

"Hi Craft" Exhibition Brings Ningbo Culture to Communities Overseas

By Jin Yuhan

From handcrafted fans and city guidebooks to engraved seals and interactive installations, Ningbo's cultural heritage and history are being showcased overseas through the "Hi Craft" exhibitions.

The traveling exhibition offers international audiences a closer look at the city's traditions, landmarks and coastal culture, while creating new opportunities for cultural exchange and deeper connections between Ningbo and communities abroad.

Ningbo Culture Arrives in Nigeria

The "Hi Craft" exhibition recently opened at Ken Yang Mining (Hong Kong) Limited in Nigeria, bringing Ningbo's cultural heritage to a mining site in West Africa.

For many local visitors, it was their first opportunity to learn about Ningbo and its culture. Some examined the intricate patterns on traditional fans, while others asked about the stories behind jigsaw puzzles featuring the city's landmarks. The exhibits sparked enthusiastic dialogue among employees and local residents.

The exhibition also resonated with Ningbo natives who have made their lives in Nigeria. Chen Liang, assistant general manager of Ken Yang Mining and a native of Fenghua, Ningbo, moved to Nigeria in 2010 and has worked there for more than a decade. "It is a great honor to share the culture of my hometown at a mining site in Nigeria. We invited not only our employees but also residents from nearby communities to take part," Chen said.

For local visitor Stephen Pam, the exhibition offered a new perspective on Ningbo and China. He said he hoped to visit China one day and see the country for himself.

Ken Yang Mining was established in Nigeria by investors from Ningbo. Based in Nasarawa State, the company is engaged in the mining and processing of tantalum, niobium, tin, zirconium and other minerals.

Nigeria is an important trade partner for Ningbo in West Africa. By bringing Ningbo's culture to the company's Nigerian operations, "Hi Craft" is helping employees and local residents learn more about the city while creating another avenue for people-to-people exchange.

Building Connections in Malawi's Financial Sector

The exhibition has also recently opened at the Xidian International Securities Exchange in Malawi.

The Xidian International Securities Exchange, established in 2023, is Malawi's first international securities exchange, with agriculture, mining and infrastructure among the key sectors represented on the platform.

Liao Junhua, chairman of the exchange, said the exhibition adds a cultural dimension to the platform's work with international investors and local employees.

"As an international securities platform based in Malawi, we aim not only to facilitate investment but also to promote cultural understanding. While exploring investment opportunities in Malawi's agriculture and mining sectors, international investors can also learn about Ningbo and its urban culture through the exhibition. For our Malawian employees, it offers a more personal understanding of the Chinese partners they work with," Liao said. "That kind of familiarity can make cross-border communication easier and help build stronger, longer-lasting business relationships."

"My name is Praise, and I'm from Malawi!" said a young employee at the exchange, holding up a Ningbo city guidebook. She had just finished making several prints with engraved seals at the exhibition.

"My work is all about Candlestick charts and trading data. It's a refreshing break to see this exhibition and find out that every part of Ningbo has a story to tell. I really want to visit the city one day," she said.

Another "Hi Craft" exhibition has been set up in the workers' lounge of Huatai Intelligent Technology (Thailand) Co., Ltd. During lunch breaks, Chinese and Thai employees can often be seen browsing books about Ningbo and using traditional engraved graphic seals to stamp patterns.

A Ningbo Corner Finds a Home in a Thai Factory

The exhibition brings a piece of Ningbo into the employees' everyday surroundings, giving workers from different backgrounds an opportunity to learn more about the city and each other.

The Huatai Intelligent Thailand factory is a major overseas manufacturing base of Junhe Pump Industry Co., Ltd. Covering nearly 80,000 square meters, it has a planned annual production capacity of 2 million water pumps, with most products destined for the North American market. The factory currently employs 187 people, including 41 Chinese nationals, making it one of Ningbo's key manufacturing bases in Southeast Asia.

"We hope not only to bring our products to overseas markets, but also to help our overseas employees learn more about our company and Ningbo," said Sun Qinghua, a deputy general manager at Huatai. He emphasized that employees are central to the company's development, and shared cultural experiences can help build stronger connections among the workforce.

Thai employee Maifa often stops by to browse the books about Ningbo. "I didn't know much about Ningbo before," she said. "Through the exhibition, I learned about its history and discovered a city that combines a long heritage with a vibrant modern character."

Her Chinese colleagues have also introduced her to Ningbo specialties such as tangyuan. "I hope I'll have the chance to visit the company's headquarters in Ningbo someday, learn more about the city and experience its culture for myself," she said.



Ningbo's cultural heritage and history are being showcased overseas through the "Hi Craft" exhibitions.

[Photo provided to Ningbo Times]

Summer Travel Drives Inbound-Outbound Passenger Traffic at Ningbo Airport

By Zhao Yu

Passenger traffic at Ningbo Lishe International Airport has continued to climb during the peak summer travel season. From July 1 to 31, Ningbo Airport Customs handled nearly 75,000 international and cross-boundary passenger trips and 667 flights.

Travel between the Chinese mainland and Hong Kong, Macao and Taiwan accounted for more than 45,000 passenger trips, or about 60% of the total. Two-way passenger traffic between Ningbo and Hong Kong exceeded 28,000 trips, accounting for roughly 40% of the airport's total inbound-outbound passenger traffic.

Bangkok and Jeju Island ranked next, with each recording more than 9,300 two-way passenger trips. Despite having relatively few flights, the Ningbo-Nha Trang route saw strong demand, with most flights nearly fully booked and two-way passenger traffic exceeding 2,600 trips, making it a standout among this summer's outbound destinations.

The Ningbo-Budapest route, as a direct air link between Ningbo and Europe, recorded more than 2,300 two-way passenger trips.

"Short-haul destinations remain the most popular, with frequent flights and high passenger volumes, while medium- and long-haul routes are also attracting strong demand during the summer peak," said Hong Yang, deputy section chief of the Travel Inspection Section III at Ningbo Airport Customs. "This reflects the increasingly diverse travel preferences of Ningbo residents."

Inbound tourism is also gaining momentum, with more overseas visitors taking advantage of improved tax refund services.

On July 1, new tax refund measures took effect, including instant refunds at the point of purchase, nationwide validity for cross-city refunds, an extension of the refund period to 28 days, and simplified procedures for refunds of less than 10,000 yuan. The measures are designed to make tax refunds more convenient for overseas visitors traveling and shopping across different Chinese cities.

In July, Ningbo Airport Customs processed 82 departure tax refund applications worth more than 3.24 million yuan in total. The number of applications rose 78.2% year on year.

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Yong's Gourmet Brings Ningbo Specialties to Hong Kong International Airport

By Jin Lu

Yong's Gourmet opened two stores at Hong Kong International Airport on Aug. 10, expanding the Ningbo-based brand's presence beyond the Chinese mainland.

The stores are operated by the brand's Hong Kong branch as part of a project launched by the state-owned Ningbo Agricultural and Commercial Development Group to bring specialty products from Ningbo's rural areas to a wider market.

Located in busy retail areas of the airport, the

two stores cater to business travelers and families. Over 400 products are available, including traditional pastries, delicacies, and heritage-inspired souvenirs. The stores also feature displays highlighting Ningbo's local culture.

Notably, among the products are seventy types of handmade products from rural workshops across Ningbo. Twenty more exclusive collaboration products will also be introduced gradually.

"The brand draws on Ningbo's long history as a trading port and the tradition of its people traveling far from home in search of opportunity," said Yang Lin, head of the brand's Hong Kong operation. In recent years, the brand has expanded into transportation hubs, bringing Ningbo specialties and local culture to more travelers as it grows.

The company said the initiative is part of its efforts to support farmers and rural communities by helping local producers reach broader markets. The Hong Kong stores are also expected to serve as a stepping stone for further expansion overseas, giving more consumers access to specialty products from Ningbo's rural areas.



Yong's Gourmet opened two stores at Hong Kong International Airport.

[Photo by Wang Jiabin, Zheng Rong]

