



“Happy 30th Birthday, Ningbo Evening News!”

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As *Ningbo Evening News* celebrates its 30th anniversary in 2025, a touching tribute came from Giovanni Belleri, a 70-year-old Italian engineer and business starter who has lived in Ningbo for over 20 years, and his friends. To mark this special milestone, they crafted a custom-made birthday cake adorned with the very article about Belleri that *Ningbo Evening News* published on July 1, 2021.

The unique gift encapsulates a rich tapestry of friendship that transcends borders.

Belleri, now the owner of Ningbo Base Technologies, graduated from the prestigious Politecnico di Milano (The Polytechnic University of Milan). This true tech aficionado dedicated nearly two decades to the renowned Pirelli Group, with his career spanning across Italy, the United States, Canada, and Indonesia. His career took a pivotal turn in 2003 when he established a Ningbo branch for the German cleaning equipment giant Kärcher in Beilun District, cementing the start of his enduring bond with the port city.

For over 20 years, Belleri has played an essential role in linking Ningbo's manufacturing sector with international markets. By sharing his expertise, he has enabled numerous local factories, such as Ningbo Dongen Precision Machinery Co., Ltd. and Ningbo Xusheng Group Co., Ltd., to meet international quality standards and adopt innovative manufacturing techniques. Thanks to his contribution, many small and medium-sized local enterprises have developed into major global players, enhancing their competitiveness with high-quality products that enrich the international market.

His dedication to supporting the growth of local businesses stems from his belief in creating win-win scenarios. “When Ningbo companies produce high-quality, cost-effective products, Italian buyers benefit, and global consumers live better lives,” he explained.

Belleri also acknowledged that his way of thinking was partly inspired by Wang Yangming (1472-1529), a revered philosopher from Ningbo, whose concept of “unity of knowledge and action” deeply resonates with him. This philosophy,

which emphasizes the importance of putting knowledge into practice, strengthens Belleri's commitment to promoting mutual prosperity. As he often puts it, “You do what you know.”

Belleri's insightful words underscore that he is more than an engineer, but a passionate cultural enthusiast and profound thinker. This multifaceted aspect of his personality laid the groundwork for his unexpected yet meaningful connection with *Ningbo Evening News*, which started in 2021.

“I remember it vividly! We traveled together to Chunxiao Subdistrict in Beilun and shared our thoughts on Ningbo. I said, ‘The changes here are astonishing; when I first arrived in Beilun, fields lined the roads, but now skyscrapers dominate the skyline,’” he enthusiastically recalled. That encounter became the starting point for a series of reports highlighting his experiences and perspectives on the city.

“I'm really happy to work together with our suppliers to achieve mutual success. It's a win-win scenario for all of us. We give them orders and share advanced technology and European standards, and in return, they constantly grow and thrive.” A follow-up report captured Belleri's admiration for the rapid progress of local manufacturers, along with his joy in contributing to the success of local suppliers and global cooperation.

Belleri treasures the edition of *Ningbo Evening News* that featured him so deeply that he has the framed article proudly displayed in his office. “This newspaper keeps precious memories alive for me and my Ningbo friends. Memories shape our lives. Look at my girl in the photo; she has grown up so much, and children like her are the future of our city,” he added, his eyes twinkling with delight.

Through the reports of *Ningbo Evening News*, more aspects of Belleri's life story continue to unfold.

Belleri resembles a local in many ways as he sees Ningbo as his second hometown. He enjoys cycling through the picturesque countryside of Beilun and indulging in local delicacies, such as hairy crabs and spicy bullfrogs with pickled peppers, often paired with a bottle of local



Belleri (Left) and his friends showcase the birthday cake for *Ningbo Evening News*.

wine. His appreciation for Ningbo extends to its iconic landmarks, including the Red Bridge around Meishan Bay. Moreover, he has formed strong, family-like bonds with the local community, fostering profound and lasting friendships.

The coverage of Belleri's journey by *Ningbo Evening News* does more than document his personal story—it vividly illustrates Ningbo's transformation and its growing openness to international residents. Through these reports, the city's inclusive spirit and willingness to embrace new perspectives shine through, underscoring how expatriates like Belleri are increasingly becoming active, integral members of the local community.

In December 2022, Ningbo launched an initiative designed to boost foreign trade and attract foreign investment, with Belleri being one of the pioneers to take part. He led a delegation of local trade representatives on a trip to Thailand, seeking to explore new business opportunities. Throughout the event, Belleri's passion for fostering cultural connections and exchange was palpable, demonstrating his commitment to strengthening ties between Ningbo and the international community.

In April 2023, a city-wide relay run celebrated the 19th Asian Games in Hang-

zhou. Belleri actively participated, wearing a vibrant muscle tank top as he marked his birthday with friends.

The following December, China introduced visa-free policies for Italy and five other countries. Upon learning the news, Belleri excitedly invited his friends in Italy to Ningbo for a celebratory gathering.

In May 2024, the Ningbo International Communication Center (NICC) announced its establishment. At the opening ceremony, Belleri, as an expat representative, passionately highlighted his commitment to promoting mutual understanding between Ningbo and the rest of the world.

Belleri's story with this local newspaper continues, paralleling the growth of international friendships that define Ningbo's vibrant community.

As *Ningbo Evening News* celebrates its 30th anniversary, we continue to embrace our role as a newspaper of, by, and for the people—serving as a bridge between cultures, honoring the city's past, and championing the promising future that beckons. Together, we look forward to a shared tomorrow—one filled with endless possibilities, enduring prosperity, and partnerships that transcend boundaries.

By Pan Wenjie

Adapted from an article by Yan Jin from *Ningbo Evening News*

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