

Striving Towards a Modern Coastal Metropolis

Ningbo Delegation Fly Abroad to Explore New Markets

By Dong Na

Recently, the first delegation under Ningbo's "100 Delegations, 1,000 Businesses" overseas market expansion and investment attraction initiative departed from Shanghai for the United Arab Emirates, Indonesia and Japan. The schedule of the ten-day journey is packed with trade shows and business association visits. How many orders will Ningbo enterprises bring back this time?

Ningbo Businesspeople Eager to Explore Overseas Opportunities

At Shanghai Pudong International Airport, the Ningbo business delegation expressed their optimism.

"Our schedule is very tight this time," Chen Yuan, general manager of Ningbo Kangda Electronics, said that, in addition to attending trade shows and visiting clients, he is also going on a road show attended by potential clients, organized by the local business association, hoping to score multiple orders. "Our company used to focus on the European and American markets, but this year American orders fell by forty to fifty percent, which is why it is so important for me to reach out to new countries."

"Ningbo's importers and exporters are eager to go abroad to explore new markets," said Li Feng, a member of the delegation. He pointed out that for many companies, this is their first time travelling abroad after three years of the pandemic. He expressed his gratitude to the Ningbo Municipal Government for facilitating visa applications. Many businesspeople want to take advantage of the opportunity afforded by the initiative to sign on more clients. "Dubai and Jeddah are close, which is why some Ningbo business representatives plan to attend trade shows in both cities. Some of them have



Members of delegation pose for a photo in the BIG 5 Dubai.

[Photo by Shan Yuzifeng]

arrived in advance to visit local clients and put up booths."

There are 37 Ningbo exhibitors occupying 66 booths at the Saudi Arabia China Commodity Intelligence Exhibition. The 13th China (UAE) Trade Fair, to be held from December 19 to 21, will have 161 Ningbo exhibitors and 123 booths, more than any other Chinese cities.

Reciprocated Aspirations for Win-Win Cooperation

"We have attendances from more than 150 countries expected to be visiting the BIG 5 this year. It's still very early, but the past three days have been super busy. The BIG 5 covers eight different product sectors. On top of that, we have also six specialized events, so we cover everything from building materials, furniture, water technology to the windows and doors of buildings, to the tools... the visitors that attend the BIG 5 come from all around the world," said Josine

Heijmans, an organizer of the BIG 5 exhibition. She kindly welcomed the big representation from China.

The worst of the local pandemic was from April to June 2020, when the Dubai World Trade Center booth was converted into an 800-bed square-cabin hospital and all exhibitions were suspended. Things have improved since then, and economic activities have fully resumed. 2 months ago, Dubai completely lifted its mask mandate.

Businesspeople from Middle Eastern countries also hope to see China expand its openness and promote win-win cooperation.

"Manufacturing and foreign trade are Ningbo's strong points. Ningbo businesspeople have a very strong desire to go abroad and expand new markets. Recently, there are many exhibitions and market opportunities in Europe, the US, West Asia and Southeast Asia, so I hope this trip will help bring in more orders," said Zhang Shuiqing, deputy di-

rector of the Economic and Information Technology Bureau in Ningbo.

Dubai Port has world's first fully automated container yard, where containers can be stacked in layers of eleven. Compared with the traditional yard, the handling volume and speed are much higher, but the cost is also correspondingly higher.

The Ningbo Zhoushan Port Group registered its first Belt and Road Initiative project at Dubai Port. The project is located in Jebel Ali Free Trade Zone, the largest free trade zone in the Middle East. It is adjacent to Jebel Ali Port, the largest international transit port in the Middle East.

Ningbo's Ambitious Foreign Trade and Investment Goals

Ningbo's goal is to organize representatives from a thousand companies in a hundred delegations to travel overseas before April next year. This move would

help the companies expand their global horizons while making Ningbo more attractive to foreign investment.

As of the end of November, Ningbo has mapped out a total of 263 such delegations. Among them, 167 delegations will attend trade fairs in 23 countries including the United States, Germany, and Japan. They are expected to participate in a hundred well-known international exhibitions, such as the 8th Saudi Arabia China Brand Commodity Smart Manufacturing Exhibition and the 13th China (UAE) Trade Fair. 84 delegations will travel to Asia, Europe, the US and beyond to visit clients.

Through the "100 Delegations, 1,000 Businesses" Initiative, Ningbo hopes to help its private sector obtain \$10 billion in new foreign trade orders, increase its foreign trade volume, build 200,000 m² of new overseas warehouses, and invest \$2 billion overseas and utilize \$4 billion of foreign investment within 2023.

SPOTLIGHT

Longguan's Achievements Shine at COP15

By Xu Zhuowei

At 8:00 a.m. Beijing time on December 10, Yu Ting, Party Secretary of Longguan Township, Haishu District, Ningbo, issued the Guidelines for Biodiversity-friendly Township Planning at the China Pavilion during the second part of the 15th meeting of the Conference of the Parties to the United Nations Convention on Biological Diversity (COP15) in Montreal, Canada. The 75-member audience included Contracting Party representatives, experts, and scholars from 18 countries.

The Guidelines, available in both Chinese and English, encapsulate Longguan's nine best practices—forming a specialized biodiversity planning committee, leveraging partnerships, etc.—under four categories that included green industries development and inclusive governance. The Guidelines are the first of its kind in China.

"Prioritizing ecological protection above all else has become Longguan's overarching policy." Zhou Honghua, director of the Haishu Branch of the Ningbo Municipal Bureau of Ecology and Environment, said that it was the combined effort of the public and private sectors, academia, and citizens that made Longguan China's first biodiversity-friendly township. Biodiversity protection also facilitated rural revitalization and increased citizens' incomes.

In recent years, biodiversity has become a major consideration in Longguan's development strategy, spatial planning, and infrastructure construction. Over a thousand residents across four villages are now connected to a free solar power grid, as part of Longguan's low-carbon strategy.

Before the construction of Simingshan Ring Road, hundreds of rare plants were temporarily transferred to Ningbo Botanical Garden.

The forest coverage rate of the 73-km² Longguan Township is now 85%. It has 25 nationally-designated first- and second-class protected animal and plant species, such as Elliot's pheasant, the narrow quillwort, and Maire's yew.

Longguan has more than twenty biodiversity tourist destinations, which have received more than 160,000 visitors combined. In the first 11 months of this year, the revenue of Longguan tourism was ¥63 million, exceeding the total of last year.

Chief Adviser: Zhao Qingchuan
Proofreader: Gou Wen

双语汇 Different Tongues

梁祝文化园：讲不完的“爱情故事”

By Jin Lu

Ningbo's Liangzhu Cultural Park is a beautiful park equipped with a variety of facilities and services. It has hosted multiple editions of the National Liangzhu Love Festival.

宁波梁祝文化公园风景秀丽，休闲娱乐活动众多，拥有完善的配套服务，曾多次举办盛会——中国梁祝爱情节。

In the area where the Park is located, there used to be a temple commemorating Liang Shanbo and Zhu Yingtai, the "Butterfly Lovers" from Chinese mythology. Locals would hold a festival every year in the eighth lunar month to honor their everlasting love.

梁祝文化园是在梁祝墓、庙古址所在地地上建造起来的。每年农历八月，当地都会举行传统的庙会，以纪念梁祝之间的爱情故事。

Local historical records

claim that there really was a man named Liang Shanbo who studied alongside a woman named Zhu Yingtai in his youth. Liang served as the magistrate of Yinxian (present-day Yinzhou) for three years, then fell fatally ill due to excessive physical strain after overseeing a local flood control project. Liang asked to be buried at Jiulongxu, which is where the Park stands today.

据《宁波府志》等史志上记载，梁山伯与祝英台曾为同窗好友，梁山伯完成学业后便任鄞县县令三年，因治水积劳病逝，遗命安葬于梁祝文化园所在地高桥九龙墟。

The discovery of Liang Shanbo's tomb and archeological artefacts at the Park adds more credibility to the legend.

现古墓遗址和出土文物已被发掘，为这个传说增添了可信度。

Over the years, the Park has hosted numerous events celebrating the Butterfly Lov-



Ningbo's Liangzhu Cultural Park. /宁波梁祝文化公园。

[Photo by Tang Yan] 唐严 摄

ers' tale, including the National Liangzhu Love Festival, the Liangzhu Love Carnival, the Liangzhu Commemoration Stamp Issue Ceremony, the Liangzhu Blind Date, the Liangzhu Matchmaking Fair, and

the Liangzhu Cultural Festival. 多年来，梁祝文化园承办了中国梁祝爱情节、爱在梁祝嘉年华、梁祝邮票首发仪式、梁祝万人相亲会、梁祝天地婚嫁集市、梁祝文化节等活动。

If you are interested in this traditional tale of immortal

love, the Liangzhu Cultural Park is definitely worth a visit. It delights visitors from all over the world with its unique charm.

如果你向往一段至死不渝的爱情，梁祝文化园绝对值得一游，以其独特的魅力吸引着国内外游客。

