

# 50 measures China uses to suppress the spread of COVID-19

June. 2020

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# #1 SEPARATING STUDENTS IN DINING HALLS

- During school meals, students are separated by plastic dividers to prevent cross infection.
- Some schools divided students lunch periods so fewer students eat at a time.



[Source: XinHuanet]



#### **#2 ENFORCED SOCIAL DISTANCE IN SCHOOL**

Some primary schools used a creative way to enforce social distancing between students. They had students wear 'distance hats' to maintain a distance of one meter from one another.



[Source: CCTV News, " primary school students wear distance hats in classroom "]



#### MASKS ARE REQUIRED IN PUBLIC TRANSPORTATION

During the epidemic, the National Health Commission required people to wear masks on public transportation. In addition, the National Health Commission suggested people disinfect their hands after using public transportation.

#3





#### #4 MASKS ARE REQUIRED IN SHOPPING CENTERS

- Masks are required to enter shopping centers
- All the employees in shops are required to wear masks when they are on duty.
- Guards check consumers' masks and health code at the door.







#### MASKS ARE REQUIRED BY RESTAURANTS

People without masks were not allowed to enter most restaurants during the epidemic. This measure helped Chinese people to form the habit of wearing masks every day.



**#5** 



**#6** 

#### **RESTAURANTS PROVIDE ENVELOPES TO PUT MASKS IN**

To prevent masks from getting contaminated on restaurant tables, many restaurants provide envelopes for customers to set their masks down.



#### **#7 LIMITED NUMBER OF PEOPLE ALLOWED ON ELEVATORS**

- It is easy to spread COVID-19 in elevators. Hence, many Chinese office buildings limited the number of people in elevators at one time. The sign in the right reads 'Due to the epidemic, maximum capacity of 6 people'
- Also, plastic is used to cover elevator buttons and the plastic is changed everyday. Some office buildings even provide toothpicks or tissue for people to press elevator buttons.





# #8 BANKS OFFER DISPOSABLE TISSUES TO TOUCH DOOR HANDLES OF ATM



During the epidemic, many banks offered tissues outside each ATM's door for clients to use when touching door handles.



#### #9 DIDI'S TAXIS PROTECT PASSENGERS BY INSTALLING PLASTIC FILM

- From early February, Didi installed protective plastic film in the back of taxis to protect both drivers and passengers. Simultaneously, both passengers and drivers are required to wear masks in the car.
- This measure is only practiced by DiDi, China lacks a uniform management for all taxis during the epidemic.





#### **#10 DELIVERY PEOPLE NOT ALLOWED IN RESIDENTIAL BUILDINGS**

- According to the policy of local governments, residential areas have a designated area for temporary package storage, where packages shall be picked up by customers themselves.
- Contactless delivery reduces the risk of contagion.
   But, in some low-risk regions in Guangdong, delivery people are permitted to enter residential buildings.





#### #11 ONE METER DISTANCE BETWEEN PEOPLE IS REQUIRED WHEN STANDING IN LINE



In correspondence with local government's regulations during COVID-19, shoppers need to keep 1-2 meters distance from each other when standing in line. To nudge consumers into standing at least one meter apart, stores labeled standing spots.



## #12 OFFICES ALLOW FLEXIBLE WORK SCHEDULES

# $\langle \Box \rangle$

#### **Flexible Work**

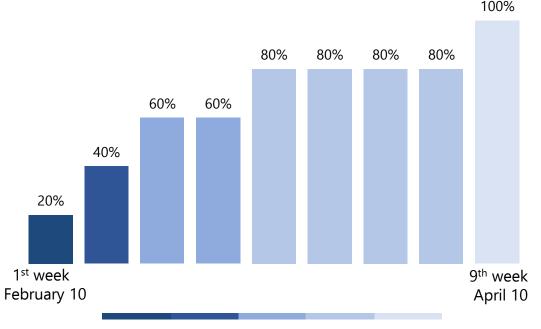
Many Chinese companies allowed flexible work plans during COVID-19. When the situation was serious, only a few employees worked at their offices. As the situation improved, more employees were allowed in offices.



#### **Remote Work**

During the epidemic, many people were encouraged or required to work from home.

#### An example of a flexible work plan following the end of isolation



#### Percentage of staff present in the office

Source: Daxue Consulting and Dragonfly Group – Impact of the Covid19 epidemic on the organization and HR within French and French-speaking companies established in China

### #13 NO SHAKING HANDS IN BUSINESS SETTINGS



To abide by the recommendation to stay 1 to 2 meters from each other, the member of CPPCC National Committee, Yang Zhaoming, advocated that people should use the Chinese traditional greeting way to pat each other on the back or bow instead of shaking hands.



#### #14 THE CENTRAL BANK ENCOURAGED NO CASH PAYMENT

Cash can spread the virus easily. Thus, the People's Bank of China advised people to use more non-cash methods, especially mobile payments, which is already the prominent payment method in China.





#### #15 IMPLEMENTING LOW-CONTACT MEASURES IN RESTAURAUNTS

星供外带及

Shortened opening time to reduce the crowded traffic Some Chinese restaurants offer public chopsticks and spoons to use on shared dishes



#### LIMITED OPENING HOURS

#### PUBLIC CHOPSTICKS ARE OFFERED





# Part 2 MASS DISINFECTION





#1

#### DISINFECTING PUBLIC TRANSPORTATION

During COVID-19, public transport staff followed The National Health Commission's commands for disinfection:

- Disinfecting public transportation vehicles once a day after operation.
- In buses and subway, hard surfaces that passengers were commonly touched such as rails and seats should be sprayed or wiped down with chlorine disinfectant containing chlorine of 250mg/L-500mg/L.
- Public transportation includes planes, trains, busses, subways, ships and bikes.





#### #2 DISINFECTING COMMERCIAL STORES

According to rules of the Epidemic Prevention and Control Group (新 冠肺炎疫情防控工作领导小组):

- Stores need to be disinfected once a day.
- Stores need to be disinfected with chlorine concentration of 250-500mg/L or 75% ethanol, especially focusing on the surface of tables, door handles, ground and walls.
- This includes restaurants, shopping malls, hotels, barber shops, cafés and more.



#### DISINFECTING COMMUNITIES BY COMMUNITY STAFF



#3

[Source: Jiangxi Province Investment Group, "High speed epidemic fighters in the community"]

- Following the guideline released by Beijing Center for Diseases Prevention and Control (疫情防控中心), objects that are commonly touched in daily life by residents in communities such as stair railings and door handles should be disinfected by chlorine concentration of 250-500mg/L or 75% ethanol once a day.
- In addition to mass disinfecting, they also made an effort to keep grounds clean and dry.



# #4 DISINFECTING IN SCHOOLS



[Source: Sina news, "Schools in Miyun thoroughly disinfected every classroom"]

The National Health Commission and the local Municipal Health Commission required teachers and staff to disinfect schools:

- During the epidemic peak: disinfecting every classroom after school everyday
- During the less serious period: thoroughly disinfecting chairs and tables on Monday, Wednesday and Fridays after school

Head teachers are responsible to execute following disinfecting measures:

- Spraying and wiping the surface of tables, chairs, blackboards and floors with 250-500mg/L or 75% ethanol
- Ultraviolet light: irradiating tables and chairs for 30-60 minutes every after disinfection.





#### HAND SANITIZER AVAILABLE IN PUBLIC PLACES

People can disinfect their hands in some public places with free sanitizer.





#### SANITIZING PHONES IS ADVOCATED

Mobile phones are used every day, so it is easy for the virus to adhere to the surface. Medical experts suggested people to disinfect phones 2-3 times a day by disinfectant wipes.

#### CARRYING DISINFECTING WIPES IS RECOMMENDED

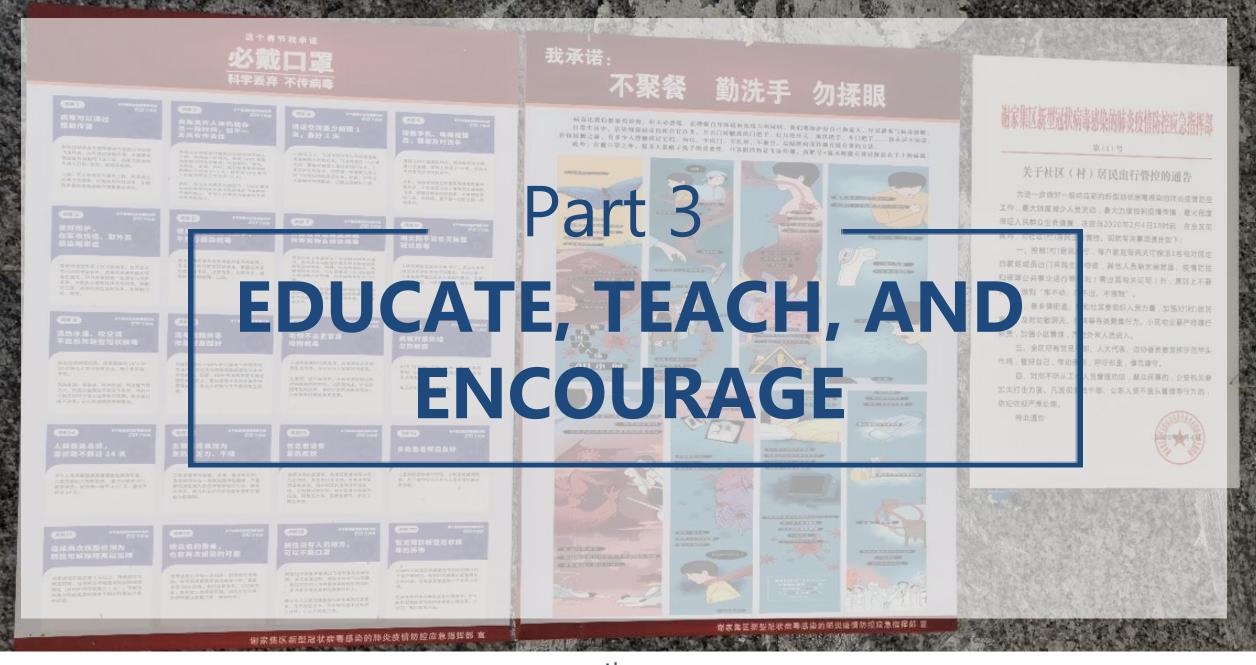
#7

Chinese medical experts suggested carrying some disinfecting wipes every day so that they could sanitize their hands at any time.



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# PUBLIC ANNOUCEMENTS TO ADVOCATE SELF-PROTECTION

- It is quite common in China to see the posters in streets to advocate mask wearing and hand washing.
- The purpose of the measure is to generate a strong awareness of self-protection.



#1





#### **#2**

#### POSTERS WITH HAND WASHING INSTRUCTIONS

In many public places, there are posters released by the local Municipal Health Commission to show hand washing instructions to teach the scientific way of washing hands.





#### #3

#### PROPAGANDA ON HOW TO DISPOSE OF USED MASKS

- People have the awareness of wearing masks which is an effective way of self-protection, as well as protecting others. However, how to deal with the waste masks that will be produced in large quantities is also a major issue.
- If used masks are not disinfected before being discarded, it could contaminate hands again.



## #5 DISSEMINATE THE KNOWLEDGE OF COVID-19 BASICS AND PREVENTION

Local governments propagandized the prevention measures of coronavirus by street posters that include:

- Introduction of COVID-19
- How the coronavirus spreads and prevention
- COVID-19 symptoms
- What to do if you show symptoms





## #6 DAILY TEMPERATURE CHECKS FOR PUBLIC TRANSPORTATION STAFF

- Public transportation employees are required to measure their temperature and wear masks and disposable gloves everyday.
- The measure is taken by almost all public transportation systems in China, but the duration of enforcing this measure differs city by city based on the severity of the local outbreak.







**#7** 

[Source: XinHua, "China Focus: Schools start online courses as epidemic control postpones new semester"]



[Source: MIT Technology, "China's students will now study online because COVID-19 has shut schools"]

[Source: XinHua, "Students in Beijing study online at home to contain epidemic"]

- During the epidemic, all Chinese schools were closed for 2+ months and students had to stay at home.
- In order to make sure that course progress would not be disrupted by COVID-19, the Department of Education released a policy which required primary schools, middle schools, high schools and universities to launch online courses, so that students can keep learning from home.

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SCHOOLS RELEASED ONLINE

COURSES

#### **#8 OVERSEAS CHINESE DONATED** MASKS TO CHINESE HOSPITALS



When the epidemic was arising in China, the amount of masks available was inadequate.





International students donated money and masks to China.

[Sina News, "Sponsor of the "million masks" campaign: I hope you all know that international students are concerned with motherland"]



#### #9 CHINESE EMBASSY ARRANGED AIR LINES TO BRING INTERNATIONAL STUDENTS HOME

中华人民共和国驻美利坚合众国大使馆 Embassy of the People's Republic of China in the United States of America

业务设置

#### AUTOMATIC VISA EXTENSION FOR FOREIGNERS

#10

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搜索

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馆舍一览

文字来源:中国网

首页>领事服务>重要通知

使馆信息

中国要谊

#### 关于安排领区留学人员搭乘5月14日国航CA045华盛顿至南京临时航班的通知 2020/05/11

领事服务

使馆之窗

驻美国使馆将安排领区符合条件的留学人员搭乘国航CA045华盛顿至南京临时航班,该航班将于美东时间5月14日16:05从杜勒斯国际 机场起飞。目前国航根据使馆提供的名单通过客服中心(来电显示一般会包含861095583这个号码)通知乘客购买机票,请领区留学人员 注意接听预留的电话。有关国航航班信息请打开下方附件查看。

附件: · 关于中国国际航空公司开通华盛顿至南京临时航班的信息通知.pdf

Due to the coronavirus outbreak overseas, many flights were cancelled. This led to the a large quantity of Chinese travelers stuck in foreign countries. Thus, the Chinese embassy arranged flights to bring them home. [中新社记者]有在华外国人反映,由于疫情影响,他们的来华签证即将到期,但是无法离开中国,请问在疫情防控期间,国家移民管理局对于外国 人出入境政策方面有什么考虑和安排?谢谢。2020-03-01 15:46:09

[刘海涛]你提到的这个问题国家移民管理局已经做了考虑,而且已经出台了特殊的变通政策。在疫情防控期间,在华的外国人如果停居留期限已经 到了,可以自动顺延两个月。在顺延的期限内,没有必要无需再去办理延期手续,仍可以在华合法的停居留或者正常的出境。同时,因为有一些特殊的抗疫防疫工作,对于参与医疗救助、药品开发、学术交流等防疫抗疫工作的中外人士,各地的公安出入境管理部门提供24小时的加急办证服 务。对来华参加防疫抗疫交流合作或者从事重要的商贸和科研活动的外国人,因急事来华来不及事先办妥签证的,可以到入境口岸申办口岸签证。 同时因为现在还是疫情的防控期,为有效的减少人员的流动和聚集,降低交叉传染感染的风险,国家移民管理局也推出了"互联网+政务"的服务措施,在华的外国人也和中国的公民一样,可以享受网上申请、寄递的申请,以及国家移民管理局官网境内外出入境政策调整即时查询服务。谢 谢,2020-03-01 15:46:22

The Chinese government took foreigners in China into account as well. As traveling became unsafe and inconvenient during the pandemic, the Chinese government announced that all foreigners' visas would be automatically extend for two months if they expired.





#### 不主动报告拒绝检疫隔离将追究刑责

当前,新型冠状病毒感染肺炎疫情防控工作处于关键时期,上海市已启动突 发公共卫生事件一级响应机制。为坚决打赢疫情防控阻击战,切实维护人民群众 生命安全和身体健康,确保社会平稳有序,根据《中华人民共和国刑法》《中华人 民共和国治安管理处罚法》《中华人民共和国传染病防治法》《中华人民共和国突 发事件应对法》及相关司法解释等有关规定,现通告如下:

一、个人、机关、企事业单位、社会团体和其他组织应当严格遵守各项法律法 规和疫情管控工作措施,主动配合政府部门开展的疫情防控工作,加强自我防护 和内部安全管理,依法接受疾病预防控制机构、医疗卫生机构及社会组织有关传 染病的调查、样本采集、检测、隔离治疗等防控措施,如实提供相关信息。

二、凡来自或者途经疫情重点地区的人员进入本市的,以及与上述人员、确 诊或疑似新型冠状病毒感染肺炎病例有密切接触的人员,应主动接受体温检测, 如实填写《健康状况信息登记表》,自觉实施居家或者积极配合集中隔离医学观 赛14天。对未按照规定主动登记,在工作人员询问时不如实告知,或者拒绝执行 相关检测,居家隔离、集中隔离观察措施的,将按照有关规定处理,构成治安管理 违法行为或者犯罪的,公安机关将依法追究相关人员的法律责任。

三、来自或者途经疫情重点地区的人员,以及与上述人员、确诊或疑似新型 冠状病毒感染肺炎病例有密切接触的人员,出现发热、乏力、干咳等疑似症状,应 主动向相关机构报告,不按照要求主动报告,拒绝接受检验检疫,隔离或治疗,造 成传染病传播,危害公共安全的,依法追究刑事责任;尚不构成犯罪的,依法给予 行政处罚。

四、疫情防控期间,公安机关将依法严厉打击各类造谣滋事、谎报疫情就乱 公共获荐,状乱医疗机构秩序,伤害医护人员、哄抬物价、造假首假、贩卖野生动 物、妨害执行职务等违法犯罪行为。

五、公安机关鼓励广大群众积极举报涉及疫情防控的违法犯罪线索,共同维 护社会治安秩序。

六、本通告自发布之日起实施

特此通告。

上海市公安局 2020年2月3日

#### #1 PEOPLE WHO REJECTED EPIDEMIC PREVENTION MEASURES WOULD BE PROSECUTED FOR LEGAL LIABILITIES

- People who have been in an epidemic region/city or closely contacted people with suspected/diagnosed cases are required to accept temperature tests and centralized or home-quarantine for 14 days.
- If someone refused to give their information or accept body temperature tests, he/she would be convicted of the crime of endangering public safety





#### #2 LOCAL GOVERNEMNET LAUNCHED HEALTH CODES

- Citizens could generate the personal health code through mobile apps, WeChat public account and QR code.
- The health code served as an electronic voucher for individuals to enter or leave cities.
- The health code is divided into three types:
  - Red: Need to be quarantined for 14 days
  - Yellow: Need to be quarantined for 8 days
  - Green: No need quarantine and free to enter any public places.



# #3 RESTAURANTS AND ONLINE FOOD DELIVERY PLATFORMS SHOW THE BODY TEMPERATURE OF STAFF

During the epidemic, restaurants and online food delivery platforms launched many measures to ensure the food safety.

- Temperature tests for delivery people and restaurant employees twice a day.
- Disinfect delivery boxes every day.
- Wearing masks at work.
- Contactless delivery service.

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# #4 MEASURES IN RESTAURANTS, BARS, NIGHTCLUBS REQUIRED BY LOCAL GOVERNMENT

[Source: HOTBAT Search, "Some restaurants in Ningbo are restored"]



[Source: Wancheng news, "Reopen of restaurants during pandemic"]

The main measures to limit the number of people in restaurants are:

- Limiting the number of tables and diners, reducing the placement of tables and chairs, and increasing the distance between tables.
- Testing the body temperature of every consumer was required by local government during the epidemic.



# #5 BODY TEMPERATURE CHECK AND PASSES ARE REQUIRED BY OFFICE BUILDINGS



- Guards check body temperatures at the entrance of office buildings.
- Delivered goods are put in designated places at the entrance under the unified management and control.
- The air conditioning system in office buildings was turned off during the epidemic.
- All employees working in office buildings need to apply for passes, people from outside need to register personal information at the entrance.
- Health code is required in some office buildings.



# #6 LIMITATING THE NUMBER OF TOURISTS

According to the policy released by the National Health Commission and the Ministry of Culture and Tourism:

- Online booking tickets was used to control the number of tourists in certain time period. The number of tourists in every scenic spot can not exceed 30% of its largest capacity.
- Tour groups can not have more than 30 people.
- One-meter distance was required for tourists while waiting in line.
- Indoor tourist sites were all closed.





# #7 BAIDU LAUNCHED CORONAVIRUS INFECTION MAPS

- Baidu launched the "fight against pneumonia" map to let users know the latest and most accurate information in real time.
- People can have a better understanding of the of the epidemic situation in each city by using the map.

各地卫健委等官方公布的【确诊】患者曾活动场所

北京市公安局公

### 周边疫情

北京市已公布65个场所,距离最近的在 润枫· 锦尚(2.23公里),该场所周边人流聚集地是物美 大卖场、首航超市等场所。

1KM

百度地图数据更新时间:2020年2月16日 14:30

Bai 💩 🖽

[Source: Tom News, "Baidu map makes efforts to fight against epidemic with AI technology]



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# **#8 MEASURES TO MANAGE ACCESS/EXIT OF COMMUNITIES**



#### REGISTER INFO IN COMMUNITIES AFTER COMING BACK FROM OTHER PLACES

When people come from other provinces or countries they are supposed to register travel info in their communities based on the policy of local governments. [Source: Longhai, "Suifenhe Resistance War"]

#### TESTING BODY TEMPERATURE BEFORE ENTERING COMMUNITIES

Before entering a community, guards measure the temperature of every individual according the regulation of local governments. 请自行打码申报 尊敬性。 戰職時在市業系、所有住产都職要捐約 中華現《社藝府家庭成者、老人,在項可 家業代約中線、主智憲年和的原因可管理是。 或者中提為、在定會有方路有可能更到 者定当



为减少交叉感染风险,请大家自主申报并 为家庭成员进行申报,免去网格员上门,感谢 您的配合: (新南社区工作站 联系电话:8222684)

APPLYING FOR PASSES TO ENTER COMMUNITIES

Some communities required residents to apply for pass codes on WeChat mini programs.

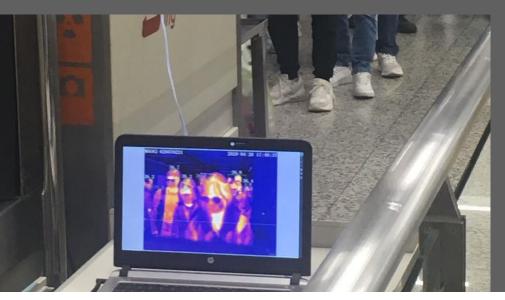


### **#9** CHECKING BODY TEMPERATURE BEFORE ENTERING STORES

### MEASURING PASSENGERS' TEMPERATURE BY THERMAL CAMERAS IN TRANSPORTATION STATIONS

According to local government's policy, testing body temperature before entering stores is required to protect customers and employees' safety.





Transportation stations, including subways, railways and airports, are equipped with infrared thermometers, the system automatically detects the temperature of passengers when they pass security checkpoints. **#10** 

#11

### #12

# #13



#### MINI PROGRAM TO TRACK PEOPLE'S TRAVEL HISTORY

The China Academy of Information and Communications Technology (CAICT) launched a mini program to track everyone's travel history in past 14 days to see if they have been places seriously affected by COVID-19.

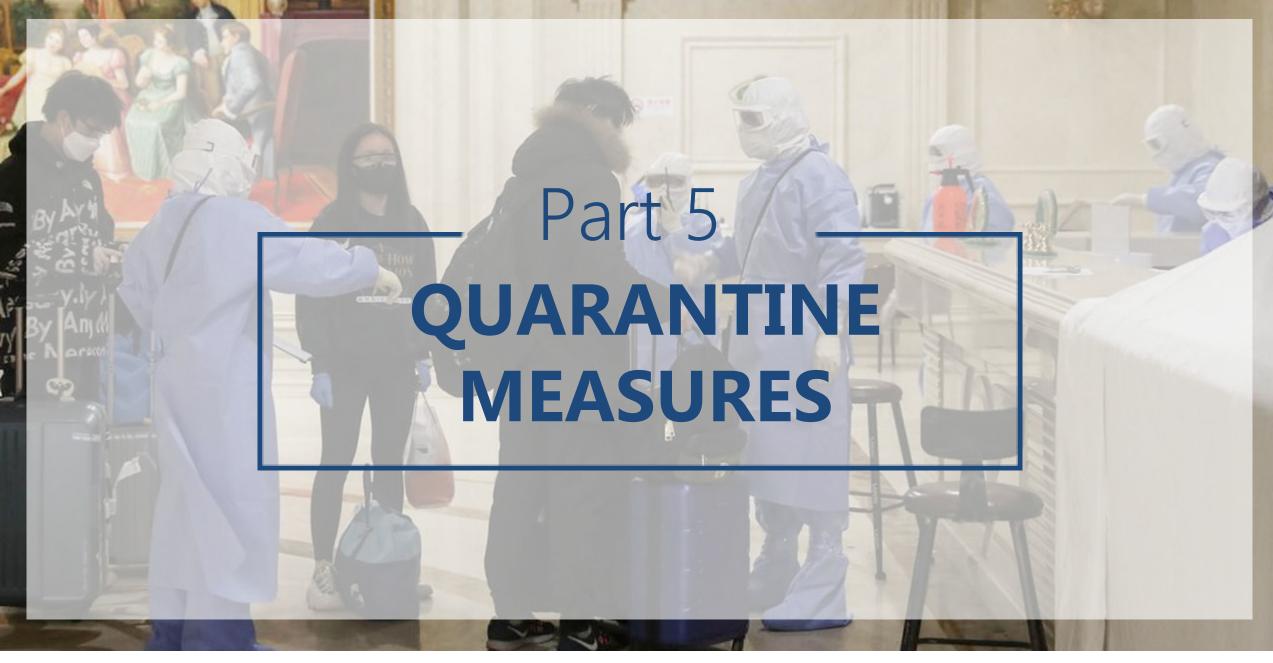
#### REGISTERING ON A "HEALTH CLOUD SYSTEM" BY QR CODE TO ENTER SHANGHAI

Passengers who entered Shanghai through highspeed, airport, railway and other ways shall apply for on-line health registration on the "health cloud" system in advance based on Shanghai government's rules.

#### QR CODES TRACK PEOPLE'S POTENTIAL CONTACT WITH THE CORONAVIRUS

The QR code is launched by the Department of Health and used in public transportation. After scanning the code, passengers would know if they had close contact with suspected cases and would be informed by text messages to self-quarantine at home if they had.







# **#1 ARRANGING CENTRALIZED QUARANTINE IN HOTELS FOR PEOPLE FROM FOREIGN AND DOMESTIC EPIDEMIC REGIONS**

- According to the Chinese government's policy, people coming from domestic epidemic areas and all overseas areas are required to be quarantined in hotels for 14 days.
- Doctors record their body temperature twice a day during quarantine.
- On the thirteenth day, they need to take a virus test. If their test results are negative, they are able to return home.





# #2 IMPLEMENTING HOME-QUARANTINE FOR PEOPLE FROM HIGH-RISK REGIONS

- People from overseas and domestic high-risk regions are supposed to be self-quarantined for 14 days at home in terms of the Chinese government's policy.
- People meet the requirement of self-quarantine at home:
  - Over 70 years old
  - Children
  - Pregnant women
  - Living alone
- Doctors and police measure their body temperature twice a day and door trackers are installed on their doors. If doors are opened over 1 cm during the home-quarantine period, the police will be notified.



[Source: Laiyuan, "How strict the quarantine is in Shanghai?"]





# #3 LOCAL GOVERNMENT GIVES OUT GUIDELINES IN DIFFERENT LANGUAGES

China's local governments gave out guidelines in different languages to make sure every foreigner in China understood what rules they should follow during the epidemic. At the same time, The National Immigration Administration of the PRC gave out Chinese-English bilingual handouts of Laws observed by foreigners in China. Consignes de précaution et de santé

Chers amis:

Bienvenue à Shanghai! Récemment, de nombreux pays et régions ont signalé des cas confirmés du Covid-19 dont le nombre est en croissance constante. Compte tenu de la situation actuelle de la prévention et du contrôle du virus à l'étranger, le groupe municipal de leadership sur la prévention et le contrôle du Covid-19 de Shanghai ainsi que des autorités compétentes, en faisant conjointement des evaluations et des analyses, ont clarifié davantage les mesures de prévention et de contrôle sur la propagation du virus hors de Chine et celles de la gestion de santé des personnes entrant en Chine.

À partir du 3 mars, toute personne physique chinoise ou étrangère, qui a des antécédents de voyage dans des pays ou régions à risque au cours des 14 jours précédant la date d'entrée à Shanghai, sera placé en observation de santé à domicile ou centralisée. Votre compréhension et coopération est appréciée.

Pendant la période de quarantaine, il est suggéré que vous ne sortirez pas sans autorisation et que vous ferez un bon travail de protection personnelle et de personnes vivant ensemble. Collaborez activement avec le personnel médical pour surveiller deux fois par jour votre température corporelle et répondez honnètement aux enquêtes sur l'état de votre santé. Si vous présentez des symptômes comme de la fièvre, de la toux, de l'essoufflement, de la diarrhée, etc., contactez immédiatement le personnel désigné et collaborez avec les établissements médicaux désignés.

Pour plus d'informations sur la prévention du virus, veuillez visiter le site internet du Bureau municipal des Affaires Etrangères de Shanghai (http://wsb.sh.gov.cn) ou appeler le 12345 Hotline des habitants.

Pendant la période d'isolement, veuillez respecter consciemment la Loi de la République populaire de Chine sur la Prévention et le Contrôle des Maladies infectieuses et d'autres dispositions juridiques pertinentes.En cas de non-respect des obligations, vous serez tenu pour légalement reponsable.

Travaillons ensemble et unissons-nous pour surmonter les moments difficiles !

3 Mar 2020



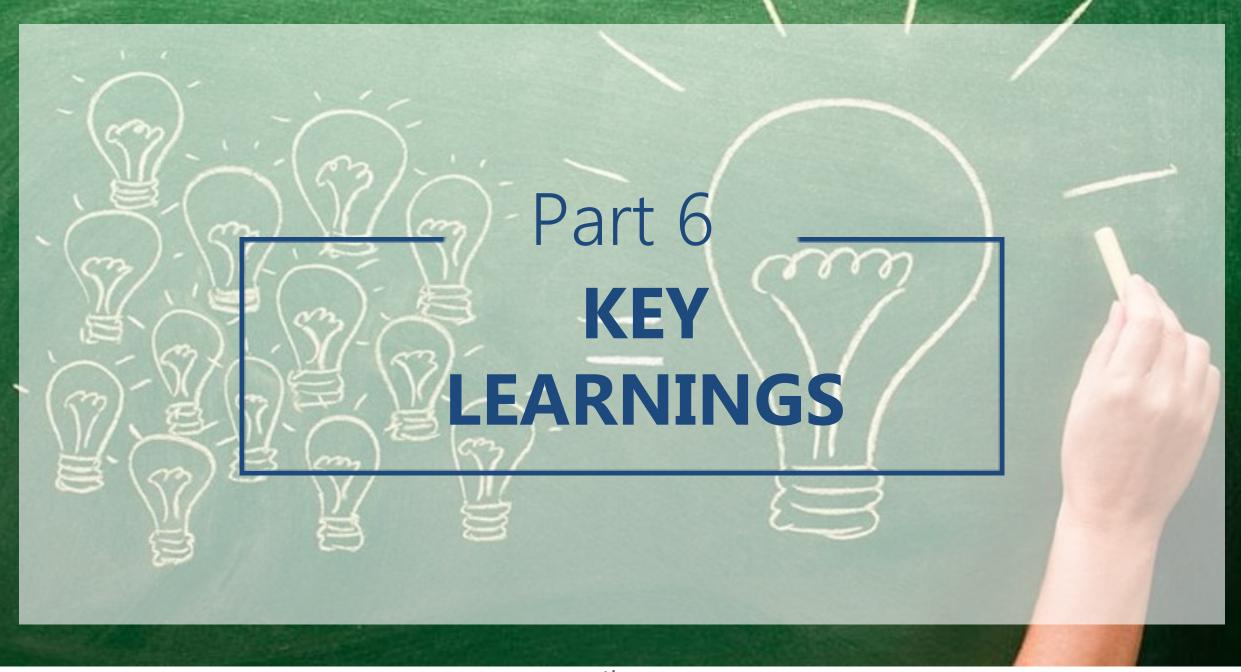
# #4 DISINFECTING THE TRASH OF QUARANTINED PEOPLE

Every community set up a temporary garbage collection point to place garbage generated by quarantined people. The local Landscaping & City Appearance Administrative Bureau sent staff to disinfect the garbage before delivering it to incineration plants.



[Source: shanghai observer, "How to deal with the household garbage of these quarantined residents?"







# Key findings (1/2)



#### **Digital technology was integral to containing COVID-19**

During the epidemic, the Chinese government effectively identified high risk cases and controlled the population in public places by using Location Based Services (LBS) and big data technology, such as Health QR codes. Also, big data platforms release real-time data about COVID-19, which is helpful to ease the public panic. At last, those technologies will continuously contribute to China's public administration in the future.



#### The government & businesses educated the public on hygiene and social distancing tactics

Chinese local governments widely used signs to guide people to follow regulations during the epidemic, such as marking standing points in lines in public places and public hand-washing instructions. This nudged people on public transportation and in shops to keep a distance of 1-2 meters from one another.



# Key findings (2/2)



#### Acting early was the key to contain COVID-19

Once COVID-19 was recognized as contagious, China took immediate measures to reduce population flow, such as the lockdown of Wuhan in January. Many cities and provinces took emergency control measures before discovering any COVID-19 cases. Those measures limited the spread of COVID-19 and gained time for follow-up actions. In addition, China's capable of rapid response is important to managing public crisis.



#### Many COVID-19 prevention measures were decided on the city or province level

Chinese local governments took steps according to the different situation of provinces and cities. Also, the duration and enforcement are not uniform in different regions and communities. The advantage is that local governments can respond to the epidemic quickly and flexibly according to the specific circumstances of each region. The downside is that China lacks a unified plan and supervision of many measures, which lead to the inefficiency of some measures.

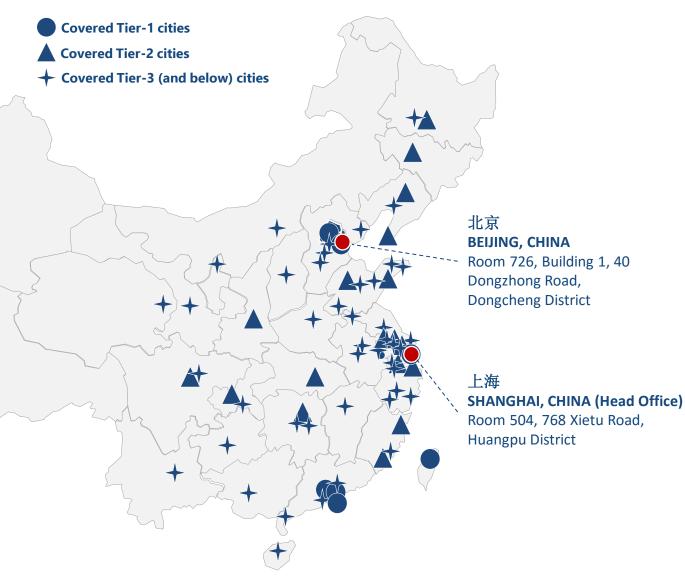


# Who we are

#### Your Market Research Company in China

#### We are **daxue consulting**:

- A market research firm specializing on the Chinese market since 2010
- With 3 offices in China: in Shanghai, Beijing and Hong Kong
- Employing 40+ full-time consultants
- Full, complete, national coverage
- Efficient and reliable fieldwork execution across China
- Using our expertise to draw precise, reliable recommendations
- With key accounts from around the world





# The strengths of Daxue Consulting

#### 6 crucial competitive advantages



#### 1. Localized & Creative 创造和本土

- Our team has an international background, leveraging the best of both worlds
- Teams are tailor-made depending on the projects
- ✓ One client = one dedicated team

#### 3. We manage from A to Z 内部

- daxue consulting does not outsource its services. We manage our own assistants and use directly technological tools.
- ✓ We have a deep understanding on the fieldwork and the context within which data was collected.

#### 5. Innovative 创新

- Constant on the look for new research tools and methodologies
- ✓ Our goal is to combine traditional methodologies with the latest tech tools

#### 2. Responsive & Flexible 负责和灵活

- ✓ At all levels at daxue consulting, daxue is creating an environment where **freedom and responsibility** go together.
- daxue consulting has a commitment to answer emails within a day. We are result-oriented and do not count our time to accomplish our tasks.
- Regular reports with our clients in order to make sure we reach the goal expected from our clients.

#### **4.** Actionable recommendations 可行建议

- ✓ We care about results and design our research in order to be operational.
- ✓ We are **driven by metrics** such as customer acquisition costs, business plan KPIs, P&L optimization.

#### 6. Professional 专业

- Our methodologies are rigorous and serious, taking information from the best practice in the world of consulting and research.
- Demanding on the results, detailoriented, respectful towards our commitments.



# **Our services**

Experienced in answering to a wide variety of strategic business questions



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# 350+ clients with 600+ projects for the past 7 years

Examples of references





# A recognized expertise on the Chinese market

#### Regularly featured and quoted in global publications





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