

Striving Towards a Modern Coastal Metropolis

Chrysanthemums Color Ningbo's Autumn Golden

By Jin Lu

With the arrival of autumn's crisp winds and the first hint of frost, it's that time of the year again to revel in the beauty of chrysanthemums.

30,000 Pots of Chrysanthemums Showcased

The 36th Zhenhai Golden Autumn Chrysanthemum Exhibition recently opened in Ningbo.

Over 30,000 pots of chrysanthemums in full bloom have been placed at Zhenhai District's Cultural Square and all over Zhaobaoshan sub-district. These flowers add a vibrant touch of color to the city's golden autumn, capturing the essence of the season.

The floral installations of the exhibition, which runs through late November, fall under three distinct themes, corresponding to the past, present, and future of the Zhaobaoshan area. Local neighborhoods are brought to life with a tapestry of colorful and diverse chrysanthemums.

At the Zhenhai Cultural Square, floral installations designed to look like the iconic Aozhu Tower and old city wall of Zhenhai are particularly popular due to their reference to local history. The exhibition attracts both local citizens and visitors who come to admire, take photographs, and reminisce about previous chrysanthemum exhibitions.

"Ever since I was a child, my parents have brought me here every year to see the chrysanthemum exhibition. It has become our special autumn tradition," said Ms. Le, a resident.

At this year's chrysanthemum



The 36th Zhenhai Golden Autumn Chrysanthemum Exhibition. [Photo by Zheng Kaixia]

exhibition, alongside the customary growers' competitions and cultural festivals, you will find a delightful array of chrysanthemum-themed feasts and fairs, a captivating parade of "flower fairies", skilled craftsmen carving seals with chrysanthemum designs, and enthralling chrysanthemum poetry slams.

Blossoming "Chrysanthemum Economy"

Running parallel to the chrysanthemum exhibition, the "Zhaobao Autumn Harvest" trade and tourism fair is also under way. Visitors can explore 14 popular car models from 9 car companies, including Huawei and BYD, adding to the exhibition's appeal.

The Zhenhai Golden Au-

tumn Chrysanthemum Exhibition, which first started in 1979, has now successfully completed 36 editions. It has evolved from showcasing simple potted chrysanthemums to presenting highly complex and artistic floral installations. This exhibition has become a significant cultural event for the people of Zhenhai and Ningbo as a whole.

"I heard that the Exhibition was opening, so I came over from the city center. Here, I can not only appreciate a wide variety of chrysanthemums but also buy floral products at the market," said Mr. Mao, a local resident. After tasting chrysanthemum tea and chrysanthemum cakes sold at the fair, he remarked, "The way they incorporate chrysanthemum elements into products is quite

innovative!"

A representative from Zhenhai's Zhaobaoshan sub-district articulated their vision, stating, "We aspire to offer people a profound experience of traditional Chinese chrysanthemum culture through the Exhibition. Simultaneously, by harnessing the Exhibition's widespread appeal, we aim to unlock consumer potential and expedite the expansion of the 'Chrysanthemum Economy'. This endeavor will infuse new vigor into the convergence of creativity and tourism."

Chrysanthemum Extravaganza at Ningbo Botanical Garden

In addition to the Zhenhai district exhibition, the 7th Premium Chrysanthemum Exhibi-

tion at Ningbo Botanical Garden is now open. This exhibition offers a fresh and immersive experience.

Showcasing over 900 Chinese and imported chrysanthemum varieties under 13 different categories cultivated using a wide range of techniques, it is the largest and most diverse chrysanthemum exhibition in China.

In a first-time approach, the exhibition follows a thematic style. It showcases 17 themed installations located at 8 distinct points throughout the garden.

"Feel free to come, relax, enjoy some tea, and marvel at the chrysanthemums while reconnecting with nature. We welcome you to join us for an extraordinary chrysanthemum extravaganza this autumn!" said a spokesperson from Ningbo Botanical Garden.

双语汇 Different Tongues

一场秋天的 Citywalk

By Gou Wen

Autumn is a good season for outdoor activities. As "Citywalk" gain popularity, more people are discovering the beautiful scenery in Ningbo.

秋天是一个出游的好季节。随着越来越多人喜欢开展一场 "Citywalk" (城市漫步), 宁波更多地方的美丽风景正在被更多人发现。

"Citywalk" refers to the practice of discovering a city's sights on foot. It could be a special guided trip with a predetermined route that encompasses a city's historical and cultural sights. It could also be a spontaneous, leisurely stroll to explore new areas.

"Citywalk" 指在城市里或随意漫步或探寻一些特色的景观路线, 也在讲述员的带领下, 按照规划好的路线行进, 深度体验该城市的历史、人文、景观等。

Where can you go in Ningbo in autumn?

在宁波, 秋天能去哪里? Ruiyan Scenic Area in Beilun is a beautiful place to enjoy maple leaves. Covering 20,000 square meters, this maple forest boasts over 800 maple trees that undergo a remarkable transformation from vibrant green to fiery red. The prime time for witnessing this breathtaking display of maple trees is from late November to mid-December.

北仑瑞岩景区是一个欣赏枫叶的好地方。占地30亩的枫树林中, 有枫树800多棵, 枫树叶开始由绿转红。枫树的最佳观赏期在11月下旬至12月中旬。

The Ninghai Dashingping Flower Farm, located on top of a hill in Wenzheng Village, Liyang Town, covers an area of over 40,000 square meters. The Flower Farm was developed by the town as a prime tourist attraction. Every April and August, zinnia seeds are sown at the Farm. The choice



Tourists taking photos in the flower sea. /游客在花海拍照。李江林 摄 [Photo by Li Jianglin]

of sowing locations and seed varieties are carefully planned to create a colorful flower field when the blooms appear.

宁海县大山坪花海基地位于力洋镇文正村东边山顶, 占地面积60余亩, 是该

镇重点打造的休闲观光旅游景点。每年的4月份和8月份, 大山坪都要播种一次百日草, 其播种位置、种子色系等都要经过精心设计, 使得鲜花盛开时, 形成五彩斑斓的花田。

The flowering period of zinnia is about 100 days. They are currently in full bloom, attracting many tourists.

百日草观赏期在100天左右, 目前正处于盛花期, 吸引不少游客前来打卡。

SPOTLIGHT

Cultivating Tomorrow's Financial Executives

By Jin Lu

In recent years, the MSc Finance and Investment (Professional Accounting) programme (MPA) at the University of Nottingham Ningbo China has achieved an exceptionally high employment rate among its graduates. We recently had the opportunity to interview Dr. Song Hui-min, the programme director, to gain insight into the factors contributing to this success.

"The distinguishing feature of our programme is the enrichment of the learning journey with internships, immersing students in both real-world and classroom learning environments," said Dr. Song.

This full-time two-year postgraduate degree aims to foster expertise in accountancy, finance, and management, with specialized modules in corporate finance and strategic business management.

Explaining the programme's philosophy, Dr. Song emphasized educational innovation, evident in the curriculum's design that seamlessly incorporates workplace experiences.

"We uphold a robust global orientation, aligning the content with international standards while maintaining strong ties to British, Chinese and international accounting qualifications. Meanwhile, through programme reviews, we ensure that the curriculum is not overly UK-focused when such a focus is not relevant," added Dr. Song.

The MPA programme prepares students for careers as corporate finance and accounting professionals, with the potential to ascend to senior executive positions. Notably, partnerships with leading accounting firms significantly enhance students' learning experiences, fostering a deeper understanding of concepts and their practical applications in real-life business contexts.

With the programme currently enjoying its highest enrollment and employment figures, Dr. Song's goal is to sustain this level of stability while actively seeking opportunities for continued improvement.

"We plan to collaborate with more accounting firms offering internships. Additionally, we are committed to offering support and resources to faculty members interested in enhancing their pedagogical approaches, which may include promoting case-based learning within the classroom," stated Dr. Song.

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