



Panoramic view of Tianjin Cultural Center

## Bringing New Life to Cultural Heritage

By Wu Ziran

This year's June 11 marks the 11th Cultural Heritage Day in China, with the theme of "bringing new life to cultural heritage." A series of celebration activities were held in Tianjin. The city has collected precious pictures and artifacts relating to the local industrial heritage, then held an exhibition and produced a 10-minute documentary named "Glory of the Past — Tianjin Industrial Heritage." Performances such as anshoumen kungfu, Shanyin Drum and Xingyi Five-Element boxing were staged to show Tianjin's achievements in protecting intangible cultural heritages.

In recent years, the cultural heritage protection departments strive to explore the value of traditional culture in an effort to revive the city's past glory. These efforts paid off as they help boost local morale while promoting the core socialist values.

In the Dragon Boat Festival holiday this June, Tianjin's tourist destinations received 1.66 million domestic and foreign tourists, an increase of 10.7 percent year on year; total tourism revenues reached 75.1 million yuan, up 13.2 percent year on year. Cultural tourism and cultural consumption were booming. Tianjin's tourism authorities launched nearly 30 unique activities, which created a festive environment for locals and the tourists.

During the festival periods, Tianjin's cultural center is a major attraction for visitors, as it offers a good place where people can enjoy the cool air during the hot summer times, learn knowledge and gain valuable experiences. The second Jing-Jin-Ji area intangible cultural heritage exhibition was held in the center with the theme of "intangible cultural heritage and modern life." This exhibition was a part of Dragon Boat Festival celebration, attracting tens of thousands of tourists. During the holidays, Wudadao or the Fifth Avenue, the famous cultural and historical street, and Minyuan Square became tourist magnets. The cultural photography exhibition helped further invigorated the center by receiving more than 30,000 tourists every day.

### Balance demand and supply

"The performances were so exciting! These actors used to be very reserved on the stage. But this time, they interpret the classics in a brand new format, and I never thought they

could be so devoted in the play." Recently, the ethnic music concert Classic Rhyme in Modern Style by Tianjin Song and Dance Theater 80·90 Orchestra was held successfully in the Tianjin Concert Hall. After the concert, many people were reluctant to leave, still recalling every little bit of the concert.

The success of the performance reflects people's desire for good literary works. The notion that "art doesn't have a market" is incorrect, while in fact, every performer needs to pitch in and make better concerts available for everyone. In the meantime, the government must be fully aware of what its people want the most before rushing into a decision.

For so many years, Tianjin Song and Dance Theatre has created outstanding, popular and entertaining works with contemporary aesthetics. Gao Julin, President of the theatre, said, "Development can only be achieved through innovation. Today, I'm very glad to see that the young performers in our national orchestra offer a concert that appeals to all. Only through innovations, literary and artistic works can be enjoyed by the audience, and our literature and art can flourish and develop."

### Providing better cultural products

"The public cultural service system should be improved after the country achieves overall prosperity. Then it would be able to provide the audience with more and better cultural products in the process of achieving cultural prosperity." As a professional exhibition hall, Tianjin Art Museum not only needs to upgrade the overall aesthetics level in Tianjin, but is also responsible for the public aesthetic education. Deputy Director of the museum Lu Yongxiu knows deeply that the buck stops here, "We need real professionals to teach the public about aesthetics, and the people should also actively participate in the activities so as to explore their full potentials."

In over four years after opening, the museum has held hundreds of exhibitions. The 2014 National Art Exhibition and the fourth national oil painting exhibition China Spirit were held at the Tianjin Art Museum. Meanwhile, with the financial support of the municipal government, Tianjin Art Museum introduces high-end exhibitions every year. Annual visitors to the museum can reach 600,000 to 800,000.

A new exhibition is expected to be launched

every week, with 15,000 visitors each week. The quantity and quality have all been improved. More people begin to appreciate art through regularly going to professional and high-end art exhibitions. They also choose to go to the galleries, museums, the Grand Theater in holidays to feel the art with their hearts.

Cultural innovation is strongly backed by policy. In 2015, Tianjin published the Suggestions on the Implementation of Accelerating the Construction of Modern Public Cultural Service System. In 2016, Tianjin will formulate the Suggestions on the Implementation of Promoting the Comprehensive Construction of People's Cultural Service Center. At the same time, Tianjin will integrate the existing city-level public cultural activities into future plans to create a better environment for cultural consumption.

### A bigger picture of education

During this year's Spring Festival, Zhao Gang, Vice Director of Calligraphy Department of Tianjin Youth Activity Center, led a group of students to study in the Chinese Taiwan. Zhao was very impressed by Juming Museum and Taipei National Palace Museum, "When the students saw a series of works of Living World in Juming Museum and the Carved Ivory Balls in the Taipei National Palace Museum, they have different feelings. A junior high school student told me that it took precious materials and two generations of artists to create such ivory balls but the efforts were completely meaningless. But Living World series use readily available materials and were vivid representation of people's various emotions and he said they were more pragmatic and realistic."

Zhao has always been a supporter of "classrooms without walls." He believes that "the classroom is a place for summary and communication." But more importantly, the students need to go out and have a touch with nature. "The more they read classics, the more they talk to well-educated people, the more they will be positively influenced."

"It is very important to cultivate children's aesthetics, and it is written in our mission statement. When we talk about quality education, the first step is art education. Let the children learn to appreciate. The ability to appreciate is much more important than mastering the skills. The function of art museum is essen-

tial," said Lu Yongxiu.

### Policy support

"Tianjin is a city of culture. Local residents have a high demand for literature and arts and have a good taste. There were not so many performances in the past, so they would gather and listen to the radio. The launch of the Culture Card really benefits the citizens, serving as a very important tool to facilitate cultural education. Now, it is very convenient for us to listen to the musicals and watch dramas," said Chen, a retired teacher who was one of the first few people buying the Culture Card. She once spent 1,000 yuan to buy a ticket for Cai Qin's concert. With this card, she can spend less money to watch her favorite performances.

You can spend only 10 yuan to watch performances that may cost a few hundred yuan. If you recharge 100 yuan in your card, the government will subsidize 400 yuan. More people have been willing to go to concerts and plays. In 2016, Tianjin issued a total of 100,000 Culture Cards. The vigorous demand of the card shows local people's enthusiasm for good-quality shows and performances.

A small Culture Card has brought fundamental changes to the performance market in Tianjin. "Don't underestimate this small card. It injects positive energy to the society where everyone could benefit," said Chen.



"Neighbors' Day" in Tianta Community



Tianjin Binhai Aircraft Carrier Theme Park



Children play football with teachers in the park

## Tianjin Port: A Pivot for the Belt and Road Initiative

- ◆ By Bohai Bay stands a first-class international port.
- ◆ Tianjin Port is connected with over 500 ports in over 180 countries and regions by 120 container lines and more than 550 scheduled vessels.
- ◆ Every year, more than 540 million tons and 14.11 million 20-foot equivalent units (TEUs) of goods are transported from here to all over the world.
- ◆ It boasts the world's best artificial deep water port, which allows the world's largest container vessel of 300,000-tons to enter.
- ◆ This is Tianjin Port, a pivot for the nation's One Belt and One Road Initiative. It stands at the intersection of the Beijing and Tianjin city belt and the Bohai Economic Rim.

By Wu Ziran

Tianjin Port is the largest of its kind in north China. It consists of the North Port, South Port, East Port, South Zone of the Harbor Economic Area and the East Zone of Dagang Port. The North Port is mainly used for the operation of containers and wheeled cargoes, the development of a large-scale container logistics park and facilitating the rebuilding of the old harbor district. The East Port is focused on container transportation and high-end services, the development of international transit shipment, international procurement and distribution, and also helps develop the Jing-Jin-Ji area, e-commerce and automobile trade industrial parks. The South Port, South Zone and East Zone prioritize bulk cargo transportation and port processing, while developing industrial parks that cover large-scale and professional bulk cargo logistics, bulk cargo trade and equipment manufacturing.

By the end of 2015, Tianjin Port (Group) Co. Ltd. had held assets totaling 136 billion yuan and had an income of 35.1 billion yuan. It performs several functions, including terminal operations, international logistics, port property development and comprehensive services. It has been listed among top 500 enterprises in China for 14 consecutive years.

To accelerate the building of the international shipping center of north China and the international logistics center, transform the port into an institutional innovation base, a new driving force of the market economy, and a new platform for regional coordination, Tianjin Port is in a good position to serve as an important pivot for the nation's One Belt and One Road initiative. About 70 percent of the port's cargo throughput and over 50 percent of import and export value come from prov-



The container terminal in Tianjin Port

inces, municipalities and autonomous regions outside Tianjin.

Externally, Tianjin Port has taken the initiative to adapt to the international shipping industry's new trends of large scale ship professionalization and economic restructuring. The plan is to drive construction onwards at high standards. It has built a batch of high-level, professional wharves including the mammoth 300,000 ton crude oil terminal and cruise home-port, elevating Tianjin Port to the position of most well-functioned among all coastal ports in China.

Meanwhile, Tianjin Port vigorously develops the container business, adds more liner ships, operates the Bohai-Sea inner line, and facilitates the construction of logistic nodes beside the sea. It promotes the construction of epic logistic channels, including the "Tianjin-Mongolia-Russia" and "Tianjin-Xinjiang-Europe" channels, takes the lead in establishing five regional marketing centers and 25 dry ports and opening more than 10 sea-railway intermodal transportation channels. During the 12th Five-Year Plan, Tianjin Port's sea-railway intermodal transportation volume exceeded 1.5 million TEUs.

To accelerate the building of the international shipping center of north China and the international logistics center, transform the port into an institutional innovation base, a new driving force of the market economy, and a new platform for regional coordination, Tianjin Port reclaimed land of 31 square km in East Port. Since being approved by the State Council in August 2006, the East Port Bonded Area became fully operational in seven years, creating the remarkable East Port speed and East Port spirit. Currently, Tianjin

Port has become an important part of China's (Tianjin) Pilot Free Trade Zone, a core function zone of the international shipping center of north China and also an innovation platform in Binhai New Area's reform. It integrates multiple national policies including special Customs supervision and cross-border e-commerce. According to statistics, since the port's opening in 2007 till the end of 2015, the container throughput of the Tianjin East Port Bonded Area had reached 18.6 million TEUs, and the number of registered and operating companies from home and abroad stood at 6,968.

During the 13th Five-Year Plan period, Tianjin Port will stick to and pursue creative, coordinated, green, open and shared development. Since the Chinese Government's objective for Tianjin is to be "an advanced national manufacturing and researching base, an international shipping zone in north China, a financial innovation demonstration base, and a leading area of reform and opening up," Tianjin Port will take the initiative to adapt to the new normal, adhere to improving quality and forming synergy, and insist on building momentum to enhance reform and innovation. It will continue to improve its modern port planning system, build itself into an international hub which is green, secure and smart.

By 2020, Tianjin Port's cargo throughput will have reached 650 million tons, and its container throughput will reach 17 million TEUs. It will become a figurehead of economic diversification and cluster development, and a global resource allocation hub, thus boosting Tianjin's efforts in positioning itself as an international shipping zone in north China.

## Tasly: Embracing the New Era of Scientific And Capital Innovation

By Wu Ziran

The Scientific and Capital Innovation Summit and Conference on the Launch of the R&D Cooperation and Innovation Platform were held in Tianjin. Over 200 participants discussed new investment opportunities in the health industry from different perspectives, while the summit also witnessed the establishment of a new platform for cross-industrial cooperation. At the forum, Tasly declared that it will unite with Bioclub to build an innovation platform.

### Capital-driven innovation

"The golden era for investing in one health industry has come," said Yan Kaijing at the opening paragraph of his report. Only when innovation is combined with capital and a new service mechanism, can it be fully brought into play.

According to Yan, Tasly will build a consumer-centered, one-stop health ecosystem that will provide innovative health products and services. Tasly has developed six core businesses: modern biomedicine, traditional Chinese medicine, healthcare, medical rehabilitation and health management, children's education and health management, and international business. Tasly has further expanded

its businesses through mergers and acquisitions, striving to develop biotechnology and information technology that propels the development of the health industry, including e-commerce in pharmaceuticals and genetic testing.

As stated by Yan, it took Tasly seven years to build an investment platform. Aiming to develop its existing businesses, Tasly's current focus is to allocate resources efficiently and maximize project value.

"We hope to enhance understanding of intersecting fields by establishing a platform for exchange of ideas among experts," said Yan. Tasly aims to work with third parties, drawing on its capacity and resources to conceive and develop projects to increase the odds of success.

Yan added that Tasly will create an asset portfolio by making use of capital, fostering effective business models and leveraging diversified tools in the capital market. By doing this, it will consolidate resource integration in the industrial ecosystem.

### The promising platform of innovation

On the morning of May 8, Tasly and Bioclub launched the Tasly innovation platform.

Bioclub is the largest innovative eco-platform that combines the Internet and health in China. It is dedicated to establishing a globalized in-

novation ecosystem, gathering resources for startups and assisting them in overcoming difficulties. Bioclub provides entrepreneurs with a comprehensive online service that has zero cost and allows easy access to facilitate innovative results and business growth.

Bioclub's main businesses include O2O brand services, investment, innovation services, incubation services, and startup training. It adopts a self-organizing model in Beijing, Tianjin, Shanghai and Shenzhen, and is recruiting partners overseas. It provides services including cloud incubation, and aspires to cover the entire global network. At present, Bioclub has established connections with over 1,000 investment institutions and over 100,000 entrepreneurs in the health sector.

The innovation platform, upon its completion, will boost Tasly's advantages and accumulate practical experiences in medical research and development. It will also draw on Bioclub's extensive high-end social resources to attract investments and projects on biomedicine and e-health. The platform will bring internal and external expert resources together, link R&D with funds and build interactive channels for products and projects.

Yan hopes that by tapping into Bioclub's influential network, Tasly can interact more efficiently with more resources and effectively boost its R&D capabilities.