

Striving Towards a Modern Coastal Metropolis

E-CNY Coupons to Boost Offline Consumption

By Dong Na

A new round of Ningbo e-CNY red packets had been issued and used in recent days. The campaign has been very well signed up by the public, with the number of registrations exceeding 150,000 within 24 hours!

Rounds of Coupons Launched

Since listed as a national pilot city for digital yuan, Ningbo has actively launched multiple sets of consumption coupons to residents, effectively boosting offline consumption. As a result, the red packets distribution campaign continuously improves the awareness and acceptance of digital yuan.

A total of 100,000 red packets, each valued at RMB 100, were set up for this round of campaign, totaling RMB 10 million.

In Ningbo, there are increasing number of application scenarios for the digital currency, so this time the consumption scenario of e-CNY red packets were expanded to the whole city for the first time, with tens of thousands of participating merchants, including some well-known chain brands.

Digital yuan has been or will soon be fully applied in scenarios such as metro, bus, electric car rental, and urban parking. Cixi and Beilun have made innovative breakthroughs in the field of government affairs, such as the issuance of civil servants' salaries and tax payments with digital yuan; Cixi and Yuyao have actively promoted the application of digital yuan in the field of rural revitalization in cooperation with service agencies. Many scenic spots in Zhenhai, Xiangshan, and Fenghua now accept e-CNY payment. Some colleges have taken the lead in introducing e-CNY channels in on-campus payment scenarios.



In Ningbo, there are increasing number of application scenarios for the digital currency.

[Photo by Jin Lu]

narios.

Convenient Payment with Red Packets

People have found the advantages of the e-CNY red packets when shopping at supermarkets.

For example, if a consumer purchases a RMB20 item at a supermarket, the remaining RMB80 can be used at any other merchant that supports digital yuan payment. As such, the red packets can be used at a number of well-known supermarket chains in the city.

Many university students studying in Ningbo have also received their coveted RMB100 e-CNY red envelopes.

During the National Day holiday, many students walked into supermarkets, restaurants, and coffee bars within Ningbo University and paid by the e-CNY red packet, some buying household items, some joining friends for a meal, and some buying books in bookstores, enjoying the discounted shopping.

Some residents also went to the petrol station to experience digital yuan red packet payments. Detailed training was given to staff at the petrol station to ensure that people were able to use their red envelopes smoothly.

Implementing Diversified Application Scenarios

The pulling effect of the e-

CNY red packets on the digital yuan piloting has been significant.

According to relevant experts, under the promotional effect of the several rounds of digital yuan red packet issuance activities, the number of users covered by digital yuan and the number of wallets opened is expected to see a new round of growth. In the future, by further breaking through regional restrictions, spending time restrictions, and increasing the scale of red envelope issuance, it will be more convenient for the public and merchants to use the red packets.

Digital yuan has helped the economy in more ways than just boosting consumption. In

promoting green development, expanding financial services and improving the business environment, the government, enterprises and banks have worked together to set up a wealth of application scenarios. Almost every month, a new area of use is ushered in for digital yuan, and the payment experience becomes more convenient in one update after another.

The newly coming digital yuan use scenarios will focus on the areas of transportation, culture and tourism, health care, education, among others. More scenarios with more diverse industry layout will be developed in the future.



SPOTLIGHT

'Xiangshan Salmon' is Stepping up Hatching

By Gou Wen

Recently, the latest batch of salmon eggs introduced by Nordic Aqua (Ningbo) are stepping up hatching - some are already baby salmon!

The Northern Europe (China) Salmon RAS Land-based Farm, referred to as the aqua farm, is located in Huangwangtang, Xiangshan County.

"Since March this year, we have brought in 1.05 million salmon eggs from northern Europe in three batches. The hatching rate is above 99%. At present, the first fish herd - hatched locally - have grown to an average weight of about 20 grams, and the second batch of about 0.5 grams. Another batch of salmon eggs is now hatching in RAS01 and RAS02 aquaculture tanks. The latest batch is in the incubation stage," said manager Ola Froevik, who comes from Norway. "After 24 months, each batch of salmon will grow to 5 kilograms in size, and that will be ready for sale," he added.

Small salmon are swimming in the circular pond of the recycling water aquaculture area. As Alejandro Millar, the aqua farm's health manager, begins feeding, the salmon quickly rise to the surface and scramble to their food.

At present, salmon are in a critical stage of growth. The aqua farm has arranged staff on duty 24 hours a day for equipment operation, water quality testing, and health management.

The aqua farm project is a major foreign investment project in the marine biological industry introduced by Xiangshan County. It covers an area of about 300 acres and is arranged in three phases.

The first phase has an annual capacity of more than 4,000 tons. After the completion of the three phases, an annual capacity of 20,000 tons will be in place. The aqua farm reuses more than 99% of its aquaculture water as it employs overseas professional team for operation and adopts advanced recycling aquaculture mode.

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双语汇 Different Tongues

柿林村：以“柿”之名迎客来

By Jin Lu

The Shilin Village, located in Yuyao city, Ningbo, has a history of more than 600 years. 柿林村位于宁波余姚,拥有超过600年的历史。

The ancient village, due to its congenial climate and soil conditions, is renowned for its "diaohong", a local variety of persimmon.

得益于适宜的气候和土壤,柿林村以“吊红”,一种本土生长的柿子而闻名。

The fruit is famous for its bright color and soft texture. It has been grown in Shilin for more than 400 years.

柿林村的“吊红”柿子有着超过400年的种植历史。成熟的“吊红”柿果色艳丽,皮薄多汁,滋味清甜。

Diaohong literally means "hanging red", a realistic description of the picture when the fruit turns red while hanging from the tree as it ripens.

从字面上来看,“吊红”的意思是“挂在树上的一抹红”。果实成熟之时,一簇簇挂满枝丫的红柿子,如挂在云端的艳红。

Shilin, a renown producer of the fruit in East Zhejiang, currently has over 200 mu (13.3 hectares) of land reserved for growing persimmon, with an annual output of more than 100,000 kilograms.

目前,全村有柿子林200余亩,年产柿子20余万斤,是浙东地区著名的柿子产区。

The fruit can either be eaten directly, processed into



A sea of red spreads throughout the village. /红色的柿子装点着村落。

[Photo by Tang Yan] 唐严 摄

cakes and sauces, or be used on the tree, bringing color to the village.

“吊红”可直接食用,或加工成柿饼、果酱、果酒等。每到金秋十月,柿

林村房前屋后、周围山坡上就挂满了大小不一、鲜红透亮的柿子。斑斑点点的“吊红”柿,装点、映衬出这个古老而美丽的乡村。

林村房前屋后、周围山坡上就挂满了大小不一、鲜红透亮的柿子。斑斑点点的“吊红”柿,装点、映衬出这个古老而美丽的乡村。

