not grown in the sea. Several years ago the area around the wetland was dubbed white land by locals because the high salt content left a distinctive frost on the top layer of soil.

Tian Guoqing, general manager of Shandong Binyuan Agricultural Science and Technology Co, which runs the seawater rice area in the city's Hanting district, said, "The 3,866-plus hectares of crops are expected to produce more rice this year than last year."

After three years' work to manage the salt-affected soil and cultivate salt-tolerant seed, the once-barren land has been transformed into a productive area for seawater rice, demonstrating efficient use of salt-affected soil.

China has 100 million hectares of salt-affected soil, about the size

of Egypt, and one-third of this soil has the potential for agricultural activities, the Ministry of Agriculture and Rural Affairs said.

Agricultural workers are committed to comprehensively using salt-affected soil, using methods ranging from managing the soil to make it suitable for crops to breeding salt-tolerant crop varieties.

Xu Xing, professor of agricultural science at Ningxia University in Ningxia Hui autonomous region, said, "We have cultivated salt-tolerant *goji* (Chinese wolfberries), corn, rice and grapes on the Hetao Plain along the upper Yellow River, adding color to this once-white land."

In Shandong more than 386,600 hectares of salt-affected soil has been treated to grow crops and fruit.

Dongying, where the Yellow River flows into Bohai Bay in Shandong, boasts a large area of soil with high levels of salinity as a result of coastal erosion and high levels of saltwater saturation.

Wang Guangmei, head of the Yellow River Delta field ecosystem

scientific observation and research station responsible to the Yantai Institute of Coastal Zone Research of the Chinese Academy of Sciences, noticed cracks on the salt-affected land when he visited the delta four years ago.

"There were salt stains everywhere, and plants were rarely seen," Wang said.

To develop the salt-affected soil, the State Council approved the establishment of the Agricultural High-tech Industrial Demonstration Area of the Yellow River Delta in Dongying in 2015. It is planned to turn the area into a new comprehensive model for the use of saline land, which can contribute to the modernization of agriculture.

The demonstration area covers 350 square kilometers, of which more than 80 percent is salt-affected land, the local government said.

To improve the soil structure, Wang and his colleagues planted grasses to be used as forage.

"By planting the forage grasses we can cover more areas with them, reducing the accumulation of salt on



A harvester gathers wheat grown on salt-affected land in Lijin county, Dongying, Shandong province, in June. PROVIDED TO CHINA DAILY

the surface soil," Wang said. "When these grasses are ripe we plow them into the soil to enrich its composition by creating more nutrients and increasing its organic matter."

Wang's team has also customized microbial fertilizers for the soil.

After four years' work the organic matter in soil in the demonstration area rose by more than 8 percent

on average, and its salt content fell 21 percent, according to observation and research station figures.

While improving the soil quality, experts are also cultivating salt-tolerant plant varieties. Using modern cultivation techniques, 37 new varieties of salt-resistant plants, including quinoa, alfalfa, oats and triticale, have been grown in the area.

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