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Editor's Column:
*Chinese Words
for the Day*

Qingming Festival
清明节



The Qingming festival, also known as Tomb Sweeping Day, or All Souls Day, falls on the first day of the fifth solar term, usually around 5th April. Literally 'Qing' (清) means 'clear' and 'Ming' (明) means 'bright'.

Its name denotes a time for people to go outside and enjoy the greenery of springtime and tend to the graves or burial grounds of their ancestors. Qingming has a tradition stretching back more than 2,500 years. It is also a statutory public holiday in Hong Kong, Macau and Taiwan.

Poll of the month:
translation

When translating an English name into Chinese for the business card, do you

- A) reproduce a creative Chinese native name; or
- B) select Chinese

China Business Association

英国中东部地区中国商务协会

April 2012 Newsletter

Your update on East Midland and business links with China

www.ChinaBusinessAssociation.org



Workshop for UK-Wuxi Collaboration in Technology Transfer

23 May 2012
10:00 – 13:00
East Midlands
Conference Centre
University of Nottingham

The free half-day workshop is organised by the British Council in China and hosted at The University of Nottingham to link the UK's excellence in research and technologies with the needs of Chinese enterprises in the booming city of Wuxi.

This is a [British Council initiative](#) with the project submission deadline on 31 July. Key speakers include the Vice Chairman of Wuxi Association for Science & Technology. [register](#)

MARKET INTELLIGENCE

McKinsey China issues an assessment of [Chinese consumers](#) to the 2020 in a recent report: Consumer and Shopper Insights – Meet the 2020 Chinese Consumer

[China's Social Media Revolution](#): with 500 million Internet users and ¼ of world's social network users being Chinese, take a look at the key players in China.

[Priority visa service](#) was launched on 16 April as demand for business visas to the UK from Chinese nationals has grown 45% in 2010 and 2011.

China Revised Categorisation of [Imported Goods Tariff Rates](#) effective from 15 April 2012 (click the 2 attachments to download the full table and tariff rate)

China has overtaken the US as [the world's biggest food and grocery retail market](#)

U.S. exports to China topped \$100 billion for the first time in 2011, an increase of \$12 billion compared to 2010 (US-China Business Council)

The New Investment Landscape in China and Abroad. [Read](#) the overview of Economist's recent FDI study by Louise Qian from the Economist Intelligence Unit

The Chinese Luxury Consumer White Paper 2012 suggested China has 2.7m high net worth individuals with personal assets of more than \$950K. [read](#)

EVENTS

UK

[Doing Business in Asia](#): Opportunities for mid-sized businesses (3 May, London)

[The Importance of Exporting](#) (Quorn Country Hotel, Loughborough 19 May)

Meet UK Trade & Investment and Leicestershire Chamber of Commerce and local MP's

China

[Beijing International Book Fair](#) organised by Publishers Association (29 August – 2 Sept)

[Music China](#) (11-14 Oct Shanghai) organised by Music Industries Association

[China Horse Fair](#) organised by British Equestrian Trade Association (13-15 Oct Beijing)

[Intertextile Shanghai](#) (Cinte Techtexil) (22-25 Oct) organised by UK Fashion & Textiles

words that sound closest to the English pronunciation?

My preference is B), an old-fashioned way to reflect your foreign identity and you can easily recognise it when read out in Chinese, although foreign expat living in China tend to adopt creative Chinese names to show cultural awareness.

Translating corporate brands into Chinese is a completely different story which will require transliteration.

But what's your view?

[Vote A](#) or [Vote B](#) or [Other](#)

[Win an exclusive 1 month internship program in China](#)

Joining us

We welcome you to join our open network. We would also love to hear your thoughts, views and suggestions.

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Disclaimer:

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BUSINESS OPPORTUNITIES

Opportunity to Supply [Support Services to General Aviation Companies](#)

Hong Kong - MTRC - [Universal Integrated Training System](#) invites expressions of Interest for Universal Integrated Training System – Graphics

One of China's largest semiconductor and photovoltaic devices R&D and manufacturer seeks cooperation in the technology of [thin-film photovoltaic equipment](#) manufacturing

A Chinese company seeks [railway disaster prevention and monitoring system](#)

[Exhibit Design Services Provision of exhibition design services](#) to Hong Kong museum

High-tech medical software company seeks a UK supplier of [front-end sensor technology](#)

Taiwan–Kaohsiung Light Rail System opportunities [construction consultancy](#)

A Sichuan tea manufacturer is looking to source a UK supplier of [biscuits/snacks](#) to accompany their drinks product in China

(source: UK Trade & Investment)

JOBS

Leicestershire Our member company [Base Formula](#) located at Melton Mowbray is offering a Graduate placement/Internship post for Social Media and Web Content Developer (Chinese speaking) reporting to Marketing Director. Deadline 11th May

Nottingham The University of Nottingham's Campaign and Alumni Relations Office is recruiting a [Senior Development Manager \(Corporate\)](#) to deliver corporate philanthropy

Leicestershire The world's leading independent motorcycle design company seeks Chinese-speaking graduates within the Mechanical/Auto Engineering disciplines for a medium to long-term position. Please [contact us](#) with your CV.

Leicester CFE (Research & Consulting) seeks [research managers and quantitative research manager](#) to deliver existing research projects and develop new business

Sheffield [Tai Sun Oriental Trading Ltd](#) looks for 2 Sales & Key Account Customer Services Managers, 2 branch managers and 2 administrative assistants. [Contact us](#)

China Assistant Trade Officer, UKTI, [British Embassy](#), Beijing

[European Union Chamber of Commerce China](#) seeks Beijing Chapter General Manager

Admissions Officer at Sanlitun Campus, [The British School of Beijing](#)

[Murex](#) Beijing seeks Financial Consultant (2), and Integration Consultant

[Aricent Technologies](#) (Shenzhen) is recruiting a team leader, software engineer and an Administration Manager

[Visteon TYC](#) China is recruiting a Business Development Manager

[Assistant to Director Direct Sourcing Systems - Shanghai \(China\)](#)

15 Technical Consultant / Developer - (Core banking implementation experience, Mandarin speaker) – Shanghai sought by [Temenos](#)

[Prime Cargo](#) seeks Trade Development Manager(Shanghai) Sales Manager(Hong Kong)