



# Pagoda



Service Above Self

One Profits Most Who Serves Best

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Published Weekly

## Night Program: Sarah Kochling ~ *The importance of asking Why?*



Sarah Kochling is Managing Principal of Blossom, a strategic insights, innovation and design consultancy that supports clients to achieve breakthrough consumer, market and industry insights and collaboratively transform them into impact at all levels of their organizations. With 25+ years of experience in China and Asia, Sarah is an experienced consultant who offers clients an optimal balance of best-practice experience and entrepreneurial savvy. A frequent speaker on innovation and market trends, Sarah is also an active community volunteer. A Phi Beta Kappa graduate of Wellesley College in Political Science and Mandarin, **Sarah was a Rotary Fellow in Chinese and Law at The Chinese University of Hong Kong**, and holds advanced language certifications from

Harbin (HIT) and Beijing (BFLNC). Asking questions, particularly 'why?' is always at the top of her mind! We will discover more about her background, personal connection with Rotary and we will be provided some useful food for thought/inspiration. Join us!

### The Four-Way Test

#### 四大考验

#### Sì Dà Kǎo Yàn

Of the things we think, say, or do:

我们说的做的要符合：

1. Is it the TRUTH?

是真的吗？

Shì Zhēn de ma?

2. Is it FAIR to all concerned

是公平的吗？

Shì Gōng Píng de ma?

3. Will it build GOODWILL and

BETTER FRIENDSHIPS?

是善意并促进友谊吗？

Shì Shàn Yì de – Bìng Cù Jìn Yǒu Yí

ma?

4. Will it be BENEFICIAL to all

concerned?

是对大家有利吗？

Shì Duì Dà Jiā Yǒu Lì ma?

### Highlights of the last meeting

Report and photos from our last meeting.

[Read more on page 2](#)

### End Polio Now - The first Immunization Days in China 1993-94

~ by Herbert K. Lau, Rotary China Historian

October 1, 2016 original article

October 24 is Rotary's World Polio Day 2016. Twenty plus years ago, there were the first National Polio Immunization Days in China, which made China reached 100 million children in historic immunization campaign.

[Read more on page 3-4](#)

### Fake email and social media accounts target Rotary members in new scam

Rotary recently learned that scammers have created ...



[Read more on page 5](#)

Date	Topic / Speaker	Venue/Time
October 23rd	Sarah Kochling - The Importance of Asking Why?	Salon 1A, 5th Floor, Marriott City Center,
October 30th	Fred Young - Organic Farming and Rainbow of Hope	5th Floor, Marriott City Center, 19:00
November 6th	Elisa Kwon - Dog Whisper	5th Floor, Marriott City Center, 19:00
November 13th	Roy Delbyck - Conversation with a Collector	5th Floor, Marriott City Center, 19:00

Tuesday, October 16th, 2018

Highlights from the last meeting

Visiting Rotarians:

Sammy Hsiao	RC Great Neck Long Island	USA
Christoph Wenner	RC Moscow	Russia
Herb Chiu	RC Fremont	Canada
Ralph Gladis	RC Bamberg	Germany
Kurt Haerri	RC Luzern	Switzerland
James Zhou	RC Hangzhou	China
Harry Wong	RC Suzhou	China

What an energetic dinner meeting! Still thrilled! Back to normal attendance of members, visiting Rotarians and friends we had a terrific night. We started by President Linnet asking to recite The Four Way Test divided in: ladies for the Chinese version, gentlemen for the Chinese version. Visiting Rotarians and guest were then introduced by Information Officer, David. During dinner time few announcements were offered by PE Terri: Sunday Brunch on Oct, 28th and Golf Tournament in aid of Youdao Foundation on Nov, 18th. Happy Money was led by Peter and Sophia. A very generous moment: the first to ring the bell was visiting Rotarian Ralph from RC Bamberg who donated for KBD specific cause, followed by PSR Frank Yih, Randal and visiting Rotarian Kurt in support of GOL. President Linnet donated a bottle of ice wine which went to Olivier Ye who did not keep it for himself and donated it to Sophia.

We did not forget our monthly stars, tonight well represented by Frank Yih and Frank Mulligan, Randal, David, Danny and Vivian: happy birthday!!!

Dinner attendance:

Members	24
Visiting Rotarians	7
Guests	9
<b>Total headcount</b>	<b>40</b>

Clue moment of the evening, Ignite. It was suddenly clear it was going to be very energetic. Alex started first by letting us exploring rock climbing world. Andy followed by tickling the audience with a psychological/philosophical discussion about what is "cool" and why not, "the coolest"! Last but not least, David. His presentation was extraordinary unexpected: how to survive Zombies invasion. If you did not attend the meeting, you "deserve to be eaten!"

Speakers were so good during Ignite that we ended 10 minutes earlier and we continued enjoying fellowship. We then ended by traditional toast by President Linnet, this time for safe trip and come back soon message to Rtn. Christian Rink who attended his last meeting with us before returning back to Germany. See you soon dear friend.

Happy money: 7,000 CNY



Rotary Ignite



Ride the Saddle

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On December 5, 1993, the People's Republic of China launched the world's largest National Immunization Day (NID) by then. In a 24-hour period, the world's most populous country immunized more children than in all of Asia and Africa. An estimated 100 million children received two doses each of oral polio vaccine at local immunization posts and health centers. Chinese President Jiang Zemin and several state leaders



President Jiang received a kiss after his hands-on oral vaccination to a girl. (Xinhua)

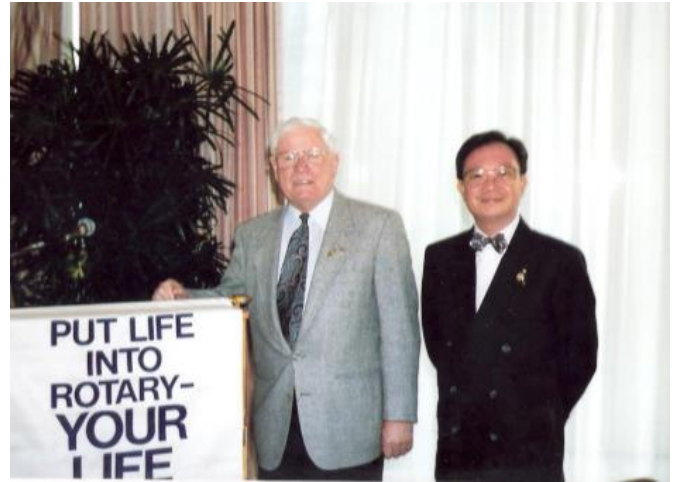
attended immunization sessions in Beijing, as well as in some cities of other provinces. According to a statement 1994 issued by the World Health Organization's (WHO) regional office in Manila: "The support from all sectors of the government and the public was tremendous. Rotary shares a considerable part of the credit for this success by providing vaccine for this NID as well as vaccine for last year's province-wide immunization days."

Rotary helped to support this milestone effort with a PolioPlus grant of US\$2 million. Japanese Rotarians were instrumental in helping fund the program, raising US\$750,000 in a grass-roots effort. (This was in addition to the amount raised in Japan during the PolioPlus Campaign.) Since there were no Rotary clubs in China Mainland, Japan's support was especially helpful. Moreover, Japan's government donated another US\$2 million, supplemented by US\$300,000 from the country's private sector. The Project story began in October 1989. The Rotary Foundation provided a US\$15 million grant to help fund construction of a polio vaccine manufacturing facility in Kunming, Yunnan Province, China. On October 8, 1992, groundbreaking ceremonies were held for what would become one of the largest polio vaccine production plants in the world. The event capped more than 5 years of planning and technical training. The building was a state-of-the-art facility that would produce 100 million doses annually – greatly increasing China's capacity to produce viable polio vaccine. The Netherlands' National Institute of Public Health and a Dutch engineering firm, the DHV Group, helped to design and built the plant. China's Ministry of Health supervised the construction. The award was administered through the World Bank since there was no Rotary club(s) available locally in the People's Republic of China.

Rotary's grant was the largest ever received by the World Bank from a nongovernmental organization. Also in the same month, the Rotary Foundation Trustees awarded China another PolioPlus grant of US\$1 million for supplementary immunization vaccine, followed by the above-mentioned US\$2 million grant for the national immunization days. Through UNICEF, Rotary also provided a US\$899,000 grant for personnel training in surveillance and laboratory work. The program has created 20 training centers and laboratories in China. In March 1992, 20 Chinese physicians and a computer specialist completed a six-week epidemiology workshop in Atlanta, Georgia, and the Centers for Disease Control and the Emory University School of Public Health, U.S.A. Upon returning to China, the physicians started preparations for conducting similar training programs for health workers in their respective areas. The Kunming Plant facility was integral to the effort to eradicate polio world-wide. It was to ensure that, for the first time, children in China would receive vaccine that met the standards set by the World Health Organization (WHO). China represents one fifth of the world's population and has about 23 million new born babies each year. As the world's most populous nation, China was critical to achieving the World Health Organization's goal of global eradication by the year 2000. (It was second only to India in number of polio cases.) China and 28 other countries in the Western Pacific Region had resolved to wipe out polio even earlier – by 1995. Only China and four other countries in the region – Vietnam, Cambodia, Laos, and the Philippines – still by then reported endemic polio. For a country that reported more than 5,000 polio cases in 1990 – more than 23% of all cases worldwide – this was a proud achievement. In 1992, China carried out supplemental immunizations in 25 of the country's 30 provinces, after a group of 30 Chinese health officials traveled to Brazil, Mexico, and Guatemala to observe how NIDs were conducted. In the first eight months of January 1993, a record low of 348 cases were reported. Preliminary reports for the historical first round indicated 90% coverage, which did not include house-to-house visits on December 7-8, 1993, to immunize children not reached earlier. Dr. E.G.P. Haran, Rotary's regional advisor for the PolioPlus program in Asia, was a member of a special advance team of 16 international experts who visited China to review preparations for the NIDs. They met with government officials, health personnel, and media to promote the program and strengthen support, and gave lectures and provided recommendations on different approaches to vaccinating children. Dr. Haran noted the great support and enthusiasm for Rotary. "There were banners everywhere welcoming us. Many people were aware of the efforts of Rotary and our health partners." Rotary was working with WHO, UNICEF, the U.S. Centers for Disease Control and Prevention, the Japanese government, and other organizations to help battle polio in China.



Dr. Haran explained that China's national immunization days were modeled after those that had been conducted so successfully in Latin America. "China's success shows that we can transfer the Latin American model to the other side of the Pacific." Dr. Haran said he was encouraged by China's progress. "The bold initiative of national immunization days is going to have a significant effect in creating a momentum in Asia. And without the support of Rotary, this massive immunization effort could not have been achieved on this scale." Additional national immunization days were arranged for 1994-95 and 1995-96. Since 1993, the country had vaccinated twice a year more than 85 million children on each day. During the first three years, China had made dramatic advances in working toward a polio-free world. Once a stronghold of the disease, China had organized some of the world's largest national immunization days (NIDs). The then International PolioPlus Committee Vice Chairman Herbert A. Pigman said the polio eradication program helped Rotary gain the trust and enthusiastic cooperation of the Chinese Government. "China did an excellent job in carrying out this massive public health initiative," said Pigman, noting that more than 160 million children were immunized, reducing polio cases from 10,000 in 1981 to 1,191 in 1992. In appreciation, China invited Rotary International Trustee Chairman Royce Abbey of Australia to observe the second round of polio immunizations conducted on January 5, 1994. Rotary Foundation Trustee Jiichiro F. (Frank) Nakajima of Japan and also from Japan Past District 2640 Governor Masami Hiraoka, the PolioPlus Task Force Coordinator for Asia, joined Royce in China. The team accompanied by WHO West Pacific officers visited Huizhou, Guangdong Province, to observe the local polio immunization. Royce Abbey reported that he personally administered polio vaccine to a number of infants. "We traveled some 100 miles (161 Km) by car on very busy roads outside the major towns to visit country areas. Immunization efforts were visible in all areas. We all agreed we were witnessing a major move toward eradication of polio in China." Thanks to Rotary's efforts, China, along with other countries in the Western Pacific Region, was declared polio-free in October 2001. The Project worth was totally amounted to US\$21.94 million, with a span of 5 years from 1989 to 1996. The first two rounds of immunizations were believed to be the largest preventive health campaigns ever conducted anywhere in the history of mankind. So far in the Rotary China History, to date, that was the largest Rotary's gift to and the Rotary Foundation Project in China. Moreover, it was also very exceptionally without a single local Rotary Club available in conducting and monitoring a project of such large scale, while the People's Republic of China was not yet a "Rotary Country".



Herbert K. Lau greeted Royce Abbey in Hong Kong, 1994 (The Presidential Class of 1988-1989)

**REMARKS:** (1) In October 1987, the author contributed US \$1,000 towards this Kunming Project. He was then the first time recognized as a Paul Harris Fellow.

(2) Coincidentally, this Rotary Gift to China happened to be, perhaps, the largest and/or the first foreign aid when most of the leading countries were "playing cool against China" after the "June 4th Tiananmen Issue" in 1989.

(3) Historical record of China Disabled Persons' Federation



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Banner Exchange



Happy Birthday Celebration



Other Happy Moments: The Four Eay Test, GOL friends, group photo saying "see you soon Christian!"

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Rotary recently learned that scammers have created multiple communication and social media accounts that impersonate RI President Barry Rassin, RI President-elect Mark Maloney, General Secretary John Hewko and perhaps other Rotary leaders. The communication accounts include or involve email, WhatsApp and Viber. The social media accounts have been on LinkedIn, Twitter and Facebook.

**These are not authentic Rotary communications. They are phishing and spoofing attempts to obtain money and personal information.** The perpetrators may attempt to convince Rotary members to send funds to support alleged Rotary causes.

Rotary monitors for and responds to these attempts as part of an ongoing effort to keep member, program participant, and staff data safe. We also work with LinkedIn, Twitter, Facebook, and WhatsApp to remove imposter accounts.

Neither President Rassin's, President-elect Maloney's, nor General Secretary Hewko's authentic accounts have been compromised.

Rotary members should continue to exercise caution: Disregard any suspicious message that offers money, requests money, or asks for your personal information. Avoid opening attachments or following links in suspicious messages. Pay close attention to the details of the email address and signature block to verify the sender.

If you receive what you believe to be a suspicious message from the president, general secretary, or another Rotary leader, please forward it to [fraudreport@rotary.org](mailto:fraudreport@rotary.org) and then delete it immediately.



Upcoming Events



Rotary Club of Shanghai 奕王之王 Super Pot Restaurant

## INVITATION SUNDAY BRUNCH

**VENUE**  
**SUPER POT RESTAURANT**  
 (AUTHENTIC CANTONESE CUISINE / DIM SUM)  
 STARTS WITH CAVA SPARKLING WINE

**OCTOBER 28, 2018 11:30-13:30**

**RMB 200/ PERSON**  
 (INCLUDES 30 AS HAPPY MONEY TO RCBS)

RSVP BY OCTOBER 25  
 YOU CAN PAY BY CASH, ALIPAY OR WECHAT.  
 CONTACT: TERRI LAU (WECHAT ID: TERRILAU)

ADDRESS: (SF, HUGE LIFESTYLE CENTER, NO.302, XUANHUA RD, CHANGNING DISTRICT, 长宁区仙霞路302号弘辉生活广场3楼307室)

### 2018 GGE Charity Golf Tournament 暨体育慈善高尔夫球赛

Sunday, November 18, 2018  
 10:30 to 20:30

Shanghai Agyle Mickelson International Club

RMB1,680.00 Include:  
 1. Hole Cards for 18 Holes  
 2. Green Bag  
 3. Award Dinner  
 4. Travel Expenses

RMB600.00 donation to support scholarship program for migrant children

2018年11月18日, 星期天  
 上午10:30至晚上8:30  
 上海耀莱宾来高尔夫球国际俱乐部

人民币1680元包括:  
 1. 球证  
 2. 球包  
 3. 颁奖典礼  
 4. 交通费

400元捐赠支持民工子弟助学慈善计划

Organized by GGE Golf & Country Club

Co-organizers: Rotary Club of Shanghai, 上海耀莱宾来高尔夫球国际俱乐部

**SOFITEL**  
 HOTELS & RESORTS

杭州索菲特西湖大酒店  
 HANGZHOU WESTLAKE

November 10th, Rotary Club of Hangzhou 2nd Annual Charter Event  
**2018年11月10日 杭州扶轮社第二届年度聚会**

Keynote Speaker: SR of Rotary China Richard Zi  
 演讲嘉宾: 扶轮社中国特别代表 Richard Zi

From 12pm, BBQ Buffet lunch at Sofitel Hangzhou Sky Garden including beverages.  
 12:00 杭州索菲特西湖大酒店空中花园自助BBQ (含饮料)

Lunch followed by Westlake Boat Tour.  
 午餐后西湖游船

Transfer from Hangzhou East Train Station to hotel departing 10:15am,  
 returning Hangzhou East 4pm and boat ride inclusive.  
 10:15 杭州火车站东车站乘火车前往酒店, 16:00酒店返回杭州东站 (游船人员可乘此车)

Price RMB 268 per person. Free T Shirt first 30 confirmations.  
 费用268元/人, 前30位报名成功后可提供免费T恤

Sofitel Hangzhou Westlake  
 杭州索菲特西湖大酒店  
 No.323 Westlake Avenue,  
 Shansheng District, Hangzhou, P.R. China  
 杭州西湖大道323号

# Happy Birthday OCTOBER

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
01 Richard Zhang	02	03	04	05	06	07 Daniel Tweer
08	09	10	11 Frank Yih	12	13	14
15	16	17	18 Danny Stoetzer	19	20	21
22 Thilo Koeppe	23	24	25 Oliver Ye	26	27	28
29 Michelle Jin Hua Li / David	30	31 Frank Mulligan	01	02	03	04

Club Information



**Contacts & Meetings**

The club meeting is a dinner meeting (by invitation only)  
 Tuesday 18:30 cocktails, 19:00-20:30 dinner  
 Marriott City Center 上海雅居乐万豪酒店  
 No. 555 Middle Xizang Rd, Shanghai 上海 黄浦区西藏中路 555 号  
 For details, contact the club administrator Vivian Huang at  
 email: [rsvp@rotaryshanghai.org](mailto:rsvp@rotaryshanghai.org)  
 phone: +86 19921418286  
 website: [www.rotaryshanghai.org](http://www.rotaryshanghai.org)



**2018-19 Presidential Theme: Back to Basic**

By RCS President, Linnet Kwok



Linnet Kwok – President

I want this year to focus on Rotary's core values, **Fellowship** and **Service**.

With fellowship we create good service projects and through service we develop long lasting friendships. They are intertwined.

The arrows represents fellowship and service crisscrossing each other. The arrows also form a globe as we are an international organization and an international club.

RCS has over 20 nationalities. To create fellowship we need members, more members to deliver service projects and more members to grow the club.

To grow the club we need to work on our youth and PR. Many people don't know us or think we are a group of old middle age Anglo Saxon males! On the contrary, we are very diversified.

**Basic Info of our Club**

First chartered on 1 October 1919  
 Rechartered on 8 February 2006  
 Number of active Members – 66  
 Honorary Members – 4

**Inclusion Factory**

Project

The Inclusion Factory gives meaningful employment and training to mentally challenged individuals under real market conditions.

**Careers in Care**

Project

Careers in Care tackles the issue of a growing aged population in China by teaching migrant workers to care for the elderly.

**"Gift of Life" – Heart Surgery**

Project

GOL provides life-saving operations their family cannot afford. Over 550 children with congenital heart defects have been saved under the programs executed by the Rotary Club of Shanghai.

**Preventing Kashin-Beck disease**

Project

The Kashin-Beck disease (KBD) is a neglected disease afflicting mostly poor areas of China and resulting in stunted growth, joint deformities and chronic pain.

**The Library Project**

Project

The Library Project has established over 1,800 elementary school libraries. It has put more than 1,200,000 Chinese language children's books into the hands of eager young readers.

**Officers & Board members**

- Linnet Kwok – President**  
[clubpresident@rotaryshanghai.org](mailto:clubpresident@rotaryshanghai.org)
- Tracy Hua – Vice President**  
[clubvp@rotaryshanghai.org](mailto:clubvp@rotaryshanghai.org)
- Tiziana Richiardi – Secretary**  
[clubsecretary@rotaryshanghai.org](mailto:clubsecretary@rotaryshanghai.org)
- Carsten Schmidt-Jochmann – Treasurer**  
[finance@rotaryshanghai.org](mailto:finance@rotaryshanghai.org)
- Terri Lau – President Elect**
- Motohiro Yamane – IPP**
- Rita Malvone
- Samuel Tung
- Adam McWirther
- Christian Kober
- Frank Mulligan

**Committees & Directors**

- Club Administration Committee:** Terri Lau  
[clubadministrator@rotaryshanghai.org](mailto:clubadministrator@rotaryshanghai.org)
- Membership Committee:** Sophia Slingerland  
[membership@rotaryshanghai.org](mailto:membership@rotaryshanghai.org)
- Service Projects:** Rita Malvone  
[service.projects@rotaryshanghai.org](mailto:service.projects@rotaryshanghai.org)
- Youth Service Committee:** Albert Khaoutiev  
[youth.service@rotaryshanghai.org](mailto:youth.service@rotaryshanghai.org)
- PR Committee:** Tracy Hua  
[pr@rotaryshanghai.org](mailto:pr@rotaryshanghai.org)
- Rotary Foundation:** Michel De Vriendt  
[rotary.foundation@rotaryshanghai.org](mailto:rotary.foundation@rotaryshanghai.org)
- Gift of Life (GOL):** Terri Lau  
[gol@rotaryshanghai.org](mailto:gol@rotaryshanghai.org)

- Fellowship:** Samuel Tung  
[fellowship@rotaryshanghai.org](mailto:fellowship@rotaryshanghai.org)
- Pagoda:** Tiziana Richiardi  
[tiziana.richiardi@hotmail.com](mailto:tiziana.richiardi@hotmail.com)
- RCS Centennial Anniversary:** Terri Lau
- Library Project:** Andrew Hill:  
[library.project@rotaryshanghai.org](mailto:library.project@rotaryshanghai.org)
- KBD Project:** Michel De Vriendt:  
[kashin.beck@rotaryshanghai.org](mailto:kashin.beck@rotaryshanghai.org)
- Inclusion Factory:** Thilo Koeppel:  
[inclusion.factory@rotaryshanghai.org](mailto:inclusion.factory@rotaryshanghai.org)
- RSVP:** Vivian Huang:  
[rsvp@rotaryshanghai.org](mailto:rsvp@rotaryshanghai.org)

## The Object of Rotary

THE OBJECT of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST The development of acquaintance as an opportunity for service;

SECOND High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service

## Rotarian Code of Conduct

The following code of conduct has been adopted for the use of Rotarians:

AS A ROTARIAN, I will

- 1) Act with integrity and high ethical standards in my personal and professional life
- 2) Deal fairly with others and treat them and their occupations with respect
- 3) Use my professional skills through Rotary to: mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
- 4) Avoid behavior that reflects adversely on Rotary or other Rotarians

## Rotary clubs in Shanghai

### Rotary Club of Shanghai West

Wednesday, 18:30-20:30

Location: Shanghai Pullman Hotel  
Address: No. 1 Pubei Road, Xuhui District

位置：上海中星铂尔曼酒店  
地址：上海徐汇区浦北路1号

Mandarin speaking

### Rotary Club of Shanghai Fresh Start

Friday, 7:45-9:00 am

Location: Naked Hub  
Address: 5/F, 89 Taixing Lu, near Nanjing Xi Lu  
地址：请带我去 泰兴路89号5楼, 近南京西路

For info or to attend:

<http://freshstartrotaryshanghai.org>

English speaking

### Rotary Club of Shanghai Pudong Lujiazui

Thursday, 19:00-20:30

Location: Grand Kempinski Hotel  
Address: 1288 Lujiazui Ring Road, Pudong

位置：上海凯宾斯基大酒店  
地址：浦东新区陆家嘴环路1288号

For info or to attend:

[secretary@rotarylujiazui.com](mailto:secretary@rotarylujiazui.com)

[www.rotarylujiazui.com](http://www.rotarylujiazui.com)

English speaking

### Rotary Club of Hongqiao

Saturday 9:30

Location: Grand Millenium Shanghai Hongqiao  
Address: 2588 Yan An Xi Rd, Changning Dist

Mandarin speaking

### Rotary Club of Shanghai Central

Tuesday, 12:00

Location: Grand Millenium Shanghai Hongqiao  
Address: 2588 Yan An Xi Rd, Changning Dist

Mandarin speaking

### Rotary Club of Shanghai Merlion

Every fortnight, Saturday, 12:00

Location: Grand Millenium Hotel  
Address: 2588 West Yan An Road, Pudong Dist

For info or to attend:

[admin-membership@rotarymerlion.com](mailto:admin-membership@rotarymerlion.com)

English speaking

### Rotary Club of Shanghai Elysee (satellite of e-club 9920)

1st and 3rd Mondays, 19:30

Location: Foie Gras & Épices  
Address: Room 5, Bldg A1, 309 Hankou Lu,

French speaking