

Ningbo Companies on the Global Stage

Resonating Excellence:
Hailun Piano's Global Triumph

By Jin Lu

Early in 2024, the Hailun Piano headquarters exhibition hall launched with an online press conference that captured global attention. Founder Chen Hailun, clad in a sharp black suit and a crisp white shirt, used Hailun's official Douyin platform to unveil the company's plans for 2024.

"Advancing Chinese manufacturing on the global stage has always been my mission," Chen declared, reflecting the core values of Hailun Piano.

For four consecutive years, the publication Piano Buyer has ranked Hailun Piano as a top-tier brand in its global quality and value assessment, placing it alongside leading European and American counterparts. This recognition highlights not only Hailun Piano's exceptional quality but also the growing competitiveness of China's manufacturing.

Meticulous Craftsmanship

Throughout its history, Hailun Piano has embraced "Chinese heritage, world-class excellence, and a century of craftsmanship" as the cornerstone of its corporate culture. Every Hailun piano is meticulously crafted—from material selection to production, tuning, and delivery—ensuring world-class quality.

"Our goal is not only to present Chinese manufacturing on the global stage but also to instill pride in our craftsmanship among the Chinese people," said Chen.

Hailun Piano's connection with the Olympics is well-established. The Hailun piano used in the Beijing Olympics Countdown Celebration serves as a testament to product excellence and the company's ambition.



Hailun Piano. [Photo provided to Ningbo Times]

In March 2007, after evaluating numerous brands, the Chinese Olympic Committee selected Hailun Piano for the Beijing Olympics Countdown Celebration at Tiananmen Square, setting rigorous production standards and delivery deadlines. Chen understood the critical importance of ensuring this project was executed flawlessly.

The day after signing the agreement, Chen returned to Ningbo to assemble a special team dedicated to the project. Hailun's top employees worked around the clock in the workshop for three months.

"Our goal is to produce pianos that bring honor to our nation, utilizing the finest materials, exceptional craftsmanship, and precise technical standards within the tightest deadlines," said Chen.

By July, the production team was working tirelessly day and night. In August, the piano made its debut on Tiananmen Square as scheduled.

With outstanding performances by Chinese pianist Lang Lang and Swedish pianist Vilis

Robert, the Hailun Piano showcased its exceptional sound quality at the concert. This performance elevated the piano's reputation, leading numerous performance groups to seek its use. As a result, this piano has become Hailun's traveling ambassador, constantly making appearances across various locations.

Global Impact

Hailun Piano has set a new standard for emerging Chinese musical instrument brands. Its story is inspiring more Chinese companies to expand internationally, meet global standards, and strive for excellence in quality.

The Wiener Musikverein in Austria, celebrated for its prestigious musical heritage, annually hosts performances by world-renowned musicians and orchestras.

In 2005, Hailun Piano joined the ranks of century-old brands such as Steinway and Bechstein at the Wiener Musikverein, securing a place of permanent residency. This ac-

complishment is a source of immense pride for Chen.

The Hailun HG178 piano made history as the first Asian piano to be featured at the Wiener Musikverein. On this occasion, Susanne Riess, former Vice-Chancellor of Austria, praised the achievement, stating, "Pianos made in China can rival the world's top piano brands."

Hailun Piano's presence in Vienna not only underscores its exceptional craftsmanship but also represents a significant milestone for a Chinese brand. A century ago, pianos were imported from Europe to China; today, Chinese pianos have made their mark in Europe.

Through its expertise and dedication to quality, Hailun Piano demonstrates China's manufacturing prowess on the global stage. The company's transformation from a downstream supplier to an international brand is largely attributed to its committed R&D team, which has developed cutting-edge technologies. Even now, Hailun Piano continues to invest in recruiting foreign experts, whose technical

guidance drives further innovation and knowledge sharing.

Chinese Pride

"Piano culture originated in Europe and is deeply rooted in the West. Chinese piano compositions are relatively scarce, with pieces like the 'Yellow River Cantata' and 'Butterfly Lovers' standing out as notable adaptations," said Chen Hailun. "We are currently exploring partnerships with universities to create new piano scores. As the 'king of instruments', the piano can act as a gateway for bringing more Chinese compositions to a global audience."

Expanding a country's cultural footprint is a long and challenging journey. In the global piano sales rankings, Hailun has consistently ranked fourth, with hopes of climbing to third this year. Chen envisions that within the next five years, Hailun Piano will solidify its position as one of the world's leading brands, while continuing to broaden its reach in international markets.

New Policies Released in Ningbo to Enhance and Expand Sea-Rail Intermodal Transportation

By Zhao Yu

Recently, the Ningbo Municipal Bureau of Transportation, in collaboration with the Municipal Bureau of Finance, released the "Implementation Rules for Ningbo's Container Sea-Rail Intermodal Transportation Subsidy Funds." This marks the introduction of a revised financial support policy for sea-rail intermodal transport in Ningbo.

The Rules detail provisions on the duration of subsidy, scope of subsidy, subsidy amounts, eligibility requirements, and the procedures for application and subsidy issuance. They also outline policy performance management and supervision measures.

The financial support will adhere to the principles of focusing on key areas, applying specific approaches for each route, and operating through designated platforms. Operators of sea-rail intermodal transportation will receive subsidies after the intended outcomes have been achieved.

The new policy exclusively subsidizes operators involved in container sea-rail intermodal transportation at Ningbo port. This targeted support aligns more closely with national goals for transportation structure transformation.

Regarding the integration of credit into the policy scheme, the new rules consolidate and adjust the restrictive clauses from the previous set. They now specify that the applicant enterprise must not be listed on the Credit China Network's list of "dishonest persons subject to enforcement" or as a major tax offender within the year of applying for the subsidy.

The new rules aim to achieve several key targets between 2024 and 2026: ensure that the proportion of heavily loaded containerized sea-rail intermodal transport in Ningbo is at least 50% per year, reach a total volume of no less than 6 million TEUs of containerized sea-rail intermodal transport over three years, establish at least six new inland dry ports, and increase the total number of inland dry ports to no fewer than 42 by 2026.

The detailed application requirements and procedures for the new round of financial support policies for sea-rail intermodal transportation will be made available on the government website shortly.

SPOTLIGHT

Cross-Cultural Journey: Polish Students Discover the Charm of Chinese Culture

By He Ying, Shi Zhou'anjian, Yan Yiran

The Jagiellonian University (UJ)-Ningbo University (NBU) Chinese Culture Theme Week Exchange Program concluded with a ceremony held at the Tianyue Museum in Ningbo on September 12th.

The seven-day program, jointly organized by UJ and the Faculty of Foreign Languages at NBU, aimed to foster cross-cultural understanding and friendship between Chinese and Polish students through diverse cultural and academic activities.

"The program presents a great opportunity for our students to learn from each other's cultures and foster mutual understanding," said Professor He Ying, Vice-

Dean of the Faculty of Foreign Languages at NBU.

Throughout the week, Chinese and Polish students engaged in diverse activities, with a series of lectures on Chinese culture, literature, and history marking the beginning of their cultural learning.

Lectures included "Laozi and the Tao Te Ching: A Global Perspective" by Professor Xin Hongjuan on Chinese philosophy. The Polish students then learned to read aloud the *San Tzu Ching* with Chinese student Wang Xinyu. The *San Tzu Ching*, originally written in Eastern Zhejiang as a primer for children, continues to demonstrate its enduring significance in local culture today. Associate Professors Lin Yan and Bai Songxu spoke on Chinese tea culture, flower arranging, and painting techniques.

A highlight of the week was the city tours in Ningbo, which offered a fascinating glimpse into China's vibrant and evolving culture.

The tours featured immersive activities, including a Chinese art exhibition, tastings of Ningbo cuisine and steamed rice cakes from Liangnong, Yuyao, direct participation in traditional crafts, and a visit to a green energy plant. These tours offered the students a comprehensive insight into modern China, inspiring them to explore Eastern culture more deeply and discover its unique charm.

"Everything is so beautiful and amazing in Ningbo," remarked Martyna Kostecka, a Polish student from UJ. "Your rich history and traditional culture are well-preserved in this modern city."



The Jagiellonian University (UJ)-Ningbo University (NBU) Chinese Culture Theme Week Exchange Program.

[Photo provided to Ningbo Times]

On the final day, a roundtable brought together Chinese and Polish participants to reflect on the outcomes of the week. The significance of cultural exchange in promoting global understanding and cooperation was the most dis-

cussed topic.

"It has truly been an enriching and fulfilling week for me," said Shi Zhou'anjian, a Chinese student majoring in translation. "It underscores the crucial role that people-to-people exchanges play in this ever-changing world."

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