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"The Master"ful Performance

22 David Cook, Headmaster
Wellington College
International Tianjin

30 The Dilemmas of the Marketing
Organisation

34 What is New about the New iPad?

38 HR Expectations: East vs. West

42 Tax Legislation Trends of Indirect
Equity Transfers

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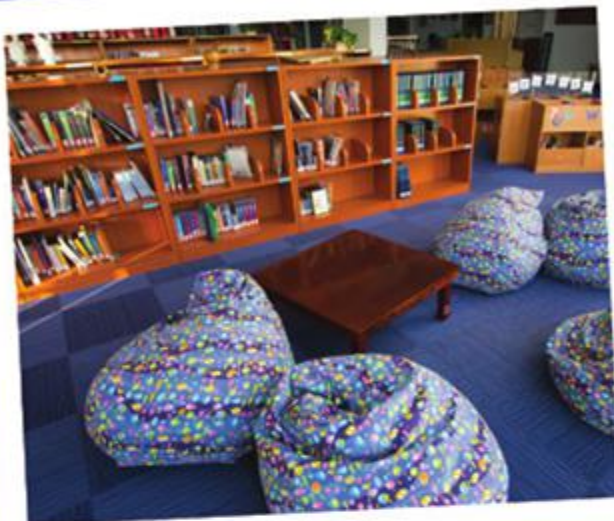
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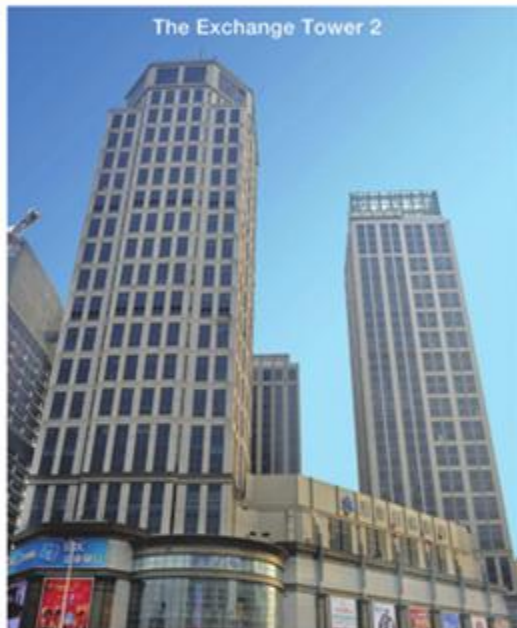
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Contents

Business Tianjin / April 2012



▲ “The Master”ful Performance - David Cook, Headmaster, Wellington College International Tianjin

After successfully opening in August 2011, Wellington College International Tianjin continues to prosper under the guidance of Headmaster David Cook. Almost fully enrolled and with plans to expand offerings in the future, the school has already made a name for itself locally and is now striving to reach the same level of notability as its namesake in Great Britain. Through it all, “The Master”ful performance of its Headmaster and staff have laid a foundation to ensure that Wellington will be an integral part of Tianjin for years to come. [See P22](#)



◀ What is New About the NEW iPad?

An Apple Event is a celebration in and of itself, or at least that is what Apple would like us to believe. On 7 March 2012 there was a special event at Apple, where the surprisingly named ‘New’ iPad, or in essence iPad 3, was revealed. We at Business Tianjin Magazine watched the event, missing Steve Jobs, while still enjoying the presentation. [See P34](#)



◀ Investment Restructuring Considerations

In line with global trends, Chinese tax authorities have recently begun to put more focus on tax anti-avoidance compliance to protect the loss of tax revenues, especially scrutinising enterprises that, through certain tax arrangements, might be seen as shifting profits out of China, to their holding enterprises incorporated overseas, that are actually earning profits in China. [See P42](#)



▲ IPR Protection in China for the Medical Device Industry

While China is a focus of attention for the healthcare industry as one of the world’s largest markets, a chief concern for the medical device industry is the risk from IPR infringement. For effective IP protection in the medical device industry, registration of IPR, management of IP during R&D, and sourcing are among the key issues to consider. [See P52](#)

| | |
|----|---|
| 08 | BIZ BRIEFS |
| 15 | NUMBERS |
| 17 | NEW APPOINTMENTS |
| | ECONOMY |
| 18 | April Chinese Economy Report |
| 21 | Currency Charts |
| | DIALOGUE |
| 22 | David Cook, Headmaster, Wellington College International Tianjin |
| 29 | Carlos Constanzo, Butler Champion, St. Regis Hotels & Resorts |
| | FEATURE STORY |
| 26 | Looking Good |
| | MARKETING |
| 30 | The Dilemmas of the Marketing Organisation |
| | IT |
| 34 | What is New About the NEW iPad? |
| | HR |
| 38 | HR Expectations: East vs. West |
| 41 | JOB POSTINGS |
| | LEGAL ASSISTANCE |
| 42 | Investment Restructuring Considerations |
| | POLICY EXPLANATION |
| 46 | China’s Dilemma - GPA or Not? |
| | REAL ESTATE |
| 48 | Retrofitting Existing Buildings |
| | IPR |
| 52 | IPR Protection in China for the Medical Device Industry |
| | CHAMBER REPORTS |
| 56 | EU, US, Singapore, Benelux, Italy |
| | PAST EVENTS |
| 59 | Mango Opening Ceremony in Tianjin Joy City |
| 60 | CBRE Tianjin Office Relocation Client Cocktail & Media Briefing |
| 61 | Milan Wine Tasting at Ningtai Plaza |
| 62 | Renaissance Brand Discovery |
| 64 | EVENT CALENDAR |
| | BUSINESS CHINESE LESSON |
| 66 | Memos |
| 68 | TRANSPORTATION |
| | MAPS |
| 70 | China |
| 71 | Tianjin Industrial Park & Economic Development Areas |
| 72 | LISTINGS |
| | ARTS & LEISURE |
| 76 | Wine of Burgundy (Vin de Bourgogne) |
| | LAST WORD |
| 77 | China’s Environmental Timebomb |

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Dear Reader,

With the year quickly passing, we already find ourselves past the end of the first quarter. Soon, companies will begin releasing results that will hopefully show growth is back on track and the recent issues of the eurozone are squarely in the rear view mirror. Members of the European Union government have predicted that the second half of 2012 will show a strong correction in the eurozone which should have a major impact on the global economy. However, how does this help China?

In this month's issue, we discuss Beijing's intention to set a lower annual growth target of 7.5% for the first time in 7 years. This is 0.5% lower than 8% threshold that was deemed necessary to preserve social stability. Beijing will revise its policies accordingly to achieve more balanced growth.

The housing market in China will likely remain quiet for the rest of year. Beijing will hold its tight grip over real estate speculation. Inflation dropped significantly to close to 3%. A majority of economists expect that the Peoples Bank of China will drop the required reserve ratio at least twice by the end of this year to boost lending and stimulate the economy.

China has become an expensive place to operate a business. Several industry experts' views on industrial prospects and key decision making criteria for businesses will help Business Tianjin readers to enhance their "China strategy."

It appears that Beijing has finally realized that growth isn't the only metric which can be used to measure economic success. Wage raises, consumption, and a general quality of life are equally important as they influence the government's primary goal of social stability. Will China be able to achieve the 7.5% growth that Premier Wen spoke of? Has the risk of a "hard landing" disappeared? Stay tuned to find out this, and more, as we continue to provide you with the best coverage of the Tianjin and greater China business scene.

As always, we welcome your feedback or suggestions. Feel free to send us an email, or better yet, visit us on the web and discover even more news at businesstianjin.com.

A handwritten signature in black ink, appearing to be 'J. Hernan', written in a cursive style.

J. Hernan

Managing Director

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Dr. Robert Wang

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TIANJIN NEWS

Tianjin to Put 1000 Electric Buses into Operation Within 2 Years



Tianjin will put 1,000 electric buses into service in urban areas, set up eight charging and swapping stations, complete equipping of battery systems, vehicle bidding, and monitoring platforms within two years. The first 40 buses will be put into operation in the first half of this year. By 2015, the city will have 2,000 electric buses with 16 charging and swapping stations. It is reported that Tianjin now has more than 400 new energy vehicles, including 207 electric buses; five charging stations, and a new charging station under construction. In total, 25 cities in China have more than 16,800 new energy vehicles, of which buses account for more than 85 percent.

- People's Daily, 2 March

NBC Universal in Early Talks With Tianjin Over New Theme Park, Studio

NBC Universal, the US media and entertainment subsidiary of Comcast Corporation, is in talks with the government of Tianjin, China, regarding a possible joint venture to develop a new theme park in the city, reports suggest. Speaking to Reuters earlier this week, Cui Jindu, Vice Mayor of Tianjin, said the port city was looking to partner with US media conglomerates and develop entertainment for China's increasingly affluent consumer base, while fostering a future generation of local filmmakers. "We are establishing a centre for culture and creativity and we want to become partners with the biggest and best companies in this area," Jindu told the news agency. "They have a lot of experience in this." Jindu did not indicate that a deal with NBC was imminent, but he reportedly said Tianjin could partner with the major Hollywood company to build a theme park and even a studio.

- Interpark.co.uk, 2 March

CNOOC Starts Work on China's First Floating LNG Facility in Tianjin

China National Offshore Oil Corp (CNOOC) broke ground to mark the start of construction of the country's first floating liquefied natural gas (LNG) receiving and storage facility near the northern city of Tianjin, the top Chinese LNG importer said on late Thursday. The project, with an investment cost of CNY 5.7 billion (USD 904.73 million), would be able to receive 2.2 million tonnes of fuel or an equivalent of 3 billion cubic metres per year when it starts operation next year, CNOOC said. Tianjin Port and Tianjin Gas Group Co, a city gas distributor, will also invest in the floating storage and regasification unit (FSRU). China has been adding onshore receiving terminals along its east coast for imports of super-chilled natural gas shipped by tanker to meet surging domestic demand for the cleaner-burning fuel. With growing competition among industry giants CNOOC, PetroChina Co Ltd, and China Petroleum & Chemical Corp (Sinopec) and limited sites along the coast, companies have been turning to floating facilities.


- Reuters, 5 March



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Sheraton Tianjin Binhai Hotel is Awarded 3 Honours



The Sheraton Tianjin Binhai Hotel was awarded 3 honours at the beginning of 2012: “Best New Opening Hotel of the Year” from 2011 Hotels & Resorts Best Value Awards by Voyage, “China’s Best New Hotel” from 2011 China Travel Award by Travel & Leisure, and “Best New Opening Hotel” by Travel & Leisure. These three milestone awards reinforced its leading position in the Tianjin hospitality market, where it offers a range of comprehensive and first-class facilities, exemplary service, comfort, and convenience for business & leisure travelers.

- Business Tianjin, 6 March

Oil Giants Looking to Add Capacity, Stockpile Zone to Port of Tianjin



China’s two biggest oil companies each plan to establish a 300,000-tonne crude oil terminal in northern China’s Tianjin Port as part of the country’s strategy to increase oil supplies to Beijing and Tianjin. China Petrochemical Corp, or Sinopec Group, plans to start construction on the project next year. The work follows Sinopec’s establishment of the first such terminal in the port, a project that began operating in November 2008. The company, the biggest refiner in Asia, will also establish a stockpile zone where crude oil from the terminals will be stored. China National Petroleum Corp, the country’s biggest oil producer, is also talking with the Tianjin Port about building its first crude-oil terminal there. It has not set a schedule for that proposed work.

- China Daily, 8 March

Baoli Hangu Xinkai Nanlu Project Ground Breaking Event Held

On 2 March 2012, the ground breaking event for the Baoli Hangu Xinkai Nanlu project was held. Designed by KaziaLi, and developed by Tianjin Baoli Group, the project consists of eight 30-storey residence buildings, each standing 100 metres tall, and a 170 metre long two- and three-storey boutique retail street. There are 811 apartments ranging from 110sqm to 230sqm, with a total construction area of 120,000sqm, which includes a residential area of 108,000sqm and a commercial area of 12,000sqm. All residential buildings surround a central park with a man-made lake, which is an integral component of the complex-wide rainwater and greywater recycling system. All residences have either a view of the Jiyun River or the central park. Today was KaziaLi’s Design Principal, Ryan Moss’, first ground breaking event in China. He said, “Today is very exciting for me. Every project begins with the hope of a ground breaking event. It changes the way you continue to think about the project and is also inspirational for every new project.”

- Kaziali, 2 March

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Ascott Named "2011 Best Serviced Residence Operator of China"



Ascott has been named "2011 Best Serviced Residence Operator of China" at the China Hotel Starlight Awards for the 5th consecutive year on 2 March 2012. This award has further strengthened Ascott's position as the leading international serviced residence owner and operator in China. Along with the "2011 Best Serviced Residence Operator of China", Mr Lee Chee Koon, Ascott's Deputy CEO and Managing Director for North Asia, was named "2011 Top 10 Hoteliers of the Year, China". This is the second year Mr Lee has received this award. Mr Lee said, "We are honoured to have won the prestigious awards for consecutive years. The awards have affirmed our relentless pursuit of excellence in product and service delivery over the past 28 years since Ascott opened its first serviced residence.

- *Business Tianjin, 13 March*

Public Housing Units at Tianjin Eco-City to be Sold in April

The first batch of public housing units in the Eco-City, a joint project between China and Singapore, will be sold in north China's Tianjin municipality in April. The Tianjin Eco-City, envisioned by the Chinese and Singapore governments as a model project for creating a sustainable living space, will have 151 public housing units for sale at the first bidding through lotteries in April, the town's administrative office announced Tuesday. The average price is set at CNY 7,000 (USD 1,070) per square metre. Covering an area of 30 square kilometres in the Binhai New Area, the area plans to house 350,000 residents. Each of the public housing units that will be up for sale is less than 60 square metres, and each is furnished and comes with home appliances. Public housing will make up 20 percent of the construction area in the Eco-City, with about 20,000 units in total.

- *People's Daily, 14 March*

Greenergy to Invest P 680 Million in China Firm

Publicly listed Greenergy Holdings Inc. is set to invest CNY 100 million, or about P 680 million, to set up a joint-venture science and technology incubation company in China. In a disclosure to the Philippine Stock Exchange, Greenergy said the incubation company would fund start-up companies in economic zones for science and technology, renewable energy, and environment-friendly products. In another development, Greenergy said its board had approved the move made by Tianjin Tianbao Investment and Development Corp. to assign to its affiliate China Power (Tianjin) New Energy Development Co. Ltd. the Memorandum of Agreement (MOA) entered into by Greenergy and Tianjin last year. The Greenergy board also granted China Power the authority to sign agreements in relation to the creation of a joint working committee to conduct final due diligence for the planned power projects. Under the MOA, Greenergy and Tianjin will jointly develop, fund, and operate at least USD 1.3 billion (P 51.5 billion) worth of wind power projects in the Philippines over the next 10 years.

- *Business inquirer.net, 15 March*



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BUSINESS TIANJIN

FINANCE

China 2011 Online Payments Surpass CNY 780 bln



China's e-commerce continues its rapid expansion as online sales turnover in 2011 surpassed CNY 780 billion (USD 124 billion), a year-on-year increase of 66 percent, according to a recent report. The report indicates that e-business has supported the country's social development through reducing production costs, increasing employment opportunities, and accelerating industrial transformation. The report was jointly published by the International Data Corporation (IDC), a global provider of business intelligence for the consumer technology market, and Hangzhou-based Chinese e-commerce giant Alibaba Group. Online turnover now accounts for 3 percent of the country's total retail sales. It is estimated that the ratio will increase to 7 percent in 2015 as China's e-commerce continues to develop.

- Xinhua News, 2 March

China Inflation Hits 20-month low as economy slows

Analysts say abating price pressures give Beijing space to loosen policy and reduce the amount of cash commercial banks must hold as reserves at the central bank. That view is likely to be further reinforced later with more data expected to show factory output fell back to August 2009 levels, while fixed asset investment also cooled, and consumer spending held steady. "The latest CPI number is mainly because of the dissipation of the Chinese New Year effect. Prices came down after the holiday, especially food prices," said Kevin Lai, economist at Daiwa in Hong Kong. "That supports our view that there should be more policy relaxation." Investors remain tense after tremors triggered in global financial markets this week when Beijing cut its 2012 growth forecast to an eight-year low of 7.5 percent, a move made in part to make space for economic reform, but which sparked fresh fears of an abrupt slowdown -- a so-called "hard landing".

- Reuters, 9 March

China Exempts Import Duties on More Key Tech Equipment



China will exempt import duties on a wider list of "key technical equipment", in a further step to shift manufacturing to strategically important industries such as cleaner and higher-tech sectors in the world's second-largest economy. The new 54-page product list, drafted by the Ministry of Finance and the Customs Administration, is longer than the existing 38-page list, adding new products from online water quality testing systems to tomato harvesting machines. Third-generation nuclear power plant equipment, solar battery production lines, and airport checking devices were among items added, according to a comparative reading of the new list, which is published on the ministry's website, alongside the previous one. The ministry did not elaborate on the value of the tax cut. The new list will come into effect on 1 April.

- Reuters, 13 March

LAW & POLICY

China Targets 7.5% Growth in 2012, 4% Inflation

China's government said it will target 7.5% economic growth this year, in a preview of a speech by Premier Wen Jiabao. He also set an inflation target of 4%. Last year China's economy grew by 9.2%. Mr Wen spoke at the start of an annual meeting of Chinese lawmakers in Beijing, the National People's Congress (NPC). A slowdown in the US and Europe has affected Chinese exports and weighed on growth. Chinese leaders have said that economic stability is a priority for the country this year, ahead of its planned change of leadership in the autumn. "We aim to promote steady and robust economic development, keep prices stable, and guard against financial risks by keeping the total money and credit supply at an appropriate level, and taking a cautious and flexible approach," Wen said in his annual work report to the NPC. High consumer prices, especially the cost of food, has previously lead to unrest in China. Inflation rose by 5.4% in 2011, higher than the government target of 4%.

- BBC, 5 March

China Unveils New Legislation on Police Detention Power

China's parliament has unveiled new legislation that sets out police powers to detain dissidents. According to the draft law, suspects accused of subversion and other security charges can still be detained without their families being informed. The revision to China's Criminal Procedure Law was presented for approval on the fourth day of the National People's Congress in Beijing. Human rights groups say this new draft law adds a veneer of authority to arbitrary detentions, says the BBC's correspondent in Beijing, Martin Patience. The revised law also said that in such cases involving "state security, terrorism or especially serious corruption", the detainees can be held in "residential surveillance" outside their homes or detention centers. However in "residential surveillance" cases, a detainee's family must be informed within 24 hours unless they cannot be reached, said an Associated Press report. Human rights activists said many detainees who have been put under "residential surveillance" in the past - often in hotels or apartments in the suburbs - have reported torture and abuse by police.

- BBC, 9 March

China to Maintain Real Estate Curbs this Year

China will maintain its real estate curbs this year but will make sure purchases of first homes are unaffected, the official China Securities Journal reported, citing a notice by the central government. The government had urged financial institutions to continue to support first-time home buyers while keeping in place lending restrictions on property investment, the newspaper said. Property sales fell 20.9% in the first two months of 2012 from a year earlier as the government had introduced a series of measures including property sales taxes and lending restrictions to curb speculation. Despite Beijing showing its willingness to ease policy selectively to bolster growth, rhetoric has been unbending on the property sector. Shanghai last month reaffirmed its commitment to real estate curbs in an apparent attempt to dismiss expectations that China's commercial hub will ease some restrictions on purchases. The third-tier city of Wuhu in Anhui province suspended plans to ease property restrictions after they were slammed by experts, local media has reported.

- Reuters, 14 March

LOGISTICS

High-Speed Railway Project Under Scrutiny



China Gezhouba Group Corporation (CGGC), one of the contractors of China's Wuhan-Yichang high-speed railway project, denied media reports on tampering with a third-party quality inspection report for the railway project. However, experts told the Global Times that CGGC's announcement has not cleared the public's doubts. A Time Weekly report said that CGGC's earth supplier Ni Hongjun reported to the authorities in 2010 that CGGC employees replaced at least 90,000 cubic metres of spall with earth for personal benefit, causing serious safety risks for high-speed trains and passengers. However, a "third-party" inspection report released in September 2011 by the Civil Engineering Testing Center of Central South University said, under the influence of CGGC, that the project was "qualified".

- Global Time, 5 March

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Boeing Joins China Challenger Comac in Fuel-Efficiency Push



Boeing Co. (BA) will work with Commercial Aircraft Corp. (CACOFZ) of China on fuel-efficient technologies after forming a partnership with a plane maker that's mounting a challenge in the world's fastest-growing aviation market. A jointly funded research center in Beijing will study ways to pare fuel use and emissions, the companies said in a statement, which didn't specify the size of the investment. Boeing and Shanghai-based COMAC also said they will have annual leadership meetings and exchange market forecasts. The tie-up will bolster Boeing in China and may also help COMAC develop the C919, the nation's first large passenger jet and a competitor for Boeing's 737. With most fuel-efficiency gains driven by engine makers, Boeing's deal with COMAC will probably focus on "less-secretive ways" to boost performance.

- Bloomberg, 7 March

TELECOM & TRANSPORTATION

Chinese Online Video Giant Youku to Buy Rival Tudou

Youku.com, China's largest online video company, will buy second-ranked Tudou Holdings in an all-stock deal valued at more than USD 1 billion (S 1.26 billion) to fortify its position in the world's biggest Internet market. Holders of Tudou's American Depository Receipts (ADRs) will receive 1.595 ADRs of Youku for each Tudou ADR they own, the two companies said in a joint statement on 12 March. The transaction, which requires the approval of Youku and Tudou shareholders, is expected to be completed in the third quarter. Based on Youku's closing price 9 March, the deal values Tudou at USD 39.89 a share, or 159 percent above its last close. Singapore's Temasek Holdings trimmed its stake in Tudou to about 17 percent from 21 percent after the latter's public offering last year, according to the prospectus. Youku Chief Executive Victor Koo said, "We expect to see significant synergies across a number of areas including leveraging licensed content over a larger user base and realising efficiencies in bandwidth management and other common expenses."

- Todayonline.com, 13 March

GENERAL

China to Regulate Online Group Buying

China will regulate the thriving online group buying market to protect customer interests and boost the sector's sound development, according to a circular issued on 14 March. The State Administration of Industry and Commerce (SAIC) said in a posting on its website that problems like deceiving customers, selling fake products, and artificially raising original prices are arising frequently as the industry becomes popular in China. "Disputes and complaints related to online group buying have seen a sharp rise," the administration noted. The SAIC urged local authorities to examine the qualification of online group buying providers and supervise them to fulfill their obligations. Local authorities should also intensify their work to crack down on illegal activities by service providers, it said.

- Xinhua News, 15 March

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Numbers

30

The state administration of radio film and television proposed to restrict the discounts on group purchase movie tickets to 30%. However many people say that this an unnecessary price increase.

6

British soul singer Adele, 23, dominated the Grammy Awards in Los Angeles, earning six Grammys, including album of the year.



360

China will raise government subsidies for health insurance offered to farmers and non-working urbanites to more than CNY 360.

1,000

The latest entries on Obama's Google Plus page over the weekend were related to the upcoming presidential election. They have attracted around 1,000 comments, mostly in simplified Chinese with some English translations.



30,000

A team of Russian scientists managed to resurrect an entire plant in a pioneering experiment. The plant regenerated contains fruit and seeds frozen in Siberia for over 30,000 years.



1,442

In 2011, Chinese central government bodies reduced the number of cars provided to employees by 1442 vehicles, stricter limitations on oil consumption were also introduced and implemented.

5

The 48 Annual Academy Awards ceremony has concluded. The silent movie, "The Artist" won in 5 categories including Best Picture, Best Director and Best Actor.



108

A British man discovered an antique vacuum cleaner that was produced 108 years ago, yet it still works perfectly well.



3

A horse accidentally fell into the mud near Avalon beach in Australia. Its owner, Nicole Graham adhered to holding her horse's head for 3 hours exposed to the mud, waiting for the rescue.



1

China's overworked taxi drivers will be able to enjoy one day off every week under a number of new rules jointly released by the Ministry of Transport and other authorities.

1.2

After three years of construction and a year of trial operation, the National Museum of China opened its doors to the public. The new and improved National Museum of China houses a collection of 1.2 million.

56

A 72 year old man in Nepal is hopeful to be included in the Guinness World Record for the shortest man in the world. He is 56 centimeters tall.





Ascott Appoints New Deputy CEO

In February, Mr. Lee Chee Koon was appointed as Deputy CEO of Ascott and will assist in the strategic planning and investment of the serviced residence business. In addition to his role in heading Ascott's North Asia business, as Managing Director of The Ascott Limited (North Asia), Mr. Lee is responsible for directing and driving the company's investment, business development, and operations in China, Japan and Korea. He is also a member of the CapitaLand China Executive Committee.

Mr. Lee graduated in 1999 with a first class honours degree in Mechanical Engineering from the National University of Singapore. In 2000, he obtained a Master's Degree with distinction in Advanced Mechanical Engineering from the Imperial College of Science & Technology in the United Kingdom. He began his career with the Singapore Civil Service. As a member of the elite Singapore Administrative Service, he served in various Ministries such as the Ministry of Trade and Industry, Ministry of Finance, and the Monetary Authority of Singapore. Whilst with the public

service, Mr. Lee worked in close consultation with political leaders to formulate and implement national policies. He was instrumental in formulating and negotiating Free Trade Agreements with key partners such as the US, Canada, and South Korea. Mr. Lee was also the Head of the Organising Secretariat for the 2006 IMF/World Bank Annual Meetings that was held in Singapore.

For his contribution to the hospitality industry, Mr. Lee was twice conferred the "Top 10 Hoteliers of the Year, China" by Starlight Awards in 2010 and 2011.

Café Venice (2F)

Mexican Feast

Mexico is a rich productive country, their most frequent used foods is corn, combined with meat, seafood, cheese and different vegetables. Other ingredients that are used are olive oil, sour cream, different herbs and peppers.

Mexican food is famous all over the world as healthy and tasty. The representative dishes are Chili con carne, Taco's and Nachos. Enjoy Mexican natural and healthy dishes at Café Venice.

For more information, please call: 2627 8888 ext. 2271
(HRS: B 6:00-11:00, L 11:30-14:00, D 17:30-21:30)

GEBBA Japanese Restaurant (3F)

Roasted Bonito

It is the best season for bonito in spring. Especially roasted bonito is popular in Japan. Our chef will prepare various roasted bonito carefully, come to taste fresh bonito and experience a bit of the rich Japanese cultural!

Sakura Cuisine

Sakura is the national flower of Japan. The Japanese people are seeing the Sakura flower as an important part of their culture. April is the season of the bright-colored Sakura. Come to GEBBA and enjoy Sakura Cuisine in this wonderful season!

Broad Bean Meal

Broad beans are mostly favored by the people of Southwest Asia, Europe, America, Africa and other regions of the world including India for its nutritious value and health benefits. Broad bean is one of the important beans. It can be fried, mixed, and made into a variety of snack foods. Broad beans are rich source for proteins, carbohydrates, fatty acids and provide low caloric value.

For more information, please call: 2627 8888 ext. 2288
(HRS: L 11:30-14:30, D 17:30-21:45)

Riverside Chinese Restaurant (3F)

Organic Small Cattle

Organic small cattle are raised naturally and the fodder is natural non-pollution. The Veal contains abundant protein and amino acid. It is good for your health and taste delicious. Come to Chinese Restaurant and taste our chef's special recommendations.

For more information, please call: 2627 8888 ext. 2211
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April China Economy Report

by J. Hernan



The Chinese economy is slowing down. Is it Good or Bad?

The first quarter of 2012 has passed, and Chinese economic growth remains stagnant. Let's review three points that Business Tianjin identified as critical measures of Chinese economic health for the first half of 2012.

1. Chinese growth - is it sustainable in the midst of global slowdown?

At the annual meeting of the National People's Congress (NPC), Premier Wen Jiabao set a growth target of just 7.5% for 2012. That is half a percentage point lower than the target set in the previous seven years. It is also below the 8% threshold deemed necessary to preserve social stability as noted by The Economist magazine.

Although China has usually been surpassing its growth target, this news was received badly by the region's stock markets that rely heavily on China for exports. Commodities-rich countries, like Australia, export various kinds of raw materials from coal to steel and copper that are vital to China's infrastructure construction.

By setting a lower target, Beijing hopes to achieve two things. First, is to move away from capital-intensive kinds of manufacturing while increasing labour-intensive kinds and promoting the services industry. Balanced growth of less than 8% would raise employment, wages, and private consumption faster than unbalanced growth of much more than 8%, says Nicholas Lardy of Peterson Institute for International economics. Second, is that Beijing will encourage private investments in many parts of the economy rather than focusing its support on state-owned enterprises (SOEs). SOEs were great tools for China to

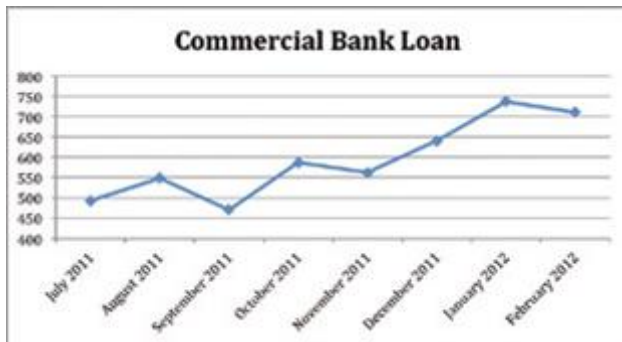
achieve high speed growth in certain industries. A shift to less capital-intensive growth, if it were to happen, would be bad news for commodity exporters like Australia and good news for China's neglected services industries, predicts The Economist.

2. Chinese real estate in free fall and likelihood of economic hard-landing?

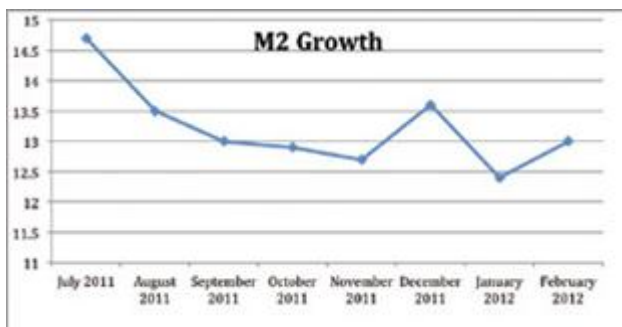
Despite Beijing's effort to ease monetary and fiscal policy to bolster economic growth, it will continue to maintain its real estate curbs throughout the year. Beijing will ensure purchases of first homes are unaffected according to the official China Securities Journal, even as property sales fell 20.9% in the first two months of 2012 from a year earlier. Beijing introduced a series of measures, including property sales taxes, and lending restrictions to curb real estate speculation.

3. People's Bank of China eases monetary environment but by how much?

In January, the latest figure on Beijing's lending and money supply growth exceeded economists' estimates and the market interpreted it as Beijing signaling an easing of monetary conditions.

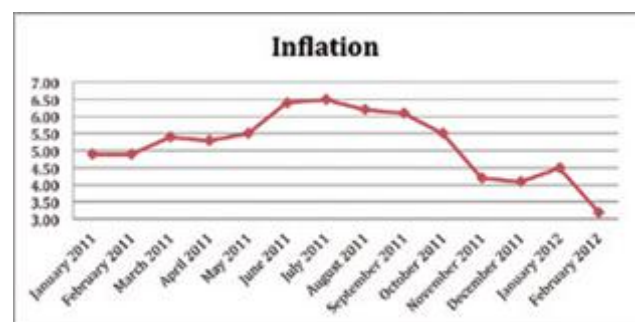


China's new CNY loans fell below market expectation in February, reflecting a weakening demand for credit amid slower economic growth. Global market participants are paying close attention to the lending data that could show how significantly Beijing is easing its monetary policy to support a cooling economy according to the Wall Street Journal.



China's broadest measure of money supply, M2, was up 13.0% at the end of February from a year earlier. "This could be the result of less demand for credit as well as continued government controls over bank lending," said CICC economist Zhu Weijia. "Overall, looking forward, the government needs to undertake more substantial policy loosening," he said.

Many economic indicators such as industrial output and low inflation in the first two months of the year will help Beijing loosen its monetary policy. CICC's Zhu said he expected the PBOC to cut banks' reserve requirement ratio two to three times this year to boost lending and stimulate economic growth. Bank lending is likely to rebound in the coming months, he said.



In January, new loans by the nation's financial institutions were down 29% from the same month a year earlier, and stood at the lowest level for the first month of the year since 2007 according to Wall Street Journal.

China's government has done a terrific job in controlling inflation, Stephen Roach, former Non-Executive Chairman for Morgan Stanley in Asia and previously the bank's Chief Economist, said at a conference in Shanghai on Thursday 08 March. Concerns that China will have a so-called hard landing are "vastly overblown" even as economic growth becomes more unbalanced, Roach said.

Even so, "they need to focus more on the downside risk" to growth, Qu Hongbin, Co-Head of Asian Economics Research at HSBC Holdings Plc in Hong Kong, said in a Bloomberg Television interview. "They need to react to those data and I think they will," he said, also predicting the central bank will lower banks' required reserve ratios at least twice by the end of June.





When China is not cheap anymore, what's next?

"It's not cheap like it used to be," laments Dale Weathington of Kolcraft, an American firm that uses contract manufacturers to make prams in southern China. Labour costs have surged by 20% a year for the past four years, he grumbles.

In March, The Economist published a report on the issue of rising labour cost in China. Not only that labour costs are rising throughout China, the coastal provinces find it increasingly more difficult to lure workers away from inland provinces. Migrant workers often go home during the Chinese New Year break. In previous years 95% of Mr Weathington's staff returned. This year only 85% did.

Joerg Wuttke, a veteran industrialist with the EU Chamber of Commerce in China, predicts that the cost to manufacture in China could soar twofold or even threefold by 2020. AlixPartners, a consultancy, offers this intriguing extrapolation in The Economist report: if China's currency and shipping costs were to rise by 5% annually and wages were to go up by 30% a year, by 2015 it would be just as cheap to make things in North America as to make them in China and ship them there.

The trend is clear and these two questions are relevant to Business Tianjin readers. When China is no longer

as cheap as it used to be, what will replace "the world's factory"? Will factories leave China to find cheaper labour?

Here are a few things that will likely happen in the next few years. Low tech and labour intensive industries have already left China and moved to other countries such as Sri Lanka where wages are 30-40% cheaper than China. Some firms have started to run a "China + 1" strategy, opening just one factory in another country to test the market and provide a contingency plan.

Unlike conventional thought, many factories find it difficult to move inland because the total cost saving ranges from 5 to 10% which is not enough to justify a big move. Infrastructure for export is still not as developed as coastal areas because shipping by river adds an extra week. Managers and other highly skilled staff often demand steep pay rises to move from sophisticated coastal cities to the inlands.

Industrialists will likely stay longer in China for the following reasons:

1. Reliable supply chain- China has become a one-stop shop. It has all the necessary suppliers of service. Brian Noll of PPC, which makes connectors for televisions, says his firm seriously considered moving its operations to Vietnam. Labour was cheaper there, but Vietnam lacked reliable suppliers of services such as nickel plating,



heat treatment, and special stamping. In the end, PPC decided not to leave China. Instead, it is automating more processes in its factory near Shanghai, replacing some workers with machines.

2. China is huge. Its labour pool is large and flexible enough to accommodate seasonal industries that make Christmas lights or toys, says Ivo Naumann of AlixPartners. In response to sudden demand, a Chinese factory making iPhones was able to rouse 8,000 workers from their dormitory and put them on the assembly line at midnight, according to the New York Times. Not the next day. Midnight. Nowhere else are such feats feasible.

3. The Chinese market is becoming the most important market for a vast number of companies. This has already overtaken the primary appeal of China as a cheap manufacturing base. No other country has so many new middle class consumers demanding new products.

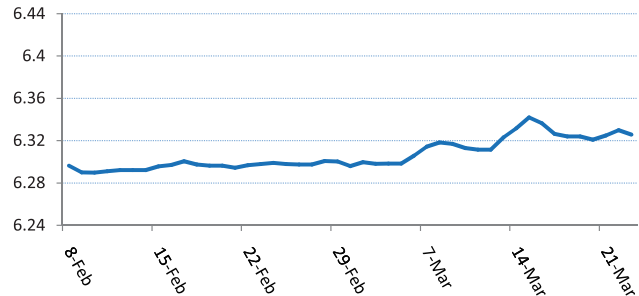
Eventually though, other countries will catch up to China by building better roads, ports, and supply chains. They will compete with China's coastal regions on basic manufacturing. China will have to move up the value chain fast enough to stay ahead of the curve. China will see much more innovation coming out of companies like Huawei and sea turtles (overseas Chinese coming back to China) contributing to innovative companies like Baidu.

China will undoubtedly become more expensive place to manufacture goods and to operate businesses. Foreign companies operating in China must re-assess their business strategy to align themselves with this trend. When China is no longer cheap, foreign businesses will have to keep innovating or they will not survive. **E**

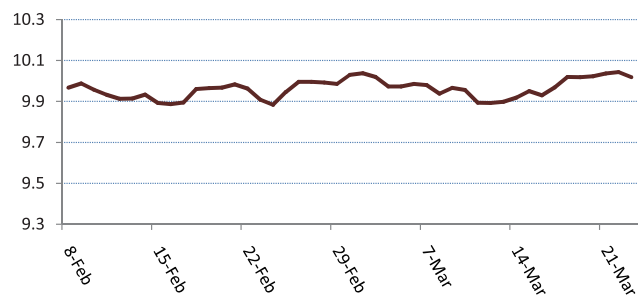
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Three-month CNY trends

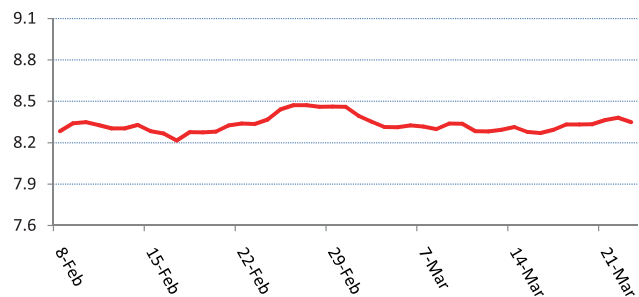
CNY vs USD



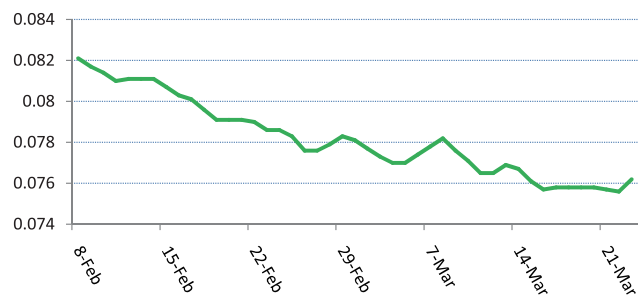
CNY vs GBP



CNY vs EUR



CNY vs JPY



Data source: Oanda.com interbank rate

"THE MASTER"FUL PERFORMANCE

by Richard Olsen II

David Cook, Headmaster
Wellington College International Tianjin

After successfully opening in August 2011, Wellington College International Tianjin continues to prosper under the guidance of Headmaster David Cook. Almost fully enrolled for this year, and with plans to expand offerings in the future, the school has already made a name for itself locally and is now striving to reach the same level of notability as its namesake in Great Britain. Through it all, "The Master"ful performance of its Headmaster and staff have laid a foundation to ensure that Wellington will be an integral part of Tianjin for years to come. We recently had a chance to sit down with David Cook and get his thoughts on how things have been going at the school and the plans for the future.





How would say this first year has gone?

When I look back, I can't believe how far we've come in what has been a relatively short period of time. Going back to Monday 22 August 2011, we've grown significantly in numbers since then. We've had to recruit more teaching staff. I think we've achieved more than I could have ever dreamt possible in the first year. If you've been around the school, there's a tremendous atmosphere. The walls are full of displays. All in all, and I've been the head of two previous start-up schools, this one has gone better than any of the others. It's gone incredibly well.

Do you still see that there's room for it to grow?

Certainly, in terms of the student roll and teaching body. We're heading to over 250 students now. We started in August with about 180. So that side of it, we can go on looking at increasing numbers. One of the great things at the moment is that we are a relatively small school where everybody knows each other. There's a wonderful intimacy and I hope we can maintain that as our numbers get larger. We've made a great start, but we've got areas we want to grow into. We want to offer the IB Diploma Programme. We've made a good start with A-levels. Again, we want to expand the number of subjects and utilise the facilities we have here to their fullest capability.

You have around 250 students now, what is the maximum capacity of the school?

The maximum capacity of the school is 1000 to 1200. This depends on

whether we can start a boarding programme here. We'd very much like to have boarders here. At Wellington UK, the background is boarding. I think one of the strengths of the staff here is that we have a boarding approach where the school is in effect a home and you are educated in a large number of areas and that's what Wellington is all about.

Are there facilities on site for boarding?

We would probably have to adapt existing facilities. What I would prefer would be to have a building very close to the core campus rather than to adapt a building. There's a building I've got my eye on and it would be wonderfully converted into a boarding facility. It couldn't be better positioned as it's literally across the street. A site like this is wonderfully situated for boarding.

What do you think has been some of the highlights of your inaugural year?

I'll never forget the first week. Everything went better than could be expected. It's the first time that's happened. Dr. Anthony Seldon, the Headmaster of Wellington UK came out and we named the Seldon Theatre after him. I remember everything about that week because everything fell into place in a way that I never would have thought possible. It was hard work, but it was effort well rewarded. It's one of those things we'll all look back on and be able to say "I was here" when Wellington started. The most pleasing aspect of it is the wonderful community between the teachers and the parents.

On your website, it says Wellington is already recruiting for next year. How long does that process usually take?

In terms of students, there's now a very steady stream of prospective parents and students visiting. With the staff, we've already started recruiting for next year because clearly we're going to grow again. We will bring the very best teaching staff here, which is what we've already done. That is one area where the name Wellington, has proved a wonderful asset in terms of attracting the staff we need to be able to implement the academic programmes we follow and the extracurricular activities we have.

What groups are you recruiting for?

At the moment, we're full up for 4-year groups. Next year, I'm anticipating another class group throughout the whole school where we double all the grade levels. What we did here, we started up the school from age 3 all the way up to 17 year olds. It's a new experience for me. Before we had done it staggered, but at Wellington, we did it all in one go. I think it's another major feat of Wellington in that the school was open to everyone from day one. The range of subjects and activities that we've offered at every age group is a remark to the quality of the teaching staff here. It takes time so the build-up has to be gradual.

What are some of the changes you've been considering?

We are looking to consolidate the use of The Nest. It's a wonderfully designed building that we want to use to consolidate our year one and two students. It will become the

Dialogue

designated building for our early years. For the rest of the school, we are expanding our curriculum. We'll be offering Spanish, Business Studies, Economics, and expanding our A-level offerings. We hope to become full members of CIS which is the Council of International Schools. We want to emphasise that we are a community school to the parents of Tianjin.

How involved are parents involved in the school?

On our website, we speak of a partnership with the parents and the school. We see that as being crucial to the development of Wellington. We teach them an ethos and values at Wellington that are confirmed at home. We look to the parents to reinforce these values at home which can be from helping them with homework to developing their English. After that, it goes to actively seeking their involvement in the school by coming to meetings and taking part in events. There is the "Friends of Wellington" which is a group for parents and teachers to be involved in this together.

How successful do think the school has been and are there plans to grow in the future?

Wellington UK has always had this desire to set up Wellington's all around the world. We're very happy with the way the school has been going. I think the next logical step is to keep growing in China. The next one will be in Shanghai. We're very grateful to the Tianjin government for helping us here and we look forward to working with others to keep growing in the future because we would really like to have Wellington's elsewhere in China and all of the world.



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WELLINGTON COLLEGE
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Wellington College Exchange Programme

Our real and lasting partnership with Wellington College UK was celebrated in fine style in early February as ten of our students enjoyed almost a fortnight there on the inaugural visit of our Exchange Programme. We already have another ten eagerly anticipating our second trip in April, which coincides with our appearance at the Royal Albert Hall in London.



Generously hosted by Wellington UK families, the students – from Years 9, 10 and 11 – were fully immersed in life at the College, and gained a very revealing insight into life in one of the busiest, most ambitious, and certainly one of the most over-subscribed schools in the country. For many it was their first trip to the UK, and for all of them, the scale, energy and warmth of the Wellington College community has left an indelible mark.

Dr Anthony Seldon, Master of Wellington UK held a welcome reception for our students and their host families shortly after arriving, and saw all our students again just before they left for a debrief over Coke and doughnuts, a treat normally reserved for the sports “Teams of the Week”!

Accompanied first by Mr Murray Fowler, Second Master, and ex-Wellington UK, then by The Master, Mr David Cook, the visit saw the Tianjin Wellingtonians attending lessons

with their host students, as well as participating in the extra-curricular activities on offer, including fencing and the Combined Cadet Force. In the breaks, they were able to enjoy going back to the ‘Houses’, where the UK students live whilst at school, including the Stanley and the Wellesley, namesakes of our Houses here in China.

A particular highlight was being able to watch the House Singing Competition, in which all 17 Wellington College UK Houses – over 1000 students – sang their versions of famous Disney songs on the Saturday evening of a ‘closed weekend’, on which all boarders stayed in, and even day pupils remained at school until past 10pm.

On the excursion to London, just before reaching Buckingham Palace, the students were able to see a grand statue of the Duke of Wellington astride his horse, Copenhagen. To see such an impressive monument, so prominently on display in the centre of London, bearing the name WELLINGTON in capital letters, was a clear reminder of the heritage of which they are now a part.



Looking Good

Tianjin is key to drugstore chain Watson's mainland China ambitions, says the company's mainland boss, Christian Notthaft in an exclusive BT interview

by Mark Gao

Few industries have benefited from increased Chinese spending power as much as the cosmetics and personal care business. Also, few retailers have been as prepared to cash in on that growth as much as health and beauty products retailer Watsons, a Hong Kong-based retailer which plans to have 3000 stores in the mainland by 2016 with more than a dozen of them in Tianjin. The city has been a guinea pig for the firm as it expands beyond tested ground, like Beijing and Shanghai, into regional cities. Watson's in 2009 claimed to have broken new ground in opening a 'concept store' in

Tianjin International Shopping Mall, with the addition of a new perfume centre and an 'experience area' allowing locals to try and buy international perfume brands such as Burberry, Paul Smith, and Nina Ricci. It has since reverted back to the traditional store format, but today, aside from aisles of mass-market personal hygiene products, there's over two dozen cosmetics counters in the store staffed by dedicated sales staff telling customers how and what to apply.

The retail arm of Hong Kong conglomerate Hutchison Whampoa Ltd, the AS Watson Group runs over 9,700 stores in 33 countries. The

firm's mainland China boss, Christian Notthaft, says in addition to network expansion, the company will also focus on store-by-store profitability while staying ahead of market trends through research and membership cards.

A Watson's press office release says the firm is "...committed to offer various products to meet consumers' diversified needs and lifestyles to help our customers enjoy their life more by making a bigger positive difference to their health, looks, and the way they feel; making sure they are always having fun, looking good, and feeling great." That translates as: the firm hopes to stay ahead of rivals



How many a) concept, b) ordinary stores do you have in China? Do concept stores have a much larger floor space?

The Tianjin Store is one of Watson's China standard store formats. We will still keep our standard store format in the future, since the shopping environment is familiar to customer. The store format is distinguished by shopping environment and style, not just store space.

What kind of training are you

like Manning's by opening 2,000 new stores by 2015 in mainland provinces like Fujian, Zhejiang, Anhui, Liaoning, Heilongjiang and Shaanxi, cities with new manufacturing investment and a high percentage of young people with disposable incomes.



Delightful moment of 1000 stores



Watsons ceo Christian Nothhaft

offering staff or customers? Will customers for instance get advice on applying make-up?

We invest large amounts of resources in staff training. Our 'Retail Academy' and 'Fast Track' programs bring more opportunity to our staff. So far there have been more than 10,000 staff who have joined the 'Retail Academy' and more than 1,000 staff have trained in Fast Track while accumulating 3000 training hours. For sure, customers can get advice and assistance on applying make-up when customers

come to a Watsons store.

You have said your expansion will not be affected by the current global economic situation. You have also promised to open 12 new stores in Tianjin, in addition to your six existing stores. Which city do you have the most stores in (in China and internationally)?

In China, Watsons has the most stores in Beijing, Shanghai and Guangzhou. Now that we have achieved our goal of 1000 stores in 100 cities we want

to expand our store count to 3,000 by 2016. Besides tier one cities, we would go deeper into other key cities.

You are already in 150 Chinese cities, and you've said you've found good markets in smaller cities. Isn't price an issue in the fourth, fifth tier? What are the other challenges (I imagine logistics is one?)

According to our daily operations, there is no distinct consumption gap between different tier cities. Specially, with the development of China's



Consumers share the joy with Watsons

economy, non-Tier 1 cities show delightful growth. Watsons China will enlarge the market share in these districts, so that our business will be larger in the future.

You have previously attributed the rapid expansion to the company's 'strong foundations, flexible business model, knowledge of changing customer needs and good infrastructure.' What's so flexible about your business model? Isn't everyone else's knowledge of customer needs also strong?

Our business model is confidential, and we appreciate your understanding. However as mentioned, we invest large amounts of resources in staff training. Our staff has a profound marketing insight; therefore, we can fulfill customers' needs.

Are your stores all wholly owned or some are franchised? Will you franchise in future?

At this stage, Watsons China has no plan for a franchise model, and we will manage our stores directly. As a leading personal needs store in mainland China, we project continued growth in coming years. We have plans to open over 3000

stores in more than 300 mainland cities by 2016, while focusing on store development in small cities in order to bring more products to more customers.

You claim to serve more than 3 million customers in the mainland every week, to whom you've issued more than 20 million membership cards. How useful have the membership cards been in driving business? Would your sales be as good without the membership card?

Without a doubt, Membership Card Development is our key strategy. We customise personal service for our members by SMS, e-DM and special promotional e-mail. Moreover, we arrange different member activities. Our membership system could share product information and fashion news with our members that will enhance member's emotional bonding with the Watson's brand.

Is it useful to be part of a bigger conglomerate (Hutchinson

Whampoa) with real estate interests? Does this help you get good locations for instance?

There are more than 100 employees in the property departments of different cities throughout the country, who are trying to find proper sites every day. Also, we have cooperated with many real estate giants who specialise in site selection, property management, and business scale expansion. This enhances our store location selection efficiency.

Your rival Mannings has established more than 200 shops on the Chinese mainland since 2004, according to its official website. Is competition more from international rivals like Mannings or from locals like Gialen?

Watsons China has had a presence in the mainland market since 1989. After 22-years of effort, Watsons opened its 1000th store in Dec; it was an outstanding milestone for Watsons China. Also, we developed our business with strategies to face competition. One is network expansion. We plan to achieve 3000 stores in 300 cities by 2016 to deeply extend our network even though we have realised the goal of "1000 stores in 100 cities". We have our own Brand Strategy. We provide the latest and most complete selection of personal-care products for our consumers. Watsons not only fills a gap in the market, but also enables consumers to enjoy a comprehensive shopping experience according to their desires. **E**

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A Gentle Butler

Interview with Carlos Constanzo, Butler Champion of Asia Pacific, St. Regis Hotels & Resorts



Carlos Constanzo, Chief Butler of the St. Regis Resort Bali was appointed as Butler Champion for the Asia Pacific Region of St. Regis Hotels & Resorts in January 2012. Carlos has garnered his wealth of knowledge through his passion for helping others since early adulthood, when he set off to continue his cross training and exposure in Spain, devoting his time between the Spanish Red Cross and various hospitality venues in the Spanish Riviera. In 1996, he began his career in the hospitality industry with renowned hotels in Australia. He received Butler certification from Magnums Butlers at the historical Windsor Hotel as a Butler, and later as a Luxury Yacht Steward in Sydney. Business Tianjin recently had the chance to talk to Carlos about the prestigious St. Regis Butler service and his 16+ years of experience as a Butler.



Is it your first time in Tianjin? It is my first time to China. I opened a Melbourne website and just found out that Tianjin is our sister city. So being here, it's really funny, it looks like Melbourne in a different way. But, this is more technologically advanced and it's just so pretty.

How did the hospitality industry become your career interest? Well as it states in the profile, it all started within music. I was dreadfully disciplined in percussion and piano and then towards teaching. And as I was going through the steps, I was working within hospitality, and then I just found out how I was attracted to people contact, working with people, dealing with problems. I realised there was no effort for me to change things around, to think ahead, and to mould situations from an awkwardness to a positive outcome, beginning from restaurants, and then I self-proceeded to train through the years. It evolved into what I am now.

Can you tell us a little about the St. Regis Butler service? St. Regis Butler Service has been a treasured hallmark of the St. Regis experience for over one hundred years. A St. Regis Butler provides unequalled bespoke private

service, attending to personal matters for esteemed guests with regal grace and stately dignity. From preparing a perfectly pressed suit, to selecting a gift for a guest's loved one, St. Regis Butler Service ensures that unique preferences are understood and addressed flawlessly at St. Regis hotels around the world.

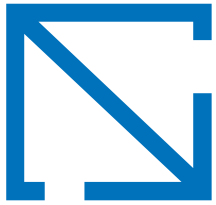
What is the hardest part of being the Chief Butler? It's about managing your time. Trying to be in three or four places at the same time and when it comes to the actual word of being a butler, executing all those requirements flawlessly but on cue. If you miss that timing aspect, all that hard energy that sometimes takes up to 3 days to do, disappears because the essence is lost.

What is the strangest request you have ever gotten? This is an authentic, straight, and truthful answer to your question. The strangest request was to give a chimpanzee a bath, which I did, around 6 o'clock in the afternoon, using baby shampoo and gave 'Cody' a bath. After I dried him with a towel, I gave him a happy New Year hug that went for about 40 seconds or so and proceeded to put the chimpanzee to his cage. Honest to my career, it is the strangest thing I have ever done. However, I have

done it and I don't think I can equal giving a monkey a bath, can we? (Laughs)

Talking about the staff, do you have any methods to train the staff? St. Regis has a global service training program. This is basically putting all of our brands into the same level which every country, due to cultural differences, will translate ever so slightly in order to be applicable to that part of the world. All training is done with anticipation for the same result, maintaining the same levels of service from one St. Regis to the other.

You have served many celebrities, such as presidents, royal families and stars. Who gave you the most unforgettable memory? Working in South Africa for Nelson Mandela's foundation with my old boss for the AIDs foundation was something amazing to me. Travelling from the states all the way to South Africa and finally meeting Madiba, there was nothing that could come out of me, when my boss said "this is Carlos, my personal assistant" and when I went to shake his hand – no voice because you can't talk. There's something that the world would never forget. It's an example of what humanity is all about. **B**



The Dilemmas of the Marketing Organisation

by Heidi Skovhus

Faced with an increasing demand for accountability, marketing managers are being asked by top management, as never before, to address organisational issues. Do you have the right organisational structure to provide success for the company? Are you aligned with other key stakeholders across the business? Is your organisation set up to optimise its marketing investment? These are not easy questions to answer.

Traditional type of organisation



Many large companies tend to follow a traditional type of organisation, and so they are made of three levels: corporate level, business level, and functional level. The corporate level is the highest level in the organisation, and managers here address issues concerning the overall organisation, while decisions

made here have an impact on the entire organisation. Corporate vision, corporate objectives, resource allocation, corporate growth strategies, and business unit composition are some of the strategic decisions made at this level. The business level consists of units that are typically managed as self-contained businesses. The idea is basically to split up a complex organisation into smaller units to be operated like independent businesses in order to make it simpler. Usually, companies compete against other companies at the business level, and so, decisions regarding market scope and competitive advantages are made here. At the functional level are all

the various functional areas within a business unit and one of them is marketing.

This type of organisation provides a rather clear overview and it's simple to see what different managers are accountable for. However, there is one major concern with this type of organisation, which is very often addressed by marketing managers: The silos that are built between units and functions.

The silos

Traditionally, different functions within a business, work largely in isolation. Manufacturers



manufacture, accountants account, marketers market, and so forth. Often with very limited communication between functions, managers tend to be focused on their own functional objectives to which their annual bonuses are linked. Even inside the marketing department, there can be silos preventing the big picture from arising. Researchers are not coordinating with advertisers which again are not talking to brand managers who are not completely aligned with sales people. Public relations, advertising, executive speechwriters, sales, and investor relations each tend to create messages that address their specific audiences, and generally they fail to take the

extra step to connect these messages with common themes that best reflect the value and essence of the whole company. There are many concerns with this kind of organisation and culture, and some of them are: no coherent brand, very confusing messaging from the company, and a risk of working inefficiently.

A survey, done among senior marketing leaders at large global companies around the world, shows the number one problem they face is organisational silos. The silos slow down decision making and makes it difficult to reach a consensus on critical issues such as brand values, communication strategies,

new offers, and messages. Even worse, the process often ends up as a compromise being far from the most ideal solution, because so many stakeholders have a say.

Marketing is often held accountable for coherent messaging within a company, but in a silo structure, marketing cannot do much more than beg and plead with others to get into line.

Marketing out of the prison of silos

Many companies have acknowledged that even though production is measured based on how low production costs can be,

there is no point of having low production costs if the product is not something that consumers will purchase. Therefore, many companies have been adopting a marketing philosophy which stresses that everyone within the company focus on satisfying customer needs. If companies chose to apply a marketing philosophy in a traditional organisational structure, in order to succeed, then at least the company must overcome differences in functional objectives and must advocate and motivate for teamwork across functional teams and business units.

However, is teamwork and cross functional objectives good enough?

Organisations can benefit more from actually changing the structure, and there are many good arguments to create a corporate marketing function and a corporate research and insight department. Firstly, the marketing department plays a great role in applying a customer driven culture instead of a product driven culture, since marketing is doing market and consumer research and is always thinking in customer terms. Secondly, marketing plays a large role in developing the business strategy of the entire company. Put simply, the general strategic

planning process consists of examining the current situation, evaluating trends in the market to identify potential threats and opportunities, setting objectives based on this analysis, and developing strategies to achieve these objectives. This cannot be done without involvement from the marketing department and without access to the market and consumer research done by the marketing department. A well-functioning marketing department must at all times know what the USP (unique selling point) of the company is, what competitors are doing, where future market opportunities will be, consumer preferences and characteristics, and where consumers are going in the near future. If so, then the marketing department is critical in developing the overall business strategy.

So back to the question “is teamwork and cross functional objectives good enough”, the answer will in many cases be “no”.

If a corporate marketing department is created, it must work closely together with the business unit marketing departments to ensure a coherent brand strategy and to make sure that messaging is aligned in a way that both allows the profiling of



the company and the promotion of individual products. Having a corporate marketing department does not mean that a company should not have a strong business unit marketing department. The two departments will serve two different purposes, and will have to work closely together based on a clear mandate description.

If research resources within a company are put together in one corporate “research hub”, it is guaranteed that the company will get more value for the money and that the findings will be shared and used across the business more efficiently than if the research was scattered all over the company in different – and smaller – research departments. Combining different research is very often what provides the big picture instead of just looking at all the puzzle pieces.

It is not easy to reinvent a marketing organisation. An example is Microsoft, who has spent a good ten years doing this.

There are no quick fixes when it comes to organisational and cultural changes.

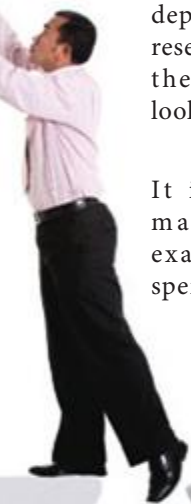
Fact based Marketing

One thing is to get the best possible marketing organisational structure to enhance the company’s performance. Another thing is to have a capable and up-to-date marketing department. Many marketing departments today are not analytical enough in their approach, and not being able to provide numerical data to top management and account for the ROMI (Return on Marketing Investment) is one of the reasons why marketing departments often do not get the organisational power that they should have. Then, marketing ends up being about slogans and colours. Marketing managers need to be very focused on what the data is telling them about consumers, competitors, sales, channel performance, etc. If the marketing department can provide insights that lead to actions that drive growth, then they will automatically be invited to the “big meetings”.

Decisions can be made in two ways: with data influencing a decision or based on a deadline. It is important to make sure that information is on hand during the “window of actionability” for each major decision point in the process. The marketing department has an opportunity to be in the front seat of this very important decision process in the company.

The job of marketing managers is becoming more demanding. Big businesses now operate in a multi-market, multi-lingual, and frequently, multi-brand world. A world filled with commercial and cultural nuances. At the end of the day, marketers need to transform their organisations to address these challenges if they want to truly affect a company’s decision making and bottom line. Managers and shareholders are already demanding it, so take on the challenge and do it. **E**

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What is New About the NEW iPad?

Should you upgrade or not?

By Sam Ragnarsson



An Apple Event is a celebration in and of itself, or at least that is what Apple would like us to believe. The truth is, many fans of Apple products all over the world eagerly await each announcement, all new products, and every upgrade to current products. On 7 March 2012 there was a special event at Apple, where the surprisingly named 'New' iPad, or in essence iPad 3, was revealed. We at Business Tianjin Magazine watched the event, missing Steve Jobs, while still enjoying the presentation.

After complementing themselves on impressive sales numbers across the world and a short introduction on an upgraded Apple TV, the show's main star, the new iPad took over. It was easy to get caught up in the moment, through the almost evangelistic production, with the accompanying oohs and ahhs of the audience, and find yourself in desperate need of this latest magical tool or this "post-PC world device" as Tim Cook described it. As the echoes of 'awesome', 'great' and 'best ever' finally quieted down, it was conceivable to sit back and

quietly contemplate ones need for this latest installment of the iPad line.

If you are still using the original iPad, it is clearly time to upgrade as there were major changes between version 1 and 2, such as the camera and an option for 3G. The difference between the iPad 2 and the New iPad, which might have been easier to simply refer to as iPad 3, is not as drastic, and demands a closer look. Let's walk through them in the same order as Apple did during their presentation.



Retina Display

With the New iPad comes the much talked about retina display, introduced with the iPhone 4S. It's a demonstration of overkill, while being something one can't be without after having seen it.

The new Apple chip A5X manages 2048x1536 pixel resolution at 264 pixels per inch with ease and Apple can now claim, without anyone being able to object, to have the best mobile display on the market. More numbers were thrown around, such as 44% greater saturation, 4x the performance and a million more pixels. To what this new display was being compared to, besides an HDTV, we did not always fully comprehend but it sure sounds impressive and looks awesome.

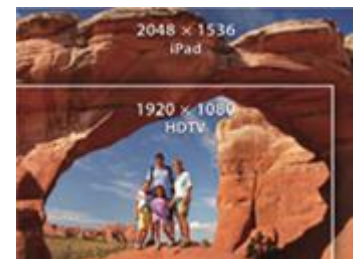
There is a question how much this is really needed and if it suffices as a reason to shell out USD 500 or more. If the device is to be used for a lot of detailed photographic work or for the latest games, having such wonderful screen resolution is helpful and fun, but for others it would have to a bit of an indulgence to upgrade simply on the premises of improving the display.

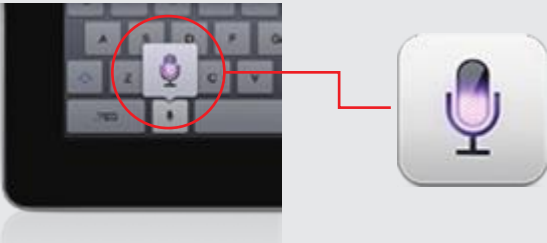
iSight Camera / 1080p Video Recording

We personally love the iPhone for its camera, and when the iPhone 4S came out many of us here at Business Tianjin wanted to upgrade because of the improved quality of photos we could now take. The New iPad does bring a wonderful update to us photo-taking Instagram-sharing bunch, with a much better quality rear camera, dubbed iSight (a name previously reserved for the webcam and inbuilt cameras in the MacBooks and a few other devices). The iSight is 5MP and has, among all the usual features, face detection, 1080p HD video recording and a video stabiliser.

There are, however, not many people walking around snapping of photos with their iPad, at least not based on Flickr' statistics that reveal only 186 people upload iPad photos on a daily basis vs. 9497 iPhone photos. Clearly, the rather poor quality of the camera in the iPad 2 is a factor, but couldn't it also just be the device itself?

At least now, with a 5MP camera and a very decent video recorder, the option is there. Again though, this is hardly a reason to purchase the New iPad, especially not if you have acquired an iPhone 4S with its 8MB camera.





Voice dictation

For non-native English speakers, voice dictation has been somewhat of a red herring, never quite working out as expected. It is somewhat surprising that this is included as a special feature, while the technology is possibly finally good enough to be included as a front line story. Most of what we have read though is that this comes as an excuse for not including Siri, which many, at least in the USA, love and have praised.

Siri, for those who don't know, is a computerised personal assistant, introduced with the iPhone 4S. Many hoped Siri would be included with the New iPad and it's surprising that it wasn't, while being even more surprising that voice dictation gets such a big mention. At this point, there is no support for Chinese, but rumours are high that we will see that later this year.

Using voice dictation makes a lot of sense on mobile devices, and any development and improvement in that area is welcome. Lets just hope that it truly understands you!

4G LTE

Finally, we come to the somewhat overhyped 4G LTE as it is a feature accessible to only small parts of the world²; USA, Canada, Australia, Japan, Russia and 14 other smaller nations have some 4G carriers.

Clearly though the New iPad has more wireless bands than ever, with Wi-Fi, Bluetooth, 3G and 4G, making it all but impossible for you to be disconnected. It is also 3G world-ready; meaning it can roam on almost all networks. This is a big step towards making it easier and hopefully cheaper to be connected, even if you are travelling all over the world as many of us do.

If you are living in a country that offers 4G LTE, having the New iPad is going to be superb! Movies will stream instantly, and you will move through your email and most webpages like it was all preloaded on your machine. With this speed, we are getting close to having the whole Internet at our disposal, instantly!

Even though China Mobile is investing an estimated CNY 200 billion³ into the construction of TD-LTE base stations during the next couple of years, it is believed it could take up to three years⁴ to make 4G LTE stable enough for actual use. This makes the point of 4G devices almost void for Chinese users in the next 1-2 years.



iLife / Apple TV

There was a demonstration during the event on the upgrade to the iLife products: GarageBand, iMovie and the iPhoto, which we would go amiss not mentioning. Many love the first two products, and Apple has updated them to be extremely useable on the New iPad, but the most obvious change was to iPhoto.

With the new iPhoto for mobile devices, Apple has transformed the way in which you can edit your photos. It is surprising to see that even with all the tools out there for the iPhone, Apple still comes up with a very user friendly, while very unique, way to manipulate your photos. These updates are instantly available to all that have iOS 5.1 on their mobile device.

To summarise

For people that are going to purchase their first iPad this year, and are not clear on what their primary use for it is going to be, iPad 2 with it's reduced price will do just fine.

On the other hand, if you have been using iPad 2 for some time, and it is a tool you enjoy on a daily basis, there is clearly room for an upgrade. Having such device at hand each day, with the best screen resolution possible, greatest connectivity options, and in general faster, is a treat you should allow yourself as long as you can afford it.

At this point there is no set date for when it will be available in China, but it shouldn't be too long as Apple's focus on the Chinese market is very high at the moment. **B**

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1. Flickr Camera Statistical page (flickr.com/cameras/apple/)
2. WordTimeZone – GSM Bands information by country (worldtimezone.com/gsm.html)
3. Li Yue, CEO of China Mobile (c114.net)
4. Miao Yu, Minster of Industry and Information Department of China (c114.net)



HR Expectations: East vs. West

Small study among companies in Tianjin, China

By Sam Ragnarsson



In our last several HR columns, we have been looking at ways for people to increase their exposure and chance of getting employed. We have looked at building relationships through networking, resume writing, the importance of communication, and advised you on interview tactics. Through all that, we have wondered if professionals looking for new positions should tailor-make their approach and application based on the origin of the company. Does it truly matter whether the company is a Chinese or a western corporation, and should you act accordingly when seeking employment there?

To find out, we commenced our own unofficial survey and asked around. We contacted several companies of various sizes in the Tianjin area, comprising both western companies and Chinese. Our questions ranged from how the company searched for new people, all the way to how they conducted interviews and tested peoples' background and skills. The aim was to understand what was of the highest importance to each company and HR manager.

What was possibly the most surprising result was how alike these corporations were. Most of them have very similar concerns and operate more or less on the same principles and processes.

Be honest and don't change jobs frequently

It was striking to see that even though it is common in China to change your job frequently, ALL of the companies highlighted this as one of the biggest reasons for not considering an applicant. Clearly, everyone looking for a job should think carefully about how many previous jobs they put on their resume, but it should also tell people in general to try to stick with their jobs longer and not look at it as the simplest solution to

leave their post if unhappy.

Changing jobs frequently was well ahead of concerns such as a badly formatted resume, spelling mistakes, poor English, lack of degrees, and experience, with less than 50% of companies in general naming any one of these as a reason for refusing a candidate.

Being truthful on your resume and honest in your interview was another very clear common denominator among all of the companies we spoke to. It seemed

to specifically irritate HR managers with how liberal people were with the facts on their resume, but then unable to back it up once they were called into the interview.

Lying vs Nervousness

On other subjects, the difference between cultures started to shine through. Western companies put lying at the top of a list of mistakes a candidate could make, while Chinese HR managers rated lack of concentration, little confidence, and nervousness as the worst mistake.



Modesty is preferred

One of the interesting findings in our survey was the emphasis Chinese HR managers are placing on modesty from candidates. Almost all mentioned that it was important for applicants to 'know themselves' and never ask for too high a salary, show arrogance, or rudeness. There was a clear requirement, in their answers to our survey, that candidates should know their place and show

appropriate politeness. This is to be expected from a Japanese company, but was surprising to find how important this seems to be here.

At the other end though, western companies might welcome a bit of overconfidence as long as it has merits. Being too laid back when being interviewed by a westerner can work against you due to the heavy emphasis they put on confidence and personal ability.

Personal Interest is not interesting

Three-fourths of the Chinese companies marked that it would be a mistake to include long paragraphs on your resume about your personal interests. Demonstrating your personality a bit by listing your interests might be preferred by some western companies, while based on our survey, it should be left out when applying for positions at Chinese companies.

This is something noticeable if you have worked in China for a while. There is a much greater difference between personal life and working life than in the west. Desks are not cluttered with personal photos, and gossiping at the water cooler can hardly be seen here. That is not to say Chinese aren't social, because they are, and discussions at lunchtime can be lively, but at their desk they stick to working and westerners should understand and respect that cultural difference.

Checking your facts

Though not totally one sided, there was a stronger inclination from the western companies that they would double check the facts presented to them by potential employees. This meant they had at times all used professional companies to check people's backgrounds, even calling previous employers themselves

to check for references. They also expect to see your certificates at the interview, which is something Chinese companies generally want as well.

Everyone stated that they had some type of English tests at their interviews, and often pre-screened, via phone call, the applicants required to have English skills. Hearing this, it surprises us how many Chinese job seekers exaggerate their English skills on their resume.

Conclusion

If there was any conclusion to find from our survey, it would be that all the companies polled are hoping for honest, hard-working, stable individuals who have realistic career goals. On these points, it does not matter if you seek employment at a western or a Chinese company.

What you should remember though is to be a tiny bit more reserved at Chinese interviews, and that you need to understand what salary to expect, as they will surely ask you how much compensation you are seeking, and decline to hire you if you aim too high. Speak clearly and to the point, and do not demonstrate nervousness.

On the other side, if you go to a western company, you could possibly be more open, and in many cases more personal. Demonstrate confidence and don't be afraid to show that you are willing to take on difficult tasks.

Above all else, never lie as most of these companies have seen it all before, and it will only waste your time and theirs. **B**

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JOB POSTINGS

INTERNATIONAL ORGANISATIONS BASED IN TIANJIN HAVE THE FOLLOWING AVAILABLE POSITIONS

在津跨国公司
招聘以下高级人员

IT Engineer

IT工程师 Code: ITE120401

JOB DESCRIPTION:

- Lead IT support (hardware, software, network, database analysis, etc.) and development to achieve targets on quality of services.
- Build a high performance team of programmers, engineers, web designers, etc.
- Setup and develop related IT policies and work procedures.
- Ensure projects get completed on time, as per agreed business scope, within budget.

WHO WE ARE LOOKING FOR:

- At least 2 years working experience in IT field.
- Expert of Windows server and operating Systems.
- Expert hardware maintenance, software, and telecommunication operations.
- Basic verbal and written English communication skills.

Senior Editorial Assistant

高级编辑助理 Code: SEA120403

JOB DESCRIPTION:

- Conduct research, fact checking, or copy editing.
- Communicate and coordinate with interviewers and or interviewees.
- Translate and interpret on site.
- Provide administrative support to the editors.

WHO WE ARE LOOKING FOR:

- Bachelor's degree in Journalism, English or related field.
- Progressively responsible experience in editing, journalism or editorial research.
- Ability to express ideas clearly and logically.
- Ability to concentrate and work under pressure.
- Knowledge of computer software used to combine online text with graphics, audio, video, and animation.

Senior Sales Representative

高级销售代表 Code: SSR120402

JOB DESCRIPTION:

- Develop and maintain current and or potential customers.
- Prepare proposals, presentation and sales contracts, negotiate and close contracts with clients.
- Meet revenue targets.
- Submit sales and marketing reports periodically to Sales Manager.

WHO WE ARE LOOKING FOR:

- Bachelor degree or above. Major in marketing or related field.
- At least 3 years of sales experience with an international company.
- Sales channel management experience is a must
- Proficiency in written and spoken English.

Sales Supervisor

销售总监 Code: SS120404

JOB DESCRIPTION:

- Sell company's products and services while fulfilling revenue targets.
- Develop and maintain current and or potential clients.
- Prepare sales proposals and presentations, negotiate and close contracts with clients.
- Submit sales and marketing reports periodically to Sales Manager.
- Track clients for follow-up service.

WHO WE ARE LOOKING FOR:

- Bachelor's degree with at least four years of sales experience in print advertising.
- Strong oral and written English communication skills.
- Ability to negotiate contracts and secure top value for the company.
- Strong marketing analysis and customer service skills.

IT Engineer
IT工程师

Senior Sales
Representative
高级销售代表

Senior Editorial
Assistant
高级编辑助理

Sales
Supervisor
销售总监



Investment Restructuring Consideration Tax Legislation Trends of Indirect Equity Transfers



Manuel Torres



César González Palliser

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



In line with global trends, Chinese tax authorities have recently begun to put more focus on tax anti-avoidance compliance to protect the loss of tax revenues, especially scrutinising enterprises that, through certain tax arrangements, might be seen as shifting profits out of China, to their holding enterprises incorporated overseas, that are actually earning profits in China. Among these regulations, the most attractive one was released by the Chinese State Administration of Taxation (SAT) in 2009, namely Guoshuihan [2009] No. 698 (Circular 698), which has empowered the Chinese tax administration, to tax indirect equity

transfers performed by non-tax resident enterprises in China (NR Enterprises).

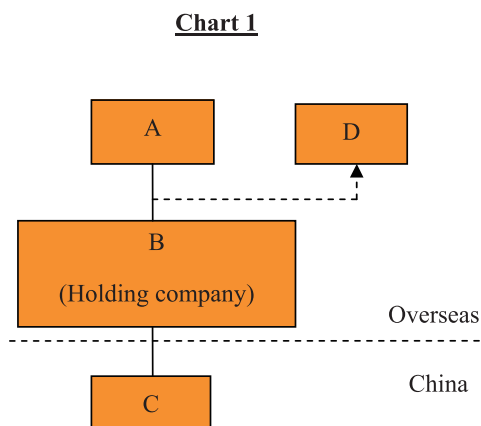
For the past few decades, it has been common practice that overseas enterprises or individuals have chosen special purpose vehicles (SPVs) as their invest platform in China. Such SPVs will be generally located in a tax haven (Cayman Islands) or a third jurisdiction which has a tax treaty with China to enjoy a preferential tax treatment (Hong Kong). Apart from convenient corporate incorporation and registration formalities, tax savings and efficiency have also been an important factor for foreign investors when arranging

their Chinese investment structures through said SPVs. Moreover, when they dispose of the Chinese investment, they could also save tax costs given that, in most cases, the capital gain will not be taxed in the tax haven or overseas jurisdiction and the Chinese tax might also be reduced. In order to stop such tax schemes, Circular 698 was introduced, announcing that the “substance-over-form” approach would also extend to capital gains derived from the indirect transfer for such NR Enterprises. Precisely based on said “substance-over-form” principle, the tax authority is enabled to disregard the conduit SPVs and levy the capital gain tax under the general anti-avoidance rules (GAAR) if said SPVs or holdings were established only for tax avoidance purposes and lack of reasonable business purposes.

Since Circular 698 has taken effect in 2009, there have been many uncertainties in relation to the reporting of indirect equity transfers. Therefore, on 29 March 2011, the SAT released the *Announcement on Several Issues Concerning the Administration of Income Tax on Non-tax-resident Enterprises* (Announcement 24) to provide clarifications for certain unclear issues in Circular 698, in particular, the reporting of indirect equity transfers by NR Enterprises.

What’s in Circular 698?

Chart 1 below shows the typical indirect share transfer model which, under certain conditions, could be subject to the tax reporting obligation established in Circular 698. The indirect share transfer in the chart refers to indirectly transferring shares of C (a Chinese tax resident enterprise or “R Enterprise”), through the transfer of the shares in B, a NR Enterprise holding the equity in the Chinese C, to D. B is owned by another NR Enterprise, A.



According to Circular 698,

- 1) During the transaction, if the jurisdiction where B is located either taxed the capital gains of the said transfer at a tax rate of less than 12.5% or levied no actual tax burden on such capital gains, A should report the share transfer to the in-charge tax authority of C in China and submit relevant documents within 30 days after the execution of the transfer agreement; and
- 2) If the sale of B to D is conducted by A through abuse of company legal structures and for an unreasonable commercial purpose, such as for the avoidance of Chinese taxes, the Chinese tax authority will be entitled to disregard the existence of B in such transfer and levy enterprise income tax directly on A for its capital gains derived from the indirect transfer of C. As a consequence, the capital gain derived from the transfer of the shares in B will be subject to 10% Enterprise Income Tax (EIT) in China, as if C had been transferred directly.

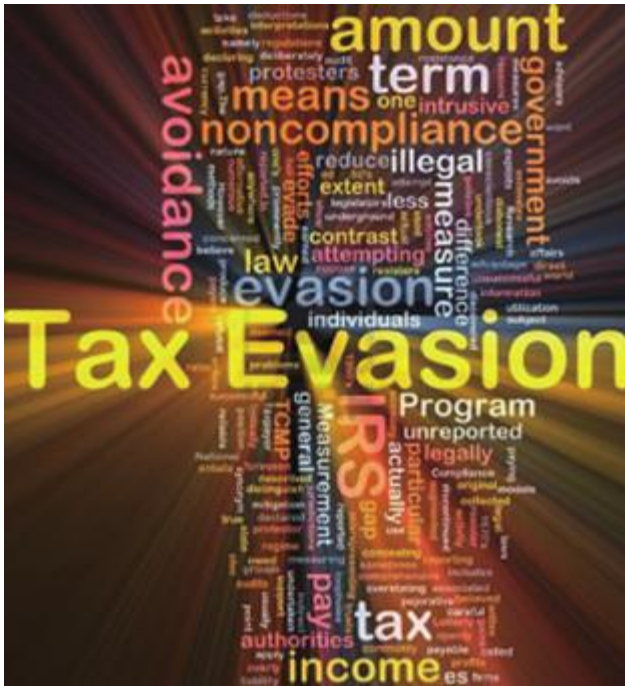
With regards to the aforementioned regulation, Announcement 24 has regulated uncertain aspects contained in Circular 698 that caused confusion when NR Enterprises intended to define their tax reporting obligation .

What’s in Announcement 24?

Effective controller

Before issuance of the Announcement 24, some NR Enterprises used to argue in favour of a non-





performance of the tax reporting obligation on the basis that they only held a minority of shares in the share capital of the PRC entities to be transferred (i.e. in our example, A argued that it only held a minor shareholding percentage in C through B). However, Announcement 24 has clearly closed the door for said argument that will no longer be adopted.

In Announcement 24, the effective controller, i.e. referring to the overseas holding company indirectly owning the shares in the Chinese company, has been further clearly defined as “all investors that indirectly transfer equity in the Chinese R Enterprise shall be subject to the reporting obligation, if all other requirements of Circular 698 were met; e.g. even if A owned 1% of C through B, it might still be deemed as the effective controller of C, and, therefore, should be subject to the tax reporting obligation and could eventually be taxed for its capital gains derived from the indirect equity transfer.

Actual tax burden

Announcement 24 has now also clarified that the following two indicators should be taken into consideration when defining whether there is a tax reporting obligation of the indirect equity transfer. These indicators refer to the tax features of the overseas holding jurisdiction :

- 1) Effective tax rate of less than 12.5% on equity transfer income; or
- 2) No taxation on foreign equity transfer income in the foreign jurisdiction deriving from the transfer of R Enterprises.

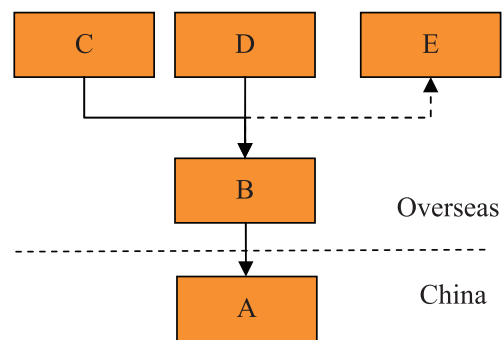
This means that the Chinese tax authority will potentially be entitled to levy income tax on the indirect equity transfer provided either the residence country of B, as mentioned in the above example, does not levy Enterprise Income Tax on the equity transfer income derived from the sale of B or the residence country of B levies Enterprise Income Tax, but the total effective taxation on said equity transfer income amounts to less than 12.5%.

This has clarified that Circular 698 refers to the effective tax burden on the transaction, i.e. on the indirect equity transfer, but not on the general Enterprise Income Tax rate applicable in the holding’s home jurisdiction, as could be interpreted before Announcement 24.

Procedural issues

According to Announcement 24, where two or more NR Enterprises indirectly transferred the equity of an R Enterprise at the same time, either one of the NR Enterprises can report the indirect transfer to the local-level tax authority in charge of company A, if the other conditions under Circular 698 are met.

Chart 2

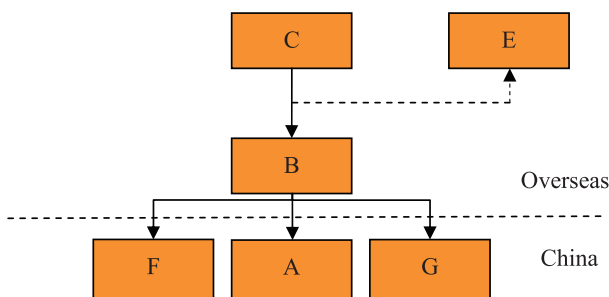


Meanwhile, if the NR Enterprise (i.e. C) indirectly transfers, through the sale of the intermediary holding B, the shares of two or more Chinese

enterprises (i.e. A, F and G in chart 3 below) that are located in different provinces (municipalities) at the same time, then:

- 1) Company C may choose to report the indirect transfer to the local-level tax authority in charge of either company A, F or G;
- 2) That in-charge authority should coordinate with the other in-charge tax authorities (in charge of companies F and G) to determine whether to impose Chinese Enterprise Income Tax on the indirect equity transfer and report it to the State Administration of Taxation (“SAT”);
- 3) If it is confirmed that EIT should be imposed on the indirect equity transfer, company C should file and pay EIT to the respective local-level tax authority in charge of each of the Chinese companies being indirectly transferred.

Chart 3



What has been left apart from Announcement 24?

Although Announcement 24 can be seen as a great effort made by the SAT in clarifying the implementation of Circular 698, there still are unclear issues left in relation to the taxation on capital gains of NR Enterprises derived from indirect equity transfers. From a tax practitioner’s perspective, some of these uncertainties leave certain space for tax planning opportunities, especially in relation to the overseas holding jurisdiction.

Form of SAT’s feedback

Regarding the procedure of reporting and documentation, it is not provided by any rules issued how the SAT would formally reply to a tax reporting obligation under Circular 698, neither in terms of



detailed timing nor format for the in-charge tax authority to give its feedback (i.e. approval, record filing, etc.)

Conclusion

A significant number of precedents have shown that the Chinese tax authorities do have many channels to trace indirect share transfers, such as PRC entities certificate alterations and annual inspections, amongst others. Keeping this in mind, documentation should be well prepared and a pre-advanced discussion with the Chinese tax authorities before implementing an indirect equity transfer is suggested in order to obtain a clearer attitude of the local Chinese tax authorities.

NR Enterprises acting as transferors and relevant parties concerned are highly recommended to assess the merits of each indirect equity transfer from both a technical and practical perspective to mitigate their potential Chinese tax exposures. **B**

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China's Dilemma -GPA or Not?



Simon Bai
Winners Law Firm



Background

The Government Procurement Agreement (GPA) of the World Trade Organization (WTO) establishes “a framework of rights and obligations with respect to laws, regulations, procedures, and practices regarding government procurement with a view to achieving greater liberalisation and expansion of world trade...” The signatories have agreed that suppliers of goods and services in other signatory countries will be treated no less favourably than domestic suppliers in procurement covered by GPA, and that their laws relating to government procurement will be transparent and fair.

As a quid pro quo in the negotiations leading up to China's accession to the WTO, China, committed itself to initiating negotiations for GPA membership by tabling an “Appendix 1 offer” “as soon as possible”. It took China six years following WTO accession to implement this GPA commitment. China delivered its initial offer along with its application in the end of 2007, which was met with criticism from negotiating parties of the GPA.

It is widely suspected, that China deliberately delivered an “unsatisfactory” proposal to simply fulfill its WTO commitment and

simultaneously to signal its unwillingness to negotiate.

Under continuous pressure from the United States and EU, China came up with a revised offer on 9 July 2010. That offer contained modest progress in terms of covered central entities, making the first offer cover service procurement. In December 2011, China made a fresh bid to join the GPA but again was rejected by the US, which said it did not cover enough of China's huge and complex array of state agencies and regional and local governments. This marks another failure in the negotiation of its bid for GPA membership. The result is largely not unexpected. China has been dragging its feet on GPA accession for good reason.

Main Issues of China's GPA Negotiation

What is government procurement? Neither the GATT 1994 nor the GPA has a clear-cut definition of government procurement. The GATT defines it as procurement for government purposes, but leaving what governmental purposes are unanswered.

GPA 2007 develops a more comprehensive definition that refers to any kinds of

procurement by covered entities not for commercial purposes. So the scope of government procurement of an individual party largely depends on its own legislative definition. While China's current government procurement regime does not clearly specify what is regulated under it, it is very difficult for both Chinese and foreign negotiators to ascertain what they are going to negotiate about. The question is particularly difficult to answer in the case of China, since it is impossible to separate the role of government from the market. In fact, the central and local government is a major investment and market entity in China. As a result, the active role as an investor, of the Chinese government poses a serious challenge to the current GPA system.

To make the negotiation process even more complex is China has no major interest in joining the GPA. It is believed by many that there has been a lack of political momentum by China for GPA membership, despite potential benefits associated with it, such as access to government procurement from other countries. Beijing is yet to be fully convinced that such benefits will outweigh immediate costs such as loss of a powerful policy tool to pursue industrial, economic, social, and political objectives.

When a country joins the GPA, the government's power in its consumption and investment will be greatly reduced. In the case of China, government-financed investment has been long considered a useful tool to induce and stimulate social investment and accomplish various policy objectives.

One of the major contentious issues in the negotiation of GPA accession is whether and to what extent the State-owned enterprises (SOEs) should be covered by the GPA. China contends that "all laws, regulations and measures relating to the procurement by state-owned and state-invested enterprises of goods and services for

commercial sale, production of goods or supply of services for commercial sale, or for non-governmental purposes would not be considered to be laws, regulations and measures relating to government procurement. Thus, such purchases or sales would be subject to the provisions of Articles II, XVI and XVII of the GATS and Article III of the GATT 1994." By such an argument, China suggests that it is not necessary to include SOEs in GPA coverage, since they have already undertaken the obligation of national treatment. However, the GPA parties are not convinced by this commitment. They are concerned that SOEs will favour domestic products in many cases.

Including SOEs in GPA coverage will cause serious challenges to the negotiation. First, Chinese SOEs are highly diversified with different degrees of market-orientation. Even if they are covered under the GPA, it is very difficult to distinguish between governmental and commercial procurement by an SOE. Secondly, the size of Chinese SOEs' investment and consumption is too large for other existing members to offer similar benefits in return. Since GPA negotiation is based on strict reciprocity, it is almost impossible to find comparable sectors within incumbent parties that match Chinese SOEs.

Conclusion

While we are aware of all those difficulties and challenges in the negotiations of GPA accession for China, a country which is experiencing major economic change and development, I personally take the view that China should take a more positive and progressive position on GPA membership. Before joining the WTO in the 1990s, there was widespread concern and even fear that WTO accession would bring havoc to the country, wiping out Chinese national industries and domestic market players in many businesses. Now 10 years on, things are far more satisfactory than many

people have feared. Instead, China finds WTO membership extremely beneficial, and China is now better integrated into the world economy than it was. GPA accession will for sure have a far-reaching impact on China as a whole and in particular on State-owned businesses, but in a positive way, if viewed from a long-term perspective.

China has been used to using government procurement to pursue other policy objectives, even to the extent of systemic misuse. We should always remember the fundamental objective of government procurement regimes is and must remain to get the "best value for money" which requires an open and transparent system.

According to a study conducted by the European Chamber of Commerce in China in April 2011, "The regulatory framework for government procurement in China is a drag on efficiency and innovation for the Chinese economy as a whole."

The Chinese government may take the opportunity of the GPA accession negotiations to streamline its government procurement regime. Government procurement in China should be put under a strict and transparent regulatory system to ensure value for the money and freedom from corruption. Although the direct benefits of GPA accession might not be so visible, the negotiating process could be at least an opportunity for the government to use foreign pressure to reform and improve the current Chinese government procurement system which has been a major hotbed for corruption. **B**

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Retrofitting Existing Buildings

Improving the energy efficiency and environmental performance of existing buildings is a crucial step towards tackling climate change.

CBRE



Until recently, much of the focus and attention of the green building agenda has been on driving sustainability in new buildings. The scale and pace of construction witnessed across Asia in recent years, particularly in China and India, has provided ample opportunity for developers to construct new structures to modern green standards. However, although the region sees a large quantity of new construction

every year, the green proportion of which is slowly increasing, the majority of buildings that will be around in thirty years' time in most markets are already in existence. In some cities, new buildings typically represent just 1-2% of total stock. It is clear, therefore, that the greatest opportunity to reduce primary energy use lies within the existing building stock, and that improving the energy efficiency and environmental

performance of existing buildings will be a crucial step towards making significant inroads toward tackling climate change.

According to the U.S. Green Building Council (USGBC), green retrofitting involves any kind of upgrade of an existing building that is wholly or partially occupied to improve its energy efficiency and environmental performance, reduce water use, and

improve the comfort and quality of the space in terms of natural light, air quality, and noise, all of which is done in a way that it is financially beneficial to the owner. Most retrofitting processes typically involve improving air conditioning and lighting components, elevators and, in some cases, the building exterior.

Retrofitting holds a number of commercial and environmental advantages over redevelopment. From a financial perspective, retrofitting is more cost effective and means landlords can continue to generate income from their properties as opposed to missing out on what could be as many as four to five years of rental income if they redevelop the property. Indeed, redevelopment is a long and expensive process conducted over a period of several years and requires landlords having to wait for leases to expire, pay for the existing structure to be demolished, the site cleared, and construction of the new structure. From a green perspective, there are significant benefits to be gained from retrofitting existing buildings, such as avoidance of waste associated with demolition and conservation of energy already spent building the existing structure, as opposed to using more energy to construct new buildings.

Retrofitting can also have a significant impact on the bottom line, with improved energy efficiency and reduced water usage resulting in operational savings. In 2010, a study by Arup and Davis Langdon for the Property Council of Australia found that green retrofits produced a return of better than 10% on investment. The study, which analysed a city centre office tower, a city fringe high rise and a suburban office, all of which were built in the 1980s, provided clear evidence that upgrading an existing building to achieve a minimum 4.5 star NABERS rating could provide a positive return on investment for building owners. "Retrofitting makes economic sense in most cases," says Dr. Vincent Cheng, Head of Building Sustainability for Arup in Hong Kong. Tenants in Asia are already actively seeking green buildings, so retrofitting helps future-proof market positioning of the asset.

In many cases a property is vacated when a retrofit is conducted, but quite often the process is completed with tenants still occupying the building. "Basic retrofits involve enhancing energy efficiency by installing new air conditioning systems including chillers, boilers, air distribution systems, Building Management Systems, energy efficient lighting and control systems, solar PV and solar

hot water systems and so on," says Nick Mavropsi, Regional Director for Technical Services (Pacific) for CBRE. "This requires extensive planning, constant communication with all stakeholders and mostly performed outside normal working hours to minimise disruption to tenant atmosphere and without tenants having to move or relocate," he explains.

A good example of one such project is China Resources Property Ltd's upgrade of its 50-storey, 100,000 square metre flagship China Resources Building in Wan Chai, Hong Kong, which started in 2009. When completed, it will be the first building retrofit project in Hong Kong to achieve LEED-CS Gold certification.

Financial considerations were a major factor behind the company's decision to retrofit instead of demolish and rebuild the property, which was originally constructed in 1983. The entire project is estimated to cost HKD 600 million, but demolishing and rebuilding would have easily cost twice as much in construction costs alone. Redevelopment would also have meant forgoing any revenue from tenants for four to five years. The company estimates that it would have cost HKD10,000 (USD 1,282) more per square metre to redevelop the existing building. Other financial benefits from the retrofit may include the increase in rental income from attracting more multinational tenants looking to occupy space in a green building. The



savings in environmental terms will also be significant. Around 81% of the construction and demolition waste from the project will be diverted from landfill and recycled. China Resources hopes the retrofitted building will achieve energy savings of 11.4% per year and water reduction of 36% per year, whilst reducing carbon emissions by 7.5% or 1,370 tonnes per year.

The China Resources Building retrofit is being carried out in phases, beginning with the property management office, common areas and vacant floors. Conducting a full building retrofit with tenants present is not without its challenges. “We made sure there was always space on one floor for tenants to relocate to if they wished and also utilised space in the exhibition centre for meetings and conferences,” says Beard.

Once the China Resources Building retrofit is complete the building will feature an exterior which optimises daylight and energy consumption. The sealing of this exterior will also reduce the need for air conditioning. Restrooms will be fitted with water conserving toilets, urinals, and faucets. Air handling units will be supplemented by a CO2 metreing system able to determine whether a space is occupied, and to control the amount of air circulated in a space, thereby improving energy efficiency and air quality at the same time.

The market for sustainable retrofitting in Asia is still in its early stages of development as authorities begin to

take steps towards offering greater incentives. In Singapore, the Building and Construction Authority created a SGP 100 million fund to help owners of existing buildings with the costs of green building retrofits. The city has already recorded some notable milestones in the area of green retrofitting, with the 33-year HarbourFront Centre recently being awarded a Green Mark Platinum Award. The building was fitted with a new air-conditioning system which resulted in an efficiency improvement of almost 50%, and a more efficient lighting system which reduced electricity costs by more than 30%. Elsewhere, in May 2011 the Asian Development Bank announced it would provide CNY 300 million (USD 46 million) in partial credit guarantees to Shanghai Pudong Development Bank to facilitate lending to private-sector energy efficient building projects in China.

Despite the progress being made in some markets, redevelopment is still preferred by most developers in Asia. “One major obstacle we often find we encounter, particularly in Hong Kong, is the widespread perception that ‘new is better,’” says Dr. Cheng. “Most green buildings in the region are new builds,” he continues. Dr. Cheng says many building owners in the region lack knowledge on whether to retrofit or redevelop their property, or whether it should undergo a major or minor refit.

China represents the biggest opportunity in the region, with the government having been very proactive in introducing stringent energy codes and other legislation which

is helping drive the market for sustainable retrofitting.

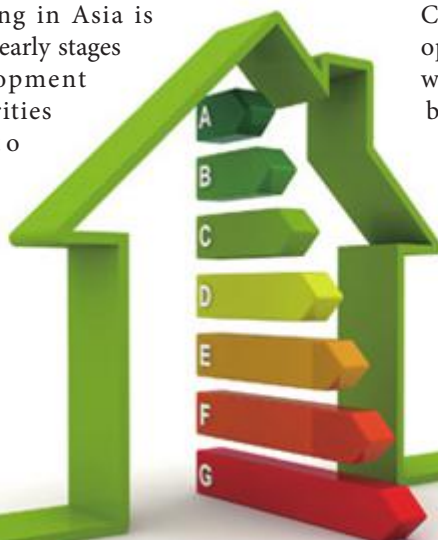
Whilst the construction of modern new green buildings gathers pace across the region, retrofitting existing structures represents an effective high-volume, low-cost approach to tackling climate change. The combination of lower operating costs and higher asset value for a smaller proportion of the outlay compared to redevelopment means climate change is not the only justification; retrofitting makes economical sense as well.

As governments across the region gradually introduce stricter building codes and mandate greater energy efficiency in buildings, owners will be forced to respond by retrofitting their existing properties. Some are already one step ahead. “China Resources Property is currently retrofitting several of our properties in Bangkok but the rationale is not about achieving a rental premium in the market,” says Amber-Marie Beard. “It is being done to hang on to key international tenants with a commitment to corporate social responsibility, who may be tempted to leave for some of the newer LEED certified stock which is about to come on stream. So it’s not about the rents, it’s about staying competitive,” she adds. **B**

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Author: Jonathan Hills, Associate Director and Editor-in-Chief, CBRE Research Asia

NB: This is an abridged version of an original article that appeared in the last edition of CBRE Sustainability Asia Pacific





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IPR Protection in China for the Medical Device Industry: Know Before You Go



Philippe Healey,
Project Manager,
China IPR SME
Helpdesk



While China is a focus of attention for the healthcare industry as one of the world's largest markets, a chief concern for the medical device industry is the risk from IPR infringement. For effective IP protection in the medical device industry, registration of IPR, management of IP during R&D, and sourcing are among the key issues to consider.

Types of IP Rights

Patents

Given the growing importance of the Medical Devices market, the importance of China in global supply chains, and the risk of infringement, companies should seriously consider filing patents in China for new inventions. Examination of Invention Patents, granted by the State Intellectual Property Office (SIPO) currently takes around 3 years.

China has recently enacted the third amendment to the Patent Law, which came into effect on 1 October 2009. This has a number of implications for the scope of protection and enforcement of Patents which companies should research in detail,

including:

The 'Bolar exemption', which states that producing, using or importing patented medicine, or patented medicinal equipment for the purpose of obtaining approval does not constitute infringement. Bearing in mind that product approval is a lengthy process in the medical device industry, this rule may allow competitors to quickly launch competing products when the patent of the originator expires.

The absolute novelty standard. In line with international practice, patents must be examined against worldwide prior art, rather than only novelty in China. This will ensure that patents filed in China are genuinely novel and prevent 'pirate'

applications of other's technology patented elsewhere. It also means that foreign companies must be careful to ensure that disclosure outside China does not destroy novelty in China.

Utility Model & Design Patents

In addition to Invention patents, China also recognises Utility Model Patents and Design Patents. Both types of patent last for 10 years and as they are not examined, are granted within 1 year.

It is possible to apply for a Utility Model Patent and Invention Patent for the same subject matter, thereby protecting the invention more quickly.

Design Patents cover only the outward appearance of a product. In practice, it is common for infringing companies to register the designs of others, and to use their registration to sell infringing products or even threaten action against the originator or its suppliers. Owning a Design Patent can be effective simply by deterring competitors from copying you.

Copyrights

Electronic diagnostic devices are often operated with software and technical manuals. Both software and printed material, such as technical manuals are, protectable as works of copyright in China. Unlike Europe, China has a system for the registration of copyright. While this is not necessary to enforce one's rights, it is a convenient way to show evidence of ownership, and is a straightforward procedure.

For devices that require clinical trials, the database resulting from the trials is also registerable as a work of copyright.

Trade Marks

The key issues for SMEs when dealing with trademarks are:

- Register new marks as early as possible, it can take 2-3 years for a trademark to reach registration in China.
- In China's first-to-file system, unregistered trademarks are not protected unless they are deemed 'well known' in China. Few European SME brands meet this criterion.
- It is common for domestic applicants to register the English or Chinese trademarks of foreign companies in bad faith. Specialist advice must be sought in recovering trademarks infringed in this way.

Unfair Competition

China also provides protection for distinctive product markings, packaging, and decoration under the Anti-Unfair Competition Law.

Except in some special circumstances this Law does not explicitly cover the *shape of products themselves*, therefore Design Patents are the most direct method to protect product designs.

Trade Secrets



China recognises protection for trade secrets, provided that physical and contractual barriers are in place for maintaining confidential information. China's Labour Contract Law



allows for restrictive covenants to be imposed on key employees post-employment, although reasonable remuneration should be provided.

Companies should:

- Conduct an internal review of what information or know-how should be properly protected as a trade secret and whether such information is used in China.
- Ensure that such information is properly identified and that security measures are taken to isolate it from being freely circulated. Those



employees or third parties that have access to such information should be strictly bound by confidentiality terms not to disclose the secret to others.

R&D and joint product development

While there are relatively few SMEs who have set up dedicated R&D initiatives in China, it is quite common for companies who are working with suppliers in China to conduct some form of joint development of new products.

When carrying out R&D in China:

- Ensure that you have audited the R&D process to ensure that key employees are covered by confidentiality agreements, that trade secrets are protected as recommended above, and that your patent management policies comply with Chinese law.

- If conducting joint development with another party, the contract should state clearly how newly created IPR will be owned. Contracts which do not allow an other party to derive any economic benefit from improvements or new IP will generally not be legally valid.

- Under the new Patent Law, inventions completed in China should file for a patent in China first, or seek a license from the State Intellectual Property Office to file overseas.

- The new Patent Law also specifies remuneration for inventors under employment. Companies should ensure that their remuneration policy for inventors complies with this requirement.

Product sourcing, distribution and licensing

If you are considering sourcing products from China, distributing products in China, or licensing into

China any products that may contain IP in the form of brands, patents or know-how, you should draft contracts that specifically identify and protect your IP from misuse by business partners.

Points to consider for SMEs sourcing, distributing, or licensing in China:

- Companies should conduct comprehensive due diligence on potential partners. This should include background checks on whether they have been involved in IPR disputes and obtain references and non-disclosure agreements (NDA) from other business partners.

- Contracts should be in Chinese, drafted in accordance with Chinese law, and both parties should ensure that they fully understand the terms.

- Companies should carefully review contract clauses that relate to any product or component that contains IP, including how they are produced, supplied and to guard against disclosure of information or a physical product that may contain proprietary IP.

Take-away message

Unless in exceptional circumstances, unregistered IP cannot be protected or enforced in China. There are simple and cost-effective registration services available for most types of IP, and registering sooner rather than later can be the most effective way to deter infringers and support future enforcement. **B**

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The China IPR SME Helpdesk is a European Commission funded project that provides free, practical, business advice relating to China IPR to European SMEs. To learn about any aspect of intellectual property rights in China, visit our online portal at www.china-iprhelpdesk.eu. For free expert advice on China IPR for your business, e-mail your questions to: question@china-iprhelpdesk.eu. You will receive a reply from one of the Helpdesk experts within seven working days. The China IPR SME Helpdesk is jointly implemented by DEVELOPMENT Solutions and the European Union Chamber of Commerce in China (EUCCC).



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Chamber Report



European Chamber
中国欧盟商会

GM Briefing - European Union Commissioner for Health and Consumer Safety, John Dalli, visits Tianjin

On Monday, 19 March 2012, European Union Commissioner for Health and Consumer Safety, John Dalli, visited Tianjin with members of his delegation to speak with members of the local expat community. Held at the Renaissance Tianjin Lakeview Hotel, this event attracted over 30 high level individuals in the area who wished to listen to Commissioner Dalli's update on product safety and recent discussions with members of the Chinese government regarding market access for foreign firms.



Gabriele Castaldi, Chair of the EUCCC Tianjin Chapter, opened the event with a short speech and welcome of the newest EUCCC member, Carmelo Micallef of Grand Harbour Properties, before turning over the podium to Commissioner Dalli. Commissioner Dalli began his speech by giving an overview of recent inspections of facilities of Chinese manufacturers and the overall safety of products that these manufacturers wish to send to the European Union. Also mentioned, was access to the Chinese market for many European companies that are not members of a local joint venture or for companies that produce their products in Europe and wish to import them to China. Commissioner Dalli spoke briefly before turning the floor over to the attendees who were then allowed to pepper him with questions relating to their business concerns.

Over the next hour, attendees from companies such as Vestas and Winners Law Firm were able to ask questions or share their concerns about doing business in China and what they hoped the European Union could do to advance their business interests. Commissioner Dalli received questions ranging from topics such as traditional Chinese medicine to disparate enforcement of local policies on foreign versus local companies. Through it all, with a calm meticulousness, the Commissioner provided insightful answers and outlined aspects of current European Union policy to help deal with any struggles businesses might experience. As a final note, he gave an updated progress on the current European Union fiscal issues and gave the welcome news that a joint debt task force has predicted that growth will return to the EU in the second half of the year.



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Email: tianjin@euccc.com.cn Website: www.eurochamber.com.cn

Tour of Tianjin United Family Hospital

On Saturday, 3 March, AmCham-China, Tianjin Chapter hosted an open house and tour of the newly opened facilities at Tianjin United Family Hospital. Approximately 60 people took part in the event. Children enjoyed spending time with the hospital's nursing staff while the adults viewed a presentation about preventative healthcare by Dr. David Dai which was followed by a group health discussion. The open house provided a great opportunity to meet and greet the new hospital staff, have a look at the facilities, and get informed about how to take care of you and your family's health while living in China. Lunch for the event was provided by Brasserie Flo. We are pleased to have had such a great turnout and look forward to seeing you at our next event.



Upcoming Events:

◆ **Tianjin Market Overview Q4 2011**

Date: Friday, 13 April, 3:00-5:00 PM **Venue:** Tianjin World Financial Center

◆ **Tour of Qing Wang Fu**

Date: Saturday, 21 April, 10:30 AM - 1:00 PM
Venue: Qing Wang Fu

◆ **AmCham China, Tianjin Chapter's Eleventh Annual Charity Golf Tournament**

Date: Saturday, 12 May, 10am-9pm

Venue: The World Golf Club
Awards Dinner at Renaissance Tianjin Lakeview Hotel

◆ **Monthly Executive Breakfast Briefing**

Date: Thursday, 19 April, 7:15-9:00am
Venue: The Westin Tianjin Hotel

◆ **Introduction to The Leader As Coach™**

Date: Thursday, 26 April, 2:00-5:00 PM
Venue: Hotel Nikko Tianjin

For more information about upcoming events, please contact Amanda He at amandahe@amchamchina.org

Room 2918, 29F, The Exchange Tower 2, 189 Nanjing Lu Heping District

Tel: +86 22 2318 5075 Fax: +86 22 2318 5074 Website: www.amchamchina.org

SingCham Tianjin Chapter Opening Ceremony on 11 Nov. 2011



The SingCham Tianjin Chapter was officially opened on 11 Nov 2011. The opening ceremony was held at the Renaissance Tianjin Lakeview Hotel. His Excellency, Ambassador to China, Chin Siat Yoon, Deputy Director of the Standing Committee of Tianjin National People's Congress and Chairman of Tianjin Association of Industry and Commerce Mr. Zhang Yuanlong, Director of Tianjin Commission of Commerce Mr. Wang Shupe, Chairman of SingCham China Ms. Dorothy Seet, and Chairman of SingCham Tianjin Chapter Mr. Goh Toh Sim along with the Tianjin Chapter Committee members and many Singaporean and Chinese friends attended the ceremony.

The purpose of setting up the SingCham Tianjin Chapter is to facilitate interactions between members and their business partners and to provide a platform for members to better understand the social, economic, political, and legal environment in China, hence providing resources that would help Singaporean business flourish in China. In addition, the Chapter hopes to facilitate and encourage trade and commercial relations between relevant entities in China and Singapore, by providing a platform through which diplomatic relations may be fostered.

Friends and members of SingCham also gathered on this night to witness this proud historical moment; the establishment of the SingCham Tianjin Chapter is not only a significant development for SingCham but also a testament to the future of Tianjin's economic development.



We warmly welcome you to join us!

Address: Unit 2003, Level 20, The Exchange Tower 2, No. 189 Nanjing Road, Heping District, Tianjin 300051 China
Tel: +86 22 8319 5055
Fax: +86 22 8319 5056
Email: tianjin@singcham.com.cn
Website: www.singcham.com.cn

Upcoming Event:

Networking Event

Date: 18 Apr 2012

Time: 18:30-20:30

Venue: Lobby Lounge of Renaissance TEDA Hotel

from left to right, Mr. Goh Toh Sim, Chairman of SingCham TJ Chapter; Mr. Wang Shupe, Director of Tianjin Commission of Commerce; Mr. Zhang Yuanlong, Deputy Director of the Standing Committee of Tianjin National People's Congress/Chairman of Tianjin Association of Industry and Commerce; Chin Siat Yoon, H.E. Ambassador to China; Mr. Ignatius Lim, Commercial Counsellor of Singapore Embassy in China



BenCham's Young Entrepreneur Lunch



BenCham is tapping into the pool of Young Entrepreneurs & Young Executives in China. What drives them? What is their key to success? What bumps-in-the-road do they encounter?

BenCham's new initiative, "The Young Entrepreneur Lunch", a junior version of the Entrepreneurs' dinner, brings that group of young, driven, business men & women together in an informal setting to talk business. On 29 February, the BenCham group exchanged ideas on Social Media (do's and don'ts on Weibo! Get the best out of LinkedIn!)

moderated by Senior Marketer Wilbert Lek, working for Bank of Beijing and ING Bank in Beijing. A small group of young entrepreneurs discussed how they could improve their businesses and grasp more opportunities through social media while enjoying lunch.

This second organised Young Entrepreneur lunch was another success, and will be continued in the future.

Upcoming Events

- 19 April** - How to become an effective leader - Assertive Actions
- 23 April** - BenCham Executive & Entrepreneur's dinner
- 27 April** - Credit Rating Event in cooperation with Moody's

To keep updated on upcoming and past events, please email us at office-bj@bencham.org or visit our website www.bencham.org

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.

Benelux Chamber of Commerce, Beijing Office – (mailbox No. 78) 1601 Zhongyu Plaza, A6 Gongtibe Road, Chaoyang District, Beijing; 100027
北京市朝阳区工体北路甲6号, 中宇大厦1601, 78 号邮箱, 邮政编码: 100027
Tel: +86 (0)10 8523 6101/05 Fax: +86 (0)10 8523 6305 Email: cpeere@bencham.org Website: www.bencham.org



Past Events



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

15 March 2012 The new investment landscape in China and abroad, Renaissance Beijing Capital Hotel

There is growing speculation surrounding the future of foreign direct investment (FDI) in China. A recent study "Serve The People" by the Economist Intelligence Unit (EIU) suggests that China will continue to attract inward investment owing to the growing strength of its domestic market. Ms. Louise Qian of EIU spoke about FDI expectations in China.

In this seminar, not only was FDI talked about, but also Chinese Overseas Direct Investment (ODI). The A CAPITAL - DRAGON INDEX has been launched to serve as the reference indicator of Chinese ODI and tracks the globalisation rate of the Chinese economy since WTO accession in 2001. It will be published quarterly by A CAPITAL.

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, 510064 Guangzhou, China

MANGO

Opening Ceremony in Tianjin Joy City



On 13 March, the grand opening ceremony of MANGO, the most famous Spanish clothing brand, was held at Tianjin Joy City. David Sancho, the CEO of China MANGO, leaders from Tianjin Joy City, and all the staff from MANGO attended the opening ceremony. At the ceremony, Mr. Sancho gave an opening ceremony speech.

This new store will function as a flagship store for MANGO. Following the establishment of four retail outlets in Tianjin in the second half of 2011, the opening of the flagship store has further increased the fashion offerings of the developing Tianjin market. "Our goal is to have ten retail outlets in Tianjin," Mr. Sancho said. "In the early 2011, Tianjin had only one retail store, yet by the end of 2011, we worked harder and harder to develop 6 stores in total. The rapid development in Tianjin makes me very satisfied."

The business concept focuses on the integration of three factors -- product quality, fashion trends and a reasonable price. Thanks to the friendly layout of the MANGO store, the brand has become more popular around the world **B**



CBRE Tianjin Office Relocation Client Cocktail & Media Briefing



On 29 February 2012, CBRE Tianjin Office Relocation Cocktail & Media Briefing was held at Tianjin World Financial Centre, also known as Jin Tower (津塔), a modern skyscraper located in the Heping District, on the banks of the Hai River. CBRE Tianjin provides a full range of real estate services including research and consulting, residential project sales, office and retail property consulting and leasing, investment services, as well as property management.

Government officials from Heping District Enterprises Service Promotion Bureau, Hexi District Investment Promotion Bureau, Binhai New Area Commerce Committee, Financial Street Holding and Tianjin Foreign Investment Service Centre, and business partners from Keppel Corp, Hutchison Whampoa, Tianjin Eco-city, etc attended the party.

Chris Brooke, President & CEO China, CBRE Group Inc gave a speech about the China Real Estate Market Outlook for 2012. In regards to the residential sector, the policy environment is expected

to remain restrictive in the short term. More flexibility is expected in relation to credit policy in 2012, along with decreasing concerns regarding inflation. As a result, transaction volume in major cities is anticipated to remain low as home purchasing restrictions are unlikely to be cancelled. The government will remain focused on land supply and municipal level implementation of affordable housing targets. For the office sector, Chengdu, Chongqing, and Tianjin are projected to experience significant increases in office supply in 2012, and this is putting downward pressure on rents and leading to higher vacancies. To some extent this imbalance may be alleviated by robust demand from SOEs. Rental growth is expected to continue across Beijing, Shanghai, Guangzhou, and Shenzhen, but the growth rate may slow as rents are already surpassing or approaching historical highs. In regards to the retail sector, ample supply in cities like Tianjin, Shenyang, and Chengdu will exert pressure on rental and capital values in the short term. Retail properties in central Beijing and

Shanghai are usually seen as the first step for new entrants to the Chinese market, but Tier 2/3 cities will be the key battlefield for expansion.

Mirellie Wan, Managing Director of CBRE Tianjin introduced the newly issued "2011 Tianjin Prime Properties Market Review and Outlook for 2012". This report made an analysis of and forecast for the Tianjin Real Estate Market including the prime office market, retail market, and high-end residential market. It is estimated that more than 10 new office projects are in the pipeline for 2012 with total construction area of 2.47 million sqm. Binhai New Area occupied 52% of the total new supply and most is located in the TEDA MSD and Xiang Luo Wan Business District. Abundant new supply will push up the vacancy rate in future quarters. As for retail, quite a few shopping complexes opened in Tianjin last year, like the Tianjin Pengxin Aqua city which boasted a high occupancy rate of 95%. The average vacancy rate dropped by 0.5% to 10.9%. It is estimated that 5 new projects will be open in 2012 which will bring heavy leasing pressure to the market. 

Milan Wine Tasting at Ningtai Plaza

We taste culture in the form of wines from Chili and Argentina

By Sam Ragnarsson

Tianjin is in luck as there is a company dedicated to enhancing the wine culture of our fair city. Milan Wines specialises in importing and selling wines, consistently expanding and growing their relationships with wineries around the world, and operating multiple shops all over Tianjin for all our wine needs.

This month, we attended one of their, now regular, wine tasting events at Milan Wine's floor in the Ningtai Plaza. Having been to several wine tastings in the past, we as a bit of amateurish wine enthusiasts, worried about being like sheep among wolves. Instead, we were greeted with the warm handshake of Dean Smith, the Deputy General

Manager, who assured us that to appreciate wine you only need to savour the taste and go by your own conviction.

This did ring true as surely, we all have different palates, and we all appreciate different things in life. The wines, mostly red, were all from Chili and Argentina but we were told by Michael Hou, the K.A. Sales Director of Milan Wines that future wine tasting events would differ from one another.

The room filled up nicely with a good mixture of Chinese and Western wine connoisseurs, with everyone being in good cheer on this rather gloomy Saturday evening. So gloomy in fact that a few hours later it snowed significantly for the first time in Tianjin this winter.

However, few worried about that as they worked themselves through the wines, such as wines from Apaltagua in Chili and Bodega Benegas in Argentina, with a price range of CNY 70 – 550 per bottle. It was possible to purchase these wines at good



prices during the event, which some did, while others took notes clearly intending to visit one of the many Milan Wines shops in the city.

As is custom here in China, there was a lucky draw as the event came to an end. We were lucky as the Chairman himself, Mr. Xu Shuli, was present to pick the winners. He pulled out three lucky winners, who each were presented with a bottle of red wine.

This was a well executed event, and most said their goodbyes with the words "see you here again soon". Milan Wines is clearly reaching both their Western audience and introducing some new trends to their Chinese customer base. We look forward to their future events. **B**



Renaissance Brand Discovery

Renaissance hotels organised a trip for the mainstream media from Beijing, Tianjin, Shanghai, Suzhou, and Guizhou to discover something wonderfully new about their properties in Sanya and Hong Kong. Roughly 10 journalists joined this trip and experienced the Renaissance Brand motto *No matter where or why you travel, there's always something wonderfully new to be found!*

With more than 150 unique properties in 34 countries, Renaissance, a subsidiary of Marriott International, was rebranded in 2010 into a traveler's lifestyle brand and appeals to passionate travelers in search of local discoveries when visiting for business or pleasure. Renaissance inspires its guests to find something new and different - each time they stay. Renaissance is a sensory adventure that transports guests to life less ordinary. Around every corner, Renaissance invites the guest to taste, see, feel, sip, hear, do and try something new.

The Renaissance Sanya Resort & Spa opened on 18 March 2011 and is located on the National Coast of China - Haitang Bay, 50km east of Sanya Phoenix International Airport and 28km from downtown. The resort is designed as a grand tropical palace with breathtaking oriental design and features 507 spacious guestrooms, including 90 suites, 10 two-bedroom villas with private swimming pools and 2 Renaissance Suites positioned at the beach front which must be the largest Presidential Suite in China with over 1,600 square metres of space including 2 swimming pools, 4 bedrooms, and a private elevator. Most rooms include a view of the South China Sea, and some guest rooms offer direct access to the hotel's lagoon pool. All guest rooms come equipped with Wi-Fi and High-Speed Internet Access, iPod docking stations, and flat screen TVs. As a lifestyle resort, there are many intriguing experiences to discover with innovative food & beverage concepts, a Quan Spa, Kid's Club, and the amazing R-Cade entertainment center with a bowling alley, private cinema, snooker, table tennis, and individual Wii, Xbox, and PlayStation zones. The convention center is designed to host international conferences and events with over 2,500 square metres of total meeting and banquet space including a 1,430 square metre grand ballroom and several meeting rooms.



Situated on the Wanchai waterfront, adjacent to the Hong Kong Convention & Exhibition Centre (HKCEC), Renaissance Harbour View Hotel Hong Kong features panoramic views of Victoria Harbour, luxurious guest rooms and state-of-the-art business amenities. It is just five minutes from the CBD, shopping, nightlife, and the MTR subway, and mere steps from the Star Ferry to Kowloon. The hotel has earned a reputation for providing world-class facilities since its opening in 1989. As part of its commitment keeping the Renaissance name for providing excellent services as well as to stay ahead of changing market trends and to exceed the needs of its guests, Renaissance Harbour View Hotel Hong



Kong started Phase One of renovations in 2008 including the hotel's Upper and Lower Lobby, all day dining Café Renaissance, and 260 guestrooms from the 12th to 20th floor. With the completion of Phase Two of the hotel's renovation program in August 2011, the hotel offers modern guestrooms with the latest technology. A contemporary sense of light and minimalism can be found in guestrooms, dressed in either light or dark wood with a fresh beige accent.

Business Tianjin got a chance to speak to Sean Baskett and Karl Hudson about their hotel and Renaissance Brand.

Sean Baskett is the General Manager of the five-star Renaissance Sanya Resort & Spa in Sanya, Hainan Province. Sean has over 20 years experience of hotel management. He had served as General Manager of the Marriott Hotel in Sydney for six years before he arrived in Sanya.



What do you feel is the most distinctive or unique feature of your hotel?

Renaissance is a lifestyle brand. All Renaissance brands are about exploring and discovering something wonderfully new. The resort has been designed to facilitate this. We made different decorations to match with each restaurant and conference room, which let guests discover something new and make their vacation fresh and exciting. We respect local culture, and express the local characteristics. Our hotel offers authentic Hainan Food and we have a pure natural sand beach.

What is your plan for the next five years? Innovation! We don't want to do what other hotels are doing. We would like to give our guests a new experience. The resort will continuously uphold the spirit of Marriott services, not only being committed to bringing a comfortable environment to each guest, but also to create an intriguing, indigenous, independent travel experience for guest stays.

Anything you wanted to share with our readers? Come to Sanya and discover the Haitang Bay. It's a new tropical paradise, it's untouched, and is the biggest resort area. As the GM, I'd like to say come down and meet us, relax, and rejuvenate yourself!



Karl Hudson is the Multi-Property Vice-President of Marriott International, Inc. and general manager of the Renaissance Harbour View Hotel Hong Kong. Hudson enjoyed an extensive career working in the hotel business, particularly in the Asia-Pacific region. He previously lived in Sydney, Tokyo, Hong Kong, Shenyang, Cebu, and Sanya.

There are over 150 Renaissance hotels in the world. How can you compare the Hong Kong one and the one in the mainland? The characteristic of Renaissance lays in their uniqueness. Each Renaissance is different, and no two hotels look

similar to each other. The hotel's design, culture, and Food and Beverage operation adapt to the local culture. That is the reason why you cannot eat Hong Kong's pineapple bun and barbecued pork bun in other Renaissance hotels in the mainland.

What is the highlight of the hotel we should never miss? There are about 21 things you could do when you stay at our hotel. For example, approach any of our navigators to learn to say "Hello" and "Thank You" in Cantonese, sip on our signature Absolut Bloody Mary cocktail at Lobby Lounge, jog on our 11th floor roof top garden to start one beautiful day, view the "Symphony of Lights" show held daily at 8pm from your Harbour View room, Savour an authentic Cantonese meal at our Michelin Star Dynasty Restaurant...

Who is your main clientele? What services do they require? Due to the proximity to HKCEC and located in the CBD area, our main clientele is mostly business travelers who would like to discover and experience something wonderfully new, efficient, individual, and personalised and detailed service standards are the key. Furthermore, we are the "local expert" to introduce all the city's hidden gems to our guests which they appreciate a lot, making them a city insider. **B**

APRIL 2012 TIANJIN & BEIJING EVENTS

05
THU
星期四

TICC Coffee Mornings 咖啡时光
 ⬆️ Aarons Kitchen (ya long wu)
 Inside Nan Cui Ping Park
 No. 265, South Hongqi Road,
 Nankai District 南开区红旗南路265号南翠屏
 公园内亚龙屋餐厅
 ☎ 10:30
 ✉ ticc_09@hotmail.com

Editor's
pick

10
THU
星期四

**China (Tianjin) International
Clean Energy Exhibition**
 2012 中国(天津)国际清洁能源博览会
**China (Tianjin) Interantional
Offshore Wind Exhibition**
 中国(天津)国际海上风电设备及技术展览会
**China (Tianjin) International Solar
Energy & Photovoltaic Engineering
Exhibition 2012**
 中国(天津)国际太阳能及光伏工程展览会
 ⬆️ China International Exhibition Centre, Tianjin
 天津国际展览中心
 ☎ +86 22 5858 1918
 ✉ www.tice-expo.com
 10-12 Apr

Editor's
pick



13
FRI
星期五

Tianjin Real Estate Market Overview
 天津房地产市场回顾
 ⬆️ 37th Floor, Tianjin World Financial Center,
 No.2, Dagu North Rd, Heping District
 天津环球金融中心写字楼37层
 ☎ 15:00 - 17:00
 ¥ CNY 50 - 200
 ✉ amcham@amchamchina.org
 ☎ www.amchamchina.org

Jewellery Fair 珠宝展
 ⬆️ Tianjin Meijiang Convention and Exhibition Centre
 天津梅江会展中心
 ☎ +86 22 8838 3311
 13-16 Apr

14
SAT
星期六

**A luxury French WineDinner
Recreating the Last
Legendary Menu of Titanic**
 泰坦尼克100周年至尊晚宴
 ⬆️ The St. Regis Tianjin 天津瑞吉金融街酒店
 (和平区张自忠路158号)
 ☎ 18:00 - 23:00
 ¥ 888+15% per person
 ☎ +86 188 0132 6829

**Solo Concert by Italian Guitarist Carol - Eternal
Melody 永恒的旋律—意大利吉他大师卡洛独奏音乐会**
 ⬆️ Tianjin Concert Hall 天津音乐厅(和平区建设路88号)
 ☎ 19:30
 ¥ 80 - 380
 ☎ +86 2332 0068

Classic Ballet - Don Quixote
 火爆风情经典芭蕾舞剧《堂·吉珂德》
 ⬆️ Tianjin Grand Theatre 天津大剧院(河西区友谊路24号)
 ☎ 19:30
 ¥ 50 - 280
 ☎ +86 22 5805 7151

Moreno Donadel Piano Solo Concert
 莫瑞诺多纳德钢琴独奏音乐会
 ⬆️ Victoria Lounge, The Astor Hotel
 天津利顺德大饭店维多利亚花园(和平区台儿庄路32号)
 ☎ 15:00
 ☎ +86 22 2326 1992

Editor's
pick



15
SUN
星期日

**TICC Beijing Bus Trip: Ya Show
indoor market**
Sanlitun- Drop off & Pickup point
 北京雅秀购物之旅
 ⬆️ Beijing Ya Show Indoor Market
 ☎ 08:00 - 16:30
 ¥ 50 (Children), 100 (Adults)
 ✉ ticc_09@hotmail.com
 8:00am "sharp" pick-up at Pizza Hill,
 Magnetic Capital

Editor's
pick

Special Days:

| | |
|----------|---------------------------------------|
| 1 April | April Fool's Day |
| 4 April | The Qingming Festival (Ancestors Day) |
| 7 April | World Health Day |
| 8 April | Easter |
| 20 April | Gǔ Yǔ (Grain Rain) |
| 22 April | World Earth Day |

Include your event
email to editor@businesstianjin.com

16
MON
星期一

Tianjin Spring Session Real Estate

Expo 天津春季房交会
 ⬆ Tianjin Meijiang Convention and Exhibition Centre 天津梅江会展中心
 ☎ +86 22 8838 3311
 16-25 Apr

17
MON
星期一

Presentations: Exceeding Expectations

⬆ CCIFC Beijing, Conference Room
Office Unit C512, Floor 5th, Beijing
Lufthansa Center, No. 50 Liangmaqiao
Road, Chaoyang District, Beijing
北京市朝阳区亮马桥路50号燕莎写字楼
C512法国工商会
 ☉ 09:00-17:00
 ¥ 3,900/person (Members)
 4,400/person (Non members)
 ☎ +86 10 6461 0260
 ✉ dyou@bencham.org
 17-18 Apr

19
THU
星期四

TICC Monthly Lunch 月例午餐会
 ⬆ Aarons Kitchen (ya long wu)
 ☉ 11:30
 ¥ 100 (Members) 120 (Non-members)
 ✉ ticc_09@hotmail.com
 RSVP- 14 April

Amcham China Tianjin Chapter Monthly Executive Breakfast Briefing

⬆ The Westin Tianjin
天津君隆威斯汀酒店(和平区南京路101号)
 ☉ 07:15 - 09:00
 ¥ 60 - 150
 ✉ amcham@amchamchina.org

2012 Volvo China Open

2012第18届沃尔沃中国公开赛
 ⬆ Tianjin Binhai Lake Golf Club
天津滨海湖高尔夫球会(塘沽区塘黄路13829号)
 ☉ 08:00-18:00
 ☎ +86 22 2527 1088 or +86 22 2527 1101
 ✉ www.volvochinaopen.com
 19-22 Apr

20
FRI
星期五

The Luxury Properties Showcase
2012 北京国际高端房产盛会
 ⬆ Legendale Hotel Beijing 北京励骏酒店
 ☎ +86 137 7466 0092
 ✉ info@lp-showcase.com
 20-22 Apr

Editor's pick

20
FRI
星期五

Duet Concert by Dutch Musicians - Women Power

女性的力量
 ⬆ Tianjin Ergong Theatre
天津二宫大剧场
(河东区光华路2号)
 ☉ 19:30
 ¥ 50 - 280
 ☎ +86 22 8428 5291



Editor's pick

21
SAT
星期六

Tianjin Historic Walking Tour

⬆ North Gate of Xikai Cathedral,
No. 9, Xining Road, Heping District
西开天主教堂北门
天津市和平区西宁路9号
 ☉ 10:30-13:00
 ¥ 240 - 400
 ✉ amandahe@amchamchina.org
 ☎ www.amchamchina.org

Editor's pick

26
THU
星期四

Introduction to The Leader As Coach™

⬆ 6F, Hotel Nikko Tianjin, No 189 Nanjing Rd,
Heping District, Tianjin
天津日航酒店6楼, 天津市和平区南京路189号
 ☉ 14:00 - 17:00
 ¥ 200 - 350
 ✉ amandahe@amchamchina.org

Symphony Concert

- Joe Hisaishi's
Animation Music
龙猫·久石让·宫崎骏动漫
视听大型天津交响音乐会
 ⬆ Tianjin Grand Theatre
天津大剧院
(河西区友谊路24号)
 ☉ 19:30
 ¥ 80 - 480
 ☎ +86 22 2835 1443



Editor's pick

28
SAT
星期六

The Expat Show Beijing

⬆ China World Trade Centre
中国国际贸易中心
(北京建国门外大街1号)
 ☎ +86 21 6418 5550 ext. 84
 ✉ info@weacn.com
www.expatshowchina.com
 28-29 Apr

Editor's pick

Memos

备忘录(1)
bèi wàng lù

VOLUME 53



I have been waiting here in the conference room for ten minutes already. What time does our meeting start?

我在会议室(2)已经等了10分钟了。会议什么时候开始?
wǒ zài huì yì shì yǐ jīng děng le shí fèn zhōng le。 huì yì shén me shí hòu kāi shǐ ?

Didn't you hear about that? Our meeting was postponed until Friday. Didn't you get the memo?

你没听说吗?会议推迟(3)到周五了。你没有看到备忘录吗?
nǐ méi tīng shuō ma? huì yì tuī chí dào zhōu wǔ le。 nǐ méi yǒu kàn dào bèi wàng lù ma?

There haven't been any memos this whole week. I check my inbox every day.

我一整周也没见过什么备忘录。每天都查看收件箱(4),
wǒ yī zhěng zhōu yě méi jiàn guò shén me bèi wàng lù。 měi tiān wǒ dōu chá kàn shōu jiàn xiāng,

And I haven't seen anything.

什么也没看见。
shén me yě méi kàn jiàn。

It should have made it to your inbox,

应该放进你的收件箱了,
yīng gāi fang jìn nǐ de shōu jiàn xiāng le,

But maybe it got lost in all the clutter on your desk.

但也可能夹在你办公桌上那堆乱七八糟的杂物(5)里面了。
dàn yě kě néng jiā zài nǐ bàn gōng zhuō shàng nà duī luàn qī bā zāo de zá wù lǐ miàn le。

You know how things get piled up on my desk when I'm busy.

你也知道我忙的时候桌上东西会堆成山(6)。
nǐ yě zhī dào wǒ máng de shí hòu zhuō shàng dōng xī huì duī chéng shān。

I know that sometimes I do misplace things,

我也知道有时候我会把东西放错(7)地方,
wǒ yě zhī dào yǒu shí hòu wǒ huì bǎ dōng xī fàng cuò dì fāng,

But I always read all the memos that go around.

但所有发下来的备忘录我都会看的。
dàn suǒ yǒu fā xià lái de bèi wàng lù wǒ dōu huì kàn de。

Business Chinese Lesson

Are you sure it was sent to whole office?

你 确定(8) 所有 的 办公室 都 发了 吗?
nǐ què dìng suǒ yǒu de bàn gōng shì dōu fā le ma?

It should have got around to everybody. They also posted a copy of the memo in the break room.

应该 发给 所有人 了。他们 还在 休息室(9) 贴(10) 了 一张 备忘录 的 副本(11)
yīng gāi fā gěi suǒ yǒu rén le。 tā men hái zài xiū xī shì tiē le yī zhāng bèi wàng lù de fù běn。

Don't you ever look at the messages posted on the bulletin board?

你 也 没 看到 布告栏(12) 上 贴 的 信息 吗?
nǐ yě méi kàn dào bù gào lán shàng tiē de xìn xī ma?

I'm usually too busy to gossip by the water cooler.

我 总是 忙得 顾不上 在 水冷却器(13) 旁 与 人 闲聊(14)。
wǒ zǒng shì máng de gù bú shàng zài shuǐ lěng què qì páng yǔ rén xián liáo。

Anyway, I'll talk to our secretary about it.

不管怎样， 我 要 去 找 秘书(15) 谈谈。
bú guǎn zěn yàng, wǒ yào qù zhǎo mì shū tán tán。

That's right. You will never know what you're missing out on if you don't read the memos.

好吧。 如果 不 读 这些 备忘录 的话， 你 永远 也 不会 知道 自己
hǎo ba。 rú guǒ bù dú zhè xiē bèi wàng lù de huà, nǐ yǒng yuǎn yě bú huì zhī dào zì jǐ

还 遗漏(16) 了 什么。

hái yí lòu le shén me。



Vocabulary

| | | | | | |
|---------|-----------------|-----------------|-----------|--------------|------------------|
| (1) 备忘录 | memo | bèi wàng lù | (9) 休息室 | break room | xiū xī shì |
| (2) 会议室 | conference room | huì yì shì | (10) 贴 | post | tiē |
| (3) 推迟 | postpone | tuī chí | (11) 副本 | copy | fù běn |
| (4) 收件箱 | inbox | shōu jiàn xiāng | (12) 布告栏 | bulletin | bù gào lán |
| (5) 杂物 | clutter | zá wù | (13) 水冷却器 | water cooler | shuǐ lěng què qì |
| (6) 堆成山 | pile up | duī chéng shān | (14) 闲聊 | gossip | xián liáo |
| (7) 放错 | misplace | fàng cuò | (15) 秘书 | secretary | mì shū |
| (8) 确定 | are you sure | què dìng | (16) 遗漏 | miss out on | yí lòu |

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@business.tianjin.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 | TK21 | 1234567 | Istanbul | 00:35 | 14:00 | TK20 | 1234567 |



* Flights from Beijing to Istanbul, from Istanbul to Beijing provided by Turkish Airlines. Schedules are subject to government approval and may be changed without prior notice.

| From Beijing | | | | | To Beijing | | | | |
|--------------|-------|---------|-----------|---------|------------|-------|-------|-----------|---------|
| DEST | DEP | ARR | Flight No | Days | ORIGIN | DEP | ARR | Flight No | Days |
| Seoul* | 11:50 | 15:10 | KE2852 | 1234567 | Seoul* | 09:30 | 10:35 | KE2851 | 1234567 |
| | 13:50 | 16:50 | KE856 | 1.3.5.7 | | 11:35 | 12:40 | KE855 | 1.3.5.7 |
| | 21:15 | 00:10+1 | KE854 | 1234567 | | 19:00 | 20:05 | KE853 | 1234567 |

| From Tianjin | | | | | To Tianjin | | | | |
|--------------|-------|-------|-----------|---------|------------|-------|-------|-----------|---------|
| DEST | DEP | ARR | Flight No | Days | ORIGIN | DEP | ARR | Flight No | Days |
| Seoul* | 11:10 | 14:00 | KE806 | 1234567 | Seoul* | 09:20 | 10:10 | 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.

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 |
| | | 07:10 | | 08:05 | | 375 | |
| | 08:44 | | | 06:58 | 855 | 370 | 799 |
| | | 10:09 | | 15:08 | 04:59 | 870 | 510 |
| | | 07:05 | | 12:12 | 05:07 | 855 | 515 |
| | 12:45 | | | 17:33 | 04:48 | 855 | 510 |
| | 15:12 | | | 20:06 | 04:54 | 870 | 510 |
| | | 12:11 | | 17:25 | 05:14 | 870 | 515 |
| | 14:26 | 19:28 | | 05:02 | | 515 | |



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) | | | BJS ~ TG (¥66 - ¥80) | | |
|----------------------|--------|---------|----------------------|---------|--------|
| Train | Tanggu | Beijing | Train | Beijing | Tanggu |
| C2274 | 12:40 | 13:10 | C2273 | 10:45 | 11:15 |
| C2280 | 20:25 | 20:55 | C2279 | 18:50 | 19:20 |

| Wuqing ~ BJS (¥39 - ¥46) | | | BJS ~ Wuqing (¥39 - ¥46) | | |
|--------------------------|--------|---------|--------------------------|---------|--------|
| Train | Wuqing | Beijing | Train | Beijing | Wuqing |
| C2202 | 06:53 | 07:18 | C2201 | 06:45 | 07:07 |
| C2232 | 20:43 | 21:08 | C2231 | 21:15 | 21:37 |

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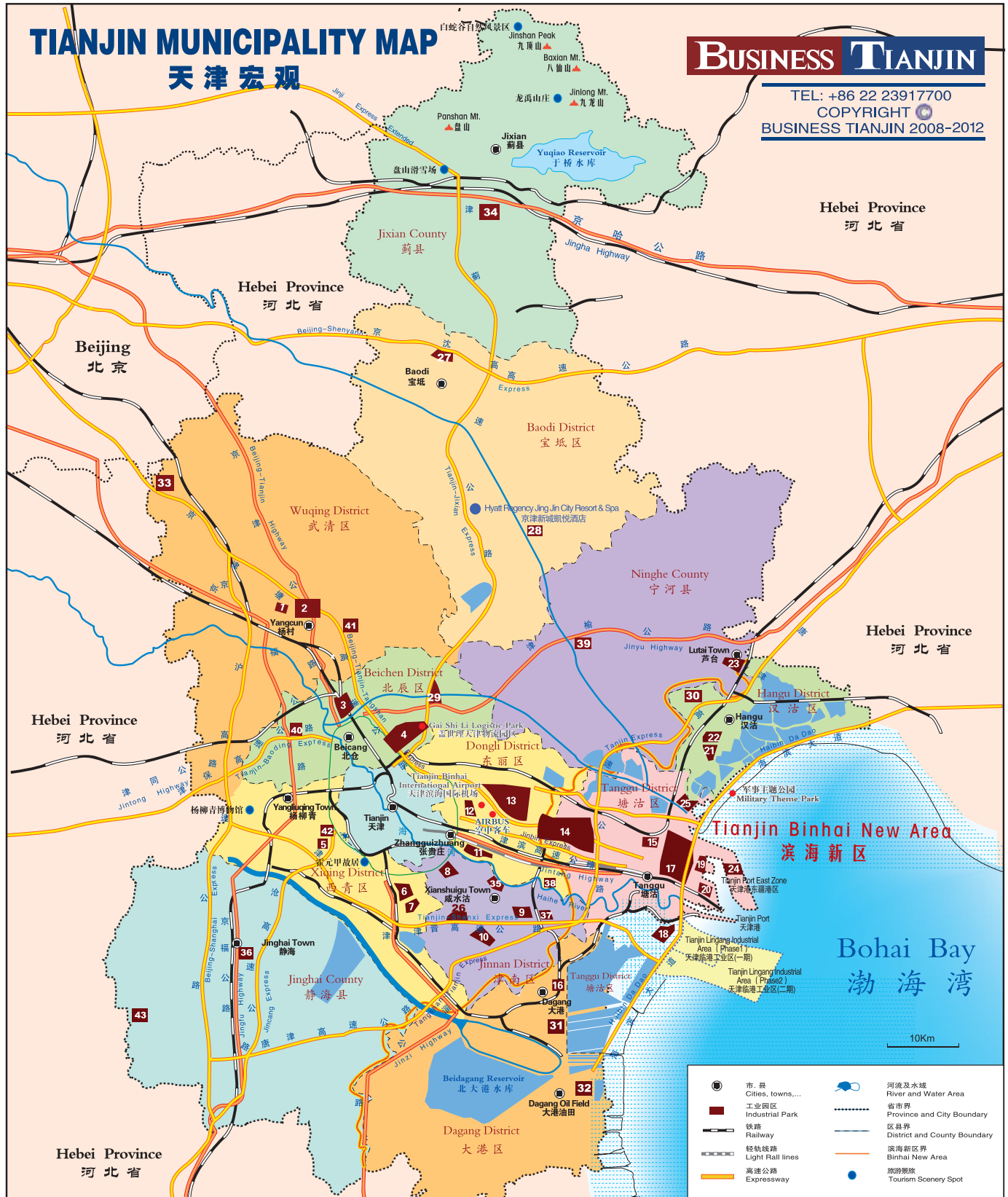
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500km



Tianjin Industrial Parks & Economic Development Areas



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 汉沽工业园区 | 31 Tianjin Dagang Economic Development Area 天津大港开发区 |
| 5 Tianjin Hi-Tech Industrial Park Huayuan Industrial Development Area 天津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 Dagang Petrochemical Industrial Area (Phase 1) 天津大港石化产业园区 |
| 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 Wuqing Dawanggu Economic Development Area 天津武清区大王古经济开发区 |
| 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 Balitai 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 Junliangcheng 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 Wuqing 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

Yan Ting Chinese Restaurant

A: 2F, The St. Regis Tianjin, No. 158
Zhang Zizhong Lu, Heping District
T: +86 22 5830 9999
宴庭中餐厅
和平区张自忠路158号瑞吉金融街酒店2楼

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

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
福隆
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

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
南京路189号天津日航酒店7层

Wine



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A: No.8 Eastern Apartment
2nd Avenue, TEDA
天津市开发区第二大街二号东方名居底商8号
T: +86 22 6539 9899
Opening hours: 09:00-20:00

GuangMing Wine Shop:

A: No.1 Guangming Flat,
Xiaguang 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
www.milan-wines.com

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

DINING

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 STREGIS BAR
摩吉酒吧

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
融酒店一层

Accounting

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International Accountants

Tianjin Office:

A: Unit 2901 - 104
The Exchange Tower 2
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

Beijing Office:

A: 6/F, Dongwai Diplomatic
Building
No. 23, Dongzhimenwai Dajie
Beijing
T: +86 10 8532 1720
F: +86 10 85322746
E: beijing@lehmanbrown.com
北京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, WanTai
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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Education

International Schools



International School of Tianjin
A: Weishan Lu, Jinnan District
T: +86 22 2859 2001
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



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

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



**Wellington College
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★★★★★ Hotels



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Economic Area Tianjin
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SERVICES



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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**

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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
T: +86 22 2457 8888
天津天诚丽笙世嘉酒店
河东区新开路66号

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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



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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

Apartment

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
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Somerset Olympic Tower Tianjin

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Somerset Youyi Tianjin

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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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W: cbre.com.cn
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W: www.regus.cn
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The Executive Centre

A: 29F, bldg.2, The Exchange, No.189, Nanjing Lu, Heping District
天津德事商务中心
和平区南京路189号津汇广场2座29层

Travel Agencies



Tianjin's travel agency specialising in tourism for foreigners
T: +86 159 2200 0555
E: 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



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Tianjin United Family Hospital

A: No.22, Tianxiao Yuan Tianjiang Dao, Hexi District
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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

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

SPORTS

Swimming Pools

GLO Fitness & Health Club Swimming Pool
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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

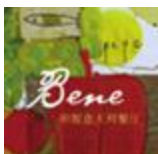


DINING

Japanese

Sake n Sushi Bar
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T: +86 22 6628 3388 ext. 2730
 寿司吧
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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
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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



Feast All Day Dining Restaurant
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T: +86 6528 8888 ext. 6210
 盛宴全日西餐厅
 开发区第二大街50号天津滨海喜来登酒店1层



SERVICES

Education

TEDA International School
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 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



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

Spas

Touch Spa
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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MSD-C区2座102室

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 Centrer
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



Wine of Burgundy

(Vin de Bourgogne)

This month, I am pleased to introduce to you wines from one of my favourite regions, Burgundy. Wine production in Burgundy dates back to more than 2,000 years ago, with its wines served to kings and nobility from Imperial times. Whilst the culture of wine is deeply rooted in the region, the generation of Burgundy wines as we know today is very much one of the post-French Revolution and Napoleon Wars genres.

Prior to the French Revolution in 1789, many of the vineyards in Burgundy were held by the churches and bourgeoisie. By the end of the Revolution in 1791, the lands were seized and resold, resulting in fragmented ownership of the land parcels. Following the Napoleonic Wars in the mid-19th century and abolishment of primogeniture (where the eldest son would inherit all the rights to the land), those estates were further sub-divided between siblings. Since then, and as it still is today, the vineyards of Burgundy have been broken down into numerous small pockets. Consequently, one may find many wines bearing the same name, but with a vast difference in quality and price.

Within a small area, and with there being only two main grape types: Pinot Noir to make red; Chardonnay to make white; it is possible to find a very light body Burgundy Pinot Noir with a fresh strawberry flavour, and a very full body one with a deep leather aroma. Similarly, the Chardonnays within an area may be light and naturally high in acidity with a citrus flavour, or full bodied with a creamy buttery flavour.

Regardless of its range, the most significant characteristic of Burgundy wines agreed by critics is its complexity. Compared with its Bordeaux neighbour, Burgundy wines are known to be soft, elegant, and unquestionably complex. In more recent history, Burgundy wines have also been highly prized by connoisseurs, including the likes of Thomas Jefferson in the 18th century.



Stephen Zhang, sommelier at The St. Regis Tianjin

Wine recommendations:

William Fèvre, Chablis AOC

This 100% Chardonnay from Chablis, the northern most part of Burgundy, is crisp with a light body. As no oak is used in its production, one doesn't need to worry about an oak or buttery taste typical of Chardonnays. With its citrus flavour, it goes great with seafood and cod appetizers.

Bouchard Père & Fils, Pouilly-Fuissè AOC

Also a 100% Chardonnay, this white is from south of Burgundy. It boasts a full body with a harmonious blend of butter, vanilla, mango, and pineapple flavours. This wine offers great value for money, and would nicely pair risottos and roasted fish.

Domaine Armand Rousseau, Gevrey-Chambertin AOC

The vineyards here are 100% devoted to Pinot Noir, with an average vine age of 40 to 45 years. There is great emphasis on low yields, in line with Rousseau's philosophy to maintain a healthy crop of old vines coupled with "Guyot simple" pruning. Harvesting of the grapes is done by hand with sorting to filter out unsatisfactory grapes before they enter the vat. This fine red wine has an intense fruity aroma with dominant raspberry notes. It goes well with Venison, or simply with pheasant and Gruyère cheese. **B**



Visit us online:
btianjin.cn/120412

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.

China's Environmental Timebomb



Earth Day is an annual event whereby people attempt to raise awareness of impending environmental issues and corrective measures that can be taken before it's too late. This year, 22 April will mark Earth Day and the motto is "Mobilise the Earth". However, what exactly does it mean to "Mobilise the Earth"? Many cities will host events attempting to raise awareness, but will any long term benefit be realised? Earth day is now in its 42nd year, having been first celebrated in San Francisco in 1970. When Earth Day first began in the west, China was still firmly following the principles of Chairman Mao and had not yet begun its opening up policy and rapid modernisation.

Today, China is known as one of the world's top polluters. From poor air quality in Beijing, to toxic soil in Wuhan and beyond, the side effect of China's growth has tarnished the remarkable success story that China has become in regards to the global economy. When the cost of this pollution is measured against this growth, it becomes apparent that while many people enjoy much better standards of living today in terms of material wealth, it could be stated

that the overall quality of life for Chinese has actually decreased due to increased pollution throughout the country.

While there seems to be a new issue raised in the media each week about some kind of pollution or food safety issue, air pollution is what often first comes to mind when pollution as a topic comes up. I agree that the air in China leaves much to be desired, especially with the large number of smokers everywhere, but the main thing that surprised me when I arrived in China almost three years ago was actually the amount of litter and rubbish that can be found in the major cities.

Chinese people are fiercely nationalistic and criticism from a "wai guo ren" would be sure to provoke angry responses. Americans would be the same way if someone were to criticise the United States. I'm sure if I asked people the question "Do you love China?" randomly on the street, I would get looks of surprise because it would seem to be a rhetorical question for any Chinese. That's why it's surprising to me when I see people randomly littering and using pretty much anywhere as a rubbish bin. I would be

Last Words

hard pressed to count the number of times I've been in traffic and have seen another car roll down their window, then launch a tissue, cigarette box, or whatever out onto the street.

Littering is often disregarded when compared to other forms of pollution. It's easy not think of it in environmental terms when you look up at the sky each day and the sun is obscured by a thick haze of smog or you walk by one of the local rivers and smell something straight out of the sewer. These things sneak up on you and you often don't realise it. Added to the problem is the high number of street sweepers, and people don't even consider throwing away their garbage because they know somebody in an orange jacket will come behind them and fix the problem that they are making.

Education is considered the best way to try to change people's perceptions about littering. Education was also thought to be the answer in the United States once disposable packing entered the marketplace. I highly disagree with this. Chinese people place an extremely high value on money, which can be seen by their saving rates when compared to the rest of the world. Education doesn't work because there is no immediate and direct effect towards changing behaviours. To solve China's littering problem, along with other environmental issues, a straight line to the pocketbook should be adopted. It's amazing how quickly people run out of buildings to move their cars when they know the police are coming to write parking tickets. Imagine how quickly they would stop littering if they knew a hefty ticket awaited them for their snot covered tissue they didn't want in their car for a few extra minutes.

Fines for littering exist in some of the cities, but as with many things here, ENFORCEMENT is a major concern. I have never seen a person fined for littering. Rarely have I seen a person fined for driving through a red light. I can only guess this is because Beijing worries that if police are overly aggressive in fining people, it will cause social unrest. The opposite of this is how much social unrest will it cause when the country becomes a garbage dump?



This brings us all back to Earth Day and trying to save what environment we do have left. It's not possible to protest every factory belching smoke or hold rallies proclaiming our love of trees. Education takes years to truly change peoples' habits and produce noticeable results. The quick fix is likely to be highly unpopular, but the reality is that it would be the most effective way to slow down the ticking of China's environmental timebomb. I have high hopes for China's future, having worked extensively with young people from several different universities. They realise the issue and instead of throwing their litter in the road, many of them drop it off at overflowing rubbish bins.

The next step is not just to celebrate Earth Day, but implement Earth Day along with a heaping portion of enforcement. China has the people to do it. We all know there's no shortage of people, but that's another story. So, when you celebrate Earth Day, don't just think about what you can do, DO what you can do. Maybe it will keep the environmental timebomb here in China from exploding. **E**

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GEMS World Academy Tianjin Eco City

OPEN INVITATION SCHOOL TOURS



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School tour times

(available in Korean and English for all dates)

| | |
|------------------|--------|
| Thurs April 19th | 1:00pm |
| Sat April 21st | 1:00pm |
| Tues April 24th | 1:00pm |
| Thurs April 26th | 1:00pm |



Directions

From TEDA take the Nan Hai Lu. When you reach the flyover that joins the Jingjin Highway to Beijing, take the slip road marked Cai Hong Da Qiao. After the bridge take the first right on to Hefeng Lu. The school is on the right.

天津杰美司国际学校方位指导

在泰达开发区沿南海路方向向北行驶，直至京津高速去往北京方向路口时，会看到一条支路指向彩虹大桥，过桥后第一个路口右转进入和风路，便可见到学校位于大道右侧。





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