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## Looking ahead

Events and stories coming up in the next few days

### Shanghai to host major optics fair



The 17th China (Shanghai) International Optics Fair will be held from Wednesday to Friday at the World Expo Exhibition and Convention Center in Shanghai. One of the largest optical fairs in Asia, it will showcase products and services from more than 800 exhibitors, including all top global brands. The show is sponsored by the Hong Kong Trade Development Council.

### Beijing arts center to stage Puccini's *Turandot*

A version of Giacomo Puccini's *Turandot* will be staged by Beijing's National Center for the Performing Arts from next Wednesday to Sunday. Puccini Festival Foundation is collaborating with the center in its production. *Turandot* has a new ending, written by young Chinese composer Hao Weiya.

### Report to explore key trademark regulation

Do you think you can register "Jordan" or "Harry Potter" or "MacKentucky" in China as your company name? The answer is no as the Supreme People's Court has issued a regulation regarding the circumstances in which certain names cannot be used as trademark. Next week, China Daily will publish an in-depth report on the significance of the ruling, and how it will help improve the market in China for both domestic and foreign companies.

### Sign industry exhibition to open in Guangzhou



DPES Sign and LED Expo China, an exhibition devoted to digital printing and sign industry products, will be held in Guangzhou, Guangdong province, from Sunday to Wednesday. The expo will showcase the latest technology and equipment in the industry.

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### Society: Classical poetry is admired beyond borders

Many Chinese are showing renewed interest in classical poetry, thanks to a popular recitation show. On Tuesday night, *Chinese Poetry Conference*, aired by China Central Television, came to a climatic end with Wu Yishu, a 16-year-old high school-girl from Shanghai, claiming the championship for the show's second season. Visit our website for a look at Chinese classical poetry abroad.

### Movie: Longer *Chinese Odyssey* coming to theaters



*A Chinese Odyssey*, a Stephen Chow classic, will be rereleased in a longer version on the mainland in spring. The 1995 fantasy film, divided into two parts — *A Chinese Odyssey Part One: Pandora's Box* and *A Chinese Odyssey Part Two: Cinderella* — influenced a generation of Chinese and established the Hong Kong actor as the king of comedy. In the new version, the second part has been re-edited to add 11 minutes to the original 99.

### Biz: 55 Chinese brands among the world's top 500

Fifty-five Chinese companies have made to a list of the world's 500 most valuable brands this year. The list was published by the British consultancy Brand Finance. The Industrial and Commercial Bank of China is the top Chinese brand, with a value of \$47.8 billion.

### Entertainment: *Brothers and Sisters* coming to Tianjin



Russian director Lev Dodin's epic work *Brothers and Sisters* will be staged at Tianjin's Grand Theater on March 4 and 5. The eight-hour play, which premiered in 1985 at Maly Drama Theater of St. Petersburg, has toured 14 countries over the past decades. *Brothers and Sisters* is among Dodin's best-known works.

### Art: Shanghai construction site becomes a museum

Dozens of iron artworks in 17th-century Baroque style are on display on a wall at a construction site in Shanghai. The works, combining rich European styles and characteristics of Chinese paper cutouts, form an outdoor art museum.



### Buzzword: Thinspiration

Thinspiration, or thinspo, refers to images or videos of slim women, often celebrities, who may be anything from naturally slim to emaciate with visibly protruding bones. Most such celebrities suffer from eating disorders.



Scan it! Read more on chinadaily.com.cn

## Candid camera: Wedding celebration



Dancers entertain guests ahead of a wedding banquet in Sinan county, Guizhou province, on Sunday. KANG TAISEN/ FOR CHINA DAILY

## Heavy tomes now make lighter reading

Books are rubbish! Not my view but that of the multi-millionaire Austrian-born entrepreneur and scientist Hermann Hauser, a pioneer of the e-reader, who actually used a more vulgar description of German origin.

When he made the remark in an interview I did with him in Cambridge, England, more than a decade ago, I didn't know quite what he meant.

I actually thought the physical book was quite an efficient tool you could take just about everywhere.

I have been reminded of our discussion after I picked up a copy of English playwright and screenwriter Alan Bennett's latest diaries, *Keeping On Keeping On*, at

London's Heathrow airport a few weeks ago.

It was one of those airport exclusive softback editions, and I have struggled to read it ever since.

Not because of the content but the difficulty in reading an actual book. Bennett, who wrote *The History Boys*, which was a Broadway hit and made into a successful film, is as erudite as ever about the events and routine of his life.

Reading over a sandwich lunch, the only way I could keep the book open was to weigh one side down with my iPad and the other with my Kindle — perhaps as absurd as it gets.

Most of my reading is now done on a Kindle, which I actually turned to reluctantly some five years after the Hauser encounter.

Its only drawbacks as far as I have experienced is when you forget to charge it or are not allowed to use it

by some airlines until the seat belt signs are switched off.

You also take something of a risk if you try and read it in the bath.

I estimate that I read up to 30 percent quicker on an e-reader than with a physical book — mainly because the backlit screen is kinder on slower aging eyes.

You also can read in the dark — on planes without having to switch on your overhead light and in taxis late at night.

Throughout all this, I have remained a bibliophile and avid book collector and very often buy the physical as well as e-version for no real purpose at all (I don't know why booksellers still can't work on the buy one, get the other free principle).

It is not just the clumsiness of the Bennett diaries that brings reading and books to mind but the recent Spring Festival holiday.

While it is a family occasion for most Chinese people, I instead always head off for a beach somewhere and spend the whole week reading. This year I was sunning myself in Cambodia.

I took Bennett with me (despite the risk of being charged excess baggage) but all my other reading was on my e-reader.

As for Hauser, he is still trying to take this technology further so what you will end up reading is just a flexible plastic sheet.

If he does bring it to market, will I move on yet again or remain wedded to my ancient Kindle? We shall see.

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Online Scan the code to hear an audio version.



## This Day, That Year

*Item from Feb 10, 1997, in China Daily: More than 90 percent of the 900 million people living in China's rural areas will be provided with safe drinking water by the year 2000, thanks to a national drive to upgrade living condition for the rural population. ...*

In the past few years, the central government has taken a series of steps to ensure access to safe drinking.

In September, the National Human Rights Action Plan of China (2016-20) was released, outlining more measures.

Under the plan, 27 billion

cubic meters of water supply capacity will be added nationwide.

Efforts will also be made to improve drinking water security in rural areas, where 80 percent of the population will have access to tap water, and 85 percent to centralized water supply by 2020.

Two months ago, a draft amendment to the Water Pollution Prevention Law was submitted to the country's top legislative body.

It calls for tough measures to curb groundwater pollution, such as restrictions on chemical plants, industrial zones, mining regions and waste burial sites.

The amendment also stipulates that emergency responses and backup water sources should be built in cities with single water source, and the quality of drinking water should be regularly monitored, with relevant information made public.

Water pollution prevention methods in agriculture and rural areas should be tightened, it said.

The current Water Pollution Prevention Law was enacted in 1984 and amended in 1996 and 2008.



FRI - SAT FEB 10-11

weather

TRAVELER'S FORECAST  
 LOW/HIGH TEMPERATURES, IN DEGREES CELSIUS,  
 AND EXPECTED CONDITIONS

<b>CHINA</b>	Beijing -5/4 S -6/7 S	Shanghai -1/6 S -1/7 S
Changchun -16/-9 Sn -15/-8 Sn	Shenyang -13/-6 C -12/-2 C	Suzhou 7/11 C 7/12 C
Chongqing 2/10 S 3/12 S	Shenzhen 9/16 S 9/18 S	Taipei 7/11 C 7/12 C
Guangzhou 8/16 S 8/17 S	Shijiazhuang -5/7 S -4/9 S	Tianjin -7/6 S -7/6 S
Guilin 6/10 C 6/12 C	Suzhou null/null -3/6 S	Tianjin -7/6 S -7/6 S
Guoyang 1/4 O 1/7 O	Taipei 7/11 C 7/12 C	Urumqi -14/-4 S -13/-4 S
Haikou 14/17 C 15/18 C	Taipei 7/11 C 7/12 C	Wuhan -3/10 O -2/11 C
Hangzhou -1/8 C -2/9 S	Taipei 7/11 C 7/12 C	Xi'an -4/7 C -3/11 C
Harbin -16/-7 C -16/-7 C	Taipei 7/11 C 7/12 C	Xiamen 8/17 S 7/17 S
Hefei -3/8 C -3/10 S	Taipei 7/11 C 7/12 C	Xining -11/0 O -12/6 O
Hohhot -15/-2 S -13/2 S	Taipei 7/11 C 7/12 C	Yantai -4/-2 C -5/1 C
Hongkong 11/16 S 12/18 S	Taipei 7/11 C 7/12 C	Yinchuan -12/2 S -11/4 S
Jinan -6/4 S -5/8 S	Taipei 7/11 C 7/12 C	Zhengzhou -4/8 S -4/11 S
Kunming 6/18 C 4/13 D	Taipei 7/11 C 7/12 C	Zhuhai 9/16 S 9/17 S
Lanzhou -6/5 C -5/9 C	Taipei 7/11 C 7/12 C	
Lhasa -2/12 C -5/10 C	Taipei 7/11 C 7/12 C	
Lijiang 4/17 C 3/14 C	Taipei 7/11 C 7/12 C	
Macao 9/16 S 10/17 S	Taipei 7/11 C 7/12 C	
Nanchang 2/9 S 1/10 S	Taipei 7/11 C 7/12 C	
Nanjing -3/7 S -4/8 S	Taipei 7/11 C 7/12 C	
Nanning 11/15 O 10/17 O	Taipei 7/11 C 7/12 C	
Qingdao -4/0 C -4/4 C	Taipei 7/11 C 7/12 C	
Sanya 17/22 C 17/23 C	Taipei 7/11 C 7/12 C	

<b>ASIA-PACIFIC-MIDDLE EAST</b>	Abu Dhabi 15/28 C 16/29 C	Bangkok 26/33 C 25/33 C	Colombo 21/31 C 21/32 C	Dubai 18/27 C 19/28 C	Hanoi 12/20 O 10/19 O	Islamabad 6/21 C 7/21 S	Jakarta 25/30 D 25/30 R	Karachi 10/26 S 14/28 S	Kuala Lumpur 24/30 D 25/27 D	Manila 24/31 D 24/30 D	Mumbai 17/33 S 17/31 S	New Delhi 9/23 S 8/24 S	Pyongyang -11/-5 C -11/1 S	Riyadh 10/22 D 10/22 D	Seoul -9/-3 C -10/1 S	Singapore 26/29 D 26/28 D	Sydney 23/35 C 24/36 D	Teheran 2/5 D 2/6 D	Tokyo 2/11 D 3/11 O	Wellington 13/18 C 15/21 D	Yangon 19/36 C 20/35 C
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<b>AMERICAS</b>	BuenosAires 21/29 D 19/25 D	Caracas 24/29 D 24/28 D	Chicago -7/1 Sn 0/7 O	Houston 11/23 C 20/24 D	Las Vegas 13/22 O 13/22 D	Los Angeles 14/19 O 14/18 D	Mexico city 6/22 C 8/22 C	New York -5/3 C -2/0 Sn	Ottawa -17/11 C -16/14 O	Rio De Janeiro 24/27 D 24/28 D	San Francisco 12/15 D 7/14 D	Sao Paulo 18/25 D 18/26 D	Vancouver 4/6 R 3/7 D	Washington -6/3 C 1/5 D
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<b>AFRICA</b>	Cairo 12/20 S 11/20 S	CapeTown 18/29 S 19/28 S	Johannesburg 17/27 D 15/29 C	Lagos 25/34 O 25/34 O	Nairobi 13/30 C 14/30 C
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Legend: C Cloudy, D Drizzle, Du Dust, F Fog, H Haze, O Overcast, R Rain, Sh Shower, S Sunny, Sn Snow, St Storm, T Thunderstorms