

# Nantong report

## Wangshi Baochi Pill launched in Macau

By Feng Qirong

On 27th July, good news came from Macau: Nantong intangible cultural heritage medicine ‘Wangshi Baochi Pill’ completed the registration and settlement of traditional Chinese patent medicine in Macau, and became the first Chinese intangible cultural heritage product and confidential formula variety launched in Macau.



It not only marks that Wangshi Baochi Pill has obtained the qualification to enter the Macau market, but also paves the way for radiating Portuguese-speaking countries with Macau as a ‘bridgehead’.

Wangshi Baochi Pill, which is known as the ‘No.1 pill in China’, has significant therapeutic effects on digestive system and respiratory system diseases, covering the entire life cycle. In the past more than ten years, Jinghua Pharmaceutical has continued to deepen pharmacological research, worked together with Harvard Medical School, Peking University, etc., revealed the pharmacological mechanism of Wangshi Baochi Pill in gastrointestinal dynamics and intestinal flora.

## Nantong enterprise became the first in the world Flying cars debuted at the International Advanced Air Mobility Expo in Shanghai

By Wu Xiaoyun

From 23rd to 26th July, 2025 International Advanced Air Mobility Expo was held in National Exhibition and Convention Center (Shanghai). As the only complete



aircraft brand in Nantong, Aishenn International Holding Group Co., Ltd. debuted with the world’s first five-seat land-air amphibious flying car (eVTOL).

The product adopts a full carbon fiber body, telescopic wingspan and wheeled duct fan design. It can not only travel comfortably on the road, but also quickly take off and land vertically and fly high-speed in the air. The complete aircraft’s technique route is a world first, featuring advanced design concepts and multiple national invention patents.

During the expo, the products of Aishenn were favoured by domestic and overseas clients. Multiple cooperation intentions have been reached. And they have attracted the attention of many investment institutions.

## Guo Qiang from Nantong: Light up the path of meteorological satellite ‘calibration’

By Shen Liang

On 25th July, *China Meteorological News* published an article titled *‘Light in the no man’s Land is On*, telling the story of Guo Qiang, chief designer of the world’s first static orbit microwave detection satellite, who

made breakthroughs in calibration of meteorological satellites, eliminating errors in satellite radiation data transmission, and accurately reflecting the radiation characteristics of the observation targets.

It is learnt that Guo Qiang graduated from Nantong Middle School, and is a native of Nantong.

## Craft beer became the new favourite in summer



By Miao Bei and Si Zhanwei

In the scorching summer, many people enjoy a glass of beer. However, craft beer, a previous ‘imported product’ and ‘niche hobby’, now occupies an increasingly large display space in major supermarkets and online platforms in Nantong, quietly changing people’s drinking habits.

9 years ago, Zhang Jianjun, born in the 1960s and originally engaged in the textile industry, ventured into the craft beer sector across industries, and founded one of the first batch of craft beer bars in Nantong. Now, he has not only opened 9 chain stores in Nantong, but also expanded his business to places including Changsha, Hunan.

In ‘Mai Pi Craft Beer’ store on Wuyi Road, nine 500-litre brewing vats stand against the wall. ‘Every cup of fresh craft beer is brewed strictly following traditional processes, including mashing, boiling, and fermentation.’ Zhang Jianjun introduced.

Craft Beer emphasizes handcrafted production and the spirit of craftsmanship. It is made with natural raw materials including malt, hops, yeast and water, without adding artificial additives. It is brewed through a low-temperature fermentation process. Different types of craft beer, due to variations in ingredients and recipes, bring a wide range of unique flavour characters to the brew.

Up to now, there have been 5,625 craft beer-related companies in China. The *2023 Craft Beer Industry Research Report* estimated that in 2025, China’s craft beer consumption capacity will reach 230,000 kiloliters, and there will be an annual compound growth of 17%.

In major supermarkets, shopping malls, and various types of online platforms, craft beer is gaining increasingly prominent shelf space.

‘In the past, craft beer barely stood out on the shelves. Now, there are rows of craft beer.’ In a supermarket in Nantong, Ms. Wang, a citizen

who was choosing craft beer, said.

‘Now, the craft beer market in Nantong is becoming increasingly competitive.’ Zhang Jianjun introduced that the local craft beer market is showing a diversified landscape: leading brands like Budweiser and Tsingtao account for 65% of the market share; regional front-runners such as ‘Jing-A’ and ‘Panda Brew’ focus on local culture and have built strong fan bases; small and medium-sized brands survive through differentiated positioning such as ‘farm-sourced ingredients’ and ‘handcrafted brewing.’

On Chengshan Road, a community craft beer tavern — ‘Fenfu’, captivates the taste buds of many young people. After 9 pm every Friday and Saturday, the shop will have a passenger flow peak, with 20 to 30 people sitting there.

In addition to the niche tone, the ‘sense of atmosphere’ and ‘relaxation’ pursued by young people are also reflected in craft beer consumption. At Fenfu, customers can sign up for the ‘One-day bartender’ event, put down their identity tags for the day, and have more interactions with beer and people.

Deeply rooted in Nantong market for years, Zhang Jianjun has discovered the development path of ‘Mai Pi Craft Beer’: to build a ‘beer workshop at doorstep’.

A few days ago, Tunwan Munich Beer Restaurant located in Nantong Economic & Technological Development Area started trial operation. It launched multiple types of craft beer such as amber lager, dark beer and wheat beer. As an international business support facility, apart from catering to customers’ daily consumption, the restaurant also needs to satisfy the taste buds of foreign consumers especially German guests.

Zhang Jianjun said that the core strengths of craft beer lie in its ‘community warmth’ and ‘commitment to flavour’ — preserving the freshness, sincerity and craftsmanship ‘at doorstep’, and consistently brewing flavours that evoke a heart-warming ambience.

## Hai’an launched 50 unmanned vehicles Logistics distribution costs are reduced by 30%



By Zhao Yongjin

At 9 am on 28th July, in the car park of Hai’an Haorunduo Fresh Food Distribution Center, a white car with ‘large eyes’ was waiting for departure. In the cabin, there were a lot of fresh fruit and vegetables to be sent to the Mingzhu City Store. As the staff member simply tapped on his mobile phone, the small vehicle responded with a ‘beep’, slowly moved

out of the gate, and smoothly merged into the traffic.

‘In the past, 3 drivers worked in turns. Now 1 person can manage 3 cars just by swiping on the mobile phone.’ Zhu Jinxing, the logistics manager of Nantong Haorunduo Supermarket Co., Ltd., said.

20 minutes later, the unmanned vehicle arrived at the destination on time. The mobile phone simultaneously received a reminder. Zhu Jinxing operated with one click, and the employees of Mingzhu

City Store skillfully opened the cabin and unloaded baskets of fruits and vegetables.

Currently Haorunduo has 3 unmanned vehicles. They ‘run’ to 12 delivery points every day, serving 10 stores in the urban area. In the one month since the trial operation was started, the logistics distribution costs of corresponding stores have been reduced by about 30%.

At present, Hai’an has deployed its first batch of 50 unmanned vehicles on the road.

## Nantong Metro ‘Companion code’ launched

By Jiang Jiaojiao

Recently, Nantong Metro launched a new function, the ‘Companion code’.

The ‘Companion code’ supports one account to bind 1 main code and 3 secondary codes. It can meet the needs of 4 people to travel together. The entry and exit records of the companions will be automatically linked to the main account to realize ‘one-time settlement’ of travel fares.