

Striving Towards a Modern Coastal Metropolis

Ningbo's Foreign Trade Recovering Fast

By Dong Na

In the first seven months of this year, Ningbo's total imports and exports reached 750.29 billion yuan, up by 13.3% year-on-year, 2.9 percentage points higher than the national level. Notably, a 21.4% year-on-year increase in imports and exports in July was witnessed, sending a positive signal that Ningbo's international trade sector is resilient and recovering fast.

How did Ningbo's foreign trade overcome the impact of the pandemic to make such glowing achievements?

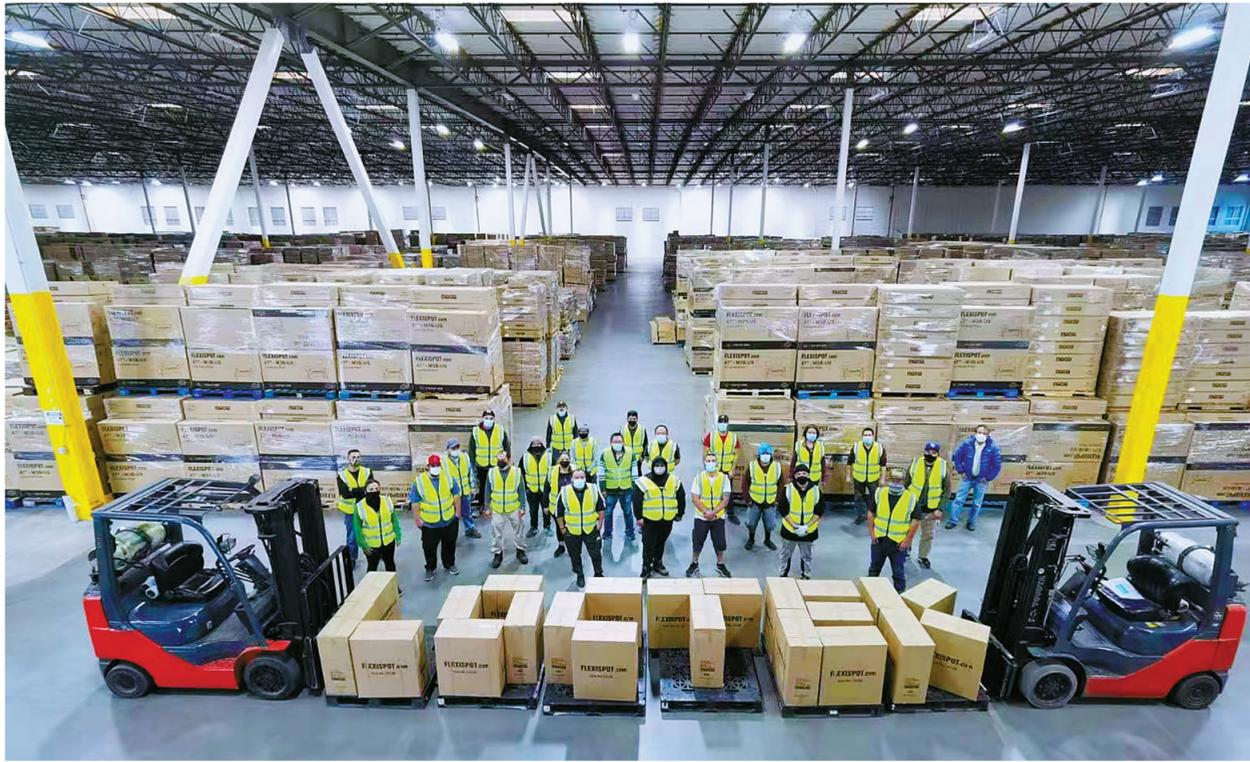
Strong Manufacturing Base

Since 2019, China's Ministry of Industry and Information Technology has been awarding the title "Little Giant" enterprises to companies that specialize in a niche product/service, have unique development strategies, refined management and production practices, distinctive products or services, innovative technology and management models. Currently, Ningbo has 283 "Little Giant" enterprises, ranking ahead of every other city in China consistently.

Ningbo has a well-developed manufacturing industry. Most of the "Little Giant" enterprises are in the fields of high-end equipment manufacturing, new materials, green energy, and industrial internet-of-things. Ningbo has the seventh-largest industrial sector in China, while its number of specialized industrial parks and "Little Giant" enterprises ranks first and third respectively.

However, during the pandemic, some of Ningbo's most successful companies were hard hit. They are trying to make a comeback by exploring new sectors.

As a leading Chinese optics manufacturer, Sunny Optical Technology has seen a decline in its main business line, the production of mobile phone lenses. Fortunately, at the same



An overseas warehouse set up by Loctek, an ergonomic solution products manufacturer based in Ningbo. [Photo provided by Loctek]

time, its automotive lens business is growing rapidly.

In Sunny Optical's July shipments, there were 89.117 million units of mobile phone lenses (down by 14.9% year-on-year), 36.793 million units of mobile phone camera modules (down by 33.5% year-on-year), but 6.441 million units of in-car lenses (up by 25.7% year-on-year).

Leveraging Digital Innovations

"All we have to focus on is dealing with clients, while Huayi's international trade service platform takes care of everything else: finding the clients, product design, warehouse leasing, customs clearance, and logistics." Yao Jichang, a representative from the Ningbo-based export company Depu Teshi, said that after partnering with the platform, the average annual growth rate of exports exceeded 100%, and the export volume in

the first seven months of this year is higher than the entire year of 2021.

In Ningbo, there are more than ten foreign trade service platforms like Huayi. Each platform services an average of more than 3,000 enterprises.

Since this year, Shi Mao Tong has expanded its tracking system to monitor the arrival, unloading, and delivery of their client exporters' goods, providing transparency throughout the shipping process. Another platform, China-Base Ningbo Foreign Trade is creating a meta-verse for Chinese exporters with Meta BigBuyer, its groundbreaking 3D virtual showroom.

Even before the pandemic, many Ningbo exporters were embracing cross-border e-commerce to expand their overseas markets. This decision is proving to be particularly wise after the COVID-19 outbreak.

As of the end of 2021, there were 16,500 enterprises

conducting cross-border e-commerce business in Ningbo. Ningbo's companies have built more than 200 overseas warehouses with a total area of 3 million sqm. In the first half of this year, Ningbo's cross-border e-commerce import and export volume reached 107.7 billion yuan, up by 22.7% year-on-year.

Entrepreneurial Spirit of Hard Work

For 45.61% of the city's 1,982 key import & export companies, July's export orders have fallen compared to the same period last year.

Against this backdrop, a charter flight bound for Hungary's Budapest Ferenc Liszt International Airport took off from Ningbo Lishe International airport at 10:07AM on July 10th, carrying a delegation of 36 government officials and business representatives from Ningbo and Shanghai.

This is the first charter flight in China backed by the local government to help local entrepreneurs consolidate their ties with the European market.

During his 10 days in Europe, Ding Yandong, the general manager of Ningbo Rollmax, visited 7 clients and secured orders worth nearly \$2 million. Ningbo Lianbang Changyun signed a 5-year beef import order worth \$200 million with European partners.

August 10 was the 21st anniversary of the Russian company LLC Instroytechkom. "This company has been purchasing our forklifts for almost 20 years," said Chu Jiawang, founder of Ningbo Ruyi. Chu explained that to retain old clients and expand into new markets, a company should always do business in good faith, while keeping up with the times by employing digital marketing and other new technologies.

SPOTLIGHT

A Cultural Exchange Between East Asian Teenagers

By Gou Wen

Recently, the 2022 "Cultural City of East Asia" youth cultural exchange program kicked off in Ningbo, Nara, and Jeju. In the very first event of this year, more than 60 teenagers joined an online conference where they presented their hometowns' cuisine.

At Ningbo Library, 20 young people from local colleges and middle schools gave presentations to fellow teenagers in Nara and Jeju via remote conferencing. Speaking English, Korean and Japanese fluently, they introduced Ningbo's specialty foods and put on musical performances.

"Seafood is part of Ningbo's specialty cuisine. Marinating raw seafood is our unique preparation technique. I hope the world could discover my hometown Ningbo through our food," said Xiong Wei, a student from Ningbo University of Finance & Economics, after talking about liquor-saturated shrimp in his presentation.

"I was born and raised in Ningbo, and I often go to South Korea. I find that there are many differences in cooking between the two countries, even when using the same ingredients," said Korean-Chinese teenager Kim Riyeong.

Teenagers from Nara, Japan, and Jeju, South Korea also talked about their local foods, such as bento and kimchi. They called the cultural exchange event meaningful, as it deepened everyone's understanding of foreign food and culture, and expressed their anticipation for similar activities in the future where young people from different countries could strengthen bonds.

In the talent show, the teenagers performed folk dances, played ethnic musical instruments, and demonstrated their painting skills onstage, highlighting the cultural charm of Ningbo, Jeju and Nara.

According to the organizers of the event, the friendship between Ningbo, Nara and Jeju has a long history. The three cities have been connected by the Maritime Silk Road since the Tang Dynasty. Since being jointly elected as the "Cultural Cities of East Asia" in 2016, they host cultural exchange programs annually.

The 2022 "Cultural City of East Asia" youth cultural exchange will continue until mid- or late November. Future online events will showcase young people's film and literary creations.

Chief Adviser: Zhao Qingchuan
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双语汇 Different Tongues

俞启慧版画艺术馆：丹心向党，刻刀留痕

By Jin Lu

A woodblock painting art gallery named after Yu Qihui, a renowned Chinese woodcut artist, was recently inaugurated in Beilun district, Ningbo.

近日，宁波籍版画家俞启慧在亲人的陪伴下来到宁波北仑，为以自己名字命名的艺术馆揭幕。

Born in 1934, Yu Qihui taught at the East China Campus of the Central Academy of Fine Arts, which is now known as the China Academy of Fine Arts, after graduating from the school in 1960.

俞启慧出生于1934年，是新中国培养的第一代版画家和版画教育家。50年代中期入读中央美术学院华东分院（今中国美术学院）开始版画创作，1960年毕业并留校任教。

His works have won numerous national and provincial art awards and are in the collections of the National Art Museum of China, the British Museum, the European Woodblock Print

Foundation, the Ashmolean Museum of Oxford University, and Japan's Kanagawa Museum.

其版画作品多次参加全国及省市美展并获奖，赴法、美、英、意、澳、日等数十国及港台展览，被中国美术馆、大英博物馆、欧洲木版画基金会、牛津大学阿什莫林博物馆、日本神奈川博物馆以及国内多家博物馆、美术馆收藏。

Since 1994, Yu has lectured in cities including Paris, Campbell, London, and Los Angeles, making outstanding contributions to the promotion of Chinese culture.

1994年起，俞启慧先后在巴黎、坎贝尔、伦敦、爱尔兰、洛杉矶等地讲学，为传播和弘扬中国版画文化做出了杰出贡献。

"My hometown is where my roots are. It is also the source of inspiration for my wood carvings," said Yu Qihui while attending the art gallery's inauguration ceremony.

"我的祖先世居在北仑大碶的旗杆屋俞家，老家不仅是我祖辈繁衍生息的‘根’之所在，也是我木刻创作重要的生活之‘源’。"



Yu Qihui woodblock painting art gallery. /俞启慧版画艺术馆。
[Photo provided by China Port Museum] 中国港口博物馆供图

俞启慧先生在开馆仪式上说。

To date, Yu has donated more than 400 woodblock paintings to Beilun. The new gallery is open to the public every

day except Mondays, free of charge.

俞启慧先生心系桑梓，近年来向家乡捐赠了400余件版画作品。俞启慧版画艺术馆免费向公众开放（周一闭馆）。

