

Nantong report

Nantong cross-border trade will be more convenient

By Wu Xiaoyun

On 27th February, at Nantong Xingdong International Airport, boxes of export goods were neatly stacked. After a quick inspection by the Customs, the goods made in Nantong would be loaded to cargo planes to Incheon, Korea. ‘Since the Incheon cargo flight was launched in last June, our company’s clothes can be directly shipped to the Korean market. The shipping time was shortened and the cost was reduced, which helps a lot in our expansion of overseas market.’ The person in charge of Nantong Xinyu Import and Export Co., Ltd. said.

In the past year, Nantong Xingdong International Airport has launched passenger flights to Nha Trang, Vietnam, Phnom Penh, Cambodia and Vien-

tiane, Laos, resumed passenger flights to Jeju Island, Korea and Osaka, Japan, and launched an all-cargo flight to Incheon, Korea. At the same time, Nantong Xingdong International Airport has been granted approval for 3 designated import cargo inspection sites at one time, which provided more logistics choices for cross-border commerce.

The pace of opening up of water transport ports is also accelerating. Up to now, Nantong water transport ports have in total 49 open terminal enterprises and 99 berths. The number of designated imported grain inspection sites has reached 8. The person in charge of Jiada Harbor Nantong Limited Company said, ‘now our imported grain can be directly cleared in Nantong, which reduced transit processes. The efficiency has been improved and the cost has been reduced. It is a major benefit to our enterprise.’

Nantong elements appeared at China-UAE Trade and Capital Market Forum

By Wu Xiaoyun

On 27th February, ‘China- UAE Trade and Capital Market Forum and the 3rd China International Supply Chain Expo Roadshow’ was held at Nasdaq Dubai. Nantong entrepreneurs delegation attended the forum, to show the strength of Nantong industries to Middle East Market and deepen international economic and trade cooperation.

During the event, Chinese and UAE enterprises and organizations signed 6 cooperation agreements on the spot, and reached several cooperation intentions. Nantong Bureau of

Commerce and Middle East International Exhibition signed a ‘strategic cooperation framework agreement on bilateral investment liaison services’. According to the agreement, both parties will jointly establish a liaison platform and channel to serve bilateral enterprises.

Yuan Jie, Member of CPC Committee of Nantong Bureau of Commerce and Vice President of Nantong Council for the Promotion of International Trade, said that they would give full play to Nantong’s industrial advantages in home textiles, optical fiber communications, construction engineering and other fields, and actively expand the Middle East Market.

Tea art performance



On 6th March, a cultural exchange activity between China and foreign countries was held in Chongchuan District. Foreign students in Nantong, teachers and students from the Voronezh Oblast exchange group in Russia participated in long spout teapot tea art.Photo by Xu Congjun

Experiencing Hai’an flower-drum dancing



On 6th March, at Hai’an Chengnan Experimental Elementary school, Italian children experienced Hai’an flower-drum dancing. On the day, 45 people from Scuola Internazionale Italo Cinese came to Hai’an for the second time, to carry out cultural exchange and experience activities between Chinese and Italian schools.Photo by Gu Binbin

XTransfer appeared at East China Fair

By Lu Chenghui

Recently, the 33rd East China Fair was held. Nantong B2B foreign trade finance platform XTransfer presented a cross-border financial solution for small and medium-sized foreign trade companies, which became a highlight of the trade service ecosystem of the East China Fair.

According to reports, XTransfer is the only enterprise focusing on B2B foreign trade finance among the participants of the East China Fair. Small and medium-sized foreign trade companies often face many difficulties in cross-border transactions such as difficulty to open an account, difficulty to collect payments, high costs, and difficulty to control financial risks. XTransfer platform integrates global high-quality financial resources, and provides efficient

“XTransfer platform integrates global high-quality financial resources, and provides efficient collection and payment solutions for enterprises.”

collection and payment solutions for enterprises. In 2022, XTransfer established a local service center in Nantong, providing cross-border payment services to thousands of Nantong foreign trade companies.

‘The local collection account services of XTransfer is not only fast, which reduces the cost. More importantly, it has built a bridge of trust between banks and companies by its mass data risk control technologies and transaction-rated risk control audits provided by foreign trade companies, which eliminates the worries of companies.’ Huan Cheng, General Manager of Nan-

tong Osis Textile Co., Ltd., said.

In the past few years, trade facing ASEAN and ‘the Belt and Road’ joint building countries and regions is showing an upward trend. In terms of payment, XTransfer’s cross-border financial services for these countries and regions have been increased and improved. It launched local collection services for small and medium-sized foreign trade enterprises in Vietnam, Philippines, Singapore, Thailand, Malaysia and Indonesia, which further promoted the facilitation of cross-border trade settlement for enterprises exporting to ASEAN countries and regions.

Nantong Immigration Inspection Station guards national biosecurity Strictly prevents the invasion of alien species

By Peng Junjun

On 4th March, while the officers of Nantong Immigration Inspection were inspecting the luggage of the shift crew of Belizean vessel ‘Jiayi 6’ at Wangzi Wharf, they found out that there was a bag of brown unknown powder in the backpack compartment of a foreign crew member. It weighed about 200 grams. It was identified as organic cultivation medium soil from overseas. After inspection, the item was prohibited from being brought into China.

In the past few years, ‘biological invasion’ has attracted a lot of attention from the public. Alien species can cause irreversible damage to native ecosystems by unnatural cross-border spreading.

Nantong Immigration Inspection reminds that immigration and exit people shall get to know the laws and regulations about China Animal and Plant Quarantine in advance, actively apply and cooperate with inspection, and do not take the chance of carrying prohibited items.

Post-90s girl created a cross-cultural restaurant and bar

By Lu Chenghui and Miao Bei

At Zilang Life Hub in Chongchuan District, an exotic bar ‘PLS Public House’ built a bridge for cross-cultural dialogue with food and wine.

Opening the wooden door of PLS Public House, is like stepping into an old foreign movie: the dark leather booths and industrial-style metal pendant lights create a striking contrast. A giant screen, pool table and karaoke machine created a small entertainment haven. Cement paint gives the wall a nostalgic hue. On the wall, the foreign movie posters, football jerseys, basketball jerseys, and ice hockey jerseys highlight the customs and culture of Europe and the United States.

‘I want to make the hut an exhibition booth for the dialogue be-

tween Chinese and Western cultures.’ Reeta, the post-90s manager, introduced that a lot of the soft furnishings were from her personal collections.

Reeta went to Portugal to study hospitality management in 2015. She met her partner in the foreign country. After that, she stayed in Portugal, and ran a restaurant with her family along the Golden Coast in the Algarve region.

In 2022, Reeta returned to China to start a business. PLS Public House was looking for a manager, and experienced Reeta was accepted smoothly.

The parent company of PLS Public House is PLS (Nantong). It mainly provides comprehensive services to senior executives of foreign companies in Nantong. At present, the company is responsible for the life support services of more

than 500 senior executives of foreign companies in Nantong from countries such as Sweden and Brazil who stay in communities such as Vanke Fangyuan. PLS Public House is a place specially created by the company for foreign friends to enjoy delicious food and socialize.

Opening the menu of PLS Public House, secret-recipe lamb skewers and sirloin steak are listed together. Nantong specialties including Rugao sausage and Baipu tea-flavoured dried bean curd become ‘hidden items’ among appetizers. Vietnamese spring roll, which the foreigners are accustomed to, is replaced by Chinese fried spring roll.

‘It is also fun to teach foreigners how to eat skewers, let them experience the flavor of street food, and teach them how to use

chopsticks.’ Reeta said.

Senior executives of foreign companies including Scania tasted Baipu tea-flavoured dried bean curd with chopsticks, and took a bite of the delicious pork skirt meat...this scene happens every day at PLS Public House.

During the Chinese New Year’s Eve dinner during the Spring Festival, the restaurant invited foreign friends to make dumplings and wear hanfu. On the Lantern’s Festival, they were invited to eat Tangyuan and guess lantern riddles, and cultural differences and commonalities were told by food.

Not long ago, as the Spring Festival movie *Ne Zha 2* got very popular, Reeta also ‘rode the wave’ of its popularity, played *Ne Zha 1* in the house.

‘Although due to cultural differ-

ences, they could not understand the core of our mythology, exquisite and grand special effects attracted their attention throughout the

whole process.’ Reeta introduced that cultural export was not about rigid indoctrination but rather about integrating into daily life.

