



# PREMIERE ERA

**FEB.2012**



He seemed to emerge from nowhere and became the hottest sports star in NBA, the United States, and in China. "Linsanity," "Linccredible," "Linderella" screamed the headlines around the world and his popularity soared worldwide.

He is the star of the moment having scored 89, 109 and 136 points in his first three, four and five starts in the big league, eclipsing former NBA MVPs Allen Iverson, Shaquille O'Neal and Michael Jordan. He also made the cover of Time Magazine, something Kobe Bryant has never achieved.

And it is not just his sporting achievements that are causing a sensation. His No 17 jersey is flying off the shelves in New York and online around the world. Some US media have even begun matchmaking potential girlfriends for the golden boy, with Emma Stone, Vanessa Hudgens rumored as possible dates.

Is Linsanity really that big? Despite all the hype and glory, he is known as a humble and sometimes shy guy. Jeremy Lin is the NBA's first American-born player of Chinese descent. [Take a poll on Jeremy Lin](#)

## Lin Profile

**Full name:** Jeremy Shu-How Lin

**Born:** August 23, 1988 (exactly ten years after Kobe Bryant)

**Place of birth:** Los Angeles, California

**Descent:** Chinese-American from Taiwan

**Height:** 1.91 meters

**Weight:** 91 kilograms

**Education:** Harvard University

**Major:** Graduated with a 3.1 PA in Economics

**NBA team:**

New York Knicks (2011-present)

**Jersey number:** No 17

**Position:** Point guard

**NBA draft:** Undrafted in 2010

**NBA debut:** Oct 29, 2010

**NBA statistics:** Lin scored 136 points in his first five starts for Knicks, most by any NBA player since the NBA's merger with the ABA in 1976



“

It's a great story and...It's obviously terrific for the New York Knicks, but it's the kind of sports story that transcends sport itself.

”

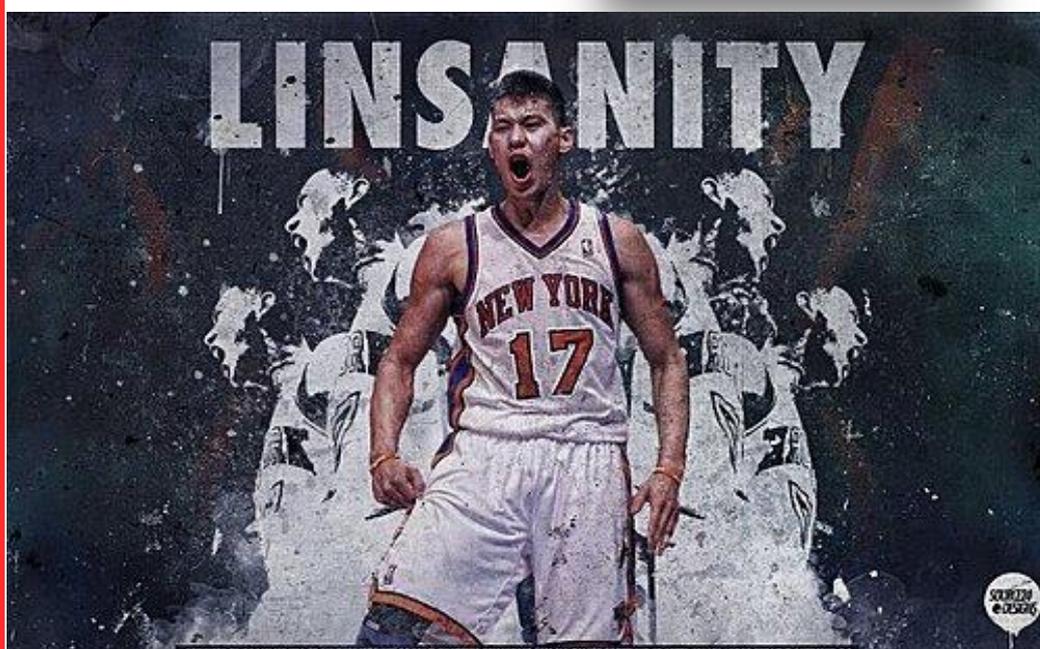
White House spokesman Jay Carney narrates what US President Obama says of Lin

“

Please, don't let anyone think that I have given him any secrets about how to play... He is very talented himself. And I am a big man and could not teach him how to be a guard.

”

Yao Ming, former Chinese NBA star



## Countries unite to tackle EU flight tax

Moscow meeting sees common approach develop against scheme

BEIJING / LONDON - A 32-nation conference agreed that Europe should drop its unilateral decision to impose a green tax on airlines flying into the European Union, and a majority of countries signed a declaration opposing it, a senior official said on Thursday.

All airlines using EU airports, from this year, are required to buy permits under the Emissions Trading Scheme. The scheme was introduced unilaterally, without any negotiation.

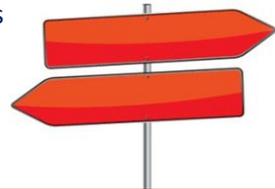
Thirty-two countries, including China, the United States, Brazil, India, Japan, Singapore, South Africa and Argentina, participated in the international conference on cutting greenhouse gas emissions in Moscow on Tuesday and Wednesday.

So far, 29 countries have signed a joint declaration opposing the European scheme.

The declaration envisages a basket of retaliatory measures to the EU emissions trading scheme, allowing any country to

introduce any measure in line with national legislation to either completely scrap the ETS or to postpone it.

The measures include barring national airlines from participating in the EU's carbon scheme, lodging a formal complaint with the United Nations' International Civil Aviation Organization, ceasing talks with European carriers on new routes and imposing retaliatory levies on EU airlines.



## Exports of Chinese electronic products slow last year

BEIJING - The export growth of China's electronic products slowed markedly last year to 11.9 percent, the Ministry of Industry and Information Technology (MIIT) announced Monday.

The total export value last year reached \$661.2 billion, up 11.9 percent year-on-year.

However, the growth rate was 17.4 percentage points lower than that of the previous year, the MIIT data showed.

The export value of electronic products accounted for nearly 35 percent of the nation's total export value in 2011, according to the data. Computers and cell phones were the top two categories of exported electronic products.

In 2011, computer and mobile phone exports increased by 11.1 percent and 34.3 percent, respectively, to \$105.88 billion and \$62.76 billion, the data showed.

Meanwhile, the MIIT also announced that the country's imports of electronic devices hit a new high of \$468 billion last year, up 11 percent year-on-year. However, the growth rate saw a sharp decrease of 23 percentage points in comparison with that of 2010.



# Valentine's Day in China

It is really difficult to confirm the exact time when Western Valentine's Day was introduced into China. However, Western Valentine's Day is widely celebrated in urban areas, where there are a lot of commercial events, especially in big cities like Shanghai, Beijing, Hong Kong, and Guangzhou. Valentine's Day is not so popular in small cities, towns and the countryside

## How Chinese People Celebrate Valentine's Day in China

Chinese people have adopted the traditions of Westerners on celebrating Valentine's Day, such as exchanging gifts (like flowers, chocolates, ties and watches), making a special date to have a romantic dinner or watch a movie in the evening, or even to make a marriage registration if Valentine's Day falls on a work day.

Hence, larger amounts of chocolate will be on sale in supermarkets, and, compared with that ordinary days, cinemas will be much busier, and the price of flowers (especially roses) and restaurants and hotels (especially romantic ones) could be much higher. Many restaurants will have special set menus, especially those in Hong Kong, Beijing and Shanghai. If you want to have a smooth celebration on Valentine's Day, remember to make reservations as far in advance as you can.

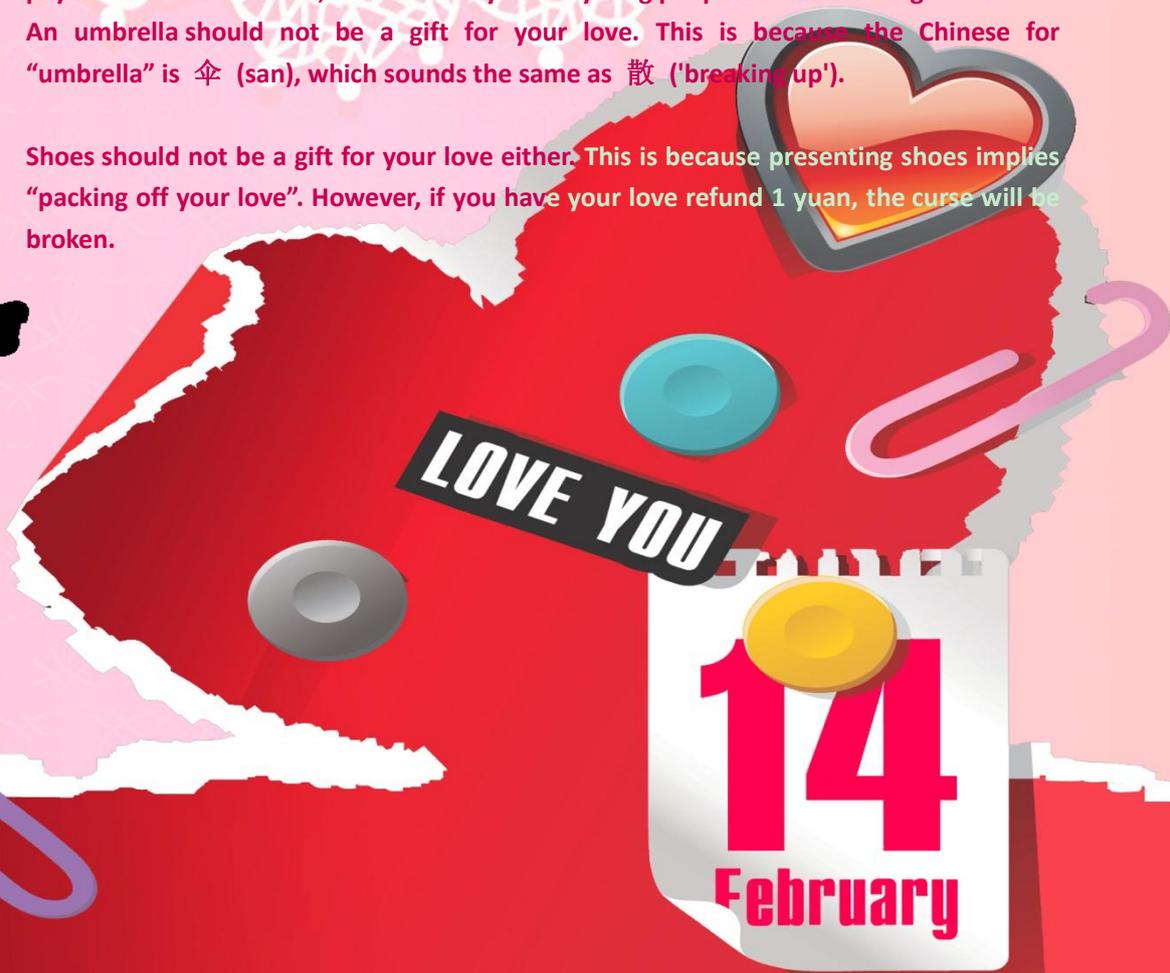
Chinese people have also made some changes to the Western way of celebrating Valentine's Day. For some senior couples, the husband might prepare a rich dinner, or buy an elegant dress elaborately for his wife on this day, to show his appreciation.

## No Umbrella and Shoes for Valentine's Day Gifts

These items would be fine for married couples. But if you are just going out or engaged, you might need to pay some attention to the perceived meanings below. It could help you avoid bad omens, according to traditional customs. However, you may choose to pay no attention to them, because many of the young people in China now ignore it.

An umbrella should not be a gift for your love. This is because the Chinese for "umbrella" is 伞 (san), which sounds the same as 散 ('breaking up').

Shoes should not be a gift for your love either. This is because presenting shoes implies "packing off your love". However, if you have your love refund 1 yuan, the curse will be broken.





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2012 **To be continued**