

Turning Ningbo into a Magnet for Talent: Advice from Experts

By Gou Wen

At present, there are approximately 4000 international talents in Ningbo.

Ningbo welcomes talented professionals from all over the world to work and invest in the city, where opportunities for shared growth and success abound.

To hear what the experts have to say about how to make Ningbo a magnet for international talents, the correspondents of *Ningbo Times* went to the University of Nottingham Ningbo China (UNNC).

"A Great City to Be in"

Professor Martin Lockett, Dean and Professor in Strategic Management Nottingham University Business School China, has been in Ningbo for 4 years. His decision to come to China was motivated by a deep interest in the country and many years' study of China affairs. For Prof. Lockett, working at UNNC's Business School is a valuable opportunity to combine research and teaching. "It [UNNC] has a great physical environment and great people. The university is very good and there are excellent students," said Prof. Lockett.

Prof. Lockett describes life in Ningbo as full of joys. He has visited all the major landmarks in the city, and is impressed by the idyllic scenery of rural Ningbo, which is within an easy 20-30 minute drive. Moreover, living in Ningbo gives him a sense of gain, mainly from improving his Mandarin skills in addition to career advancements. His understanding of China also deepened over the past four years. "This is a city that can bring foreign talents a lot of opportunities," said Prof. Lockett.

In Prof. Lockett's opinion, the most important way to make Ningbo a magnet for foreign talents is to "talk to people", as many people around the world have not heard of the city yet. Therefore, it is very important to increase the city's international renown and build a positive image to be more attractive. "I think the biggest thing is to get more people around the world saying, 'if you come to Ningbo, it is going to be good place and there are lots of opportunities.'"

Kindness Dismantling Language Barriers

Professor Jim Greer is a Li Dak Sum Chair Professor in Advanced Electronic



International friends learn to make *zongzi* on campus.

[Photo provided to *Ningbo Times*]

Materials and Devices at UNNC. He came to Ningbo in January 2018 to assume his current position. Describing life in Ningbo, Prof. Greer said, "I enjoy it very much, it has been a very new experience for me."

Prof. Greer has been in many cities around the world before. He was born in the state of Texas in the US, and spend much of his life in Ireland. He has also lived in Germany and Japan. However, life in Ningbo is completely different from all of the other places he had lived in, which excites him.

Prof. Greer enjoys the diverse lifestyles of different countries, and values the opportunity to have new experiences. The job at UNNC offers all of these. "I am able to do research that is of interest to me personally, and I also get the opportunity to interact with students."

However, he also mentioned the barrier of communication. For those who do not speak enough Mandarin, language is perhaps the biggest hurdle to settling

down in Ningbo. But fortunately, the local people of Ningbo are helpful and Prof. Greer's Chinese is gradually improving. Though language barriers may seem insurmountable at first, as long as the people are kind and helpful as Ningbo citizens are, they can eventually be overcome. The warm hearts of Ningbo citizens are certainly an attraction.

Developing a More Vibrant Art Scene

Justin Berg has been in Ningbo for 12 years now, teaching music and English and engaging in academic research.

He came to Ningbo upon the advice of one of his students. Not having heard of Ningbo previously, Berg asked the student to describe the city. The student told him that Ningbo was just the right size: not too big, not too small. Berg was convinced and soon moved to Ningbo without considering any other city.

Berg suggested fostering a more vibrant music and art scene as a way to make the city more attractive to international talents. The current artistic community in Ningbo is relatively small and has yet to be truly influential.

"We see a lot of talented young musicians in Ningbo, but eventually they move to Shanghai to seek better education and career opportunities," said Berg. This talent drain is undermining Ningbo's appeal.

"Something for Ningbo to consider carefully is, what kinds of projects could build the city's reputation?" said Berg. Many people who come to China think about going to big cities such as Beijing or Shanghai. They are not aware of Ningbo's existence, nor of its promising cultural amenities. Therefore, it is important for Ningbo to bolster its art scene by leveraging existing resources; this could do wonders for Ningbo in terms of attracting more international talents.



INFO&TIPS

AED in Public Places Save Lives Twice in Ningbo

By Dong Na

As more AEDs are deployed in public spaces across Ningbo, they are saving the lives of citizens stricken with sudden, severe conditions.

Gu Hongzhen, a physical education teacher at Zhenhai Middle School, still appears very emotional when recalling an incident that took place three years ago.

On June 24, 2018, Gu was exercising at the Green Axis Sports Park in Zhenhai District at around 10AM. Suddenly, a cry for help rang out from the nearby badminton court. He rushed to the scene immediately and saw a middle-aged man, Mr. Li, lying on the ground.

The onlookers told Gu that someone had already called 120 for an ambulance. After a brief exchange, Gu learned that the man had fainted after intense exercise and that he had previously undergone heart bypass surgery. He assessed the man's condition and immediately performed CPR.

Soon, the park's security officer Shang Xueyou rushed to the accident site, bringing an AED. Shang and Gu followed the device's manual and performed an effective treatment on the unconscious man.

Gradually, Mr. Li's vital signs returned. It was just seven minutes after the incident. After the ambulance arrived, Gu and the emergency doctor together sent the man to the ambulance.

Later, to show his gratitude, Mr. Li presented Gu and Shang with a pennant and donated money to the Zhenhai Red Cross to promote their good deeds.

A second incident in which AED saved a life happened during the Ningbo International Marathon in 2019. Around 10AM, a call sounded over the intercom: a young man had fallen 200 metres before the finish line.

Less than a minute later, Red Cross rescue worker Wang Minquan arrived at the scene. Another runner, Xu Mengke, who happened to be a Red Cross rescue instructor, was performing chest compressions on the fallen man.

Using a public AED, Wang and the others at the scene performed first aid. After the second defibrillation, the man's heartbeat returned and color returned to his face. Eventually, he regained consciousness.

Wang and his companions then helped carry the man onto an ambulance, which took him to the hospital.

"I work with hazardous chemicals, so I need to master first aid knowledge. In 2018, I became an instructor on emergency rescue for the Red Cross and participated in many life-saving operations." Wang said that the 60 members of his team are all certified first responders, qualified to handle emergencies and protect lives.

Chief Adviser: Zhao Qingchuan
Proofreader: Gou Wen

Telling the Tale of the Maritime Silk Road with a Spectacular Appearance at the Strait Travel Fair

By Jin Lu

The 17th Strait Travel Fair kicked off in Xiamen on September 18, 2021. Ningbo, as the Guest City of Honor, put its historical association with the Maritime Silk Road on center stage through dance, opera, song and other artistic mediums.

Ningbo and Xiamen are both port cities that found prosperity by leveraging their maritime resources. Both have a long history of global commerce and trade. Ningbo's highlighted exhibits include the green-glazed porcelain of Shanglin Lake, the ancient architecture of Baoguo Temple, and delicious traditional Ningbo cuisine.

"I have been to Ningbo before. I tasted delicious East China Sea seafood, and visited the Ningbo Zhoushan Port. This event helped me understand this city on a deeper level. I am surprised to learn that so many great philosophers such as Wang Yangming and Huang Zongxi were from Ningbo," said

Fangfang, a citizen of Xiamen.

At the Fair, artists from Ningbo delivered 7 performances that feature historical tales that originated in Ningbo, such as *Liang Shanbo and Zhu Yingtai* and *Fan Li and Xi Shi*. Many in the audience were captivated by the charm of the stories and inspired to visit Ningbo.

The Ningbo-produced dance drama *Mulan* was extremely popular with the audience, especially young people.

"I ate several steaming Ningbo glutinous rice balls at the Fair," said Lin Ling, a citizen of Xiamen. The Fair has motivated him to make future travel plans to Ningbo.

"Each district and county of Ningbo has developed unique destinations based on their natural resources and local customs. The next step is to increase the integration of culture and tourism, and take more innovative measures to promote Ningbo's tourism image," said a representative from the Ningbo Municipal Bureau of Culture, Radio, Television and Tourism.



Ningbo's exhibition area at the Strait Travel Fair.

[Photo by Xu Zhanxin]