

Ningbo Companies on the Global Stage

Soundking: Amplifying the Voice of China on the World Stage

By Dong Na

Soundking Group, established in 1988, is an outstanding embodiment of China's pivot towards smart manufacturing. Over the past few decades, Soundking has emerged as a global leader in the smart audiovisual industry. With its cutting-edge innovative technology and superior product quality, Soundking Group has not only been recognized as a "Sector Champion" Manufacturing Enterprise in China but also garnered international acclaim.

Soundking products have been utilized at prestigious events and venues worldwide, including the Shanghai World Expo, the G20 Hangzhou Summit, the CMG Spring Festival Gala, and the Ningbo Academician Center, showcasing the rich narrative of Ningbo's creativity and the rise of Chinese culture on the global stage.

International Media Awed by Soundking

Recently, a delegation of overseas journalists from more than 20 countries toured the Soundking Group headquarters and its Audiovisual Intelligent Technology Museum in Ningbo. The 50-million-yuan museum, covering an area of more than 10,000 square meters, showcases Soundking's major technological innovations. Highlights include the CADAC analog mixing console, the KLING & FREITAG sound system—a fixture at the CMG Spring Festival Gala for several years—along with other



Soundking Group.

[Photo provided to Ningbo Times]

groundbreaking products such as immersive sound systems, intelligent educational solutions, and electronic musical instruments.

"Soundking is one of the best companies in this industry; it's amazing! I think our company and even my own family need its products!" said Khaled Mahmoud Orabi Moussa, a reporter from Al Shabiba Newspaper. "With Soundking serving as a representative of Chinese excellence, I hope to see more Chinese products in the Arab region, and more Arab-Chinese business partnerships."

Following the visit, Thamer Ali Jasim from Iraq Media Network expressed his keen interest in Soundking's analog mixing consoles and studio equipment. He promptly initiated contact

with Soundking's sales department, conveying his purchase intention.

Soundking as a Cultural Ambassador

"Soundking strives not only to be the leader in audiovisual technology, but also to amplify China's voice on the global stage," said Ms. Chen Zhong, Executive President of Soundking Group.

Chen regards every product of Soundking to be a conduit of Chinese culture, demonstrating the unique charm and deep heritage of China, as well as the reputation of Ningbo enterprises and Chinese brands, to the world, regardless of where they are sold.

In recent years, Soundking's products have featured at several premier global events, highlighting the prowess of Chinese enterprises. From the globally acclaimed 2008 Summer Olympics in Beijing and Shanghai World Expo, to the G20 Hangzhou Summit and BRICS Xiamen Summit, Soundking has enriched these international gatherings with its advanced audiovisual technology and exemplary services, fostering a deeper global

appreciation and understanding of China.

At the same time, Soundking also engages its overseas employees in the celebration of Chinese traditional festivals and showcases Chinese culture at international exhibitions, utilizing its audiovisual expertise to present China's cultural landscape and music to the world.

Innovating for a Global Market

Focusing on blending technology with culture, Soundking is driving industry transformation and advancement with its innovations and breakthroughs, setting the direction for the industry's future.

Transitioning from equipment manufacturing to providing integrated system services, Soundking now offers comprehensive solutions in audiovisual systems, underscored by its proprietary intellectual property.

With over thirty years in crafting sound systems for the cultural sector, Soundking has become a rapidly expanding national brand. At the 2023 Hangzhou Asian Games, its sound reinforcement systems were featured in several key venues, and

the company undertook the installation, technical support, and commissioning.

"Utilizing Internet of Things, big data, and intelligent system technologies, we aim to advance the digital transformation of traditional cultural enterprises," stated Yan Guohua, Vice President of Soundking Group. Yan noted that the company has developed a comprehensive digital industry chain, integrating audio and video systems across nine key sectors, including intelligent conferencing, education, culture, and tourism.

Products that combine rich cultural significance, advanced technical innovation, and high added value are poised to be favorites in the digital economy era and are set to make a global impact.

In 2023, the export value of Soundking reached 350 million yuan. The company's products were shipped to the EU, Japan, Brazil and beyond. This year, Soundking's goal is to increase the export value by 20% year-on-year, further extending Ningbo's manufacturing narrative to a global audience and cementing its place on the world stage.



Soundking Group.

[Photo provided to Ningbo Times]

双语汇 Different Tongues

一山观湖海，万翠拥福泉

By Jin Lu

The Fuquan Mountain tea plantation near Dongqian Lake is bustling with activity as the season for harvesting spring tea is upon us. The plantation is currently a sea of vibrant green with tea bushes tenderly unfurling their new shoots.

眼下，正是春茶采摘的时节，东钱湖福泉山茶场内，一棵棵茶树吐露新芽，色泽翠绿，叶质柔嫩。

With the East China Sea not far in the distance, Fuquan Mountain's tea gardens are often veiled in fog. On days when the mist clears, the area becomes a picturesque scene where visitors can witness the beauty of the sunrise, the

dance of sails on the waves, and the serene spring ambiance of Dongqian Lake.

福泉山有着万亩茶园，茶场面向东海，常年云雾缭绕。在天气晴好的时候，可以晨观日出，眺望樯帆破浪，东钱湖饱满清新的春日山水尽收眼底。

At the peak of Fuquan Mountain lies a pool of azure water known as the "Loong Pond". Legend has it that during a three-year drought in Ningbo, the nearby Dongqian Lake dried up, but the Loong Pond remained full with clear, sweet water.

福泉山峰顶有一池碧海，称“龙潭”。相传，宁波曾遭三年大旱，附近的东钱

湖都干涸了，唯有这里的龙潭依然满满盈盈，清冽甘甜。

Currently, the Loong Pond is celebrated as one of Fuquan Mountain's nine iconic vistas. Viewed from above, this pond resembles a sparkling gem nestled within the lush valley of the mountain, with the East China Sea looming majestically in the distance.

如今，龙潭清泉也是福泉山九景之一。从空中俯瞰，一汪碧水躺在青翠的山坳里，静静地望着东海，美丽动人。

Fuquan Mountain is leveraging its tea heritage to seamlessly blend surrounding attractions into a cohesive tea industry ecosystem, merging captivating destinations with



The Fuquan Mountain. 福泉山。 [Photo by Tang Yan] 唐严 摄

immersive experiences to enhance the allure of this idyllic spot.

以“茶”为牵引，福泉山正串联起周边和沿途旅游景观，从打卡到体验，串起一条完整的茶产业链。

SPOTLIGHT

Safeguarding Trade: International Fraud Attempt Thwarted

By Yan Yiran

Recently, Ningbo Handian Trading Company successfully navigated a potentially costly fraud attempt by an overseas buyer, managing to resell a shipment of air conditioners initially intended for Iraq.

According to the staff's recollection, the overseas buyer had shown keen interest in the company's products at a trade fair many years ago, but had never engaged. Last year, the buyer suddenly placed a large, urgent order worth about 20 million yuan. It was to be shipped within two months using a specific freight forwarder chosen by the buyer.

The air conditioners were scheduled for timely delivery. However, red flags were raised when the advance payment failed to materialize, and further investigation uncovered a falsified payment voucher.

The company faced a dilemma: continuing the shipment risked uncollectible receivables, while terminating the transaction could lead to difficulties in reselling. Thus, they sought help from China Credit Insurance Ningbo Branch.

Investigations revealed a broader fraudulent operation. The same freight forwarder and local consignee in Iraq were simultaneously linked to orders from various countries, involving multiple home appliance manufacturers across Jiangsu, Zhejiang, and Guangdong. More than half of the Chinese manufacturers caught up in the scheme are in Ningbo.

The scam exploited the sellers' urgency for shipment, employing tactics like issuing small advance payments coupled with the use of counterfeit payment vouchers.

Four other companies in Ningbo had collaborations with the fraudulent buyer. The total value of orders placed exceeded \$9 million. China Credit Insurance Ningbo Branch promptly took action, alerting the companies to halt shipment and avoid further losses.

This incident highlights the critical importance for export companies to bolster risk prevention measures and leverage policy-based financial instruments such as export credit insurance to secure receivables in international trade and investment.

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