



**DRAWING TALENTS**

## Yunnan talent fair draws global jobseekers

A series of agreements have been signed at an international talent exchange conference in southwest China's Yunnan Province. The agreements focus on cooperation in education, medicine and scientific research, according to the organizer of the 3th Yunnan International Talent Exchange Conference. The four-day conference, which concluded on June 14 in Kunming, capital of Yunnan, attracted more

than 600 people from over 40 countries and regions. Yunnan is a gateway connecting China with South and Southeast Asia. International talent exchange will make the province a pivot of opening up to South and Southeast Asia, according to the conference organizer. First held in 2016, the conference has brokered more than 160 introductions, attracting more than

170 high-level overseas staff to Yunnan. In March, Yunnan eased visa applications for skilled workers with visas for high-end talent valid for up to 10 years with multiple entries and 180-day stays for a single entry. Yunnan also launched a "Thousand Talents Plan" this year, including 1 million yuan (about 156,000 U.S. dollars) of living subsidies and project funding of up to 30 million

yuan. "Yunnan is at a critical stage of economic restructuring and upgrading," said Ruan Chaoqi, director of the Yunnan provincial administration of foreign expert affairs. German botanist Harald Schneider has worked in Yunnan for 10 years and entered the "Thousand Talents Plan" this year. "I really enjoy my work in Yunnan. It's exciting to be in a place

with such abundant biological resources," said Schneider, head of a research program in the Chinese Academy of Sciences Xishuangbanna tropical botanical garden. "Local officials are increasing financial support to researchers, which will attract more overseas talents to work here," said Schneider. There are already more than 4,500 foreign experts in Yunnan. (Xinhua)

**EXHIBITION**

## Taiwan pavilion draws attention with innovative technologies

At the 5th China-South Asia Expo from June 14th to 20th, the cultural and creative products exhibited in the Chinese Taiwan Pavilion, made of gold, wood, earth and stone, impressed visitors with their use of innovative technologies and artistic concepts. The Taoksi studio is run by a couple from Taiwan of China. By combining Tian Mu Zhan, a unique ceramic craft from the Song Dynasty (960-1279), with elements of modern art, they created New Taipei Gifts and won the Cultural and Creative Award of Chinese Arts and Crafts at the China (Shenzhen) International Cultural Industries Fair. "We've brought our latest works to the China-South Asia Expo. The sap-

phire-blue colour of our ceramics represents the ocean, which in turn symbolizes the breadth and depth of Chinese knowledge and culture being shared with the world via the Belt and Road Initiative," said Lin Yingru, owner of the studio. "We've brought over 200 works with us today, and we hope to introduce them to the world through the China-South Asia Expo. We're very optimistic about Yunnan's cultural and creative industries and are eager to cooperate and communicate with local museums and artists in the province," said Lin Yushan, manager of Pin Jin Pin. Many of the exhibitors from Taiwan were very interested in the diverse cultures of Yunnan Province, especially the black pottery of Jiashui County.

**EXCHANGE**

## Reporters from Mekong countries praise opening up of Yunnan

From the 12th to the 19th, the Seminar for Media Officials and Journalists from Mekong Countries took place in Kunming. The training was organized by the Yunnan Daily Newspaper Group. Over the nine-day training, 17 students from Cambodia, Laos, Myanmar, Thailand and Vietnam were joined by journalists from the Yunnan Daily Press Group. Together they rode high-speed trains, visiting Kunming and Lincang. The reporters were so impressed, and gave generous praise to the development and opening up of Yunnan's border areas. On the morning of June 16, more than 10 trucks from China and Myanmar waiting for cargo inspection stopped at the Goods Inspection Station at Qingshuihe Landport in Mengding Town, Lincang. Qingshuihe landport is connected to Myanmar's mountains and rivers. It is a state-levelled open port and is 983 kilometres away from Kyaukpyu Port in Myanmar. It is one of the most convenient land passages linking South Asia and Southeast Asia to Yunnan.

"China and Myanmar have a close friendship," said U Myo Maung Maung, assistant reviser of the Publicity and Public Relations Department of Myanmar Information Ministry, believes that the linking of Yunnan's Qingshuihe landport to Kyaukpyu Port of Myanmar is only a small marker of the friendly cooperation between Myanmar and China. "I think the inspection and cus-

## Construction of China-Lao Railway speeds up



When its construction is completed, the Yuanjiang Railway Bridge will be 832.2 meters long. Photo by Huchao

**BY HU CHAO**

Builders began to lay the first steel truss complex on June 22 on the Yuanjiang Railway Bridge, marking a new milestone in the construction of China-Lao railway. Spanning the V-shaped Honghe River Valley and with its deck 237 meters above the river level, the Yuanjiang Railway Bridge is located in Yuanjiang County, Yuxi City of

Yunnan Province. The 832.2-meter long bridge has 6 piers and its No. 3 pier is 154 meters tall, the tallest in the world. In addition, the main span of its continuous steel truss girder, which is 249 meters long, will add a new world record in bridge construction as well. The China-Lao railway starts from Yuxi, Yunnan, linking Mohan-Boten border gate, the world-renowned tourist destina-

tion Luang Prabang and to Lao capital Vientiane. As an important part of the pan-Asian railway, it is aimed to facilitate China-ASEAN cooperation through effectively reducing logistics costs and boosting trade, investment and tourism. After its completion, the railway travel between Kunming and Vientiane is expected to cost less than one day. (Xinhua)

**TRAVEL**

## Beauty of Yunnan condensed in 8-minute promotional film

The latest version of the Yunnan publicity film "The Distant Land of Poems and Hometown of Dreams" had its official release on the afternoon of June 14th. The news media, along with representatives from the directors and artists who participated in the film, jointly attended a screening of the latest version of Yunnan's "8 minutes". Chu Wei, are representative of the film's group of directors, said: "The Distant Land of Poems and Hometown of Dreams" is a publicity film featuring the warmth and other characteristics of Yunnan province. The entire film crew spent one year and two months travelling through the 16 prefectures and cities across Yunnan, in search of all the beautiful stories and picturesque

scenery the province. Finally, they selected pictures from more than 10,000 frames to make an 8-minute "Yunnan Story". Their goal was to capture the beauty of the province through the camera lens, and present Yunnan's charm to the world. The film starts with the famous conductor Li Xincuo from Baoshan in Yunnan, and the famous dancer Yang Liping is the starring figure who runs through the whole film. Through the various perspectives of the famous artists Ye Yongqing and Luo Xu, the famous poet Xiao Xue, the explorer Jin Feibao, the botanist Pei Shengji, the French-born scholar Pei Yifeng, performers of the Haicai Style of singing (a national intangible cultural heritage) Li Huaixiu and Li Huaifu, and others,

the film makes use of dance and other visual mediums to convey the charm of the 16 prefectures and cities across Yunnan. The name The Distant Land of Poems and Hometown of Dreams reflects the natural flow of thoughts in the hearts and minds of the Yunnan people, as well as their memories and inspiration. The entire film shows Yunnan people's affection for their homeland. The film is about everyday life. In one section entitled "Frontier and Centre of Influence", the mobile phone APP "One Phone Tour of Yunnan" is featured as a way of connecting Yunnan and the rest of the world. It is hoped that during this eight-minute, quiet narrative, the world can get to know a different Yunnan.

**ECO**

## Xiangguqing: Magical home of Yunnan snub-nosed monkeys

Yu Jianhua works as a ranger at the Baima Snow Mountain National Nature Reserve in Weixi County, Yunnan. Every morning he hangs the leafless mini-shrubs of the Usneabarbata plant over tree branches while calling out to the monkeys in the language of the Lisu ethnic minority group. Soon the black-and-white monkeys begin to respond excitedly, racing across the forest, and the Xiangguqing valley immediately comes to life. As the most representative species of the nature reserve, the Yunnan snub-nosed monkeys are receiving more care than ever, and now they are not afraid of humans at all. The Xiangguqing population consists of more than 70 mon-



Snub-nosed monkeys are dubbed elves of Baima Snow Mountains. Photo by Chenfei

keys, divided into eleven normal families and one all-male family. "In the hierarchy of Yunnan snub-nosed monkeys, the most powerful male monkey generally rules the largest family and holds the highest position in the population," Wang Chunping, a graduate student of

Southwest Forestry University, said while observing the monkeys through a telescope. Under careful human supervision, Yunnan snub-nosed monkeys are steadily increasing in number and many male monkeys have formed families.

**40th ANNIVERSARY OF REFORM & OPENING UP**

## Tong Ren Tang goes global

**BY WANG MENG**

If innovation has instilled more vitality in time-honoured brands, then opening up to the world has increased their strength.

**The pharmaceutical company Tong Ren Tang is already 349 years old. In the past, its operation was limited to Beijing, but now it has set up 140 branches across 27 countries and regions, aiming to reach not only the overseas Chinese communities around the world, but anywhere there may be a demand. This year marks the 25th anniversary of Tong Ren Tang's entry into overseas markets.**

Ding Yongling, the Deputy General Manager of Beijing Tong Ren Tang Group, still remembers the difficulties the company encountered when it first attempted to go global. Many traditional Chinese medicines need to be decocted before the liquid medicine is poured out and consumed. However, British people poured out the medicine and left the dregs. To solve this problem, Tong Ren Tang now provides instructions in English accompanied by detailed illustrations, so that English-speaking customers will be able to follow the correct procedure.

Tong Ren Tang not only sells traditional Chinese medicines all over the world, but has also introduced the Traditional Chinese Medicine (TCM) culture to many different countries. Ninety-two

percent of the company's overseas employees are locally recruited, and members of the public have become acquainted with the medicines through word-of-mouth. The Czech Republic, an country in the European Union, announced its first law clarifying the status of TCM last year. An American melanoma patient improved markedly after taking a capsule of Tong Ren Tang's 'magic fungus spore powder' and praised the product as "Chinese magic medicine".

"As part of our overseas development, we have learned to adapt to local conditions in order to benefit as many people as possible. We provide customers with a thorough, comprehensive service at every stage, so that they can truly feel the positive effects of Chinese medicine," said Ding Yongling.

Within just 40 years, time-honoured Chinese brands have made their presence felt all over the world. Some products are sold overseas via e-commerce platforms, while others have won over foreign customers independently. Data released by TMall shows that when looking at areas with large Chinese communities in Australia, New Zealand, Europe and the United States, Chinese brands rank highly on lists of popular search queries; among others, Lao Gan Ma, Ma Yinglong, Yongjiu, White Rabbit and Zhang Xiaoquan have become the most searched-for Chinese brands in the global market. (People's Daily Overseas Edition)

**INDUSTRY**

## Starbucks opens first coffee origin store in Yunnan



Customers experience coffee making in the store.

**BY WANG HUAN**

On June 21, Starbucks opened its first coffee origin store in Pu'er, a city in southwest Yunnan province famed for its eponymous fermented tea.

The store aims to creating the experience of "bean to cup", while presenting the idea of "the first ten feet" and "the last ten feet". It is regarded as another measure after Starbucks opened its local farmer support center in Pu'er 6 years ago.

The store in Pu'er will supply high-quality Arabica coffee beans from around the world all year, including the one named "South of the Clouds" blend which includes beans from Yunnan planters and is

a wonderful offering by Starbucks' baking masters. What is better, "single-origin Yunnan" will be offered in the store. It is Starbucks' first single-origin coffee from China.

Since Starbucks lunched its famer support center in 2012, it has been helping local Yunnan growers increase the yield and go global market. At present, there have been 1,678 coffee estates certified by C.A.F.E Practices in Yunnan where coffee cultivation areas are over 16,000 hectares, and nearly 17,000 coffee farmers have been trained.

Starbucks has also joined hands with the Pu'er City Government to build Pu'er into a key origin for the world's high-quality coffee.

**YUNNAN WEDDING CUSTOMS**

## Bai people: Brides get pinched for blessings

On the wedding day of Bai people, traditional musical band will be invited and local delicacies like cakes and sweet dumplings will be prepared and rice wine is also indispensable.

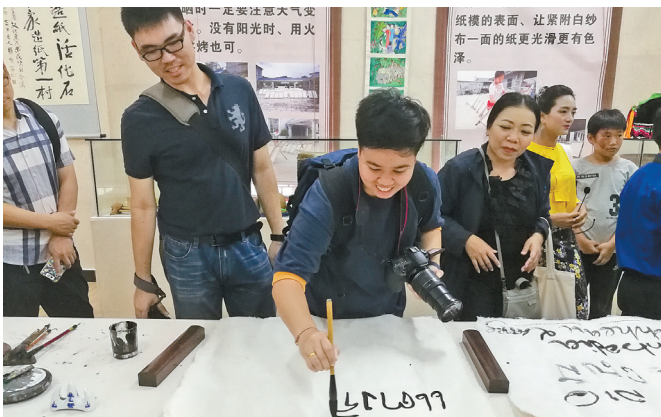
During the wedding ceremony, the most surprising is that as the bride enters the grooms house, an elderly man will take a stick of incense and circles around groom's eyes. Before the couple realizes it, a handful of pop rice will be scattered onto their faces. This is called "burning the eyebrows and throwing pop rice", expecting to bring blessings, good harvest, and dutiful descendants.

For the bride, the biggest "trouble" is from the children participating in the wedding ceremony. As she arrives at the groom's home, the children will swarm up

to pinch her with their hands. Bai people consider the pinching as blessings, so even if it hurts, the bride can't get angry.

In some areas inhabited by Bai people, the second the groom-escorting team enters the door, the bride and groom would compete to run into the groom's chamber to grab the pillow. It is said that whoever grabs the pillow first would have more say in their future life.

During the ceremony, bowing to the elders is also a necessary part. After the bride and groom bow to the elders of the family, as a courteous response, the elders must say some words of blessings and give the newly-wed red envelopes. (Reported and photos by Liu Jiatong from Daguang Weekly)



The reporters are experiencing Chinese calligraphy in Mangtuan Village. Photo by Chenfei