

# Nantong report

## There will be a football match between Nantong and Suqian in Haimen on 29th June

By Zhang Ye and Li Bo

On 29th June, in the fifth round of Jiangsu Football City League, Nantong team will fight Suqian team at home. The site of the competition this time will be Nantong Football Training Center Haimen Base (Haimen Sports Cen-

ter Stadium). It will open at 19:30 on 29th June.

Nantong Football Training Center Haimen Base (Haimen Sports Center Stadium) is located at the intersection of Huangpujiang Road and Shanghai Road in Haimen District. The gross floor area is about 60,000 square meters.

Drink beer, visit the night market, watch performances, and enjoy food

## Nantong Beer Carnival opened

By Liu Lu, Si Zhanwei, Shen Jiaying and Wu Xiaoyun

Drinking beer, visiting the night market, watching shows, enjoying food...On 30th May, the 4th Nantong Beer Carnival opened. The three major districts - the South Street, Binjiang Sports Park, and Maple Leaf Town Outlets operated jointly.

More than ten booths were set up in the South Street. People can bring Nantong featured products home while enjoying a walk.

At Binjiang Sports Park, Mr. Han from Guizhou was drinking beer in the breeze from the Yangtze River. 'It's very comfortable. Nantong's night life is so beautiful!' Mr. Han said.

When night fell at Maple Leaf Outlets Square, it became an ocean of joy right away. Outlets Good Voice phase 4 started. Apart from fantastic performances, at the event site, ample beer varieties and characteristic food were prepared, which let the audience enjoy the food while enjoying a visual and audio feast.

It is learnt that as a sub-venue of the beer carnival, Maple Leaf Town Outlets will continue to bring more brilliant activities, to build a summer carnival season full of music, food and joy.

Nantong Beer Carnival, which has been held for four consecutive years, has become a great business card of Nantong night time economy. The Beer Carnival will last from May to August.

## Nantong Shibei Science and Technology City: Promoting investment through dragon boat race



Members of the dragon boat team visited Shibe Science and Technology City.



The dragon boat team carried out training at Baoyue Lake.

By Si Zhanwei

On 30th May, a Dragon Boat Invitational was held at Shanghai Shibe High-Tech (Nantong) Science and Technology City. Four dragon boat teams from Australia, Malaysia and Nantong competed on Baoyue Lake.

In August 2010, governments of Shanghai Jing'an District and Nantong worked together to build the Shibe Science and Technology City. Among the more than 300 science and technology-based enterprises here, 40% are from Shanghai. During the breaks in competition training, the Shibe Science and Technology City invited senior executives from foreign companies in Shanghai to visit the park, visit the companies and carry out exchanges.

Gao Jian, who is in charge of investment service of the Shibe Sci-

ence and Technology City, introduced that it was the second batch of 'international participants' arrived in May. Before that, the 'Hebilu' dragon boat team formed by the Netherlands, Belgium and Luxembourg carried out pre-race training at Baoyue Lake, preparing for the 2025 Yangtze River Delta Hao River Dragon Boat Invitational. In their spare time, they also walked along the water system, observing and learning about the industrial layout of Shibe Science and Technology City in the fields of integrated circuits, life sciences and health, and automotive electronics, etc. The international dragon boat team members have spoken highly of Shibe Science and Technology City's positioning as an integrated industrial-urban hub and ecological community.

'It's my first time to come here.

It's very beautiful. The business, industry and environment are all very good. I will definitely come to Nantong again.' Jonathan Xu, the leader of 'Hebilu' dragon boat team, had a very good impression on the Shibe Science and Technology city because of the several days' stay for training, especially the well-equipped water sports base facilities, which he praised a lot.

Gao Jian introduced that based on the 5-km-long high-quality ecological coastline of Baoyue Lake, the Shibe Science and Technology City invested to build an intelligent sports base integrating multiple water sports including rowing, dragon boat, canoeing, and paddle boarding. In the start of 2025, Baoyue Lake water sports base opened. The municipal rowing association was also founded at the same time. Up to now, it has received more than 40

enterprises from places including Shanghai and Nantong to carry out team-building activities. 'Every competition and team-building event is a vivid display of the image of the Shibe Science and Technology City. Water sports experience is becoming our 'characteristic business card' for attracting investment.

Relying on the professional training facilities and specialized operation and management team of the Baoyue Lake Water Sports Base, Shibe Science and Technology City is actively developing a favorable business environment that integrates 'water sports + business networking + eco-friendly office spaces.' Senior executives of enterprises can experience the new business mode of 'paddle negotiation' in the beautiful scenery of the lake, and achieve an organic integration of work and life.

Electronic chip pattern printed on the coffee

## There is an IC COFFEE in Zilang Silicon Valley

By Shen Jiaying

'The pattern of electronic chip can be printed on the coffee. It's so creative!' Recently, walking into Building No.1 of Zilang Technology City in Nantong Innovation District, delicate tendrils of coffee fragrance, young and business space style, and planned and organized support facilities were refreshing.

Zilang Silicon Valley used Zilang Technology City Building No.1 and its podium buildings as the starting area, and is accelerating in planning of key processes of integrated circuit industrial ecology including EDA design, chip research and development, test

packaging, and automotive chip.

Entering the hall on level 1, the sign of 'IC COFFEE' stood out prominently. Multiple wooden tables and chairs, and modern sofas were placed in order.

Wu Si, the person in charge of the BEEPLUS project of Zilang Silicon Valley, introduced that in order to make the industrial atmosphere more intense, 'IC COFFEE' used integrated circuit as the theme, creatively designed the electronic chip pattern. In the future, if the enterprises have demands, we can provide customized design. 'Of course, IC coffee is just a type of media. The most important thing is to build a warm home for innovation and entrepreneurship of talent teams of enterprises.



The poster of Winnie's products.

By Miao Bei

'Despite the tariff fluctuations, the company's export orders in the first five months of this year increased by 10% year-on-year.' In the office area of Jiangsu Winnie Food Co., Ltd. on level 8 of Nantong Foreign Trade Center, Wu Minli, the Chairman of the Board, were searching for real-time data. In front of rows of computers, salesmen stared at the screens to process orders from all over the world.

Jiangsu Winnie was founded in 2009. In the past 16 years, it has focused on jelly candy. All the products are exported. The company ships more than 900 containers overseas every year. In 2024, the output value reached 180 million yuan.

The United States used to be the largest market of Jiangsu Winnie, which accounts for 40%. Since the start of this year, Jiangsu Winnie

has actively adjusted strategies: include European and new emerging Southeast Asian markets into the core territory, to decrease dependence on the United States as a single market.

As early as 2009, Jiangsu Winnie joined Alibaba's international platform, and became an 'experienced online merchant'. Its overseas independent website has also been operating for nearly 10 years. The company has also introduced 3 foreign cooperation partners, participated in-depth in market research and channel development, and further enhanced the global operation abilities.

Opening the independent website of Winnie Food, cute Barbie pink, bouncing jelly, cheerful background music...all these page designs that are very different from those of domestic websites, were specially designed for foreign markets by overseas designers hired by the company,



to reach target customers accurately.

'Life is sweet.' Accompanied by laughter and cheerful voices, the advertising slogan of Jiangsu Winnie echoed from the screen. Wu Minli said that in 2013, the company created a vodka-flavoured jelly for the U.S. market, and after it attracted customers, other flavours including rum and cocktail were launched also. Now, the cocktail product has also successfully entered the mar-

kets in countries including Belgium, Germany, Poland, and the Netherlands.

In response to the European market's focus on natural and healthy products, the company has recently developed new products such as Himalayan salt candies and additive-free vegetable and fruit jellies, which have quickly gained popularity in countries like Germany and the Netherlands.