

BUSINESS TIANJIN

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2012
MAR

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China, CBRE Group Inc

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Sunday Times

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For further details, please contact:

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▲ Chris Brooke, President & CEO, China, CBRE Group Inc, and Executive Managing Director, Consulting, Asia Pacific

CBRE Group Inc, formerly known as CB Richard Ellis Group Inc, has continued to push ahead to be at the forefront of the commercial real estate services market. China continues to be of great importance to CBRE and at the helm of their China operations is Chris Brooke, President & CEO, China, CBRE Group Inc and Managing Director, Consulting, Asia Pacific. Business Tianjin recently had the chance to ask Chris some questions regarding the Chinese market and things that might be coming in the future. [See P20](#)



◀ 2011 Amendments to the Foreign Investment

The New Foreign Investment Catalogue addresses the policies and priorities set out by the National People's Congress in the 12th Five-Year Plan of March 2011 and reflects the current industrial and macro-economic agenda of the country. Some of the new permitted industries and activities are also in accordance with PRC's commitments undertaken when it joined the World Trade Organization (WTO) in December 2001. [See P29](#)



◀ Mobile Marketing

Not so many years ago, the PC used to be the centre of all online marketing activities, but with the rapid development of mobile technology, this has shifted, and the way for Mobile Marketing has been paved. Mobile Marketing is communicating and interacting with customers via any mobile device, and it allows companies to target customers anywhere and at any time. It even allows companies to break through the advertising noise and reach customers with targeted marketing messages. To many marketers, this is almost too good to be true. [See P35](#)



Communication Methods can be Crucial! ▲

With the introduction of so many new communication tools, many just in the last few years, it is not surprising that we will need to adjust the way in which we converse. Communication has evolved from being formal and time consuming to the instant information sharing that most of us experience now, and with it the essence of interactions has been affected as well. [See P38](#)

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MARCH 2012



www.businesstianjin.com

MANAGING DIRECTOR

J. Hernan

gm@businesstianjin.com

EDITORIAL COORDINATOR

Richard Olsen II

coordinator@businesstianjin.com

SENIOR EDITOR

Wang Na

senioreditor@businesstianjin.com

Editorial Assistants

Amy Wang, Lena Wang

ea@businesstianjin.com

CONTRIBUTORS

Simon Bai, Sam Ragnarsson,
Manuel Torres, César González Palliser
Heidi Skovhus, Tad Miller, Stephen Zhang

PROOFREADER

Chris Wilson

GRAPHIC DESIGN

Li Kechao, Li Weizhi

design@businesstianjin.com

SALES & ADVERTISING

Zhang Danni, Julie Ling, Diana Han
sales@businesstianjin.com

MARKETING, EVENTS & PROMOTIONS

Jenny Wang

marketing@businesstianjin.com

PHOTOGRAPHERS

Wang Yifang, Lukas Birk

DISTRIBUTION

Tang Xiaoyan, Lei Hongzhi

distribution@businesstianjin.com

ADVERTISING AGENCY

InterMediaChina

advertising@businesstianjin.com

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Dear Reader,

By now, the noise ringing in our ears after the New Year's celebrations must surely be dying down and all the evil spirits have been driven away, giving us all a great start to the New Year. On top of that, the days are getting longer as March brings us the first whiff of spring with warmer winds and brighter days.

This spring will arrive during one of the most prosperous times for the people of Tianjin. In this issue, we have news of Tianjin having the fastest GDP growth in the whole of China, Amazon and IKEA are establishing their presence here with hundreds of jobs, and large scale projects like the St. Regis hotel late last year and now the Tianjin World Financial Centre are complete.

Chris Brook from CBRE gives us insight into the Chinese real estate market, which when all is considered, is still looking good in Tianjin. In our economy report, we also have good news amidst all the turmoil seen in other countries. China is on track for continued growth and not experiencing severe fluctuations, while continuing to watch Europe and the USA intensely to avoid mistakes that have happened there.

During Vice President Xi Jinping's visit to the USA last month, he was somewhat lectured by his American counterpart, Joseph Biden, to keep cooperation fair. In the Last Word section we speculate why there is still some way for the west to understand China when it comes to issues such as copyrights, and that maybe these debated topics are not so straight forward after all.

Even as many in the west continue to criticise the Chinese for controlling their economy, often with restrictions and new laws, Europe is looking toward China for help and support in their crisis. Premier Wen Jiabao has stated that China is ready to get more involved in the effort to resolve the European crisis, but in what form, has not been revealed as of yet. It will be interesting to see how that plays out in the coming weeks and months.

Clearly, Chinese officials are holding their economic cards close, but it should be noted that slowly and surely, China is opening up industries as we see in our special report on the newly updated Foreign Investment Catalogue.

China, and especially Tianjin, is by all accounts in a stage of well being and will be for the foreseeable future. It is the place to be and the place to do business. We look forward to bringing you more news and articles in the coming months. Remember our subscription offers and if you wish to contribute or speak with our editorial staff, be sure to send us an email.

J. Hernan

Managing Director

Business Tianjin



Welcome to our family clinics in Tianjin

At International SOS, your health and safety are our highest priorities. Since 1989 we have been servicing our members in China, with an Alarm Center in Beijing and four established family practice clinics in Beijing, Tianjin, Nanjing and Shekou. In November 2011 we expanded our services in Tianjin by opening a fifth clinic in TEDA.

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TIANJIN NEWS

The St. Regis Tianjin has been Awarded 2011 Luxury Boutique Hotel Best New Arrival in Tianjin

The St. Regis Tianjin, was honoured with the 2011 Luxury Boutique Hotel Best New Arrival in Tianjin award by Hurun Report at the 2012 Hurun Best of the Best Awards. What sets The St. Regis Tianjin apart from the other hotels in Tianjin is the new & unparalleled standard of flawless service, classic sophistication and modern luxury that has brought to this rapidly growing city. Since opened on 31 Oct 2011, The St. Regis Tianjin has been recognised as an iconic new landmark that is becoming Tianjin's most prestigious destination for business leaders, society trendsetters and discerning travelers. The St. Regis Tianjin is the only hotel in Tianjin offering butler service to all guests. Trained in the English tradition of service; at the ready to cater to individual requests, no matter how great or small at any hour of the night, St. Regis butlers provide flawless, personalised attention to each guest.

- Business Tianjin, 12 January

ZhongXin Tianjin Eco-city to Start Building Singapore Food City

Singapore Food City, another large business project of ZhongXin Tianjin Eco-city has begun construction. It is expected to be finished in the second half of 2013, and will become the international business food centre by providing dining, shopping and other services for the residents living in the Eco-city. The project location is based on the new Eco-city service impacts Binhai New Area, uses Singapore's food business model, brings together Chinese and Southeast Asian cuisine and well-known restaurant brands, introduces food and drink designer boutiques, all to create an international dining experience. According to report, in accordance with the overall planning of the construction timeline, 30,000 residents are expected to live there by 2013. After the completion of the project, it will attract many small and medium enterprises within the Singapore food and beverage industry in the Eco-city and provide life support services to Eco-city residents.


- Enorth.com.cn, 15 January

Tianjin Posts Fastest GDP Growth Rate of 16.4% in 2011



Billionaire hedge fund manager George Soros - who opted out of the game some time ago - is doubtful China's economy will chug along at a resilient pace again this year. "China's central government has released signals to help the public prepare for slow growth this year," Soros said at the World Economic Forum in Davos, Switzerland, yesterday. "Weak exports make it difficult to reach 8 percent GDP growth." Last year, China's economy grew 9.2 percent, compared with 10.4 percent in 2010. "The problem is how long China can keep the fast pace," Soros said. Eighteen of 24 provinces and four directly controlled municipalities which released last year's gross domestic product data reported lower year on year growth. Beijing reported the slowest growth of 8 percent.


- The Standard, 29 January



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
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Funds Face Tougher Conditions in 2012

China's private equity firms will face tougher rules and more difficulties in raising money this year, Zero2IPO Research Centre said. "A tightened supervision on private equity funds is expected to expand nationwide this year," the firm said in a report yesterday. Extending the regulations to the rest of the country will force some firms to start cleaning up their operations that may breach the new rules, the report added. In November last year, the National Development and Reform Commission, the country's top economic planner, expanded regulations on the equity investment market nationwide. Tianjin is the first city in China to clean up its equity market by setting up Tianjin Equity Investment Fund Center. China's private equity market boomed in 2011. According to Zero2IPO data, 323 new funds were launched in the mainland from January to November, a stunning growth of 204 percent from the total in 2010.

- *China.org, 31 January*

China Loses Trade Appeal Over Its Curbs on Exports



A World Trade Organization appeals panel ruled against China's efforts to limit the export of raw materials used in the steel and chemicals industries, a decision that could provide the U.S. and Europe with ammunition against similar limits on China's rare-earth exports. U.S. Trade Representative Ron Kirk on Monday called the WTO decision a "tremendous victory." Today's decision ensures that core manufacturing industries in this country can get the materials they need to produce and compete on a level playing field," he said in a statement. China pledged to scrap export controls when it joined the WTO in 2001. But under pressure to retain raw materials for domestic needs, Beijing has gradually restricted exports, defending its curbs on environmental grounds, saying it needs to conserve some of the materials and limit the environmental impact of the production of others.

- *Reuters, 31 January*

The Astor Hotel Wins "2011 China Travel Awards" - China's Best New Hotel



The Astor Hotel Tianjin was awarded "China's Best New Hotel" of the 2011 China Travel Awards by <TRAVEL + LEISURE>. The Astor Hotel is the only hotel which has its own museum to tell the story of its illustrious history. The hotel is arguably China's oldest hotel. This hotel is a 149-year old landmark in central Tianjin, and now is under the Starwood hotel and resort management group – the first Luxury Collection Hotel in China. The Astor hotel has hosted many global leaders and landmark events.

- *Business Tianjin, 31 January*

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CNOOC to Invest USD 300 Million in Isofoton Venture for China Solar

Cnooc Ltd. (883)'s battery unit invested USD 300 million in a venture with Spanish solar power company Isofoton SA to develop photovoltaic plants across Asia. Cnooc, China's biggest offshore energy explorer, will take a 51 percent stake in the Tianjin, China-based joint venture company through its Tianjin Lishen Battery Co. The entity will set up a 150-megawatt manufacturing plant and build power plants, said Isofoton Chief Executive Officer Angel Luis Serrano. Isofoton will own 49 percent and supply the technology. Isofoton, which furnished solar panels for the Spanish prime minister's official residence in 2007, is building a business developing plants and shifting its manufacturing to China after government subsidy cuts in 2009 gutted sales of its panel unit in Spain. Photovoltaic equipment makers are pinning their hopes on orders from China as Germany, the biggest market, reins in support for the industry. "We need to be in China not as a way to cut costs as the market is understood now but because there will be a real market," Serrano said at the company's Madrid office 31 Jan. "It's the right moment to be there."

- Bloomberg, 1 February

Amazon China Opens Tianjin Operations Centre

Amazon China announced today that it had opened its Tianjin operations centre - Amazon's 11th operations centre in China - to provide customers throughout Tianjin municipality with same-day delivery services. The company said it would increase its investment in warehouses and logistics this year, greatly increasing overall operations centre space around the country. The first phase of the Tianjin operations centre will cover more than 90,000 square metres, for a total - when combined with Amazon China's two major operations centres in Beijing - of more than 170,000 square metres of warehouse space in North China. The company has a total of nearly 500,000 square metres of warehouse space around the country, giving it Amazon's largest operations network outside the United States, and the largest operations network of any Chinese e-commerce company. Amazon China currently offers 5 million products in 28 categories, with cash-on-delivery service available for 1,500 cities, mobile phone-based POS payment in 50 cities, next-day delivery in 53 cities, and same-day delivery in 17 cities, including Beijing, Shanghai, and Guangzhou.

- Marbridge Consulting, 3 February

Saixiang Technology Wins USD 24.8M Indian Contract



Tianjin Saixiang Technology, a manufacturer of processing equipment for radial tires, won a USD 24.77 million contract from India's Balkrishna Industries to supply engineering tire molding machines and related products by February 2013, reports stcn.com, citing a company filing. According to Saixiang Technology, the value of the contract is equivalent to 30 percent of 2010 sales revenue, and the contract will have a positive impact on earnings in 2012 and 2013. Shares of the company rose 7.06 percent to close the morning session at CNY 10.92 per share.

- CapitalVue, 7 February





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Hong Kong Crowned at Snow Polo World Cup 2012 in Tianjin



Hong Kong defeated South Africa 7-4 to win the Fortune Heights Snow Polo World Cup 2012 on 12 Feb at the Tianjin Goldin Metropolitan Polo Club. Asia's first snow polo World Cup, which started on 4 Feb, saw 12 teams taking part with each side's handicap ranging from 14-16, thus making this international high-goal tournament one of the largest in the world. Argentina, Australia, Brazil, Chile, France, England, Hong Kong, India, Italy, New Zealand, South Africa and the United States competed in the event, hosted by the Equestrian Association of China and the Federation of International Polo. Hong Kong scored six goals in the first three chukkas of the final, leaving South Africa's rally in the fourth chukka in vain. In the third-place playoff, England edged Argentina 8-7.

- China Daily, 14 February

Lenders in Tianjin Cut Back on EU Exposure

Chinese banks and companies in the northern port city of Tianjin have cut their exposure to Europe as the Eurozone debt crisis festers, Financial News reported on Tuesday. In a recent survey of 53 banks and 15 firms done by the local foreign exchange regulator, 11 banks said they had cut or stopped trade finance for European countries with high debt risk, suspended derivatives business with European banks, and cut or stopped lending to foreign peers, particularly those from Europe, the newspaper said. They also reduced the issuance of euro-denominated wealth management products as a weakening euro resulted in negative earnings last year. The pullback by Chinese companies comes as European leaders have appealed to the Chinese government to support debt bailout funds. Although Chinese leaders have expressed confidence in European nations, they have also refrained from making firm financial commitments, urging Europe first to take further steps on its own.

- Reuters, 7 February

Tianjin to Offer Slice of Home to Americans



San Francisco's Chinatown provides visitors and residents with Oriental culture and charm in the United States. Tianjin hopes to do the same, but with an American feel. China's first American Town will be built and developed this year in the tourist zone of Binhai New Area. "In the future, people can experience genuine US culture and lifestyles in Tianjin," said Zhang Jiguang, chairman of Tianjin Binhai Tourist Zone Investment Co Ltd. American Town will be designed and constructed by US companies in a traditional US style. Visitors will have the chance to taste American food, watch films, which will be showing in the US at the same time, enjoy shopping services and high-end healthcare.

- China Daily, 15 February

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Central Government Pushes Raise of Minimum Wage Throughout China

China's government promised Wednesday to raise minimum wages by 13 percent a year through 2015 and to launch measures to generate 45 million new jobs. Communist leaders face pressure to spread China's prosperity more widely and narrow a yawning gap between a wealthy elite and the poor majority. Beijing froze wage rates to help companies stay afloat after the 2008 global crisis but has boosted minimum pay in many areas over the past two years following worker protests. Wednesday's Cabinet announcement promised tax breaks and loans for small employers and for jobless workers who want to start their own businesses. It covers the period of the Communist Party's five-year development plan that took effect in 2011. The announcement said 25 million urban workers need to find jobs each year and millions of people in the countryside are moving from farm work to other employment.

- *Business Asia*, 9 February

FINANCE

China to Continue Crackdown on Hot Money Inflow

China will continue to crack down on illegal cross-border capital flow this year in an attempt to protect the country's economic and financial security, the country's top foreign exchange regulator said. The State Administration of Foreign Exchange (SAFE) investigated 3,488 cases of foreign exchange irregularities in 2011, and confiscated a total of CNY 503 million (USD79.59 million) in illegal funds, more than twice that collected in the previous year, the organization said. SAFE has investigated 17 major cases that allowed illegal cross-border capital to flow into the property and financial markets, which involved CNY 19.3 billion, according to SAFE. In the past year, SAFE has also cracked down on illegal private banks, Internet-based speculation in foreign exchange, and illegal foreign exchange trading.

- *Xinhua News*, 30 January

China's Factories in Strong Start to 2012

The Chinese manufacturing sector has made a surprisingly strong start to the year, with domestic orders cushioning the impact of Europe's debt woes, according to an official survey. The purchasing managers' index (PMI), an important gauge of factory growth, rose to 50.5 in January from 50.3 a month earlier. In remaining above 50, the PMI indicated an expansion in industrial activity that confounded forecasts for a decline. The sub-index measuring export deals fell but Chinese factories noted an increase in their domestic business, as the world's second-largest economy remained robust despite the government's sustained campaign to cool the property sector. "The Chinese economy has gradually stabilised. The rise in new orders and raw material inventories reflects a recovery for industrial companies," said Zhang Liquan, an analyst with the China Federation of Logistics and Purchasing.

- *Financial Times*, 1 February



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BP Gets OK for Deepwater Gas Exploration



BP PLC has obtained approval from the Ministry of Commerce to explore in the South China Sea in what will be the company's second deepwater project in China. BP last week received a green light to have a presence in a gas field known as block 43/11, Chen Liming, President of BP China, said on Tuesday. The China National Offshore Oil Corp operates the field. Chen said BP will have a roughly 40 percent stake in the block during the exploration period and a 20 percent share when the project has moved into production. The ministry's approval was the final official step needed before the project can begin. Chen did not say when the exploration will start. BP and CNOOC signed a cooperation agreement for the project during Vice-Premier Li Keqiang's visit to London in January.

- Xinhua News, 16 February

LAW & POLICY

China's Diplomacy Tested in Sudan Kidnap Drama

The Chinese government has approached newly created South Sudan to help negotiate the release of Chinese captives held by rebels in neighboring Sudan, said a South Sudan official, an unusual diplomatic move that risks complicating China's ties with two resource-rich African nations. The move highlights the thorny terrain Beijing must negotiate as it steps out more on the diplomatic stage. The hostage drama comes after China had emerged as a chief negotiator in an oil-transit dispute between the two Sudan's—an unfamiliar role for a country that has stuck to a policy of noninterference in other countries' affairs, yet one analysts say it will have to increasingly take on as its economic clout grows. China, through its representatives in Sudan's capital Khartoum, asked the South Sudan government Wednesday to mediate the release of 29 hostages held by the Sudan People's Liberation Movement-North. The Chinese "have made an approach," said the South Sudan official. "They want our government to help."

- Reuters, 3 February

China Tightens Limits on Imported Shows on TV

China's television broadcasters will be limited in the number of imported series they can show, the government has announced, as China continues to try to rein in foreign influence. Under the new rules, no foreign TV series may be shown during the prime-time hours of 7 p.m. to 10 p.m. and overseas-produced shows "could take up no more than 25 percent of total programming time each day," the State Administration of Radio, Film and Television said late Monday. It also said domestic channels would not be allowed to show too much programming from any one country or region, but did not elaborate. The move comes in a politically sensitive year for China, with a planned change of leadership, and after President Hu Jintao said the Communist Party needed to get a firmer grip on Chinese culture. In early January, Hu told Communist Party members that hostile forces abroad were trying to westernise and divide the country with their cultural influence and that officials must remain vigilant against such efforts.

- CBS News, 14 February



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BUSINESS TIANJIN

LOGISTICS

China 'bans' Airlines from Joining EU Carbon Tax Scheme

China has "banned" all airlines in the country from joining the European Union's Emissions Trading Scheme (ETS) aimed at cutting carbon emissions. The authorities have also barred the airlines from increasing their fares or adding new charges for the scheme. The ban comes just weeks after the China Air Transport Association said its members did not support the ETS. The scheme, implemented from 1 January, levies a charge on flights in EU airspace based on carbon emissions. The scheme has come in for severe criticism not just from China but also from other countries such as the US and Canada. China has claimed that the plan could cost Chinese airlines EUR 95m (USD124m, GBP 79m) in extra annual costs. Analysts said that given the global economic conditions and an uncertain outlook for the travel industry, airlines were wary of the scheme hurting their profits. "The sector is already facing quite severe challenges," Chris De Lavinge of Frost & Sullivan told the BBC.

- BBC, 6 February

Boeing Forecasts USD 1.5 tn Growth for Asia-Pacific Market



Boeing has said it expects Asia-Pacific airlines to lead the growth in the global aviation industry as the region's economies continue to expand. Boeing said it expects the region's carriers to order planes worth USD 1.5tn (GBP 950bn) over the next 20 years. The plane maker has forecast that air traffic in the region will grow by 6.7% per year during the same period. Countries such as China and India are among the world's fastest-growing economies and aviation markets. Boeing said it expected growth to come from the air cargo market as well as passengers. "Our forecast bodes well for the Asia-Pacific region, which will continue to be a leader as economic growth drives a tripling of traffic and a near doubling of the world freighter fleet over the next two decades," said Jim Edgar

of Boeing. The region's growth has seen the rise of a more affluent middle class with higher disposable incomes that has resulted in growing demand for air travel.

- BBC, 14 February

China Car Sales Tumble 24%, a First in 7 Years



China's monthly passenger-vehicle deliveries fell the most in more than seven years after an earlier-than-usual Lunar New Year holiday season deprived dealers of a week's worth of sales. Deliveries of passenger automobiles, including multipurpose and sport-utility vehicles, dropped 24 percent from a year earlier to 1.16 million units last month, the China Association of Automobile Manufacturers said in a statement yesterday. Sales were projected to drop 18 percent, according to the median of a Bloomberg News survey of five analysts who predicted declines ranging from 8.5 percent to 30 percent. The slump follows Chinese government estimates that holiday sales at the nation's main retailers and restaurants rose at their slowest pace since the 2009 financial crisis, adding to signs the world's second-largest economy is cooling.

- Bloomberg, 10 February

TELECOM & TRANSPORTATION

Lenovo Posts a 54% Rise in Profits as Sales Jump

Lenovo, the world's second-largest maker of PCs, has reported a 54% rise in profits on overseas acquisitions and a jump in sales. Net profit rose to USD 153m (GBP 96.8m) in the three months ending 31 December. Last year, it overtook Dell to rank second behind Hewlett Packard in global PC sales. Beijing-based Lenovo has seen strong growth in recent years due to expanding sales in China, as well as acquisitions in markets such as Germany and Japan. The company warned of hurdles to come in the coming months. "Although challenges to worldwide PC demand remain, such as the pace of global economic recovery and the on-going debt crisis in Western Europe, and even a

hard disk drive supply shortage and cost increase, Lenovo remains optimistic that its growth momentum will continue," it said in a statement.

- Reuters, 9 February

China's Alibaba Raising USD 3bn for Yahoo!

Chinese online commerce giant Alibaba plans to borrow USD 3 billion to buy back the stake Yahoo! owns in the company, a report said Thursday, as the struggling US Internet firm overhauls its Asia holdings. Alibaba, whose Hong Kong shares were suspended from trading on Thursday, is raising money from six banks and the loan is expected to be finalised this month, the Wall Street Journal said, citing unidentified sources. Alibaba gave no reason for the trading halt and its spokesman John Spelich declined to comment when contacted by AFP. The report comes after Yahoo! on Tuesday announced a boardroom shakeup to breathe fresh life into the Internet firm that has been struggling to re-invent itself and appease disappointed investors.

- Reuters, 10 February

Tech Firm Says Applications Will Be Available for Download Again

The Chinese Internet security provider Qihoo 360 Technology Co Ltd said on Tuesday that its products, which were removed from Apple Inc's online store, will be available for download again in the next few days. At least seven of Qihoo 360's applications - including anti-virus software for mobile phones, a product that the company says is used by more than 70 million people in China - were removed from the App Store on Saturday after Apple saw those products had received abnormal ratings from users, the company said, citing an official response from Apple. Qihoo 360 said it is trying to discover the source of these abnormal ratings and did not directly deny accusations that it was the source. The company also contested allegations that its products have security flaws, saying they are groundless. "The applications will be available for download at Apple's App Store in the next 48 to 72 hours," Qihoo 360 said, adding that it does not need to modify the removed applications, also known as apps in the technology sector.

- Bloomberg, 10 February

GENERAL

China's Festival Holiday Boosts Retail



China's retail sales for the week-long Spring Festival holiday rose 16.2 percent year-on-year, boosted by a variety of promotional events, data from the Ministry of Commerce (MOC) showed on 28 January. Shops and restaurants across the country pocketed CNY 470 billion (USD 74.4 billion) in sales volume, with that of clothes, jewelry and foods up 18.7 percent, 16.4 percent and 16.2 percent respectively, the MOC said. The increases came as businesses rushed to take advantage of the nationwide shopping spree during the week-long holiday by launching many promotional events featuring the Dragon Lunar New Year. The Spring Festival, or Chinese Lunar New Year, which fell on 23 Jan this year, is traditionally a time for family reunions in the nation. Businesses experience a boom during the period as people swarm to shops and restaurants.

- Xinhua News, 29 January

China to Cut Major Pollutant Emissions by Over 30% by 2015

China has set a goal of reducing its major pollutant emissions by more than 30 to 40 percent by 2015 in its 12th five-year plan (2010-2015) for environment protection, according to a Wednesday report in the People's Daily newspaper. Compared with the 11th five-year plan, more indicators, greater pressure, stricter requirements and much higher investment needs are featured in China's latest environmental protection outline, issued by the State Council, or China's Cabinet, an unnamed official with the Ministry of Environmental Protection said in the report. The outline specifies 7 major indicators, with ammonia nitrogen and nitric oxide added as two new indicators, the official said. The plan calls for ammonia nitrogen and nitric oxide emissions to be cut by 10 percent by 2015, while chemical oxygen demand (COD) and sulfur dioxide emissions should drop by 8 percent, the report said. COD and sulfur dioxide emissions dropped by 12.45 percent and 14.29 percent, respectively, from 2005 to 2010.

- Xinhua News, 1 February

China Home Prices May Fall Up to 15% as Growth Sags

Chinese home prices may fall as economic growth decelerates and income gains lag development, said panelists at the Bloomberg Link China conference. "I don't think China's going to blow up, but prices are ahead of affordability," Sonny Kalsi, a founder of GreenOak Real Estate and former Global Co-Head of Property at Morgan Stanley, said at the panel discussion in New York today. "At a minimum, it will take some time for growth to catch up to valuations. On the less generous end, we could have real price declines of 10 to 15 percent." China's real estate market is caught between diverging goals of the central government and province heads and local mayors, according to the panelists. The central government has been trying to restrain speculation in housing, while local officials encourage development, they said.

- Bloomberg, 2 February

China Ready to Increase Salaries



Over 80 percent of the employers in China expect to increase the salaries of their employees by more than 6 percent this year, according to the results of a recent survey. The 2012 Hays Salary Guide released on 6 Feb showed that employers in Singapore expect to give their employees an average salary increase of between 3 percent and 6 percent in 2012. About 44 percent of the employers in Singapore increased salaries last year between 3 and 6 percent. Another 21 percent gave an increase of more than 6 percent. However, 28 percent of employers gave increases of less than 3 percent, while the final 7 percent gave no increase at all.

- Xinhua News, 8 February

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Numbers

17

Trip Taobao.com studied consumers, including Tianjin citizens, travel consumption habits. Statistics show that among the surveyed people, Tianjin citizens' consumption ranks 17th.

7,500

IKEA Group, the world largest home supplies retailer, opened to consumers in Tianjin on 10 February. It is also the 10th IKEA shopping centre in China, offering more than 7,500 household goods.



3,000

By the end of this year, a digital law enforcement system in Tianjin will be put into operation. About 3,000 cameras will be used to monitor the urban environment and uncivil behaviours. At the same time, it will also assist with the supervision and management of the city by law enforcement.



1,804

At present, the total number of museums in China has reached 3,415, among which 1,804 are free and open to the public.

5

This year, the central business district will fully support SME development. The establishment of a special fund is one of the ways to support scientific and technological enterprises, and the largest research and development grants will be CNY 5 million.

11

Binhai New Area has promoted the rapid development of its tourism industry. In 2011, the amount of visitors reached 11 million with associated tourism revenue of CNY 5.5 trillion.

4,000

The 8th grand Music Firework Party was held in Beichen District. The total cost of the party was more than CNY 1.5 million, and resulted in the launch of 4,000 fireworks.



26

More than 26 countries such as China, The United States, Russia and India will have a conference on 21 February in Moscow, to discuss the solution to the EU aviation carbon emission trading system.

1.37

The biggest pizza in Los Angeles has a total area of 1.37 square metres and is sold at a price of USD 199.99.



65

A hound named Harper has the two longest ears in the world. The left ear is about 31cm long, while the right ear is about 34cm in length. The total length of both ears is 65cm.



300

This year, Tianjin will focus on improving residents' living environments. A project to enhance 300 old communities will be implemented.



Turning Point Battle Triggered by Weixin

Digital Business Times, Feb 2012

If during the PC internet age, social network websites like Renren or Kaixin can hardly compete with Tencent QQ, during the mobile internet age, the emergence of Micro message (Weixin) has turned the tables.



During 2012 Spring festival, more and more people did not use ordinary text messages to pass on their blessings, instead they used Weixin to send a voice message. Weixin is starting to become a major social networking tool. How could such a small mobile instant communication tool trigger a new battle for reallocating social networking patterns? Mobile internet is based on interpersonal relationships. It has a foundation developed within social networks. This feature is the biggest difference from traditional PC-based internet. Also, this is why it could arouse a fierce competition in the social networking world.

There's nothing that could let us better know about one's social network than through one's mobile phone. Everyone's mobile contact list is a readied social network map. Plus, it's a powerful relationship grid linked with all a person's friends and potentially even more powerful than QQ.

2012 Commodity Prices

New fortune, Jan 2012

The outlook for commodities prices in 2012 is less than satisfactory as the commodities markets will face dramatic changes in 2012. The only aspect for sure is that commodity prices will be subject to multiple fluctuations.



Even though it is near the beginning of a new year, the prediction for commodity prices is scaring many people. The European debt crisis, cooling Chinese economy and other reasons all could drag down the prices of commodities in the first half of 2012. China's demand slump will also influence global tendencies. The 2012 Chinese economic outlook is led by the performance of exports and the real estate market. Europe accounts for 17% of Chinese export figures. However, European 2012 GDP is predicted to decline 0.7%. Under such circumstances, the best performance of Chinese export growth is to remain the same as last year's figure. On the other hand, with the declining of real estate market, the credit status of small real estate enterprises is tight or under pressure, which in turn will cause housing starts to decrease by 10%. Both sides will greatly influence Chinese demand, with this influence passing on to the global commodity system.

Even though general demand will weaken, those items such as thermal coal, corn, potash, copper and crude oil will still be in great demand.

The 2012 investment market will remain active. Policies are crucial to investment and also the hardest to predict. Regardless of those, how to use the opportunity of seasonal aspects, to hold at the right time and to understand relative structural advantages are the keys for achieving a rewarding result.

Being in Compliance: An FIE Guide

China Briefing, Jan/Feb 2012

Being a foreign invested enterprise (FIE) in China comes with special rules and regulations. As the new year begins, FIE's are required to go through special procedures to verify their income and taxes for the previous year. These procedures vary based on the structure of the enterprise or whether the enterprise is actually an individual investor. However, the process generally involves three different steps with the first two being somewhat similar in nature and only the third step varying.



The first step of the process involves an audit of the financial documents for the previous business year, which is often the calendar year. After the documents have been verified, normally by a licensed accounting firm, the FIE can move to step two. The second step involves the filing of taxes and payment of any taxes owed on income from the previous year's earnings. The third step involves an inspection or filing a report with the Administration of Industry and Commerce. Normally, these steps should be completed by 31 May.

It's important for FIE's operating in China to understand the extra regulatory paperwork that goes along with doing business here as even slight missteps have the potential to cost a FIE thousands of CNY in fines.

The Chinese Challenge from U.S. Competition

Harvard Business Review, March 2012

China has experienced unparalleled growth since embracing market oriented economic policies. With cheap labour, government controlled land, and imported technology, China has bolted to the number two position of national economy size by GDP. But how long can China's amazing growth story last? Rising costs for most manufacturing inputs, labour, energy, and raw materials is slowly starting to derail the growth train. With an inability to raise prices in a buyer's market, the Made-in-China label is quickly losing any advantage it previously held.



This problem can be simply addressed by looking at the packaging for an iPhone: "Designed by Apple in California, Assembled in China". While China can out manufacture most countries, the Made-in-China label fails to say "Designed in China." Another item that helps to inhibit the creation of products in China is the rampant piracy found throughout the country. R&D no longer can yield worthwhile returns when any new product will simply be copied and sold for a lower cost by a less scrupulous competitor. For China to continue to grow, it will need to find its way in terms of protecting intellectual property and rewarding those innovators. Once this is done, China will make the final strides to truly compete with other countries in all business areas and not just as a low cost manufacturer.

March Chinese Economy Report

By J. Hernan

Keep things in perspective: China's USD 1.4 trillion GDP growth in 2011 and 2012's growth trajectory deserve more news headlines than the troubles of Greece.

For the past two months with the beginning of 2012, much of the global market has been consumed by the latest news about the Greek debt restructuring and their economic policies. Before we examine the latest developments of China's domestic economy, here are a number of relevant points that Business Tianjin readers should understand about China's largest export market and the problems it faces.

The relevance of the Greek economic problem is the precedent it may set for other so-called developed nations for debt restructuring as well as the future of the European Monetary Union (EMU), explains Jim O'Neil, Chairman of Goldman Sachs Asset Management.

In fact, the fiscal deficits and debt of developed countries such as the UK, US and Japan are much worse than the average of the Euro area.

With respect to the EMU, there is a more interesting point made by Quentin Peel of Financial Times. Peel argues that German Chancellor Merkel may push for not only a fiscal union of the EMU in the short term, but also for a political union in the long term. Despite the remarkable challenge this long term plan faces, the likely path of the EMU is towards more integration rather than a break-up of the EMU due to Greece's economic problems.

To keep things in perspective, Greece's economic problem by itself is miniscule compared to the remarkable growth of China. China recorded USD 7.3 trillion annual 2011 GDP despite its slower growth rate in Q4 of 8.9%. In just a year, China's economy grew by USD 1.4 trillion and China's economy is now about twice the size of Germany's and more than 10% of global GDP. Greece's economy is somewhere between USD 300 to 350 billion. China created the equivalent of another Greece every 11 weeks in 2011, two new Turkish economies, one-half of a new UK, or 80% of a new India or Russia according to O'Neil.

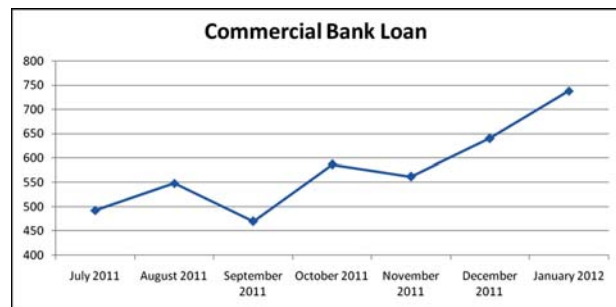
Furthermore, China managed to improve the balance of economic growth in 2011 despite many hurdles: a global economic slowdown, increasing trade protectionism, a rise in domestic production costs, accelerating appreciation

of the CNY and other unfavourable factors according to China Daily. Import growth of China was 4.6% higher than export growth and general trade grew by 29.2% compared to processing trade that grew by 12.7%. Furthermore, it is clear that the faster growth rate is moving to the west and north of China, adding to the balanced growth of China as a whole.

Beijing sends a strong signal on monetary policy fine-tuning

New CNY loans and money supply growth in January fell well below economists' estimates. Despite the distortion in data due to the Lunar New Year effect, it reflects a cautious stance by policy makers over loosening policy.

Chinese financial institutions extended CNY 738.1 billion of new loans in January, an uptick from CNY 640.5 billion in December, but well below expectations for CNY 1.0 trillion in a median survey of 16 economists polled by Dow Jones Newswires, data from the People's Bank of China showed.



Every year it is difficult to exactly pinpoint to what extent data is distorted by the Lunar New Year because it reduces the number of working days in January when banks can extend loans.

China's new loans usually surge at the beginning of the year, as banks have historically made a majority of their loans to clients in the first few months of each year to avoid losing quotas issued by regulators or facing abrupt policy changes, according to Dow Jones Newswire. New loans in January 2010 stood at CNY 1.39 trillion, compared with CNY 1.62 trillion in 2009, when Beijing was pushing ahead with a major stimulus program to offset the effects of a global financial crisis.



In response to this serious drop in demand for loans, the People's Bank of China (PBoC) cut the reserve requirement ratio (RRR) by 50bp in late February. After this cut, effective as of 24 Feb, the RRR for large banks and small and medium banks have been 20.5% and 18.5% respectively.

The decision is part of Beijing's efforts to engineer a soft landing for the economy as growth slows while inflation remains stubbornly high, wrote Financial Times.

"Both the pressure of growth moderation and that of price rises exist at the same time," Jin Qi, assistant to the PBOC governor, said according to a press release. "The overall tone of the monetary policy will stay prudent."

The PBOC announced its first RRR cut in three years in late November, reversing course from a series of six ratio increases last year. Many observers had expected another cut before the Lunar New Year in late January, but the bank used open-market operations instead to supply banks with short-term funds according to Financial Times.

"The delay in action appears to reflect a lack of consensus on the pace of economic slowdown and the impact of liquidity easing in the advanced economies," said Citigroup in a research note.

China's gross domestic product grew by 9.2% last year. However, the growth rate dropped to 8.9% in the fourth quarter, the slowest rate in 10 quarters, and is expected to slow further in the current quarter.

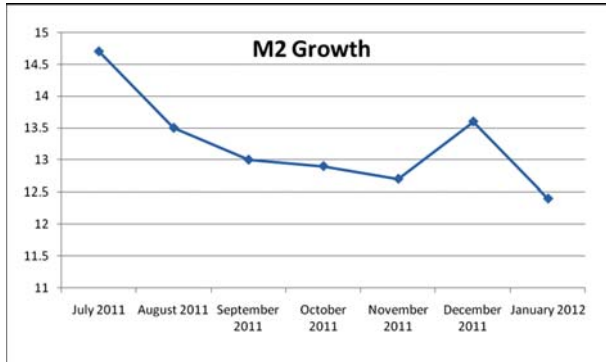
"Despite January's spike in CPI, Beijing policymakers clearly believe that the balance of risks for the economy is still biased towards growth risk," said Qu Hongbin and Sun Junwei, economists at HSBC, in a research note. "This reserve ratio cut is a much needed move to maintain liquidity and boost growth."

HSBC's economists said they expected bigger new loans and at least two additional 50bp reserve ratio cuts in the coming months. "Interest rate cuts will remain a secondary monetary policy tool of choice. We only look for a 25bp interest rate cut when headline CPI falls below 3%, likely towards the middle of the year."

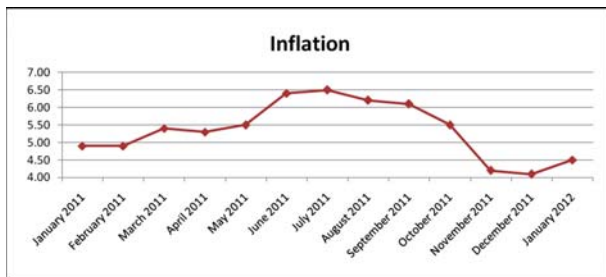
However, some disagree. "Markets should not take this RRR cut as a sign of a bigger monetary easing," said Ting Lu, China Economist at Bank of America Merrill Lynch. "We believe the RRR cut is merely part of the ongoing fine-tuning which was started in October 2011."

China's broadest measure of money supply, M2, was up 12.4% at the end of January from a year earlier, lower

than the 13.6% rise at the end of December, and below economists' expectations for a 13.8% rise.



Inflation in China accelerated unexpectedly in January due to higher food prices during the Lunar New Year holiday. The consumer price index rose 4.5% from a year earlier, up from a 4.1% rise in December and above economists' forecast of a 4.1% gain.



The pick-up in inflation breaks a five-month trend of moderating price increases, raising concerns that Beijing may not be able to loosen policy aggressively to support growth according to Financial Times.

However, economists expect inflation to resume its moderating trend, and with economic growth slowing, the central bank is likely to have more scope for policy easing.

Companies and commodities market react to Chinese economic outlook

In recent years, Western companies hastily expanded into China in hoping to offset slowing European and US sales. However, these companies are faced with numerous sets of domestic economic problems and have started to realize that China is not the ultimate cure for sales growth.

In October 2011 ABB, the Swiss electrical engineering group, observed weaker demand for its power systems and process automation technology in China, where overall orders declined by 5% in the third quarter.

Now, as European and US industrials have begun reporting their latest quarterly figures, more companies have expressed caution on the short-term outlook in China according to Financial Times.

Siemens, the German industrial bellwether that makes everything from trains to gas turbines and medical diagnostic equipment, warned in January that Chinese orders had declined by 16% to EUR 1.4 bn in its fiscal first quarter, due primarily to weakness in industrial automation – a technology that is typically one of the first to register a slowdown due to short lead times.

In the US, Caterpillar, the manufacturer of construction and mining equipment, said it had also seen a drop in sales of new machines in China last year, although it had gained market share.

Other western companies have not yet suffered a slowdown at all. Growth in Chinese car sales slowed last year after the government withdrew tax incentives for small-engine cars. However, premium carmakers such as BMW and Volkswagen's Audi were among foreign companies that continued to enjoy record sales, boosting suppliers according to Financial Times. Meanwhile, retail sales have remained robust. Apple said Chinese demand was "staggering" and "off the charts".

Analysts believe western industrials should have few troubles withstanding a couple of quarters of slower growth, and with an average of about 10% of Chinese sales, exposure remains limited according to Financial Times.

Investment is likely to pick up this year if China, as expected, eases monetary policy further to support the economy. However, some economists believe the dynamics of the Chinese economy might change, meaning foreign industrials that profit from the country's growth will have to change too. China's property boom, for example, may become a thing of the past, explains Financial Times.


"China has no choice but to switch from an investment-driven, to a consumption-driven economy. Infrastructure, construction, and mining-related industries should see their growth rates wane accordingly," according to Société Générale research.

Increases in wages will encourage greater industrial automation in China, and China's growing elderly population will require greater spending on medical equipment, the Société Générale report noted.

While western companies are experiencing a temporary slowdown of continued sales growth, the commodities market is performing well giving positive expectations for China's economic outlook. Metals recorded their best monthly performance in January since December 2010, with the basket of London Metal Exchange futures rising 10.9%, led by a 26.5% surge in the price of tin.

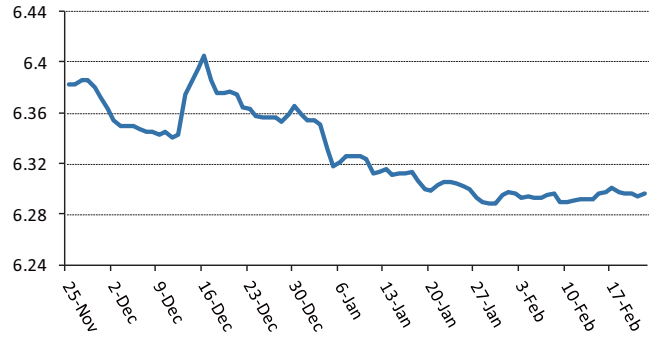
The rally in prices has reawakened talk of copper reaching USD 10,000 per tonne, a level briefly exceeded amid last February's optimism, but which looked increasingly unlikely as prices tumbled to a low of USD 6,635 per tonne in October. Since the start of this year, the red metal has risen 11% to trade on Wednesday 1 February at USD 8,440 per tonne.

The rise in copper, a bellwether for global industrial production thanks to its widespread uses in construction and manufacturing, underscores a shift in perceptions about the global macroeconomic outlook in recent weeks. The rally in metals has also lifted sentiment towards the mining industry, with the FTSE European mining index rising 17.4 percent since the start of the year.

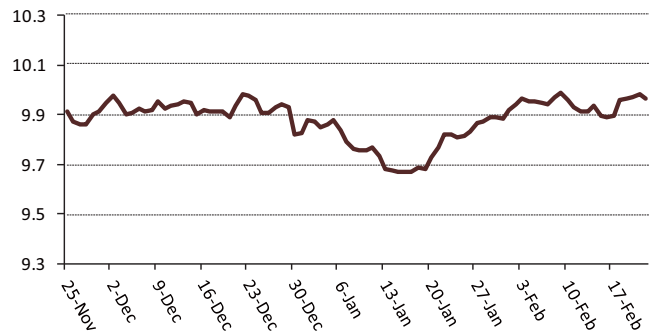
Looser monetary policy in China has encouraged Chinese industrial companies to import record amounts of copper in December 2012. As the EMU debt crisis fear dissipates for now by the emergency action from the European Central Bank, we will likely see a pick up in the commodities market. 

Three-month CNY trends

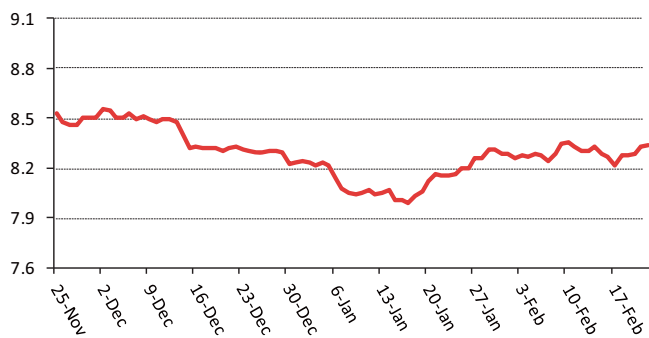
CNY vs USD



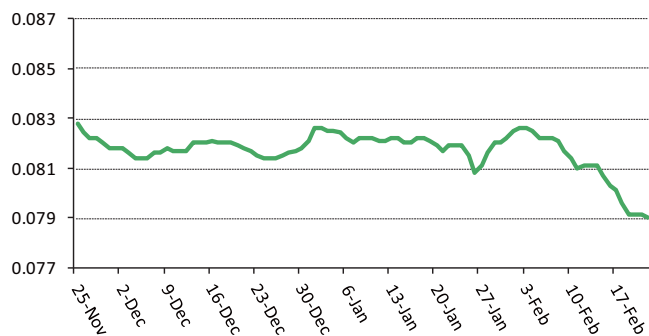
CNY vs GBP



CNY vs EUR



CNY vs JPY



Fortune Rising

Interview with Chris Brooke, President & CEO, China, CBRE Group Inc, and Executive Managing Director, Consulting, Asia Pacific

CBRE Group Inc, formerly known as CB Richard Ellis Group Inc, has continued to push ahead to be at the forefront of the commercial real estate services market. By revenue, CBRE Group Inc occupies the number one spot within the industry, and in 2011 broke into the Fortune 500 being named #440 on the list. China continues to be of great importance to CBRE, and at the helm of their China operations is Chris Brooke, President & CEO, China, CBRE Group Inc, and Executive Managing Director, Consulting, Asia Pacific. Business Tianjin recently had the chance to ask Chris some questions regarding the Chinese market and things that might be coming in the future.

Can you tell our readers a little about yourself and your role with CB Richard Ellis?

I have lived and worked in China since 2002, prior to which I spent twelve years working in Hong Kong. I joined CBRE in 2003 via the acquisition of

the company for which I worked previously. Since joining CBRE, I have held various management roles within the company and am now the President & CEO of the China business unit. This role involves the formulation of our business strategy in China, the oversight of our business operations in the country as well as responsibility for financial performance throughout our twelve offices within China.

The Chinese government recently announced they would not ease restrictions on residential property ownership for the year 2012. What impact do you see this announcement having on the property market in China and your business?

I believe that the continued presence of restrictions upon residential property ownership will result in transaction levels remaining at relatively low levels, which in turn will force developers to reduce prices in order to dispose of existing inventory

and generate cash flow. The extent and quantum of price reductions will vary by city as a result of local supply and demand dynamics as well as by project, depending upon the financial strength of the individual developer responsible for the construction of a specific scheme.

This trend will continue to place mid and smaller sized developers under financial pressure, particularly given the limited availability of credit. This in turn could lead to further consolidation in the development industry with larger developers acquiring smaller companies which are experiencing financial difficulties. It could also result in some companies looking to sell individual projects, dispose of non-core assets or look for equity investment within new development schemes. It could also potentially lead to a slowdown in the pace of new residential development with developers being more reluctant to invest addi-

Dialogue



Dialogue

tional capital in the light of uncertain market conditions.

How much of a linkage is there, specifically to prices, between the commercial and residential real estate markets in China?

The relationship between the residential and commercial sectors of the real estate market is becoming less and less direct as the real estate market in China continues to evolve. The residential sector continues to be heavily policy driven, whilst the commercial sector is largely left to operate upon the basis of market forces. This leads to different trends being seen within the two sectors, particularly as the participants within the two sectors also tend to be different, with individual purchasers dominating the residential market and a much larger corporate presence driving activity within the commercial sector. The most direct linkage relates to the strata sales sector of the commercial market, but even within this component of the market there is little direct correlation between price trends within the residential and commercial sectors.

With residential property prices stabilizing in many cities, and even falling in a few, do you think this will carry over to rents or vacancies for commercial properties?

The commercial sector is driven by a different set of dynamics to the residential sector and trends within the commercial sector are therefore much more related to local market activity than the residential sector.

In 2011, we have seen very strong take up in the office sector in Beijing, Shanghai, Guangzhou, and Shenzhen which has led to an increase in rental rates within these cities. We have also seen increasing levels of demand in major provincial capitals, as multi-national companies have continued to expand their operations across China. We have also seen strong demand within the retail sector across all markets, again leading to increased rentals for high quality shopping centres.



Going forward, in a number of provincial capitals there will continue to be rapid growth in the level of supply of office and retail accommodation as we move into 2012 and 2013. It is this new supply which will put pressure on rents and lead to higher vacancies in certain cities, as against any impact from the trends being experienced within the residential sector of the market.

There is currently a lot of talk of an asset bubble and hard landing that risk occurring due to the property market. Do you agree or disagree that there is an inflated asset bubble right now? Why?

I do not consider that the real estate sector in China is experiencing a bubble at the current time, notwithstanding the fact that we are clearly seeing volatility in the residential sector and a mismatch of supply and demand in the commercial sector in a number of provincial capitals. Although there has been significant expansion of the real estate sector in recent years, in

the majority of cases this has been underpinned by strong demand fundamentals. There is also a limited amount of borrowing associated with mortgages in China, which is a fundamental difference from the situation seen in a number of international markets.

Therefore, whilst we expect to see a correction in residential prices as we move into 2012, we do not believe that this will be a major correction across all markets, and that the quantum of any price adjustments will be heavily influenced by the levels of inventory within individual cities. There is also no doubt that a number of smaller developers will experience further financial pressure in the first half of 2012 but we would anticipate that this will be resolved via the identification of alternative sources of debt and equity and industry consolidation, and we do not foresee a wholesale collapse of the development industry.



In addition, as mentioned above, the commercial sector is driven by different factors to the residential market and is actually likely to see continued growth in rents and prices in 2012 across a number of the major cities as against any form of decline.

Does China still offer a good opportunity to real estate investors, and if so, how can you help those clients realize maximum returns on their investment?

I believe that significant investment opportunities remain within the real estate sector in China – however, for new entrants to the market there are a number of challenges associated with the regulatory framework, pricing and on the ground resources. I am of the view that there is still upside to be seen in both the commercial and residential sectors, assuming that a long term investment horizon is being adopted. In the short to medium term, I believe that opportunities continue to exist in relation to Grade

A office buildings in key commercial centres, mixed use developments, and retail centres in major provincial capitals, mid-market residential development in second and third tier cities, and high quality logistics properties.

What kinds of services can CBRE offer to potential clients to help them navigate the property market in China?

CBRE offers a range of real estate services throughout China, including consulting, valuation, leasing, sales, and management. These services cover the office, retail, residential, industrial & logistics, and hospitality sectors of the market and are relevant to developers, owners, investors, and occupiers. CBRE is therefore well placed to assist both developers and occupiers of real estate in relation to all aspects of real estate development, ownership, and occupation.

What areas of China do you currently see as having the best growth for services offered by CBRE?

We are currently very focused upon developing our capabilities within major provincial capitals in conjunction with the continued rapid economic development within these cities. During 2011, we have seen rapid growth in our business activities in cities such as Wuhan, Chengdu, Tianjin, Shenyang, and Chongqing, and we anticipate this growth will continue in 2012. The key areas of growth in these cities include consulting, office and retail leasing, and property management.

Having said this, we are also looking to continue to grow our market share in the key commercial hubs of Beijing, Shanghai, Guangzhou and Shenzhen going forward given that these cities will remain the key hubs of activity in the short term.

How does CBRE bring value to a potential client that might be interested in your services?

Our focus at CBRE is to add value to the core business of any client via the utilization of our real estate knowl-

edge and expertise. This may include assisting a developer with the design and leasing of a project, helping an investor with due diligence or the acquisition/disposition of an asset, or working with an occupier to secure the optimum solution in terms of either owned or leased premises. We always look to understand the key objectives of our customers in order that we can ensure that our real estate advice supports the core business activities of our clients and assists them to achieve the best outcome associated with any given project/initiative.

Can you share an interesting story from your time with CBRE?

Having worked in China for almost ten years, I can safely say that there is rarely a dull moment, particularly in an industry such as real estate. I would not like to pick out one specific example – however, I think that the most interesting aspect of my role at CBRE is to ensure that we have the correct balance between operating as an international company and understanding local market characteristics and industry practice – the striving for a balance in this area always produces very interesting dialogue and dynamics within the company and will represent a key aspect of my role in the medium to long term.

Any parting thoughts?

Many of the questions to which I have provided responses refer to the “China” real estate market. I believe that it is becoming more and more difficult to refer to trends within the country as a whole given the fact that market activity within the larger cities is becoming increasingly driven by local supply and demand dynamics. Therefore, whilst general trends can be used as a guide to overall market activity, it is becoming increasingly important for developers, investors, and occupiers to conduct in-depth studies of individual markets prior to making real estate related decisions. ☐

New Appointments



Mr. Paul M Cunningham named New General Manager of the St. Regis Tianjin

The St. Regis Tianjin has named Mr. Paul Cunningham to the position of General Manager. Mr. Cunningham is a UK citizen, and started his hotel career at Claridges Hotel in London in 1990. He brings a vast experience in hospitality management of more than two decades with several leading hotel chains in the UK, China and South Korea. Under the leadership of Mr. Cunningham, The St. Regis Tianjin is becoming the most desired destination for business leaders, society trendsetters and discerning world travelers.



Mr. Stefan Thumiger named General Manager of Banyan Tree Tianjin

Banyan Tree Hotels and Resorts is pleased to announce the appointment of Mr. Stefan Thumiger as General Manager of Banyan Tree Tianjin. Mr. Thumiger, a Swiss national with Australian citizenship, graduated with a hotel management degree from Federal Chartered Hotelier/Caterer HF/SHL from the Swiss Hotel and Catering Management School Lucerne, in Switzerland. He comes to the region with a wealth of experience in the luxury hospitality industry.



Mr. Greg Maloney named General Manager of Radisson Blu Plaza Hotel Tianjin

Greg Maloney is the new General Manager of Radisson Blu Plaza Hotel Tianjin. Greg was formerly General Manager of Radisson Blu Resort Fiji Denarau Island and prior to that, he was General Manager of Radisson Plaza Resort Phuket. He has more than 30 years of travel and hospitality experience and was previously Managing Director of the Narita cluster for Ishin Hotels Group in Tokyo. He has also served as General Manager at various Sheraton and St. Regis hotels in Australia, New Zealand, China, Thailand and Malaysia.



Mr. Doo-Hyun Shim named Director of Marketing of Renaissance Tianjin Lakeview Hotel

Doo-Hyun Shim recently transferred to the Renaissance Tianjin Lakeview Hotel as Director of Marketing. As a customer-focused, result-driven, and well-organized manager, Doo-Hyun previously served with Marriott International and Accor Group. Having 7 years of sales experience throughout China, Doo-Hyun is a confident, experienced professional, focusing on the sales and marketing market. The Renaissance Tianjin Lakeview Hotel is honoured to have Doo-Hyun Shim on board.



Mr. Lester Huang named the Chinese Executive Chef of The Sheraton Tianjin Binhai Hotel

The Sheraton Tianjin Binhai Hotel has appointed Mr. Lester Huang as Chinese Executive Chef. Chef Huang has more than 18 years of Chinese culinary experience in a series of international 5-star hotels throughout China in locations such as Beijing, Guangzhou, Shenyang, Dalian, Shanghai and Tianjin. He hails from Guangdong province and is a professional Cantonese Chef, focusing on top class seafood and local dishes. Prior to his current position, he was the Chinese Sous Chef at St. Regis Tianjin. Chef Huang will be responsible for the Chinese kitchen management which also includes Yue and Banquet.

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CBRE Marketview

People's Republic of China Q4 2011



The Chinese economy is slowing down. According to preliminary data released by the National Statistics Bureau, the GDP growth for the whole of 2011 was 9.2%, while growth in the fourth quarter was 8.9%, a decrease from the 9.1% growth recorded in the third quarter. The growth rate of fixed asset investment and industrial added value, generally displayed deceleration over for the past several months, and the purchasing managers' index (PMI) dipped to 49 in November, below 50 for the first time since March 2009. However, with the inflation concern easing, recent messages sent by the central government show that a shift of focus for Chinese economic policies has been taking place. On 5 December, the People's Bank of China (PBoC) lowered the required reserve ratio (RRR) by 50 bps, the first cut since 25 December 2008. During December 12th – 14th, the central government held its annual Central Economic Work



Conference (CEWC), on which 'stability' was emphasized as the key word for policymaking for 2012, and 'to maintain growth' was placed ahead of 'to control inflation on the work list. While the Conference mentioned that China will continue to implement a 'proactive fiscal and prudent monetary policy, we believe that the growth of new lending and M2 in 2012 will rise from the current low level to maintain a stable economic growth.

Market Performance

During the fourth quarter, 14 out of the 15 major cities recorded growth of office rent, with Hangzhou the only exception due to the large volume of new supply of low priced projects in the emerging submarket. However, impacted by factors such as global economic uncertainties and strong rental growth in previous quarters, leasing activity was observed slowing down in Beijing, Shanghai, and Guangzhou, together with decelerating rental increases. Meantime, most of the tier-2 markets registered rental growth below 3%.

The prime retail property sector remained buoyant. Despite the fact that the average rents of some cities decreased due to delivery of new projects in rapidly growing new submarkets, most cities saw retail rents steadily trending upward. International fast fashion brands such as Zara, H&M, and Uniqlo have not only continued to expand in first tier cities, but also have

RENTAL					
	Beijing	Dalian	Qingdao	Tianjin	Shenyang
Office	↑	↑	↑	↑	↑
Luxury Residential	↑	↓	↑	↑	↑
Retail	↓	↓	↑	↓	↑
Industrial	↑	↑	↑	↑	↑



grown their store network actively in second tier cities such as Chengdu, Chongqing, Wuhan, and Hangzhou. Solid fundamentals and promising prospects for the retail property market have been attracting investor interest. Within the period under review, Mapletree's first VivoCity in China opened in Xi'an.

Lasting home purchase restrictions started to show their influence on property prices. During this quarter, a decrease in the average luxury apartment price was seen in 11 of the 15 major cities, 8 more than the number for the third quarter. Turning to the logistics sector, we observed sustained strong demand this quarter, with prime warehouse space particularly undersupplied in Shanghai and Guangzhou. Logistics rents witnessed widespread growth this quarter, with no single city recording a negative change.

NORTH CHINA

Backed by limited supply and sustained demand, especially from the expansion of domestic companies, office rents in all five cities of north China recorded increases during the fourth quarter. Growth in Beijing and Dalian was particularly strong at 6.8% and 5.8% respectively, while Qingdao, Tianjin, and Shenyang saw q-o-q rental increase of 0.5%, 1%, and 2.2%. In the meantime, vacancy rates further decreased in the five markets, with Beijing hitting a historical low of 6.3%.

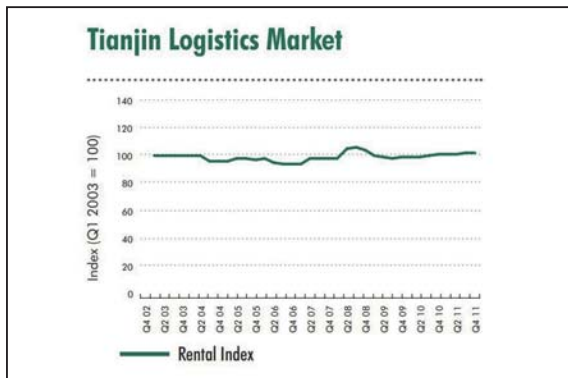
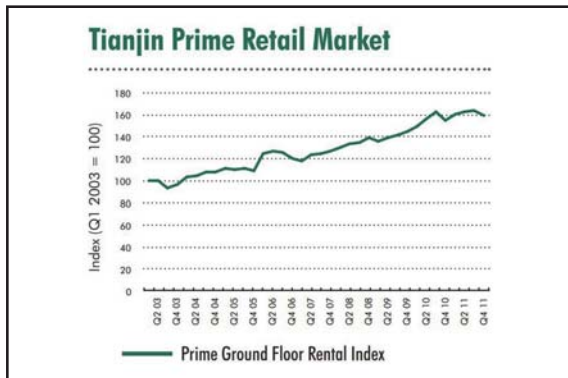
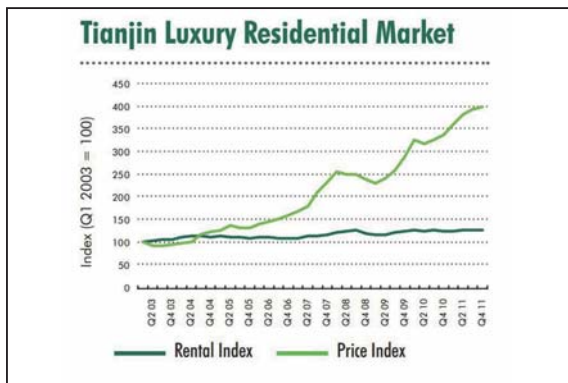
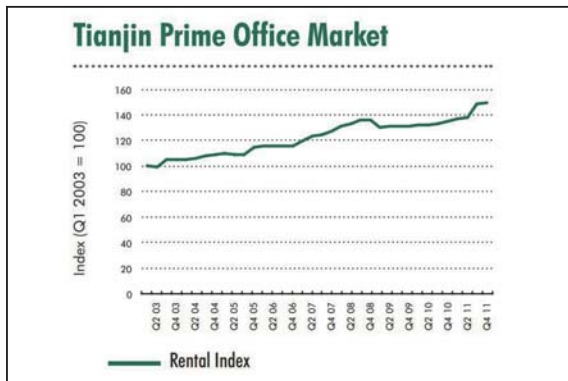
The impact of government regulations on the residential market has been further witnessed. During this quarter, price trends of luxury apartments in the five cities varied, with a 0.1% and 1.3% drop in Beijing and Qingdao, a slight increase of 1.7% and 0.2% in Tianjin and Shenyang, and no change in Dalian. For the leas-

ing market, rental growth for luxury apartments was registered in all markets except in Dalian.

Within the period under review, prime retail rents in Qingdao and Shenyang saw marginal growth driven by steady demand, while rents in Beijing and Tianjin declined by 1.7% and 2.7% respectively due to the impact of new launches.

The rapidly developing e-commerce sector has been constantly generating new demand for logistics facilities. However, new logistics space has been undersupplied recently and newly completed projects have generally been fully committed in the pre-leasing stage. During the fourth quarter of 2011, logistics rents in all five cities of north China showed q-o-q increases from 0.4% to 5%.

	Office	Luxury Residential	Retail	Industrial
Rental Growth in 6 months	0-3%	0-3%	3-5%	0-3%
Vacancy Rate Trend in 6 months	↑		↑	



Tianjin

The Tianjin prime office market remained stable in the fourth quarter. No new projects were completed, and some buildings with a high vacancy in earlier periods showed notable improvement in absorption. Therefore, the average vacancy dropped by 2.8 percentage points over the period to 20.3%, and the average asking rent rose by 1% to CNY 119.8 sqm per month.

Nevertheless, more than 10 new office projects are in the pipeline for 2012, which will inevitably push up the vacancy rate in future quarters.

With curbing measures including home purchase restrictions in effect, the Tianjin residential market saw a decline in sales volume for the luxury residential market in the fourth quarter. Asking prices for the majority of projects remained flat, while the launch of high-quality new projects such as Tianjin Metropolis has driven the average luxury apartment price up by 1.7% q-o-q to CNY 21,419 sqm.

During the same period, the luxury residential leasing market remained stable, with average apartment rent increasing slightly by 0.3% to CNY 40.6 sqm per month.

In the fourth quarter of 2011, the 80,000-sqm Tianjin Pengxin Aqua City opened with a high occupancy rate of 95%. The average vacancy rate dropped by 0.5% to 10.9%. Due to the relatively low pricing of Aqua City (not being in the core submarket), and the fairly high availability contributed by both existing and pipeline projects, this quarter saw average ground floor rents for prime retail properties decrease by 2.5% to CNY 21.4 sqm per day. Parkson Retail Group acquired the 45,022-sm Tianjin Building to open its second store in the city. A number of new projects are expected to open in 2012 which will bring heavy leasing pressure to the market.

The Tianjin industrial property market demonstrated continued steady growth during the past quarter. The average rent of logistics facilities improved by 0.4% q-o-q to CNY 26.9 sqm per month, while the average industrial land price increased by 0.1% to CNY 451.9 sqm.

Tianjin local government is working actively to upgrade the local economic structure, including promoting the growth of the financial sector and headquarters economy, as well as developing more hi-tech industrial parks in the city. It is expected that both industrial rent and land prices will continue to rise in the future. ☐

The Foreign Investment Catalogue is one of the most important documents that should be reviewed by companies or individuals seeking to invest in China. Due to this importance, both this month's Legal and Policy articles offer perspectives on things to be aware of regarding recent changes to the Catalogue.

2011 Amendments to the Foreign Investment Industrial Guidance Catalogue of the People's Republic of China



Manuel Torres



César González Palliser

by Manuel Torres
(Partner) and
César González Palliser
(Senior Lawyer)
Garrigues Shanghai



On 24 December 2011, the National Development and Reform Commission (NDRC) and the Ministry of Commerce (MOFCOM) of the People's Republic of China (PRC) jointly released the new amended *Catalogue on Industry Guideline for Foreign Investment* (New Foreign Investment Catalogue). This New Foreign Investment Catalogue, which replaces the previous version of 2007, became effective on 30 January 2012.

The New Foreign Investment Catalogue addresses the policies and priorities set out by the National People's Congress in the 12th Five-Year Plan of March 2011 and reflects the current industrial and macro-economic agenda of the country. Some of the new permitted industries and activities are also in accordance with PRC's commitments undertaken when it joined the World Trade Organization (WTO) in December 2001.

The new amendments and inclusions confirm the desire of the central government, stated in the State Council Opinions of early 2010, of encouraging foreign investment in high-end manufacturing industries, high and new technology industries, modern service industries, as well as new energy, energy-saving, and environment protection industries. It seeks to restrict high pollution, high energy consumption and resource dependent projects and low-level and excess expansion projects.

The New Foreign Investment Catalogue inherits the structure of its predecessors and establishes three categories of industries: prohibited, restricted, and encouraged. Prohibited are those industries which are closed to foreign investment. Restricted industries have certain constraints, such as more stringent requirements by State or local authorities for approving the establishments of foreign investment entities. Encouraged projects are

Legal Assistance



subject to less strict approval requirements and procedures and sometimes receive custom incentives, taxation deductions, or even financial support. Lastly, industries not included in the catalogue are considered permitted and are open to foreign investment unless specifically prohibited in other PRC regulations.

New Prohibited Sectors

Some sectors have been added to the prohibited category in the New Foreign Investment Catalogue, namely, mail courier services and construction and operation of villas. Both sectors were already prohibited by previous PRC's regulations and have been included for legal consistency. Postal services were already prohibited by PRC's Postal Law enacted in 2009 which only allowed China Post and its subsidiaries to provide such services within the PRC. The construction and operation of villas was restricted along with foreign golf course projects by the "Prohibited Land Use Project Catalogue" approved by the Ministry of Land and Resources of the People's Republic of China and the NDRC in 2006.

New Restricted Sectors

Even though the New Foreign Investment Catalogue generally eases requirements for foreign investment, a

few activities have been added to the restricted category. The most important examples are the construction and operation of large scale farmers' markets, grain purchases, and the collection and manufacture of alkaline zinc manganese batteries containing mercury. Moreover, the production of vaccines listed in the state immunization plan now require foreign investors to enter into joint ventures with a local partner and the scope of activities related to the processing of palm, peanut, sunflower, and other edible oils, which already required a joint venture, has been widened to restrict the processing of more types of edible oils.

Some restricted activities or industries, although not upgraded to the permitted category, were subject to the easing of foreign participation restrictions, for example, activities of distribution of audio-video products (excluding movies) do not require anymore that the Chinese party in the joint venture be the controlling shareholder, thus allowing foreign investors to hold the majority stake of the share capital.

New Encouraged Sectors

In the New Foreign Investment Catalogue, numerous industries have been upgraded to the encouraged category,

mostly relating to green and high technologies and the service industry.

The environmentally-friendly and high-end manufacturing industries have been recognised as key sectors and, therefore, the New Foreign Investment Catalogue stimulates foreign investors to utilise new technologies, manufacturing processes, materials, and equipment by adding many related activities to this category. The inclusion of activities such as the manufacture of key parts for new energy automobiles, batteries and the establishment and operation of charging stations, recycling of electrical products waste, automobiles, and manufacture of energy conserving building materials are some examples of the direction the PRC is taking to encourage high technology and green industries.

The development and opening of the PRC's service industry is also one of the big objectives set in the 12th Five Year Plan and one of its commitments when entering the WTO. The Chinese authorities are willing to learn from foreign expertise in these sectors and some modern services have been added to the encouraged category including venture capital enterprises, intellectual property services, and vocational training, among others.

New Permitted Sectors

New services have been upgraded from more restricting categories as a part of the PRC's efforts to open up and develop certain markets. Sophisticated services such as financial leasing companies, commercial companies engaging in franchise, commodity auction services or commission businesses have been promoted from restricted to permitted.

The PRC is also opening its medical market. Services in the medical industry, such as medical services institutions or activities of wholesale, retail and distribution of medical products have also been upgraded to permitted category.

The distribution and import of books, newspapers, magazines, and import of audio and visual products was previously prohibited by the PRC's regulations. This change of policy is a consequence of an arbitration procedure held in 2009 before the WTO. The United States claimed that the PRC was breaching its WTO commitments by restricting these activities to foreign investors. The arbitrators ruled in favour of the United States and thus, the PRC amended its regulations in accordance to the PRC's trading rights commitments and now such activities are permitted.

Furthermore, in accordance with the intent to promote development and curb overcapacity, certain sectors and industries were downgraded from the encouraged cat-


egory to permitted, such as manufacturing of complete automobiles, polysilicon, and coal chemicals.

Relevant regulations affecting new encouraged and permitted industries

Important regulations were also approved regarding the approval procedures of encouraged and permitted activities prior to the New Foreign Investment Catalogue. According to the State Council Opinions of April 2010 and subsequent regulations issued by MOFCOM and NDRC, encouraged and permitted projects by foreign investors with a total investment of less than USD 300 million no longer need to be approved on a State level and can instead be approved by provincial offices. The limit according to the previous regulations was USD 100 million and now, foreign investments under that threshold will find a faster and more flexible approval procedure from local authorities.

Conclusions

Most changes introduced by the New Foreign Investment Catalogue involve an improvement of the conditions which foreign investors are subject to when investing in the PRC. Many industries or sectors have been upgraded to or included in the encouraged and permitted categories which clearly reflect the PRC's intention to further promote foreign investment in the sectors of advanced technologies, high-end manufacturing, energy conservation, and environmental protection. The New Catalogue also reflects recent regulations adopted by the central government in relation to the policies set out in the 12th five-year plan period and the PRC's commitments when joining the WTO.

Foreign Investors, whether already established in the PRC or considering entering, should pay close attention to the New Foreign Investment Catalogue and related regulations. Already established foreign investors should be aware of the changes introduced since, even though, the catalogue does not have retroactive effects, it can ease or affect its operations when seeking expansion or financing by either requiring further MOFCOM or local approval. New investors also should take into account the New Foreign Investment Catalogue to know beforehand the type of requirements and approvals they will encounter when entering the PRC and learn about new business opportunities that have just arisen. 

Garrigues has over 13 years of experience in advising companies in their investments in China. The team of experienced Western and Chinese professionals at Garrigues Shanghai provides legal advice to foreign companies on a wide range of issues such as incorporation of companies and negotiation of joint ventures, commercial contracting, M&A, tax, real estate, employment, intellectual property, arbitration and infrastructures, as well as to Chinese companies with investments abroad.



China Releases New Foreign Investment Catalogue (2011 Edition)



Simon Bai
Winners Law Firm



The National Development and Reform Commission (NDRC) and the Ministry of Commerce (MOFCOM) jointly published the *Foreign Investment Industrial Guidance Catalogue (2011 Revision)* on 24 December 2011, following a draft version issued for public comment in April 2011. The 2011 Catalogue takes effect on 30 January 2012 and replaces the 2007 version Catalogue.

Background

In China, any foreign investment has to fulfill approval requirements before establishment

and operation. In order to better regulate and guide foreign investment, the Catalogue was first released in 1995 and has been amended five times respectively in 1997, 2002, 2004, 2007 and 2011. The Catalogue has been a critical element of China's foreign investment regulatory regime, and a key indicator of the evolution and shift of industrial policies toward foreign investment in China over the years.

Under the Catalogue, foreign investment in various business activities are classified as encouraged, restricted, or prohibited. The "encouraged" category covers industrial sectors in which foreign investors are entitled to greater

flexibility of foreign ownership, easier processes of obtaining approvals, and more tax incentives and exemptions from governmental fees. The "restricted" category covers industries in which foreign investment has to meet certain requirements with an ownership ceiling applicable in some cases. Industrial sectors listed under the "prohibited" category are barred from foreign investment. Industries not listed in the catalogue are generally considered to be "permitted", thus open to foreign investment, unless specifically barred under other PRC regulations but not benefiting from specific advantages such as tax incentives.

In line with the *State Council Opinions on Further Improving the Utilisation of Foreign Investment* and the PRC Outline of the 12th Five-year Plan for National Economic and Social Development, the 2011 Catalogue mainly focuses on encouraging development of new and advanced technologies, environmentally-friendly industries, healthcare industries and service industries.

Having been a member of the World Trade Organization for 10 years, China has been taking steps to implement its WTO commitments, including gradually opening up more industries to foreign investors. The 2011 Catalogue reflects such commitment and also shows China's attempt to better use foreign investment for upgrading and optimising its industrial structure, and maintaining national interests in terms of economic priorities in the development of high technology and high-value added industries.

Highlights of the 2011 Catalogue

The new Catalogue demonstrates four major changes of China's industrial policies: (1) To transform and upgrade traditional labor-intensive yet low-value-added manufacturing



industry to high-end manufacturing by encouraging foreign investment in new technology, new manufacturing processes, and new equipment; (2) To foster new strategic industries by encouraging foreign investment in energy efficiency, new generation information technology, biotechnology, high-end equipment manufacturing, new and alternative energy, new materials, and alternative energy automobile production; (3) To promote the development of modern service industries by encouraging foreign investment in venture capital investment enterprises, intellectual property services, pollution control/reduction technologies, and vocational and technical training services; (4) To coordinate balanced growth in different regions by promoting the development of western China, and revitalising the old industrial base of northeast China. In this respect, the Chinese government also issued the Catalogue of Foreign Investment Preferred Industries in Central and Western Regions to implement the differentiated national industrial guidance policies for those areas. It is expected that certain items that have been removed from the encouraged category in the 2011 Catalogue may be considered preferred or encouraged projects when the Chinese central government revises the *Catalogue of Foreign Investment Preferred Industries in Central and Western Regions* in the future.

"Encouraged" Industries and Activities

- Under the 2011 Catalogue, new sectors have been added to the "encouraged" category in order to encourage the development of energy efficient technologies (e.g. construction and operation of charging stations and battery changing stations for automotive vehicles) and environmentally-friendly and pollution control industries (e.g. marine oil spill cleanup/control technologies) as well as high-end manufacturing using advanced technologies (including new products/technologies in the production of chemicals and machinery and equipment);
- Venture capital enterprises have been moved from the "permitted" to the "encouraged" category;
- Intellectual property service entities have been moved from the "permitted" to the "encouraged" category;
- Vocational education and training, the manufacturing of key components of new-energy vehicles, production of special textile products with high and new technology, and several service sectors such as household/family care services have been added to the "encouraged" category;

Certain sectors such as complete automobile manufacturing and research and development related to the construction of automobiles have been shifted back from the "encouraged" to the "permitted" category. Certain high energy-consumption and high pollution sectors such as polycrystalline silicon (PSC) production and coal chemical processing have also been downgraded from the "encouraged" to the "permitted" category.



"Permitted" Industries

- Foreign-invested medical institutions, which used to belong to the restricted category in the 2007 Catalogue, are now liberalised by the 2011 Catalogue as permitted sectors for foreign investment. Wholly foreign-owned enterprises are now permitted in this sector;
- Financial leasing companies are now removed from the "restricted" category and have therefore become "permitted";
- Carbonated soft drink production has been removed from the "restricted" category and has therefore become "permitted" while the production of wine and liquor remains "restricted";
- Commercial companies engaging in franchising, commission business and business management and

consulting are now in the "permitted" category;

- Commodity auctions have been moved from the "restricted" to the "permitted" category; and
- Import and general distribution of books, newspapers and magazines, and the import and production of audio/video products and electronic publications have been removed from the "restricted" category and have therefore become "permitted".

"Restricted" and "Prohibited" Industries

Foreign investment is now prohibited for the following activities:

Domestic express parcel services are now moved from "permitted" status to the "prohibited" category; Foreign investors are not permitted to construct and operate golf courses and villas in China as regulators seek to

control housing bubbles; Grain collection and construction and operation of large-scale wholesale markets of agricultural products have been downgraded from "permitted" to the "restricted" category.

Conclusion

The 2011 Catalogue will certainly bring about more opportunities for foreign investors interested in the industries that are now encouraged in the 2011 Catalogue. Foreign investors who are considering their future China investment plan should therefore pay close attention to the new 2011 Catalogue, and the related amendments to its implementation rules and regulations that might follow in the future. ☐

WINNERS has been recognized consecutively as "Tianjin Firm of the Year" by two international legal journals: *Asia Legal Business* from 2008-2011, and by *China Law & Practice* from 2009-2011.

金诺律师事务所
Winners Law Firm

Mobile Marketing

By Heidi Skovhus



Not so many years ago, the PC used to be the centre of all online marketing activities, but with the rapid development of mobile technology, this has shifted, and the way for Mobile Marketing has been paved.

Mobile Marketing is communicating and interacting with customers via any mobile device, and it allows companies to target customers anywhere and at any time. It even allows companies to break through advertising noise and reach customers with targeted marketing messages. To many marketers, this is almost too good to be true.

Mobile Marketing benefits

There are several benefits of Mobile Marketing compared to other media choices. Immediacy: mobile campaigns are simple to create and implement, and messages are delivered within seconds. Mobility: messages are received anywhere and at any time. Reach: unlike emails that can be filtered out, almost all SMS messages get through to customers. Effectiveness: research shows that the average SMS response rate is much higher than for direct mail campaigns. Personalisation: messages are only sent to those customers who have opted to receive them through opt-in methods. It is very important only to send

content and messages to customers actually having permitted this. Spamming does not work and no serious brand wants to be associated with spam in any way.

When doing Mobile Marketing right

First, it is very important not to consider mobile media as a stand-alone media. All Mobile Marketing activities should be integrated with other marketing activities e.g. TV, print, and web. Your marketing strategy should include a specific plan and a specific set of goals and measures regarding Mobile Marketing activities, but these plans, goals, and



measures should be aligned with the rest of your marketing strategy. This seems very simple, but still, some companies fall in love with the possibilities within Mobile Marketing and “go crazy” without considering consistent brand building over time – across media platforms.

With that said, it is very important to develop unique and specific Mobile Marketing tactics. *The strategy is the same – the tactics are different.* Do not just repurpose content from other media. Make sure to create experiences for those customers that are mobile specific. Mobile is a unique medium and these marketing activities should be created and designed with that in mind. The set of interactions and behaviours are very different from other media, because it is happening on-the-go.

Find a strong partner. Research is showing that the best-in-class companies have a close collaboration with peers in the IT industry. There is a wide array of devices and operating

options, and many marketing departments do not know the technological side of this or the entire scale of it, and so, it is important to team up with someone having this knowledge; either in the IT industry or a mobile specific advertising agency.

As with any other media, tracking is very important. Implementing back-end processes to track, measure, and analyse Mobile Marketing results are crucial.

Unique Mobile Marketing possibilities

As mentioned earlier, the tactics for doing Mobile Marketing should be specifically created and designed in order to leverage the full potential of mobile media. Different kinds of Mobile Marketing tactics could be:

- **Video.** Integrating video content within Mobile Marketing activities is a leading tactic today. Delivering compelling content to the palm of the hand, whenever and wherever the customer wants it, represents a great possibil-

ity for many marketers. Video can be streamed from a hosted public service, downloaded to the device, or accessed from behind a private firewall.

- **Mobile apps.** Different apps can roughly be categorised into four different categories:

1. Entertainment apps. Mobile gaming is the biggest one in this category, but also group buying apps that incorporate gaming elements such as time contention, teaming and scoring.
2. Engagement apps. An app where the users keep coming back for new information; e.g. Kraft Foods engagement app *iFood* where users come back for new recipes and coupons and in turn Kraft Food collects valuable insights into customer behaviour and preferences.
3. Mcommerce apps. Apps where the users can purchase and pay directly on the Mobile device.
4. Convenience apps. The best

example to give here is from the airline industry. You can get a boarding pass on your mobile phone together with updated flight information, rebooking options, and share flight details with others.

- **QR codes.** QR stands for Quick Response. A QR code is a machine-readable “2D” barcode intended for consumer use. They typically contain website URLs or other web-centric content. They are “read” by scanning, and although they come in several formats, they all serve the same purpose, which is to serve as a link between the cyber and real worlds. As such, QR codes can ease the transition between mobile web, online, and print media campaigns.

- **Ads.** Mobile ads are developed more like traditional ads of other media, but the design features and placement options are different. There are SMS ads, display ads, ads on search pages, ads on apps etc.

Which tactics you chose to use depends on the target group, the message, and the purpose of your marketing activity.

Chinese mobile behaviour

Like with anything else in China, the numbers are mind blowing. China is just about to reach 1 billion mobile connections. More than 40% of those make use of the internet with a mobile phone, and in the third quarter of 2011 alone, 23.9 million smartphones were sold in China. This makes China the biggest internet mobile market in the world.

Chinese consumers are just as mobile savvy as in the US and Western Europe, and their mobile behaviour reflects this. Comparing the US and China, China has a higher proportion of people accessing the Internet through mobile phones, and China is also a step ahead when it comes to gaming and instant messaging through mobile devices.

In China, there is a propensity for using social media during long commute times to catch up with digital friends, which creates an environment of always socially connected syndrome.

Mcommerce is growing very quickly in China; however, compared to the

US, mobile shopping is lower in China in general. A very successful Mcommerce example is Taobao’s mobile commerce site that is attaining sales of USD 6 million per day. Mcommerce users in China are mainly males in their twenties.

An example of Mobile Marketing in China

Starbucks is a pro when it comes to driving customer loyalty via Mobile Marketing, and recently they have done it in China as well. Starbucks partnered with Guohe Ad, China’s leading mobile ad management platform, to launch and create awareness for Starbucks’ Christmas promotion in China. Christmas in China? Well, if Starbucks and other western companies in China have anything to do with it, China will become one of the world’s greatest Christmas consumer markets, and why not?

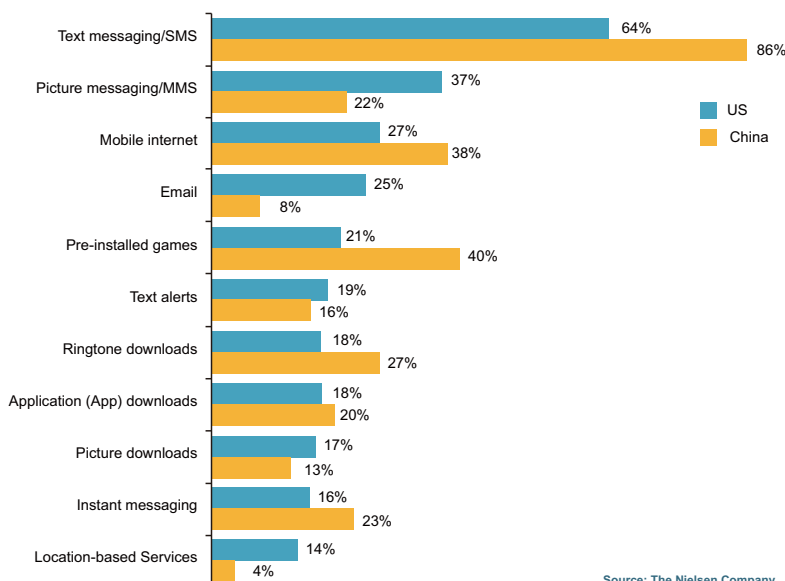
The campaign idea: Customers who use the Sina Weibo social app to check-in at any Starbucks in Shanghai, Jiansu, and Zhejiang (Starbucks has more than 200 stores in the three provinces), announcing to their friends and followers that they are at Starbucks, are rewarded with a free drink size upgrade. The campaign is just one more way Starbucks is leading the way in converting all promotions and loyalty programs to smart phones.

Mobile Marketing going forward in China

Total spending on mobile advertisements in China doubled in 2011 and is now more than USD 400 million. This may sound like a big ambitious number, but this is only roughly 0.5% of the total spent on marketing in China. Research is showing that mobile as a medium has more reach, finer targeting, and better ROI than all other media available, and therefore it is inevitable that Mobile Marketing will be playing a bigger role in the marketing plans in China going forward. ☐

Mobile Media Usage in the Past 30 Days

Q1 2010 - US vs. China



Source: The Nielsen Company

Communication Methods can be Crucial!

A few tips on best practices in communication

By Sam Ragnarsson



With the introduction of so many new communication tools, many just in the last few years, it is not surprising that we will need to adjust the way in which we converse. Communication has evolved from being formal and time consuming, to the instant information sharing that most of us experience now, and with it the essence of interactions has been affected as well.

This month's HR column offers some good tips on how to utilise new (and old) communication tools, and what to avoid. Of course this advice can

apply to all our interactions, but in the case of job hunters, the hope to dodge communication mistakes must be great, as they are often the first interaction with a possible new employer.

Emails

There are countless mistakes people make when communicating via email, and it will therefore receive our greatest attention.

Greet people

Numerous job applications I have received by email while here in China have been a single line. Receiving

such email demonstrates only that the person did not feel this email to be important and/or is not practiced in using emails. Always start your email by addressing the person you intend it for, or the department, or even with a simple formal greeting such as: Madam/Sir, To whom it may concern, For your attention, etc.

Write a clear email

Always write a complete email if you are the one starting it. Many have written to me and stated: I would love to work for you.

Clearly this is lacking a lot of infor-

mation, as the person should have introduced themselves, told me a little bit about themselves, and then written which position they were applying for, and why they are a fit.

Remember that hiring managers receive large amounts of email and if the communication is poor in the initial email, they might simply not bother to open the attached resume.

Signature is important

There seems to be a trend, a bad one at that, where people do too much or too little when it comes to signatures. I am likely to delete an email from someone I don't know that has either no signature or just simply a name. You should always include your full name, telephone number(s) and one other way of contacting you (Twitter, QQ, MSN, Facebook, Weibo).

On the other hand, spare people the 20 line signature that too many

companies have. First of all, if you are applying for a job, you are an individual and trying to make your signature look like a corporate one is just awful. Second, there is no need for it as they already have the single most important detail, your email address. If they ever need your address or different social network accounts than what you have included, they can simply ask.

No fancy stuff

Email systems, even today, can have a difficult time communicating with each other and fancy emails that have decorative fonts, are multicolored

and even have some pictures in them, are likely to look bad on the receiving end. It is also tiring to read emails that have been extravagantly put together.

Stick to standard font types, use bold, italics, underline sparingly, and stay away from having text in different sizes.

Look at your file size

Another mistake, that can be forgiven if the person is not very computer literate, is attaching huge files to emails. It could mean your email will never reach the recipient, as some company's email systems deny the receipt of large emails. It could also irritate the receiver as large files will take up a lot of space, and can result in them having to delete your email (not all systems offer the option to simply delete the attachment).

There are exceptions

Most emails today are stacked like a conversation once there has been a reply to the first one. Many people have therefore started to



skip the greeting and signature once a 'conversation' has been established. This is generally fine, since your signature is already in the first email, but also because the nature of the communication has changed from being a message to a conversation.

I advise anyone applying for a job to copy the method the hiring manager demonstrates. If they start skipping greetings and signatures, you are fine to do the same.

This only applies to each individual email thread though. If you write a completely new email to that particular person, include a new greeting and signature.

Another exception is the latest trends among executives, whereas many of them have now changed their email communication style into simple SMS like conversations, often even just replying 'yes' or 'no' to lengthy emails. I dare say that no one should adopt such practices until their title and workload justifies it.



Phones

Phones have lost a lot of prestige from their early days and sadly, with it, some of their respect. People now answer their phones with background music blasting or in the middle of a busy train, hang up without saying goodbye and even sound annoyed at having received a call.

Only take the phone call if you can talk

When you receive a phone call, especially if you are expecting one from a hiring manager, be sure that you can talk on the phone. It is fine to answer and tell the person that you are going to walk to a quieter spot in order to hear them better. If you are at a noisy location, have the call go to your voicemail just make sure that your message is pleasant and professional, encouraging people to leave their name and number so you can call them back.

Answer pleasantly

Too often if I call people, there is an exasperated voice answering 'wei

on the other end, which in most cases is enough to instantly make me regret calling them (and therefore not booking them for an interview). Speak clearly, say 'wei ni hao', and use a Mandarin accent, instead of a local accent.

Know your caller

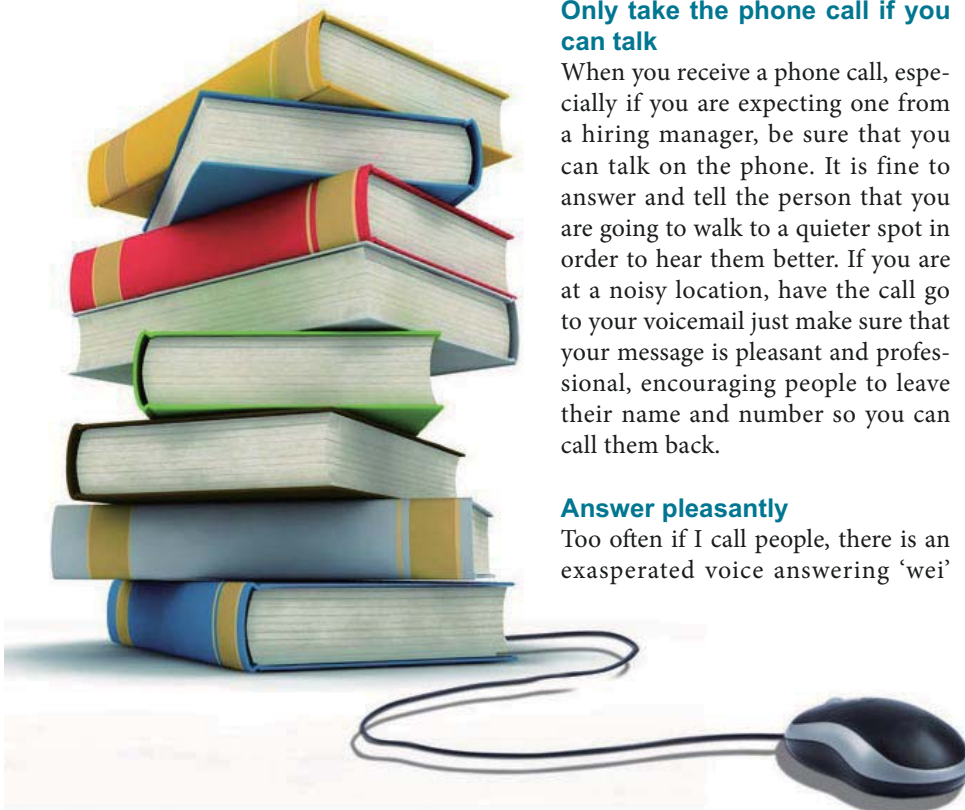
It is common that when I call people they do not remember having applied for the job. Clearly, it is important that you demonstrate that you know who is calling and that you were expecting their call even if you have to fake it! Once people have introduced themselves and the company they are calling from, speak out in recognition and tell them you are happy to hear from them.

Save their number

When you receive a phone call from a person you are likely to hear from again, instantly save their number on your phone. That way, you will see who it is next time, and you can answer the phone accordingly.

SMS with purpose

One very common mistake people make with SMS is to send one to strangers without saying who they are. Always include your name if you are sending one to anyone beside your friends and family. Be clear in





your message, and make sure it is important. Consider sending an email instead if it isn't too important or consider calling.

The Internet

Finally, there are several different new channels to communicate and express oneself on the Internet these days. Social Networks are popping up for almost everything, making it possible to consistently share your worldviews, and to be in direct contact with almost anyone you want.

Instant messaging

Always treat instant messaging, like QQ, Skype or MSN, like a phone conversation. Do not write lengthy replies that require the other person to wait, as it will break up the rhythm of the conversation. Remember the name of this communication method; instant messaging, and treat it accordingly. If you are not at your computer have your account show you away or even

log off. If someone messages you, and you are busy, you should still answer and just say that you are preoccupied at that moment. The point is that if you use an instant messaging tool, and you are shown online and available, it is rude not to answer if someone sends you a message.

Sharing

Even though sharing is an unusual type of communication, and very specific to the newest tools we have online, there are many good practices to remember there. First of all, remember to share only what you feel is fine for your own mother to see. Yes, it might be boring in the long run, but it is one of the best personal safeguards you can have for yourself.

Second, show respect. Too many people are sharing content and opinions online that are either extreme or rude. Your future employ-

ers are likely to find your online self, and it might not be so helpful for your career or obtaining a new job if you have been rude on social networks.

Third, be useful. This goes for most communication. We sometimes forget ourselves by thinking that everyone and their dog is interested in our worldview, but instead we should be thinking of providing value. When sharing something on the Internet, keep in mind your hope that it will be of use to someone.

Conclusion

Read up on what are the norms regarding different technology and communication methods. Don't be like many and treat emails like a SMS, and instant messaging like emails. Show sophistication and use appropriate methods for each tool. Good luck. ☐



WELLINGTON COLLEGE
INTERNATIONAL
TIANJIN

Saturday Activity Programme at Wellington Come and Join Us



We believe that a vital part of our mission at Wellington College International Tianjin is to guide our pupils in the discovery of lifelong interests and opportunities for self-expression, which are so important in the development of the individual. Education will always go much further than the classroom at Wellington. We pride ourselves on providing a nurturing and supportive learning environment, which gives students as much encouragement and as many opportunities as possible.

We recently launched the Saturday Activity Programme, which is an important element in this mission. It is open to all children, whether at Wellington or not, wishing to take part in the wide variety of activities being offered every Saturday morning. We also offer a selection of activities for adults. Our programme is the first of its kind in Tianjin and we see it as making a significant contribution to the local community. Parents can relax and enjoy a coffee and a snack in the College coffee shop, while their children are busy with their activities.

All activities are run either by our own highly qualified and experienced teaching staff, or by professional coaches. The activities include English Language lessons, LAMDA (London Academy of Musical and Dramatic Art) classes, music, art, ballet, football, touch rugby, basketball, swimming, golf and aerobics. Many of these are offered at different age and ability levels, and more activities are planned as the academic year progresses. Come and join us and you will be amazed at how quickly your children can develop their skills and interests in an enjoyable way.

For precise timings and details of the various activities and to reserve a place, please call **187 2248 7836** (English) / **187 2253 0823** (Korean) or email admissions@wellington-tianjin.cn

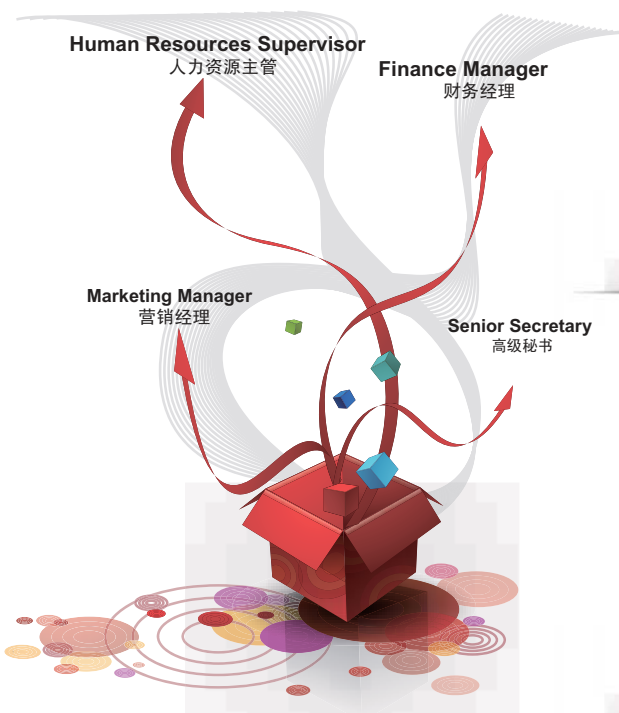


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Marketing Manager
营销经理

Code: MM120301

JOB DESCRIPTION:

- Develop strategy for growth and expansion of current business
- Maintain and develop relationships with key customers
- Coordinate and execute planned events
- Lead a marketing/sales team
- Check sales proposals, presentations and contracts, negotiate and close contract with clients
- Prepare monthly report of activities and goals

WHO WE ARE LOOKING FOR:

- Bachelor's degree or above, major in marketing or business administration
- 5 years of marketing/sales experience
- Ability to meet multiple objectives in an entrepreneurial environment with little supervision
- Negotiation skills
- Good interpersonal skills
- Team-leading experience
- Proficiency in written and spoken English

Human Resource Supervisor
人力资源主管

Code: HRS120302

JOB DESCRIPTION:

- Establish and implement HR policies and projects
- Manage the recruitment process
- Communicate and coordinate internal and external communication
- Develop a training program that supports the needs of the business and enhances the performance of individuals
- Organize and manage training activities, develop and improve the content of training courses, manage and file training results, ensure the effect of training courses on the improvement of employees' actual working ability
- Develop relationships with agency and arbitration bureau
- Coordinate with other departments

WHO WE ARE LOOKING FOR:

- Comprehensive knowledge of HR policies and practices
- Strong mentoring and counseling skills
- At least 3 years of experience in a similar position
- Patient, good at communicating with people at all levels
- Degree in Human Resources, Business Administration or related discipline
- Works well under high pressure
- Good spoken and written Mandarin and English

Finance Manager
财务经理

Code: FM120303

JOB DESCRIPTION:

- Responsible for accounting department
- Prepare and analyze periodic financial reports
- Coordinate monthly closing and budget control
- Handle tax declarations
- Support all CFO responsibilities
- Manage cash flow

WHO WE ARE LOOKING FOR:

- Education in Finance
- Several years of experience in the financial field
- Highly organized
- A fine eye for details
- Good spoken and written English
- Team player, sense of responsibility

Senior Secretary
高级秘书

Code: GA120304

JOB DESCRIPTION:

- Responsible for providing senior-level secretarial and clerical services for the GM
- Provide office support service
- Represent GM in events and business issues
- Perform other related duties as required

WHO WE ARE LOOKING FOR:

- office administration experience
- an understanding of the western cultural and political environment
- analytical, problem-solving, time management and decision-making skills
- computer skills including the ability to operate computerized accounting, spreadsheet and word processing programs at a highly proficient level
- demonstrate sound work ethics
- Fluent English (speaking, reading and writing); candidates with Spanish proficiency will be preferred.



A Guide to Maximising LinkedIn!

A quick look at some of the ways to utilise LinkedIn

By Sam Ragnarsson

The Social Networking revolution has brought us many wonderful tools to stay connected to close or distant friends and family, and to express ourselves on larger networks to any and everyone. One of these tools, and the one most deserving of the verb 'networking', is LinkedIn.

LinkedIn was launched in May 2003 as a social networking site, concentrating on professionals and businesses. It has been steadily growing since it managed to

stay true to its initial aim, and kept a respectable look and feel. Business professionals across the globe were the first adopters of LinkedIn, but as the site has matured, anyone from new graduates to people working from home have created a profile on LinkedIn.

In essence, LinkedIn is a place where you portray to others your career, while also serving as a connector to acquaintances and people in your career field. Remembering this narrow focus is essential when utilising

LinkedIn, as it should not be approached in the same way as Facebook or Weibo. When on LinkedIn, you should wear your professional hat, and concentrate on matters close to your chosen career. If you want to share funny cat pictures, do that somewhere else!

Your Profile

There is no rule on how to set up your profile on LinkedIn (www.linkedin.com) other than stay professional. However, it has served many well to think of this as a little bit more personable resume than the one you hand in when applying for jobs. Keep it short and simple. It can look foolish to state repeatedly on your profile how great you are!

Photo

Of course you should include a photo, both to make your profile look complete and likeable, but also because people remember you better if they see your photo. This is also vital if you have a common name.

Summary

The summary section is the first thing people read on your profile and is of great importance. My recommendation is to write the summary in first person, as writing it in third person can make you appear distant and pompous.

Write the summary based on your core utilisation of LinkedIn and remember you can change it regularly. If you are looking for a new job, your summary is your opening pitch, where you only have 1-2 paragraphs to "sell" yourself. Your summary should therefore be centered on your qualifications and achievements in your previous employment. On the other hand, if you are looking to increase your network, concentrate on your interests and professional network associations.

Under the summary section you have a specialty section where you should include a few key words describing your knowledge, i.e. Pro-

grammer, .Net, C++, Software Testing. Keep this section to maximum of about 10 items.

Skills

The Skills section is very similar, with predefined skill-words, of which you can include 50. You should not be afraid to fully utilise this, as this section is mostly viewed as a search engine optimiser.

Additional info

After completing the education section, make sure to add some further info, such as links to your other networks or websites, interests, groups & associations and honors & awards. Many include their Twitter, Facebook, or Weibo account, while I recommend that you only link to information that is related to your professional self.

If you utilise Weibo to post material related to your profession and interests, include a link to it on LinkedIn. On the other hand, do not include a link to your Weibo account if you mostly write funny comments, political opinions or post questionable photos.

Multiple language

One very useful feature of LinkedIn is the possibility of having your profile in several languages. Be sure to create a Chinese profile and an English one, and do not do so as a translation. Different things are important in different cultures, and there is no need to write the same exact information in each language. Tailor-make them and use local expressions, which demonstrate your knowledge of the language and culture.

Recommendation

It is vital to collect a few recommendations from former colleges for your profile. One of the fastest ways to do this is for you to provide recommendations for others, and ask them to reciprocate. Don't over do it, as too many recommendations can also work against you.

Your Contacts

Having as many contacts as possible is important as it enlarges your network. LinkedIn marks everyone in your network as a 1, 2 or 3 based on how far removed their connection is.

1. Everyone that is connected to you directly
2. Second degree of separation (friend of a friend)
3. Third degree of separation (friend of a friend of a friend)



This allows you to more easily reach out to people you might not know personally, by asking someone directly connected to you, to introduce you up the chain. It also means that if you are connected to about 400 people your network could reach over 5 million people.

When you first complete your profile on LinkedIn, you should look for people you have worked with before. One way to do that is simply clicking on the company name in your profile. If the company has its own profile on LinkedIn, you will be able to find some of the people that work there or have worked there. Another way is to search for individuals you remember through LinkedIn's powerful search engine.

Once you have found the person, you will be able to look at their profile and press the Connect button (yellow square on the right) to send them a connection request.

From this moment on, you should remember to add everyone you meet in professional settings (events, conferences, meetings, etc.) to your network. LinkedIn provides the ability for you to add private notes and keywords to each of your contacts; to better help you remember how and where you meet them originally.

LinkedIn also has a very advanced suggestion engine, which looks at your current network and suggests additional contacts you might know. Look at these recommendations on regular basis.

Finally, you can also import address books into LinkedIn and it will show you which contacts are on LinkedIn.

Groups

The possibility to connect with professionals, in fields similar to you, through Groups, is greatly underutilised by many novice users of LinkedIn. You should go to Groups and



search for something of interest to you. I am for example, a member of a group called the China Social Media Group, which is a group dedicated to all things associated with China Social Media, business, and branding. The total number of members at the moment is 1131, with an average 5 new discussions a week.

Through groups like this, you can post discussions, share something interesting or ask questions. If you can't find a group that is appropriate for your interest, profession and/or location, simply create one.

The biggest advantage of Groups is the ability to enlarge your network and to keep current in matters related to your chosen profession. Many people have found jobs through groups as companies utilise this venue when hunting for new people.

Sharing

LinkedIn has recently moved into the sharing space, similar to Facebook, Twitter and Weibo, allowing you to post status updates and share links. Being active here, posting links to interesting articles, and making relevant status updates, can make your profile much more

attractive to future employers and contacts. Just make sure that you never treat LinkedIn as these other more social orientated networks, and stay on point!

No dust on LinkedIn

People have a tendency to visit LinkedIn a few times a year and simply use it as some type of home for their resume. Please do not do that. Be active on LinkedIn by getting involved in groups, commenting on people's status updates, sharing interesting articles, and staying in contact with your network via LinkedIn mail. Regularly search for new contacts, look through LinkedIn's recommendations, and look at the people your contacts are linked to.

If the people working with you are not on LinkedIn, recommend it to them and show them how to use it. Keep your work history up to date, and don't be afraid to constantly amend and adjust your summary and previous employment details.

For details on how to get to all these different parts of LinkedIn and more step by step instructions, go to their website: <http://learn.linkedin.com> 



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Chamber Report



EUROPEAN CHAMBER IN TIANJIN

Room15A17, Suite 17, Magnetic Plaza, BinShui Xi Dao, Nankai District, Tianjin 300381.
Tel: +86 22 2374 1122 Fax: +86 22 2374 1122
Email: tianjin@eucc.com.cn www.eurochamber.com.cn

Events review:

12 Jan 2012

Finance & Taxation Workshop: PRC annual IIT filing requirement



As a quick response to the national strategy on income allocation and also a step forward to the Individual Income Tax (IIT) reform target in the 12th Five-Year Plan, the Amended IIT law and its detailed implementation rules have come into effect on 1 September 2011. Meanwhile with the enforcement of the China Social Security Law on 1 July 2011, foreign employees participating in the social security scheme has become a hot issue.

With an invitation from the European Chamber Tianjin Chapter, professional experts from PwC Individual Income Tax service team shared information related to these hot issues about IIT in the current year during the seminar together with an update on the requirement for IIT self-declaration for individuals with annual income over CNY 120,000.

13 Jan 2012

GM Briefing - Outlook 2012: On the Brink

Speaker: Ms Yao Wei, China Economist, Société Générale Corporate & Investment Banking

Global imbalances were a major cause of the crisis that first appeared in early 2007. While these have shifted over the past years, there is little evidence that they are being reduced. In the US, imbalances have been reshuffled from private sector balance sheets to public sector balance sheets, and ultimately to the central bank. In the euro area, the adjustment of imbalances on both public sector balance sheets and competitiveness within the monetary union is proving a painful process, placing substantial pressure on the single currency's institutional framework. Initially offering a welcome offset to weak growth in the advanced economies, China faces a twin challenge of reducing leverage in the financial system and turning the export dragon into a consumer driven economy. Ultimately, we believe that reducing these imbalances is a prerequisite for a sustainable



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global recovery. The shape of rebalancing will have major implications for growth, inflation and the markets moving forward. Our concern today is that rebalancing process is placing the global economy on the brink.

14 Feb 2012

The 7th EU-China Business Summit

The European Chamber was very pleased to co-organise the 7th EU-China Business Summit at Beijing's Great Hall of the People. Seven hundred business people and executives attended the Summit, which featured workshops on the topics of industrial upgrading, small and medium-sized businesses (SMEs) and urbanisation. The business plenary session featured speeches by European executives including Carlsberg Group President and CEO Jorgen Buhl Rasmussen, President of DSM Sinochem Pharmaceuticals Stefan Doboczky, and European Chamber President Davide Cucino. The event concluded with speeches by European Commission President Jose Manuel Barroso, European Council President Herman Van Rompuy, and Chinese Prime Minister Wen Jiabao.



European Chamber President Davide Cucino addresses participants at the 7th EU-China Business Summit

Upcoming events:

6 Mar 2012

IPR workshop: Protecting your intellectual property online

19 Mar 2012

GM Briefing: European Commissioner John Dalli's visit to Tianjin

20 Mar 2012

InterChamber Networking

22 Mar 2012

Conference cocktail: Global Debt in the year of the Drag(on) – How will it affect you?

23 Mar 2012

Human Resources workshop: HR Shared service center

Middle of March, 2012

Factory visit: Tianjin Binhai New Area



EUROPEAN CHAMBER IN TIANJIN

Room15A17, Suite 17, Magnetic Plaza, BinShui Xi Dao, Nankai District, Tianjin 300381.
Tel: +86 22 2374 1122 Fax: +86 22 2374 1122
Email: tianjin@euccc.com.cn www.europeanchamber.com.cn

2011 European Chamber Tianjin Chapter Photo Contest Awarded Photos Collection



1st Prize, Jury Award, Gamesa



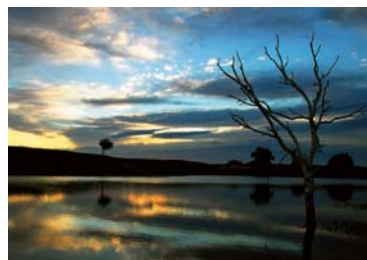
2nd Prize, Jury Award, Gamesa



2nd Prize, Jury Award, Siemens



3rd Prize, Jury Award, Gamesa



3rd Prize, Jury Award, Siemens



3rd Prize, Jury Award, Siemens



Best Company Participation Award, Siemens

Chamber Report



BenCham – the Benelux Chamber of Commerce in China – strengthens business, government and community ties between Belgium, the Netherlands, Luxemburg and China. Connecting people is our key mission! BenCham aims to achieve this by organising a wide range of events and providing all kinds of services to our members.

The BenCham team would like to wish all members, friends and business relations a happy, prosperous 2012 and a great year of the dragon!

BenCham as a member organisation thrives on our members support and drives on our members input. Therefore, we want to thank you, our member and partner in business, for your continuous support in 2011. We look forward to seeing you in good health at one our BenCham events in 2012.

In 2012 BenCham will keep on doing what we do best: organise good, content-driven events but there will be more! There is "CSR a sustainable focus" which is the continuation of the previous successful CSR projects. BenCham, supported by the Belgian Eco industry, is preparing the launch of the Benelux Eco Business Platform to promote and position the Benelux Eco industry in

China. However, we have more in the pipeline. The Sino-Benelux Desk will be an exciting new initiative. The desk will be the first stop for Benelux SME's coming to China and Chinese SME's going to the Benelux. BenCham will act as a referral desk, staying true to its core value, "connecting people". Next, BenCham will put the spotlight on agriculture with the launch of an agribusines forum and continue to organise entrepreneurs' dinners in cooperation with the Dutch embassy. This is in conjunction with a junior version of the entrepreneurs' dinner: the Young Entrepreneurs' lunch.

BenCham has even more up its sleeve! Expect BenCham's Webapp, a new modern and completely up-to-date version of the business directory, to blow you off your feet. Also expect to see us "back home" as are further strengthening our ties with partner organisations in the Benelux.

OUR LINKEDIN FAMILY

All BenCham members are invited to become part of the BenCham LinkedIn group. To go directly to our member group, please visit:
www.linkedin.com/groupRegistration?gid=105429.

UPCOMING EVENTS

We are currently planning our events for this spring. Please check out the event page of our website for more detailed information. (http://www.bencham.org/web/Events_Beijing.aspx)

BENCHAM BEIJING OFFICE

Rm 1601 Zhongyu Plaza | A6 Gongtibe Road | Chaoyang District, Beijing, 100027
Tel: +86 (10) 8523 6101/05 | Mob: +86 18601307793
Fax: +86 (10) 8523 6305 | beijing@bencham.org | www.bencham.org
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ECONOMY AND CULTURE



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Website: www.amchamchina.org

Launch of AmCham China, Tianjin Chapter Women's Professional Committee

Tuesday, 14 February 2012, Cosy Café

AmCham China, Tianjin chapter launched the Women's Professional Committee (WPC) at Cosy Café on 14 February. The WPC aims to foster and support the professional development of women in business using AmCham-China's four pillars: information, advocacy, networking, and services.

The Committee is dedicated to developing and promoting capable and well-rounded women leaders and mentoring members to achieve their maximum potential while doing business in China, particularly in Tianjin.

Nearly 40 female professionals joined this relaxing and fun event and learnt how to create the latest hairstyles by themselves from Mr. **Liu Qiang**, Director of Tony Studio at Tianjin Lotte Department Store.



Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce

Beijing, Unit 1612, Zhongyu Plaza, A6, Gongti North Road
Chaoyang District, 100027, Beijing, China

Shanghai, Room 1604, Xin Cheng Mansion, No.167 Jiang Ning Road, 200041 Shanghai, China

Guangzhou, Garden Hotel, Room 948, 368 Huanshi Dong Road, Garden Tower
Guangzhou, 510064

PAST EVENT

16 February 2012

Social media, new communication and HR tools for companies – Westin Beijing

Social media have now become an essential part of companies' communication. Whether it is for engaging in brand awareness, hiring new managers or getting feedback from customers, companies have integrated the social networks within their communication and HR strategies.

What are the specificities and implications of Chinese social networks? How should companies adapt to them? Who are the users of Chinese social networks and potential audience for companies? The China-Italy Chamber of Commerce together with the French Chamber of Commerce and Industry in China, the Benelux Chamber of Commerce in China, the Swedish Chamber of Commerce in China and the Spanish Chamber of Commerce in China, is pleased to invite you to the conference '**Social media: new communication and HR tools for companies**' organised by the French Chamber of Commerce and Industry in China.

21 February 2012

PIONEERING ISO26000 ADVANCING YOUR RESPONSIBLE MANAGEMENT STRATEGY - CICC Meeting room – Beijing Office

The ISO26000 guidelines are the most comprehensive international framework on social responsibility aimed at guiding any kind of organisation in the process of integrating social responsibility principles throughout the organisation, on a voluntary basis.

Following the growing pressure of various stakeholders, organisational leaders who recognise the urgency for more credible, transparent and accountable business practices, are now requested to put the principles into practice and to implement social responsibility effectively and efficiently.

The ISO26000 Training will help organisational leaders in understanding how social responsibility can bring benefits to the organisation in terms of risk management, cost savings, access to capital, customer relationships, human resources management and innovation capacity.

Past Events

Fortune Heights Snow Polo World Cup 2012

Hosted by the Equestrian Association of China and the Federation of International Polo (FIP), Asia's first ever "Fortune Heights Snow Polo World Cup 2012" ("Snow Polo World Cup") was successfully held from 2 Feb to 12 Feb.

Distinguished guests from around the world travelled to Tianjin for the Grand Opening Ceremony of Asia's first ever Snow Polo World Cup at the Tianjin Goldin Metropolitan Polo Club. The "Fortune Heights Snow Polo World Cup 2012" is one of the world's largest snow polo tournaments, and the first to take place in China. The Tournament is organised by the Tianjin Sports Bureau, the Hong Kong Polo Development and Promotion Federation (HKPDPF) and the Tianjin Polo Association, with support from various sponsors.

There are altogether 12 teams taking part in this year's tournament and each team's handicap ranges from 14-16, making this international high-goal tournament one of the largest in the world. Argentina, Australia, Brazil, Chile, France, England, Hong Kong SAR, India, Italy, New Zealand, South Africa and the USA are all competing to become the first ever winners of the inaugural Snow Polo World Cup.

The ceremony was officiated by Mr. Xiao Tian, Deputy Director of General Administration of Sport of China and Deputy Director of the Chinese Olympic Committee; Mr. Eduardo J. Huergo, the


President of Federation of International Polo (FIP) and Ms. Zhang Junfang, the Vice Mayor of Tianjin. Speaking on behalf of the city of Tianjin, Ms. Zhang said that by hosting the World Cup here, the city will make a significant contribution to strengthening international ties around the world.

The closing ceremony kicked off with a performance by the Buenos Aires Opera, who sang Brindisi. The crowd's excitement and joy was evident as Hong Kong, China took first place followed by South Africa. England came in third, followed by Argentina. Medals were presented to all four teams by Mr. He Lifeng, the Deputy Secretary of Tianjin Municipal Government and Secretary of Binhai New Area, and Mr. Eduardo Huergo. Ms. Zhang Junfang presented souvenirs to players of the day's four competing teams.

About Tianjin Goldin Metropolitan Polo Club

Metropolitan Polo Club was opened in November 2010 as the sporting and social flagship of "Goldin Metropolitan", a mega-development by Hong Kong-listed developer Goldin Properties Holdings Limited.

About the Federation of International Polo (FIP)

The Federation of International Polo (FIP), founded in 1982, is the international body governing the sport of polo recognised by the International Olympic Committee (IOC) and includes 59 National Federations as full members. 



Opening Ceremony



Hong Kong (in orange) do battle against England (in red) in the third day of Fortune Heights Snow Polo World Cup 2012 (February 4)



South Africa (in green) seize an early victory over Argentina (in blue) in the third day of Fortune Heights Snow Polo World Cup 2012 (February 4).



USA (in white) scored a clear victory over India (in orange) in the third day of Fortune Heights Snow Polo World Cup 2012 (February 4).



Hong Kong, China took first place

International SOS Opens a TEDA Health Clinic

By Tad Miller



Ribbon cutting: Dr. David Wang, Dora Gao, Ali Cannon, Georgina Chu & Steven Zhang (Left to right)



SOS TEDA Team: Front row: Dora Gao, Georgina Chu
Back row: Dr. David Wang, Dr. Olivier Desvernois, Steven Zhang (left to right)



Foreigners will wonder about health care, even in modern China, if they have any sense. Recognising this, International SOS, in a continuing effort to build access to culturally familiar medical treatment at every level: in clinics, partnerships with other reputable hospitals, a twenty-four hour “Alarm Center”, and unique security service world-wide is now available in TEDA. The Grand opening ribbon-cutting ceremony for this facility was held on 9 February 2012, but business was booming even before then.

Dr. David Wang, a cardiologist by training with an obvious commitment to his profession, began treating patients back in 2002. Now however, as a primary family physician with significant American training, a growing TEDA clientele is emerging. Fluent in English, he states that “30% were Danish, 30% Japanese, 30% American, and the rest Chinese knowing what services are typically available here”. Dr. Takashi, an affable gentleman practicing in the downtown Tianjin offices, also visits once a week to consult with his patients residing in the TEDA area.

International SOS is a company offering a complete spectrum of health care, from handling emergencies requiring evacuation abroad and supervising security arrangements in volatile locations, to the routine check-up. Cases

in point include rescuing entire families from Egypt a year ago, a serious car crash in Shanghai last September, and a little boy with a stubborn fever yesterday. Those were each potentially disastrous scenarios. International SOS was there to manage them all.

Among the leading enterprises in medical and security services globally, with 700-plus sites in 70 nations employing 10,000 people, it has 1,100 physicians. As well, there are 200 “security specialists” on staff assuring client safety in precarious foreign circumstances.

“Our global services include medical and risk planning, preventative programs, in-country expertise and emergency response for travelers, expatriates and their dependents of over 70 percent of the Fortune 500 companies” according to John Williams, International SOS Managing Director for China.

“My patients are my teachers” says Dr. Wang, at the new TEDA clinic, citing his effort to provide the confident, sensitive care that expatriates have come to expect. An alternative worth considering, it seems a sure way to mitigate the multiple anxieties resulting from the often bizarre traditions in health care models far away from home. □



Gillian Drakeford, the Retail Manager of IKEA in China



IKEA Opens Latest Store in Tianjin

On 10 February 2012, the world's largest home furnishing product retailer, IKEA, opened its 10th store in China in Tianjin's Dongli District. The first IKEA store in China was opened in Shanghai in 1998 and the company is planning on having a total of 17 stores in China by 2015.

During the inauguration ceremony, IKEA emphasised its commitment to energy efficiency and extensive use of renewable energy. The company has undertaken to reduce energy consumption per square metre of commercial space by at least 20% by 2020 and work to surpass a European Commission renewable energy target of 20%. As a symbol of this and a part of the ceremony, Swedish Ambassador Lars Fredén planted a tree together with Mr. Ren Xuefeng, the Deputy Major of Tianjin, Shang Delai, Party Secretary of Dongli District Committee and Gillian Drakeford, the retail manager of IKEA in China.

IKEA Tianjin Store has a total of 45,736 sqm of floor space, 64 inspirational room settings, more than 7,500 products, 650 seats in its restaurant, and nearly 2,000 parking spaces, which makes it a great place for you and your family to spend the whole day. Småland Magic For-

est located on the 3rd floor, is the biggest IKEA children's paradise in China. There is a specially-assigned person to take care of children while you are shopping.

"My expectation for the early time in Tianjin is that we need to build a close relationship with people in the market. If we understand how people live, then we can provide really good home furnishing solutions that improve people's everyday life at home. I have another expectation that the store provides really good shopping experiences. When people come to visit, they get exactly what they want, they have good experiences, they enjoy the restaurants, they meet happy and confident chief coworkers. We want visitors and customers to come to IKEA again and again," said Gillian Drakeford, the Retail Manager of IKEA in China. ☐

Key Info

Address: No.433, Jintang Road, Dongli District, Tianjin

天津东丽区津塘路433号

Opening hour:

Store: 10:00-21:00;

Restaurant: 09:00-20:30

How to get there:

Bus: No. 605, 613, 621, 680, 9, 185, 835, 503, 830, 806, 856, 872

Subway: Subway line 9 to Dongli Kaifu then walk east for 10 minutes.

Website: www.ikea.com/cn/en/store/tianjin

Grand Opening Ceremony of a New Executive Centre



The Executive Centre held an opening ceremony for their third Tianjin centre at the Diamond Ballroom in the St Regis Hotel on the 22nd of last month. The new centre is located at the city's newest landmark, the Tianjin World Financial Tower, the tallest building in Tianjin.

Organised by the elegant Mariana Prince, the business development manager of the executive centre, with the support of St. Regis's Director of Sales and Marketing Mr. Tiago Sarmiento, it ensured a classy and interesting evening among dignitaries, corporate executives, and the attending media.

The Deputy Director General of Tianjin SME Development Bureau, Ms. Jiang Ying, addressed the guests, along with Mr. Gao Liang, the Deputy General Manager of the Office Division at Financial Street – but they held the event with the Executive Centre – and Mr. Shelton Sha, Group General Manager of Operations at the Executive centre.

Among the guests was Ms. Zheng Hong, the Director of the Cooperation and Exchange Office of Heping District, among many other notable appearances.

The atmosphere was filled with people interested in reaching out and getting to know each other. People from industries as varied as real estate, legal firms, hotels, and construction enjoyed drinks and excellent finger food while chatting to new and old friends.

Speaking to several people present, one could hear that several well-known companies had representatives in attendance due to having utilised the Exchange Centre services currently or in the past at one of their other locations. Everyone recommended the Exchange Centre as a viable option, both for smaller or new companies, or for large companies in the process of opening their business in Tianjin.

The event was well executed and even the bartender, Mr. Blody

Fu, had done his bit to make the evening extra special by creating a custom-made cocktail for the occasion. We named it the Blue Bloody Cocktail, as it bore the blue color of the Exchange Centre's logo. Small touches like this speak volumes to the services provided by St. Regis as well. ☑



MARCH 2012 TIANJIN & BEIJING EVENTS

01
THU
星期四

TICC Coffee Mornings

⬆ Aulare Latin Restaurant
艾伊莎贝西餐厅
⌚ 10:30
✉ ticc_09@hotmail.com



IL DIVO & Orchestra in Concert

⬆ MasterCard Beijing Centre
⌚ 20:00
¥ 280/480/680/880/1280
☎ 400-610-3721



02
FRI
星期五

Piano Solo Concert

- Dancing on Fingertip
⬆ Western Shore Art Gallery
⌚ 20:00
¥ 100
☎ +86 22 2326 3505

03
SAT
星期六

Chamber Music & Movie Music Concert - Audio Charm

⬆ Western Shore Art Gallery 西岸艺术馆
⌚ 20:00
¥ 100
☎ +86 22 2326 3505

04
SUN
星期日

Gothic

- Lacrimas Profundere

⬆ TANGO Club Bar 糖果俱乐部
⌚ 19:30
¥ 90/150
☎ 400-610-3721

06
TUE
星期二

PR workshop: Protecting your intellectual property online

☎ +86 22 2374 1122
✉ tianjin@european-chamber.com.cn

07
WED
星期三

TICC Workshop - Drawing

⌚ 10:00-12:00
¥ 30
✉ ticc_09@hotmail.com



09
FRI
星期五

Zhejiang New Spring Symphony Orchestra Concert

⬆ Tianjin Concert Hall 天津音乐厅
⌚ 19:30
¥ 60/120/180/280/480/680
☎ +86 22 2332 0068

Guitar Love Grand Concert - CG3

⬆ TANGO Club Bar
⌚ 20:00
¥ 50/60
☎ 400-610-3721



10
SAT
星期六

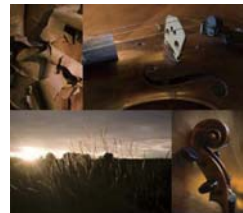
TICC Workshop - Tianjin History

⬆ Qing Wang Fu Hotel 天津庆王府
⌚ 14:00-16:00
¥ 70/50 for TICC members
✉ ticc_09@hotmail.com



String Quartet Concert - Flying Melody

⬆ Western Shore Art Gallery 西岸艺术馆
⌚ 20:00
¥ 100
☎ +86 22 2332 0068



13
TUE
星期二

China North International Bicycle Expo

⬆ Tianjin Meijiang Convention and Exhibition Centre 天津梅江会展中心
☎ +86 22 8838 3311

14
WED
星期三

International Construction Energy Saving and New Building Materials Exhibition

⬆ Tianjin Meijiang Convention and Exhibition Centre 天津梅江会展中心
☎ +86 22 8838 3311

Special Days:

March 5	Awakening of Hibernated Insects (Jǐng zhé)
March 8	International Women's Day
March 12	Arbor Day
March 20	Vernal Equinox (Chūn Fēn)
March 31	Earth Hour

Include your event
email to editor@businesstianjin.com

15
THU
星期四

Jewelry Exhibition

📍 Tianjin Meijiang Convention and Exhibition Centre 天津梅江会展中心
☎ +86 22 8838 3311

To Romanticism - Italy Voces Intimae Trio Concert

📍 Tianjin Concert Hall 天津音乐厅
⌚ 19:30
¥ 50/80/120/180/280/380
☎ +86 22 2332 0068



Editor's
pick

22
THU
星期四

Conference cocktail: Global Debt in the year of Drag(on) – How will it affect you?

☎ +86 22 2374 1122
✉ tianjin@european-chamber.com.cn

23
FRI
星期五

Twaiwan Products Exhibition

📍 Tianjin Meijiang Convention and Exhibition Centre 天津梅江会展中心
☎ +86 22 8838 3311

24
SAT
星期六

Aeon Arbor Day

📍 Aeon Shopping Mall, Xiqing District 永旺购物中心, 西青区中北镇阜盛道1号
⌚ 10:30-12:30
☎ +86 22 2314 1330

16
FRI
星期五

Human Resources workshop: HR Shared service center

☎ +86 22 2374 1122
✉ tianjin@european-chamber.com.cn

String Music Concert - Light Music and Slow Rhythm

📍 Western Shore Art Gallery 西岸艺术馆
⌚ 20:00
¥ 100
☎ +86 22 2326 3505

28
WED
星期三

TICC Workshop - Card making

⌚ 13:00-15:00
¥ 30
✉ ticc_09@hotmail.com

Editor's
pick

17
SAT
星期六

Milan Wines South American Wine Tasting

📍 Milan Wines Head Office 南开区霞光道1号宁泰广场6层
⌚ 16:00-19:00
¥ 40
☎ 4006-199-159 (08:30-21:00 Monday to Sunday) Janice.
✉ zhang@milan-wines.com

29
THU
星期四

Understanding Overseas IPOs

⌚ 14:30-17:30
¥ 300 RMB if payment received in advance, 400 RMB on-site
☎ +86 10 8530 6215/16/17 Ext.243
✉ beck.chu@cebexgroup.com
registrations@ce-online.cn

19
MON
星期一

GM Briefing: EU Commissioner Mr. John Dalli's visit to Tianjin

☎ +86 22 2374 1122
✉ tianjin@european-chamber.com.cn

30
FRI
星期五

Guqin-themed Concert

📍 Western Shore Art Gallery
⌚ 20:00
☎ +86 22 2326 3505



20
TUE
星期二

InterChamber Networking

☎ +86 22 2374 1122
✉ tianjin@european-chamber.com.cn

31
SAT
星期六

Folk Music Classic Concert

📍 Western Shore Art Gallery 西岸艺术馆(河西区友谊北路3号)
⌚ 20:00
☎ +86 22 2326 3505

Talking About the Boss

老板(1)

VOLUME 52

Do you get along with your boss?

你和 | 你的 | 老板 | 相处愉快(2) | 吗?
nǐ hé | nǐ de | lǎo bǎn | xiāng chǔ yú kuài | ma?

Actually I do. She is really understanding and reasonable most of the time. There was only one time I didn't really agree with her.

挺好的。 | 大部分 | 时间(3) | 她 | 都很 | 善解人意(4), | 通情达理(5)。 | 只有 | 一次(6),
tǐng hǎo de. | dà bù fèn | shí jiān (3) | tā | dōu hěn | shàn jiě rén yì. | tōng qíng dá lǐ. | zhǐ yǒu | yī cì.

我 | 不太 | 认同(7) | 她 | 的 | 做法。
wǒ | bú tài | rèn tóng (7) | tā | de | zuò fǎ.

When was that?

什么 | 时候?
shén me | shí hòu?

Once, she fired one of my co-workers for drinking on the job. I felt sorry for him, because it is so hard to find a job these days, and he has a family to support.

有一次 | 她 | 解雇(8) | 了 | 我的 | 一个 | 同事(9), | 就 | 因为 | 他 | 工作时间(10) | 喝酒(11)。
yǒu yī cì | tā | jiě gù (8) | le | wǒ de | yī gè | tóng shì (9), | jiù | yīn wéi | tā | gōng zuò shí jiān (10) | hē jiǔ (11).

我为 | 他 | 感到 | 难过(12), | 因为 | 这些 | 日子(13) | 找工作(14) | 很困难(15), | 而且
wǒ wèi | tā | gǎn dào | nán guò (12), | yīn wéi | zhè xiē | rì zi (13) | zhǎo gōng zuò (14) | hěn kùn nán (15), | ér qiě

他 | 还要 | 赚钱 | 养家(16)。
tā | hái yào | zhuàn qián | yǎng jiā (16).

Well, he shouldn't have been drinking on the job. It's your boss' responsibility to make sure employees are safe, and also doing their jobs.

哦, | 他 | 本 | 不应该(17) | 在 | 工作 | 时间 | 喝酒的。 | 确认(18) | 员工(19) | 的安全(20)
ò, | tā | běn | bù yīng gāi (17) | zài | gōng zuò | shí jiān | hē jiǔ de. | què rèn (18) | yuán gōng (19) | de ān quán

和 | 他们 | 是否 | 在 | 做 | 本职工作(21) | 是 | 你们 | 老板的 | 责任(22)。
hé | tā men | shì fǒu | zài | zuò | běn zhí gōng zuò (21) | shì | nǐ men | lǎo bǎn de | zé rèn (22).

You're right. She was being a good boss when she fired him, but I just felt sorry for him, that's all.

你 | 说的对(23)。 | 她 | 解雇了 | 他 | 证明 | 她 | 是一个 | 好老板, | 但是 | 我只是
nǐ | shuō de duì. (23). | tā | jiě gù le | tā | zhèng míng | tā | shì yī gè | hǎo lǎo bǎn, | dàn shì | wǒ zhǐ shì

为 | 我的 | 同事 | 感到 | 难过, | 仅此 | 而已(24)。
wèi | wǒ de | tóng shì | gǎn dào | nán guò, | jǐn cǐ | ér yǐ (24).

Did this incident with your co-worker affect your relationship with your boss?

你 | 的 | 同事 | 这件事(25) | 会 | 影响(26) | 到 | 你 | 和 | 你的 | 老板 | 之间 | 的
nǐ | de | tóng shì | zhè jiàn shì (25) | huì | yǐng xiǎng (26) | dào | nǐ | hé | nǐ de | lǎo bǎn | zhī jiān | de

关系(27) | 吗?
guān xi (27) | ma?

Business Chinese Lesson

Not really. All of us at the office respect our boss a lot.

不会的。 | 我们 | 办公室(28) | 里的 | 员工 | 都很 | 尊敬(29) | 老板。
bú huì de. | wǒ men | bàn gōng shì | lǐ de | yuán gōng | dōu hěn | zūn jìng | lǎo bǎn.

You are lucky you can get along so well with your boss. It makes a big difference in how much you enjoy your job.

你 | 能和 | 老板 | 相处愉快 | 这 | 真是 | 太幸运(30) | 了。 | 你有 | 多 | 喜欢
nǐ | néng hé | lǎo bǎn | xiāng chǔ yú kuài | zhè | zhēn shì | tài xìng yùn | le. | nǐ yǒu | duō | xǐ huān

这份 | 工作(31) | 就会 | 有 | 多大 | 的 | 作为(32)。

zhè fèn | gōng zuò | jiù huì | yǒu | duō dà | de | zuò wéi.

No kidding. If you don't like your boss or co-workers, they can make your life miserable.

我 | 没有 | 开玩笑(33)。 | 如果 | 你 | 不喜欢(34) | 你的 | 老板 | 或者 | 同事，
wǒ | méi yǒu | kāi wán xiào. | rú guǒ | nǐ | bú xǐ huān | nǐ de | lǎo bǎn | huò zhě | tóng shì,

你的 | 生活(35) | 就 | 会 | 变得 | 很痛苦(36)。

nǐ de | shēng huó | jiù | huì | biàn dé | hěn tòng kǔ.

(1) 老板	boss	lǎo bǎn	(19) 员工	employee
(2) 相处愉快	get along with	xiāng chǔ yú kuài	(20) 安全	safe
(3) 大部分时间	most of the time	dà bù fèn shí jiān	(21) 做本职工作	do their jobs
(4) 善解人意	understanding	shàn jiě rén yì	(22) 责任	responsibility
(5) 通情达理	reasonable	tōng qíng dá lǐ	(23) 你说得对	you are right
(6) 只有一次	only one time	zhǐ yǒu yī cì	(24) 仅此而已	that's all
(7) 认同	agree with	rèn tóng	(25) 这件事	this incident
(8) 解雇	fire	jiě gù	(26) 影响	affect
(9) 同事	co-worker	tóng shì	(27) 关系	relationship
(10) 工作时间	on the job	gōng zuò shí jiān	(28) 办公室	office
(11) 喝酒	drink	hē jiǔ	(29) 尊敬	respect
(12) 感到难过	feel sorry	gǎn dào nán guò	(30) 幸运	lucky
(13) 这些日子	these days	zhè xiē rì zi	(31) 喜欢这份工作	enjoy your job
(14) 找工作	find a job	zhǎo gōng zuò	(32) 有作为	make a difference
(15) 困难	hard	kùn nán	(33) 我没有开玩笑	no kidding
(16) 赚钱养家	have a family to support	zhuàn qián yǎng jiā	(34) 不喜欢	don't like
(17) 本不应该	shouldn't have	běn bù yīng gāi	(35) 生活	life
(18) 确认	make sure	què rèn	(36) 痛苦	miserable



If you meet any problems in learning Chinese, please send us an email at bizclass@businesstianjin.com
We'll do our best to help you. See you next month.

Selected INTERNATIONAL FLIGHTS

for more, contact editor@businesstianjin.com
(1=Mon, 2=Tue, 3=Wed, 4=Thu, 5=Fri, 6=Sat, 7=Sun)

From Beijing					To Beijing				
DEST	DEP	ARR	Flight No	Days	ORIGIN	DEP	ARR	Flight No	Days
Istanbul	23:55	05:25(+1)	TK021	1234567	Istanbul	23:45	15:00	TK20	1234567
	11:45	14:50	KE2852	1234567		09:05	10:25	KE2851	1234567
Seoul*	14:00	17:10	KE856	1.3.5.7	Seoul*	11:35	12:50	KE855	1.3.5.7
	21:20	00:15	KE854	1234567		19:00	20:10	KE853	1234567

From Tianjin				To Tianjin					
DEP	ARR	Flight No	Days	ORIGIN	DEP	ARR	Flight No	Days	
Seoul*	12:40	15:25	KE806	1234567	Seoul*	10:35	11:30	KE805	1234567



* Flights from Beijing/Tianjin to Seoul, from Seoul to Beijing/Tianjin provided by Korean Air. Schedules are subject to government approval and may be changed without prior notice.

Airline Code

AC Air Canada	EK Emirates	LH Lufthansa	SQ Singapore Airlines
AF Air France	ET Ethiopian Airlines	LY El Al Airlines	SU Aeroflot Airlines
AY Finnair	EY Etihad Airways	MS Egypt Airlines	TG Thai Airways International
BA British Airways	HU Hainan Airlines	NH All Nippon Airways	TK Turkish Airlines
CA Air China	JL Japan Airlines	NZ Air New Zealand	UL Sri Lanka Airlines
CX Cathay Pacific	KA Dragon Air	QF Qantas Airways	VN Vietnam Airlines
CZ China Southern Airlines	KE Korean Air	QR Qatar Airways	
D7 Air Asia	KL KLM-Royal Dutch Airlines	SK Scandinavian Airlines	

TIANJIN-BEIJING AIRPORT Shuttle Bus

¥70 one way

Tianjin - Beijing Airport Terminals 2/3

04:00-18:00, runs every 45 minutes
Tian Huan Distance Bus Passenger Station
The junction of Hongqi Lu and Anshan Xi Dao
Tel: +86 1686 8999

Beijing Airport Terminals 2/3 - Tianjin

07:00, 08:00, 09:00 then every 30 minutes until 23:00
Exit on the 1st floor at Gate 11/Terminal 2 and Gate3/Terminal 3
Tel: +86 10 6455 8718

TEDA-BEIJING AIRPORT SHUTTLE BUS

¥80 one way

TEDA - Beijing Airport Terminals 2/3

06:30-19:30, runs every hour
1st Avenue, TEDA
Tel: +86 22 6620 5188

Beijing Airport Terminals 2/3 - TEDA

10:00-22:00, runs every hour
Exit on the 1st floor at Gate 11/Terminal 2 and Gate3/Terminal 3
Tel: +86 10 6455 8718

No. 1 Metro Stops: METRO Tianjin

Metro line 1

Metro line 1 is from Liu Yuan station to Shuang Lin station. It crosses Beichen, Hongqiao, Nankai, Heping, and Jinnan districts
¥2-5, depending on distance travelled
06:00-22:00, runs every 10 minutes, 5 minutes during peak hours
Tel: +86 22 6028 6777



Beijing-Shanghai High-Speed Railway

Origin	Departure Time		Destination	Duration	Price		
	Tianjin South Station	Tianjin West Station			First Class	Second Class	Sleeper
Tianjin	09:17		Shanghai Hongqiao	07:59	600	370	1065
G315		07:10		08:05		375	
D325	08:44			06:58	855	370	799
D365		10:09		04:59	870	510	
G33		07:05		12:12	855	515	
G41				17:33	855	510	
G129	12:45			20:06	870	510	
G145	15:12			17:25	870	515	
G211		12:11		05:14	870	515	
G213		14:26		19:28	05:02	515	

LIGHT RAIL (¥6)

Stops:



BULLET (C) TRAIN

TJ ~ BJS (¥55 - ¥66)			BJS ~ TJ (¥55 - ¥66)		
Train	Tianjin	Beijing	Train	Beijing	Tianjin
C2002	6:25	6:55	C2001	6:35	7:05
C2094	22:45	23:15	C2093	23:00	23:30

TG ~ BJS (¥66-¥80)

Train	Tanggu	Beijing
C2274	12:40	13:10
C2280	20:25	20:55

BJS ~ TG (¥66-¥80)

Train	Beijing	Tanggu
C2273	10:45	11:15
C2279	18:50	19:20

Wuqing ~ BJS (¥39-¥46)

Train	Wuqing	Beijing
C2202	06:53	07:18
C2232	20:43	21:08

BJS ~ Wuqing (¥39-¥46)

Train	Beijing	Wuqing
C2201	06:45	07:07
C2231	21:15	21:37

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CHINA MAP

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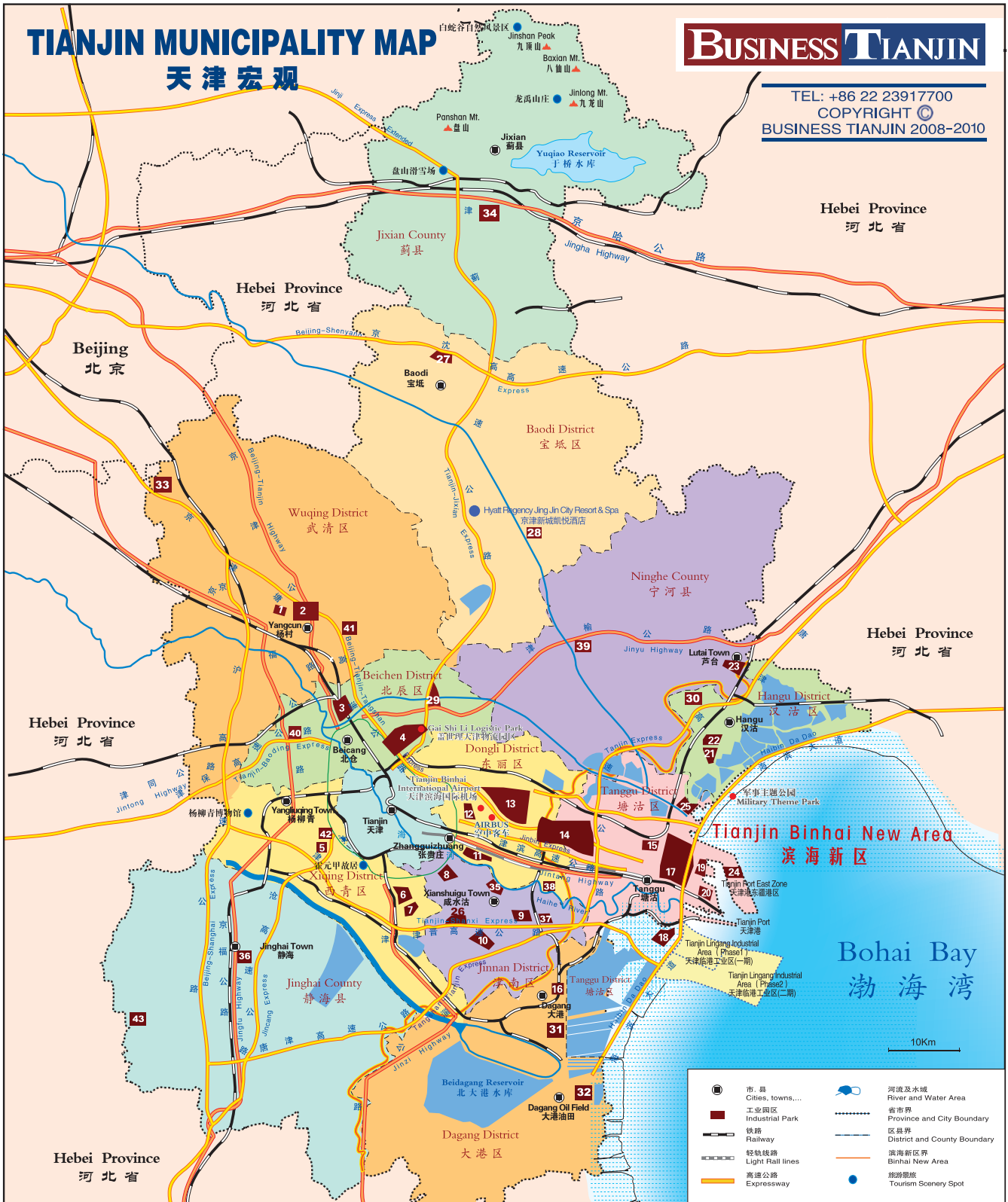
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500km



Tianjin Industrial Parks & Economic Development Areas



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List of Tianjin Industrial Parks & Economic Development Areas

- | | | | |
|---|---|--|---|
| 1 TEDA Yat-Sen Scientific-Industrial Park
TEDA 逸仙科学工业园 | 10 TEDA (Jinnan) Microelectronic Industrial Park
TEDA 微电子 (津南) 工业区 | 19 Tianjin Port Container Logistics Center
天津港集装箱物流中心 | 28 Tianjin Baodi Jiuyuan Industrial Park 天津宝坻九园工业园区 |
| 2 Wuqing Development Area
武清开发区 | 11 Dongli Economic Development Area
东丽经济开发区 | 20 Tianjin Port Free Trade Zone
天津保税区 | 29 Tianjin Beichen Economic Development Area
天津北辰经济开发区 |
| 3 Beichen Hi-Tech Industrial Park (North)
北辰科技园 (北区) | 12 Tianjin Airport International Logistics Zone
天津空港国际物流区 | 21 TEDA Chemical Industrial Park
TEDA 化学工业区 | 30 Tianjin Chadian Industrial Park 天津茶淀工业园区 |
| 4 Beichen Hi-Tech Industrial Park (South)
北辰科技园 (南区) | 13 Tianjin Airport Industrial Park
天津空港物流加工区 | 22 Hangu Chemical Industrial Park
汉沽化学工业区 | 31 Tianjin Dagang Petrochemical Industrial Area 天津大港石化产业园区 |
| 5 Tianjin Hi-Tech Industrial Park
Huayuan Industrial Development Area
天津高新技术产业园区华苑产业区 | 14 TEDA West
天津经济技术开发区 (西区) | 23 Ninghe Economic Development Area
宁河经济开发区 | 32 Tianjin Wuqing Dawanggu Economic Development Area
天津武清区大王古经济开发区 |
| 6 Xiqing Development Area
西青开发区 | 15 Dagang Development Area
大港开发区 | 24 Dongjiang Duty-Free Port Area
天津东疆保税港区 | 33 Tianjin Ji County Economic Development Area 天津蓟县开发区 |
| 7 TEDA (Xiqing) Microelectronic Industrial Park
TEDA 微电子 (西青) 工业区 | 16 Tanggu National Marine Hi-Tech Development Area
塘沽国家海洋新技术开发区 | 25 Sino-Singapore Eco-City
中新生态城 | 34 Tianjin Ji County Economic Development Area 天津蓟县开发区 |
| 8 Jinnan Economic Development Area (West)
天津市津南经济开发区 (西区) | 17 Tianjin Economic-Technological Develop. Area (TEDA)
天津经济技术开发区 | 26 Tianjin Bailai Industrial Park
天津八里台工业园区 | 35 Tianjin Jinnan Xinda Industrial Park 天津津南鑫达工业园区 |
| 9 Jinnan Economic Development Area (East)
天津市津南经济开发区 (东区) | 18 Tianjin Port Bulk Cargo Logistics Center
天津港散货物流中心 | 27 Tianjin Baodi Economic Development Area
天津宝坻经济开发区 | 36 Tianjin Jinghai Economic Development Area 天津静海经济开发区 |
| | | | 37 Tianjin Jinnan Economic Development Area 天津津南经济开发区 |
| | | | 38 Tianjin Junliancheng Industrial Park 天津军粮城工业园区 |
| | | | 39 Tianjin Panzhuang Industrial Park 天津潘庄工业园区 |
| | | | 40 Tianjin Shuangkou Industrial Park 天津双口工业园区 |
| | | | 41 Tianjin Wugong Fuyuan Economic Development Area
天津武清福源经济开发区 |
| | | | 42 Tianjin Zhongbei Industrial Park 天津中北工业园区 |
| | | | 43 Tianjin Ziya Industrial Park 天津子牙工业园区 |

DINING

TIANJIN

Chinese

China Station

A: 2F, Radisson Plaza Hotel Tianjin
No. 66, Xinkai Lu, Hedong District
T: +86 22 2457 8888
中国站
河东区新开路66号天津天诚丽笙世嘉酒店2层

Fortune Restaurant

A: 2F, Crowne Plaza Tianjin Binhai
No. 55, Zhongxin Da Dao
Airport Industrial Park
T: +86 22 5867 8888 ext. 2355
富淳中餐厅
空港物流加工区中心大道55号
天津滨海圣光皇冠假日酒店2层

Fountain Lounge

A: Hyatt Regency Jing Jin City
Resort & Spa
No. 8, Zhujiang Da Dao
Zhouliang Zhuang, Baodi District
T: +86 22 5921 1234
碧泉茶园
宝坻区周良庄珠江大道8号
京津新城凯悦酒店



Qing Wang Fu

A: No. 55, Chongqing Road
Heping District
T: +86 22 8713 5555
庆王府
和平区重庆道55号

Riverside Chinese Restaurant

A: 3F, Holiday Inn Tianjin Riverside
Phoenix Shopping Mall
East Haihe Road, Hebei District
T: +86 22 2627 8888 ext. 2211
海河轩中餐厅
河北区海河东路凤凰商贸广场
天津海河假日酒店3楼

Shui An

A: 1F, The Astor Hotel Tianjin
No. 33, Tai'er Zhuang Lu
Heping District
T: +86 22 2331 1688 ext. 8920
水岸中餐厅
和平区台儿庄路33号天津利顺德大饭店豪华精选酒店1层

Tao Li Chinese Restaurant

A: 6F, Hotel Nikko Tianjin
No. 189, Nanjing Lu, Heping District
T: +86 22 8319 8888 ext. 3561
桃李中餐厅
和平区南京路189号
天津日航酒店6层

Japanese

Benkay Japanese Dining

A: 5F, Hotel Nikko Tianjin, No. 189
Nanjing Lu, Heping District
T: +86 22 8319 8888 ext. 3558
和平区南京路189号天津日航酒店5层
弁慶日本料理餐厅

Kasumi

A: 1F, Crowne Plaza Tianjin Binhai
No. 55, Zhongxin Da Dao
Airport Industrial Park
T: +86 22 5867 8888 ext. 2322
霞日式料理
空港物流加工区中心大道55号
天津滨海圣光皇冠假日酒店1层

Kushi Grill

A: 2F, Radisson Blu Plaza Hotel Tianjin
No. 66, Xinkai Lu, Hedong District
T: +86 22 2457 8888
串烧
河东区新开路66号天津天诚丽笙世嘉酒店2层

Seitaro

A: Sheraton Hotel Tianjin
Zi Jin Shan Lu, Hexi District
T: +86 22 2731 0909
清太郎日本料理
河西区紫金山路喜来登大酒店

SôU

A: 49F, Tianjin Centre Hotel, No.219
Nanjing Road, Heping District
T: +86 22 2321 5888 ext.5106
思创
南京路219号天津中心酒店 49楼

Thai

Kudos Thai Restaurant & Lounge Bar

A: No.88, Chengdu Road
Heping District
T: +86 22 2332 9988
W: livekudos.org
泰廷泰国餐厅
和平区成都道88号

YY Beer House

(Behind International Building)
A: No. 3, Aomen Lu
Heping District
T: +86 22 2339 9634
粤园泰餐厅
和平区澳门路3号(国际大厦后侧)

Western



Aulare

A: Magnetic Plaza, Building A4
2-16, Binshui Xi Dao
Nankai District
T: +86 187 2229 0691
E: tianjin@aulare.com
艾伊莎贝西餐厅
南开区滨水西道时代奥城A4座2-16号



Brasserie Flo Tianjin

A: No.37, Guangfu Road
Italian Style Town, Hebei District
T: +86 22 2662 6688
福楼
河北区意大利风情区光复道37号

1863 the Dining Room

A: 1F, The Astor Hotel Tianjin
No. 33, Tai'er Zhuang Lu
Heping District
T: +86 22 2331 1688 ext. 8918
1863 至尊西餐厅
和平区台儿庄路33号天津利顺德大饭店豪华精选酒店1层

Café@66

A: 1F, Radisson Bul Plaza Hotel Tianjin
No. 66, Xinkai Lu, Hedong District
T: +86 22 2457 8888
咖啡66
河东区新开路66号天津天诚丽笙世嘉酒店1层

Café Majestic

A: 1F, The Astor Hotel Tianjin
No. 33, Tai'er Zhuang Lu
T: +86 22 2331 1688 ext. 8910
凯旋咖啡厅
和平区台儿庄路33号天津利顺德大饭店豪华精选酒店1层

Café Venice

A: 2F, Holiday Inn Tianjin Riverside
Phoenix Shopping Mall
East Haihe Road, Hebei District
T: +86 22 2627 8888 ext. 2271
威尼斯咖啡厅
河北区海河东路凤凰商贸广场
天津海河假日酒店2楼

Glass House

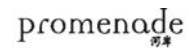
Hyatt Regency Jing Jin City
Resort & Spa
A: No. 8, Zhujiang Da Dao
Zhouliang Zhuang, Baodi District
T: +86 22 5921 1234
水晶厨房
宝坻区周良庄珠江大道8号
京津新城凯悦酒店

Hank's Sports Bar & Grill

A: No. 56, 1F, bldg. B, Shang Gu
Tianta Dao, Nankai District
T: +86 22 2341 7997
汉克斯运动酒吧
南开区天塔道上谷商业街B座
1层56号

Pan Shan Grill & Wine

A: 2F, Main Building
Sheraton Hotel Tianjin
Zi Jin Shan Lu, Hexi District
T: +86 22 2731 3388 ext.1820
盘山葡萄酒扒房
紫金山路天津喜来登大酒店主楼2层



Promenade Restaurant

A: 1F, The St. Regis Tianjin
No. 158, Zhang Zizhong Road
Heping District
T: +86 22 5830 9959
河岸国际餐厅
和平区张自忠路158号天津瑞吉金融街酒店一层



Riviera Restaurant

A: 1F, The St. Regis Tianjin.
No. 158, Zhang Zizhong Road
Heping District
T: +86 22 5830 9962
蔚蓝海法餐厅
和平区张自忠路158号天津瑞吉金融街酒店一层

Spectrum All-Day Dining

A: 7F, Hotel Nikko Tianjin
No. 189, Nanjing Lu, Heping District
T: +86 22 8319 8888 ext. 3570
彩西餐厅
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底商8号
T: +86 22 6539 9899
Opening hours: 09:00-20:00

GuangMing Wine Shop:

A: No.1 Guangming Flat, Xianguang
Rd., Nankai District, Tianjin
天津市南开区霞光道光明公寓1号
T: +86 22 2391 5118
Opening hours: 09:00-20:00

BinXi Wine Shop:

A: No.187 Binshui West Rd.,
Nankai District, Tianjin
天津市南开区宾水西道187号
T: +86 22 2337 2116
Opening hours: 09:00-22:00

RongYe Wine Shop:

A: No. 175 Rongye Avenue
Heping District, Tianjin
天津市和平区荣业大街175乙
T: +86 22 2723 1139
Opening hours: 09:00-20:00

4006-199-159

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DINING

SERVICES

Bars

China Bleu

A: 50F, Tianjin Centre Hotel, No. 219 Nanjing Lu, Heping District
T: +86 22 2321 5888
 中国蓝酒吧
 南京路219号天津中心酒店50层

JV'S Bar

A: 1F, Main Building, Sheraton Hotel Tianjin Zi Jin Shan Lu, Hexi District
T: +86 22 2731 3388 ext. 1846
 JV'S 酒吧
 河西区紫金山路天津喜来登大酒店主楼1层

O'Hara's

A: 1F, The Astor Hotel Tianjin No. 33, Tai'er Zhuang Lu Heping District
T: +86 22 2331 1688 ext. 8919
 海维林
 和平区台儿庄路33号天津利顺德大饭店豪华精选酒店1层

THE ST REGIS BAR
 瑞吉酒吧

The St. Regis Bar

A: 1F, The St. Regis Tianjin. No. 158 Zhang Zizhong Road, Heping District
T: +86 22 5830 9958
 瑞吉酒吧
 和平区张自忠路158号天津瑞吉金融街酒店一层

Accounting

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Tianjin Office:

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 No.189, Nanjing Lu
 Heping District
T: +86 22 2318 5056
F: +86 22 2318 5001
E: tianjin@lehmanbrown.com
 天津市和平区南京路189号
 津汇广场 2座29层2901-104室

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F: +86 10 85322746
E: beijing@lehmanbrown.com
 北京市朝阳区东直门外大街23号,
 东外外交办公大楼602

Shanghai Office:

A: Room 1501 & 1504, Wan Tai
 International Building,
 No.480, North Urumqi Lu
 Jing An District
T: +86 21 6249 0055
F: +86 21 6288 1636
E: shanghai@lehmanbrown.com
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International Schools



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 国际学校天津分校
 津南区津南微山路

Tianjin International School

A: No. 1, Meiyuan Lu, Huayuan
 Industrial Area, Nankai District
T: +86 22 8371 0900
 天津国际学校
 南开区华苑产业区梅苑路1号



Tianjin Rego International School

A: No. 38, Huandao Xi Lu
 Meijiannan, Hexi District
T: +86 22 8816 1180 ext. 212
 Mobile: +86 138 2090 0420
E: j.zheng@regoschool.com
W: regoschool.org
 天津瑞金国际学校
 河西区梅江南环岛西路38号



**GEMS World Academy
 Tianjin Eco City, China**

A: Unit 3-307, TEDA MSD Block
 C 79 1st Avenue, TEDA
T: +86 22 6622 7888
 天津杰美国际学校
 开发区第一大街79号泰达MSD-C
 区3楼307室



**Wellington College
 International Tianjin**

A: No. 1, Yide Dao, Hongqiao District
T: +86 22 8758 7199 ext. 8001
 Mobile: +86 187 2248 7836
E: admissions@wellington-tianjin.cn
W: wellington-tianjin.cn
 天津惠灵顿国际学校
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 福楼外宴策划
 河北区意大利风情区光复道37号

Hotels & Apartments

★★★★★ Hotels



Crowne Plaza Tianjin Binhai
A: No.55 Zhongxin Avenue Airport
 Economic Area Tianjin
T: +86 22 5867 8888
 天津滨海圣光皇冠假日酒店
 天津市空港经济区中心大道55号



Holiday Inn Tianjin Riverside

A: Phoenix Shopping Mall
 Haihe Dong Lu, Hebei District
T: +86 22 2627 8888
 天津海河假日酒店
 河北区海河东路凤凰商贸广场



Hotel Nikko Tianjin

A: No. 189, Nanjing Lu, Heping District
T: +86 22 8319 8888
 天津日航酒店
 和平区南京路189号

**Hyatt Regency Jing Jin City
 Resort & Spa**

A: No. 8, Zhujiang Da Dao
 Zhouliang Zhuang, Baodi District
T: +86 22 5921 1234
 京津新城凯悦酒店
 宝坻区周良庄珠江大道8号



Radisson Blu Plaza Hotel Tianjin

A: No. 66, Xinkai Lu, Hedong District
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 天津中心酒店
 和平区南京路219号



Renaissance Tianjin Lakeview Hotel

A: No. 16, Binshui Dao, Hexi District
T: +86 22 5822 3388
 万丽天津宾馆, 河西区宾水道16号



Sheraton Tianjin Hotel

A: Zi Jin Shan Lu, Hexi District
T: +86 22 2731 3388
 天津喜来登大酒店, 河西区紫金山路



The St. Regis Tianjin

A: No. 158, Zhangzizhong Road Heping district
T: +86 22 5830 9999
 天津瑞吉金融街酒店
 和平区张自忠路158号



**The Astor Hotel Tianjin
 A Luxury Collection Hotel**

A: No. 33, Tai'er Zhuang Lu, Heping District
T: +86 22 2331 1688
 天津利顺德大饭店豪华精选酒店
 和平区台儿庄路33号

Apartments

ARIVA

Ariva Tianjin No.36 Serviced Apartment

A: No.36 Xikang Road Heping District, Tianjin
T: +86 22 2352 3636
 招商·艾丽华36号服务公寓
 天津市和平区西康路36号

Astor Apartment

A: No. 32, Tai'er Zhuang Lu Heping District
T: +86 22 2303 2888
 利顺德公寓
 和平区台儿庄路32号
 和平区西宁道37号

Sheraton Apartment

A: Zi Jin Shan Lu, Hexi District
T: +86 22 2731 3388
 喜来登公寓
 河西区紫金山路



Somerset International Building Tianjin

A: No. 75, Nanjing Lu Heping District
T: +86 22 2330 6666
 天津盛捷国际大厦服务公寓
 和平区南京路75号

Somerset Olympic Tower Tianjin

A: No. 126, Chengdu Dao Heping District
T: +86 22 2335 5888
 天津盛捷奥林匹克大厦服务公寓
 和平区成都道126号

Somerset Youyi Tianjin

A: No. 35, Youyi Lu, Hexi District
T: +86 22 2810 7888
 天津盛捷友谊服务公寓
 河西区友谊路35号



The Lakeview, Tianjin-Marriott Executive Apartments

A: No. 16, Binshui Dao, Hexi District
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 天津万豪行政公寓
 河西区宾水道16号

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- Pick up/deliver shipments and documents
- Inland container transportation
- Customs clearance
- Inspection and quarantine declaration
- Warehousing in bonded zones

For further details, send e-mail to service@logisticstianjin.com

Movers



AGS Four Winds International Movers

A: A1701 Vanke World Trade Plaza 129 Nanjing Road, Heping District
T: +86 22 2712 7759
W: agsfourwinds.com
E: manager.tianjin@agsfourwinds.com
 爱集斯国际运输服务有限公司
 南京路129号万科世贸广场A座1701室

Printing Services

TIANJINPRINT is a 24-HOURS professional printing service provider. Provides the highest level of service by employing the most advanced equipment, superior customer service, and excellent quality control systems, to ensure that customers receive the highest quality products and services. Print, including design, prepress, finishing, binding and inserting. For projects or inquiries, please send e-mail to info@tianjinprint.com

Promotional Products

PROMOTIANJIN is a traditional promotional products agency serving major corporations and non-profit agencies since 1998. Based in Tianjin, it has been actively serving accounts in financial services, health care, media, non-profit, advertising, cultural affairs and home and industrial furnishings fields. Main clients are organisations of all sizes throughout China and abroad. For further details, please send e-mail to gm@promotianjin.com

Real Estate



CBRE Tianjin

A: 42F, Units 12 & 13, Tianjin World Financial Centre Office Tower, No. 2 Dagubei Road, Heping District.
T: +86 22 5832 0188
W: cbre.com.cn
 世邦魏理仕天津分公司
 和平区大沽北路2号天津环球金融中心津塔写字楼42层12-13单元



Rentals



CAR/BUS Rental Services in Tianjin and Beijing with reasonable rates.

To make a reservation or enquiry, please send e-mail to info@chinabustravel.com
T: +86 135 0207 0987

Serviced Office



Regus Tianjin Center

A: 8F, Tianjin Centre, No.219 Nanjing Road, Heping District
T: 400 120 1205
W: www.regus.cn
 雷格斯天津中心
 和平区南京路219号天津中心8层

Travel Agencies



Tianjin's travel agency specialising in tourism for foreigners
T: +86 159 2200 0555
 E-mail:info@thestarstravel.com

Spas

Green Bamboo Well Being Resort

A: 6-17, bldg. 17, Magnetic Capital Binshui Xi Dao, Nankai District
T: +86 22 8378 8397 (English)
 +86 136 0205 9458 (Attn: Elsa)
 青竹堂足疗养生馆
 时代奥城商业广场17座6层17号

Oasis SPA at Sheraton

A: 1F, Sheraton Hotel Tianjin Zi Jin Shan Lu, Hexi District
T: +86 22 2731 3388 ext. 2227
 喜来登绿洲
 河西区紫金山路天津喜来登大酒店1层

Hospitals

Tianjin International SOS Clinic

A: 1F, Sheraton Hotel, Zi Jin Shan Lu, Hexi District
T: +86 22 2352 0143
 天津国际 (SOS) 紧急救援诊所
 紫金山路天津喜来登大酒店公寓楼1层



United Family Healthcare
 和睦家医疗

Tianjin United Family Hospital

A: No.22, Tianxiao Yuan Tanjiang Dao, Hexi District
T: +86 22 5856 8500 (Reception)
 24 Hour Emergency:
 +86 22 5856 8555
W: ufh.com.cn
 天津和睦家医院
 河西区潭江道天潇园22号

shopping

Department Stores

Hisense Plaza

A: No. 188, Jiefang Bei Lu
Heping District
T: +86 22 2319 8888
海信广场, 和平区解放路188号

Isetan

A: Block C, Modern Town, No. 108
Nanjing Lu, Heping District
T: +86 22 2722 1111
伊势丹
和平区南京路108号现代城 C 区

LOTTE Department Store

A: No.137, Dong Ma Lu, Nankai District
T: +86 22 5806 8888
乐天百货, 南开区东马路137号

Gyms

Powerhouse Gym

A: Binjiang Shopping Center, Kaifeng
Dao, Xiao Bai Lou (1902 Street)
Hexi District
T: +86 22 2302 2008
宝力豪健身俱乐部
河西区小白楼滨江购物中心

Sheraton Hotel Fitness Center

A: Inside Sheraton Hotel Tianjin
Zi Jin Shan Lu, Hexi District
T: +86 22 2731 3388 ext. 2228
喜来登健身美容中心
河西区紫金山路喜来登饭店内

Swimming Pools

**GLO Fitness & Health Club
Swimming Pool**

A: 6F, Hotel Nikko Tianjin, No. 189
Nanjing Lu, Heping District
T: +86 22 8319 8888 ext. 3290
焕 - 健康中心游泳池
和平区南京路189号天津日航酒店6层

**Sheraton Hotel Tianjin
Swimming Pool**

A: 1F, Sheraton Hotel Tianjin
Zi Jin Shan Lu, Hexi District
T: +86 22 2731 3388
喜来登酒店游泳池
河西区紫金山路天津喜来登大酒店1层

**Swimming Pool at Radisson
Plaza Hotel Tianjin**

A: 4F, Radisson Plaza Hotel Tianjin
No. 66, Xinkai Lu, Hedong District
T: +86 22 2457 8888
天诚丽笙世嘉酒店游泳池
河东区新开路天诚丽笙世嘉酒店4层

Indoor Swimming Pool

A: 4F, Health Club, Holiday Inn
Tianjin Riverside, Phoenix Shopping
Mall, Haihe Dong Lu, Hebei District
T: +86 22 2627 8888 ext. 2318
海河假日室内游泳池
河北区海河东路凤凰商贸广场天津
海河假日酒店4层

TEDA & TANGGU

Brazilian

Salsa Churrasco

A: 11F, Holiday Inn Binhai Tianjin
No. 86, 1st Avenue, TEDA
T: +86 22 6628 3388 ext. 2740
巴西烧烤餐厅
开发区第一大街86号天津滨海假日
酒店11层

Chinese

Wan Li Chinese Restaurant

A: 2F, Renaissance Tianjin TEDA
Hotel & Convention Centre
No. 29, 2nd Avenue, TEDA
T: +86 22 6621 8888 ext. 6750
万丽轩中餐厅
开发区第二大街29号天津万丽泰达
酒店及会议中心2层

Yue Chinese Restaurant

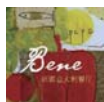
A: 2F, Sheraton Tianjin Binhai Hotel
No. 50, 2nd Avenue, TEDA
T: +86 6528 8888 ext.
6220/6222
采悦轩中餐厅
开发区第二大街50号
天津滨海喜来登酒店2层

Japanese

Sake n Sushi Bar

A: 11F, Holiday Inn Binhai Tianjin
No. 86, 1st Avenue, TEDA
T: +86 22 6628 3388 ext. 2730
寿司吧
开发区第一大街86号天津滨海假日
酒店11层

Italian



Bene Italian Kitchen

A: 2F, Sheraton Tianjin Binhai Hotel
No. 50, 2nd Avenue, TEDA
T: +86 6528 8888 ext. 6230/6232
班妮意大利餐厅
开发区第二大街50号
天津滨海喜来登酒店2层

Western

Brasserie Restaurant

A: Renaissance Tianjin TEDA
Hotel & Convention Centre
No. 29, 2nd Avenue, TEDA
T: +86 22 6621 8888 ext. 3711
万丽西餐厅
开发区第二大街29号天津万丽泰达
酒店及会议中心



SERVICES



Feast All Day Dining Restaurant

A: 1F, Sheraton Tianjin Binhai Hotel
No. 50, 2nd Avenue, TEDA
T: +86 6528 8888 ext. 6210
盛宴全日制西餐厅
开发区第二大街50号
天津滨海喜来登酒店1层

Education

International Schools

TEDA International School

A: No. 72, 3rd Avenue, TEDA
T: +86 22 6622 6158
泰达国际学校
开发区第三大街72号



**Tianjin TEDA Maple Leaf
International School**

A: No. 71, 3rd Avenue, TEDA
T: +86 22 6200 1920
天津泰达枫叶国际学校
开发区第三大街71号

Hotels



Holiday Inn Binhai Tianjin

A: No. 86, 1st Avenue, TEDA
T: +86 22 6628 3388
天津滨海假日酒店
开发区第一大街86号

Holiday Inn Express Tianjin Binhai

A: TEDA Fashion Plaza
No. 11, Aoyun Lu, TEDA
T: +86 22 5988 8999
天津滨海快捷假日酒店
开发区奥东路11号泰达时尚广场



**RENAISSANCE TIANJIN TEDA
CONVENTION CENTRE HOTEL**

A: No. 29, 2nd Avenue, TEDA
T: +86 22 6621 8888
天津万丽泰达酒店及会议中心
开发区第二大街29号



Sheraton Tianjin Binhai Hotel

A: No. 50, 2nd Avenue, TEDA
T: +86 22 6528 8888
F: +86 22 6528 8899
天津滨海喜来登酒店
开发区第二大街50号
<http://sheraton.com/tianjinbinhai>

health

TEDA International Hotel & Club

A: No. 8, 2nd Avenue, TEDA
T: +86 22 2532 6000
泰达国际酒店暨会馆
开发区第二大街8号

Spas

Touch Spa

A: 2F, Renaissance Tianjin TEDA
Hotel & Convention Centre
No. 29, 2nd Avenue, TEDA
T: +86 22 6570 9504
开发区第二大街29号天津万丽泰达
酒店及会议中心

Yue Spa

A: 15F, Holiday Inn Binhai Tianjin
No. 86, 1st Avenue, TEDA
T: +86 22 6628 3388
开发区第一大街86号天津滨海假日
酒店15层

Hospitals

**Tianjin TEDA International SOS
Clinic**

A: 102-C2 MSD, No.79
1st Avenue, TEDA, Tianjin
T: +86 22 6537 7616
国际SOS天津泰达诊所
天津经济技术开发区第一大街79号
泰达M SD-C 区2座102室

Western Hospital

A: 1F, Jiafu Garden, 2nd Avenue
TEDA
T: +86 22 6620 8676
名医会馆
开发区第二大街加孚园底商

Golf Clubs

**Tianjin Warner International
Golf Club**

A: No. 1, Nanghai Lu, TEDA
T: +86 22 2532 6009
天津华纳高尔夫俱乐部
开发区南海路1号

Gyms

Champs Elysees

A: 2F, Renaissance Tianjin TEDA
Hotel & Convention Centre
No. 29, 2nd Avenue, TEDA
T: +86 22 6621 8888
香榭丽舍健身俱乐部
开发区第二大街29号天津万丽泰达
酒店及会议中心2楼

**Holiday Inn Binhai Hotel
Fitness Centr**

A: 15F, Holiday Inn Binhai Tianjin
No. 86, 1st Avenue, TEDA
T: +86 22 6628 3388 ext. 2960
天津滨海假日酒店健身中心
开发区第一大街86号天津滨海假日
酒店15层



Les Vins d'Alsace

By Stephen Zhang

Alsace lies in northeastern France, on the border with Germany. It was originally part of the Holy Roman Empire and only became part of France at the end of the Thirty Years War in 1648. It was then briefly annexed to Germany in the late 1800's before being returned to France in 1919.

Bound by the Rhine to the east and the Vosges mountains to the west, the Alsace winegrowing region has one of the driest climates and lowest rainfalls in France, which allows for slow and prolonged ripening of the grapes. A majority of Alsace wines are white and, save for one or two exceptions, all of them are dry.

Unlike most of the other quality wine regions of France which show the district of production prominently on the labels, grape variety is displayed most prominently on Alsace wine labels. The four key white grape types for Alsace – responsible for the highest quality Alsace Grand Cru wines – are Riesling, Gewürztraminer, Pinot Gris and Muscat.

The appellation for most wines is AC Alsace, with the best vineyards classified as AC Alsace Grand Cru. Wines are bottled locally in "flûted" Alsace, which is a characteristic tall and slim green bottle only used in Alsace.

Alsace whites are possibly the best in the world, with its diversity of grape variety that can emanate a range of flavours. For example, an Alsace Riesling is much dryer and highly acidic



Stephen Zhang, sommelier at The St. Regis Tianjin



Decanter at The St. Regis Tianjin

with a stronger floral flavour compared to its German counterpart, and it gives a polished taste to the palate when aged; an Alsace Pinot Gris is the most full bodied Pinot Gris in the world; an Alsace Gewürztraminer is famous as one of the most aromatic sweet wines in the world. With its expansive variations, one can always find a specific white wine to match one's taste, and to complement the intricate flavours of Chinese cuisine.

Recommandations de Vin

An Alsace Riesling can be very nicely paired with seafood – like oysters, king crabs or Japanese sashimi – because of its natural high acidity and floral flavour. An Alsace Gewürztraminer, with its rich aromas and attractive bouquet, may be served as an aperitif, paired with cheeses or elegantly paired with lightly spicy food.

Domaine Paul Blanck Riesling Grand Cru

Produced in a small production quantity by a boutique wine yard in Alsace, this very high quality wine is high in acidity with a rich floral flavour that leaves a clean taste on the palate.

Hugel et Fils Gewürztraminer AOC

Produced exclusively from the finest vineyards in the "Hugel" estates, this was launched in celebration of its 350th anniversary in 1989. Powerful, although still dry, it requires an extensive period of ageing in the bottle to reach its full potential.

About Stephen Zhang:

Stephen has been with The St. Regis Tianjin since its opening in October 2011, and is one of the few experienced high-level Chinese sommeliers in China. He manages the beverage experience for guests in the hotel, and hopes to increase knowledge about wines in Tianjin city. Stephen is a contributing columnist about wine notes & recommendations for Business Tianjin readers.

A Cultural Shift

Traditional Business to Legal Regulation

One of the most intriguing things about living in China is seeing how the rule of law is gradually expanding throughout the nation (or perhaps it would be better to say, throughout the state). This seems to be something that those living outside China, such as US senators, do not understand. Accustomed as those gentlemen are to living in a nation where the rule of law is a long-accustomed societal and governmental tradition and the writ of the state runs without question, stretching so far back that folk memory does not remember periods of real disorder, it is always worth keeping in mind that China only really emerged from a state of near anarchy in 1976 – less than forty years ago. “Anarchy” here does not mean the cheap tabloid usage of fleeting disorder, but the deeper sense of the destruction of social norms and practices, and the customs of law. Civil law is of course mostly based on precedent: when all history is torn up to write a new page, what happens is the destruction of centuries of social habits which accumulate into the very basis of that society. These traditions take a long time to form and consolidate into standard practice.

Thus, the customs and practices which we take for granted in the west are here in China being only gradually solidified. The newcomer to China might be surprised that an economic powerhouse, the world’s second largest economy, might be one where piracy, counterfeiting and document fraud are endemic and seem to be implicitly condoned, and, similarly, one where large sections of the state apparatus can fairly easily be bypassed. Taxes, rents, payrolls, bills, all the necessary documentation of the state, can be evaded and outmaneuvered, much to the occasional disbelief of the naive newcomer.



This state of affairs is always worth remembering. China is the world’s second largest economy, true, but its per capita GDP ranks 90th out of 183, behind Namibia and Belarus (according to the IMF’s 2011 estimates). It is still very much a developing country, in all senses of the word. This of course, has tremendous implications for how one does business here. Let’s say, for example, you are a foreign company with a good relationship with a Chinese supplier. You use this company, and this one only, to supply you with an essential item. At some point, though, the owner of the Chinese company wants to sell the company and retire. Elementary business practice tells you that you should buy the company to ensure continued supply. However, as Dan Harris of China Blog points out (in his analysis of this kind of case), in China it isn’t that simple. He explains why he opposed this kind of deal:

I said that there is a good chance the Chinese manufacturer is paying half of its employees completely under the table and reporting to the government only half of what it was paying the other half. I then talked of how there is also a good chance the Chi-

Last Words

nese manufacturer is underpaying its taxes and of how its rent also may be paid under the table. I then said that this sort of thing may be all well and good for Chinese companies, but that if the US manufacturer were to buy this Chinese manufacturer, it would need to do so as a WFOE and it would then immediately be on a "whole 'nother level" with respect to China's various tax authorities.

I then told the US manufacturer that if it were to buy the Chinese manufacturing business, it would need to bring every single employee onto the payroll and that would likely mean the payroll expenses would be close to doubled. I then gave my estimated numbers. All of the wages now being paid under the table would need to be paid above the table and that would mean that the US manufacturer would, in turn, need to pay all sorts of employer taxes, pensions, and insurance. I told the US manufacturer to figure that these items would be about 40% of all wages. So if you have an employee who is now get-

ting \$1000 a month under the table and you then report to the government that you are paying that employee \$1000, you should figure on needing to pay about \$400 on that to the government.

Let's also take rent. The Chinese manufacturer is probably paying the landlord under the table and the landlord is not reporting it. Heck, there is a very good chance the landlord is not even legally able to lease out the property, but for the sake of the numbers, let's assume that the landlord is actually authorised to lease it. If you are going to buy the Chinese manufacturer's company you are going to have to do so as a WFOE and to get a WFOE approved at all, you are going to need to have a legitimate lease. That means that before you buy this Chinese manufacturer, you are going to need to go to the landlord and tell it that you need to get your landlord-tenant relationship "on the grid" and that the landlord is going to need to register the lease with the appropriate authorities.

The landlord will likely call you an idiot (trust me on this) and initially balk. You will then need to explain that you absolutely must get on the grid and that you are prepared to cover the landlord's increased costs to do so. Figure on this raising your rent by around 25%. Again though, this assumes that your being able to stay at this facility is even possible.

Okay, so now that I have explained how the above will eat into your numbers, let's talk about income taxes. You are going to have to pay income taxes on the money you make, even though the Chinese manufacturer maybe never did. Figure 25% of your profits will go to income taxes.

Similar issues occur with piracy and all the things US politicians imagine can be stopped instantly. It is remarkable to be in a country where the economy is developing incredibly quickly and where the reach of the state and the rule of law are consolidating incrementally. We foreigners, unaccustomed to this, tend to project our assumptions onto how we approach business in China. It is no wonder Chinese business people often think us naive. ■



GEMS World Academy Tianjin Eco City

OPEN INVITATION...



Parent information sessions:

GEMS TEDA Office:

Wed Feb 15th 10:00 am English
 1:00 pm Korean
Wed Feb 29th 6:00 pm English

Renaissance Tianjin Downtown:

Thurs March 15th 6:00 pm
Thurs March 29th 6:00 pm

School tours:

(available in Korean and English for all dates)

Tues March 13th 1:00 pm
Wed March 14th 6:00 pm
Mon March 19th 1:00 pm
Wed March 21st 6:00 pm



Due to demand, it is important that you register for a place at any of the parent information sessions. Children are welcome to our school visits but information sessions are for parents only.

It is not necessary to register for the school tours. Maps and directions to our school are available on our website.



Contact information

GEMS office: Unit 3-307, MSD Block C2,
1st Ave, TEDA
Ph 022-66227888
s.scott_wat@gemsedu.com
www.gemsworldacademy-tec.com



The Varkey GEMS Foundation is a not for profit education Foundation. Its goal is to impact one hundred underprivileged children for every child enrolled in a GEMS school. 10 million will be impacted globally.

