

# BUSINESS TIANJIN

InterMediaChina  
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2012

津衛商務

BEST OF TIANJIN

2013  
APR

AWARDS



## IntermediaChina's 2012 Best of Tianjin Awards

Celebrating Exceptional Service **16**  
in an Exceptional City

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# Contents

Business Tianjin / April 2013



### ▲ IntermediaChina's 2012 Best of Tianjin Awards: Celebrating Exceptional Service in an Exceptional City

A resounding success is the perfect description for the 2012 Best of Tianjin Awards ceremony. With 600 guests, 49 awards, 20 lucky draw winners, and not to mention a number of great Latin-inspired performances made the night of 23 March, 2013 at Renaissance Tianjin Lakeview Hotel a truly remarkable and exceptional one. [See P16](#)



### ◀ The Rise of the 'Redback': A Future of Chinese Global Currency Dominance?

The internationalisation of the Chinese Yuan (also known as the RMB) has been a prominent talking point in financial circles for some time now. Economists, bankers and even government officials cannot say with any certainty how and when it will happen. [See P24](#)



### ◀ Corporate Social Responsibility and the Effect on Branding

The New York Times Magazine quoted Milton Friedman for saying "The business of business is business", meaning that companies should focus on doing business so they can create growth and work places, and by doing that they will pay back to society, instead of being concerned about being socially responsible. [See P48](#)



### ◀ Increasing Impact Through Releasing Staff Potential

One of the most significant characteristics of highly effective leaders is that they spend less time doing the work themselves, and instead prioritise developing their employees and teams. "Leaders may impress others when they succeed, but they impact others when their followers succeed." (John Maxwell) [See P51](#)

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# Business Tianjin

APRIL 2013



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Dear Readers,

The Best of Tianjin 2012 Awards Ceremony was the most important event on Tianjin's International Community's calendar so far this year. This prestigious award ceremony recognises the very best talents and enables business leaders to take their projects and daily work to the next level for scaling up and implementation by providing them with our support network.

In our cover story we feature this award ceremony. The mantra for this year's event was: Celebrating Exceptional Service in an Exceptional City. We are proud to have played a central role in this event and we would like to invite all of you to participate in next year's ceremony.

In other sections, the economy report of this month talks about the outlook for 2013, a time when policymakers are standing by their conservative GDP growth target of 7.5% for this year. This comes after a significant slowdown in economic output during 2012, and is seen as a reasonable target given the uncertainty in the eurozone and the internal economic issues which China faces in the coming year.

We also spoke with GEMS's Chief Academic Officer for Early Childhood Education, distinguished Professor Pat Preedy, to find out more about her organisation's approach to education and how the children of Tianjin can benefit from this fantastic educational company's programmes.

Our feature story looks at the internationalisation of the Chinese Yuan. It has been a very prominent talking point in financial circles for some time now and with the Chinese currency playing more of a role on the global monetary stage, there may well be some significant changes in the country's financial system in years to come.

Myanmar is the topic of our investment section. This rapidly changing Asian nation looks set to become an investor's dream over the course of this decade and beyond. Our Editor's insight is certainly worth a read if you are looking for golden investment opportunities.

Our HR expert believes that 2013 is going to be a good year. You should read this article to discover the reasons why from their perspective and you will learn many things about global trends that are changing the way companies do HR.

We focus in the tech section on the Sky City project which looks set to become the tallest building in the world upon completion. It is a fascinating project as it will involve groundbreaking new construction methods that are used to build extremely energy efficient structures and are also very inexpensive.

As our IPR expert also recommends, we very much suggest protecting your intellectual property in China through proper contracts. Explore some of the reasons in this article. Corporate Social Responsibility (CSR) is necessary in every organisation and our marketing section goes into detail about CSR has the effects on branding. CSR in today's world is not only about good causes, but is also very much about doing business in an ethical manner.

Kim Zovak's Management section explains that releasing the potential in others begins with managers re-oriented their priorities and shifting their style. As she says, wise business leaders focus on developing their people's capacity through working on their own approach.

Our Last Word this month goes to Earth Hour 2013, celebrated on Saturday 23 March at 8:30pm. As with many other organisations in Tianjin, we switched off our lights for one hour to mark the event. The team of Business Tianjin Magazine supports and encourages all individuals, businesses and governments around the world to take positive actions for the environment. For more updated information, search in our web site [www.businesstianjin.com](http://www.businesstianjin.com)

Best regards,

J. Hernan  
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**TIANJIN NEWS**

**InterMediaChina's 2012 Best of Tianjin Awards: A Resounding Success**

*Business Tianjin, 25 March*



The 2012 Best of Tianjin Awards ceremony proved to be a resounding success with over 600 guests, almost 50 awards. Not to mention great performances and raffle draw prizes that made the night of 23 March, 2013 at Renaissance Tianjin Lakeview Hotel a truly remarkable one. Organised by InterMediaChina (IMC) and supported by Business Tianjin and Tianjin Plus, the event proved to be the most renowned event of international recognised awards in Tianjin. It honoured and recognised significant personal and professional contributions to Tianjin, China, and even to the city's worldwide community. Before the event, guests were welcomed with a photo shoot, signature walls, champagne and cocktail reception. The event unfolded with the announcement of 49 winners who were all given a trophy and plaque as certificate.

**Kite festival to be held at Binhai Aircraft Park during Qingming Festival**

*Business Tianjin, 21 March*



The fifth annual Kite Flying Festival at the Tianjin Binhai Aircraft Carrier Theme Park will be held during this year's Qingming Festival, which is a nationwide public holiday in mainland China running from 4-6 April. A giant kite hailed as the largest in China, which is 30 metres in diameter, will fly over the Kiev, a former Soviet aircraft carrier which has been permanently docked in the theme park since its opening in 2006.

**No.8 sightseeing cruise ship unveiled on Tianjin's Haihe River**

*Business Tianjin, 21 March*



On 20 March, the brand-new Haihe River No.8 Sightseeing Cruise Ship, was launched at the Liulin Dockyard, Tianjin. It boasts the largest passenger capacity on the Haihe River. The Haihe River Tourist Centre now has 20 sightseeing boats. The No.8 Cruise Ship, which is designed to handle 77 passengers, is suited for leisure sightseeing and business meetings. At the same time, the No.8 Cruise Ship has taken the place of the original open boats. The Haihe River Tourist Centre will kick off its new sightseeing cruise season on 28 March, 2013.

**Singapore's Gaylin Holdings to buy Tianjin firm by April**

*Seaship News, 20 March*



Gaylin Holdings has incorporated a wholly-owned subsidiary in Singapore known as LV Yang (Tianjin) Offshore Equipment. The new company will be involved in the supply of rigging and lifting equipment and provision of related services. Furthermore, Gaylin has moved to buy out the same company's Chinese business based in Tianjin and is keen to tie up the deal before the end of April and is willing to pay in the region of SGD 3million for the acquisition. Funding for the takeover is coming from the proceeds from Gaylin's Singapore listing last October.

**The Draught @ Blauer Engel**

*Business Tianjin, 19 March*



Tianjin's first boutique beer house and eatery, Blauer Engel, is located in the Hotel Indigo Tianjin Haihe's German-style villa. Blauer Engel takes its inspiration from both being in the Former German Concession in Tianjin and the first non-silent international movie to be screened in China, the German movie Blauer Engel. The bar will launch 'The Draught' every Wednesday night 4pm -12midnight from 1 April. You pay your height in beer! I.e. if your height is 160cm, then you pay CNY 160. To wind down after a day's work, come and enjoy all draft beer, free beer buffet and live band.

**The Astor Hotel, A Luxury Collection Hotel, Tianjin is honoured The Best Boutique/ Design Hotel of The Year**

*Business Tianjin, 18 March*



The Astor Hotel, A Luxury Collection Hotel, Tianjin won The Best Boutique/ Design Hotel of The Year, and the Luxury Collection was honoured the most extraordinary luxury hotel brand at the same time. The hotel's representative Ms. Joyce Li, the Marketing Communications Manager, picked up the trophy. The celebration ceremony of Voyage magazine took place successfully in Beijing.

**RMG Selection opens new office in Tianjin**

*Business Tianjin, 12 March*



RMG Selection, Asia focused specialist recruitment and executive headhunting firm based in Beijing, has opened a new office in Tianjin, China. RMG Selection is growing its business with more and more clients in China. Therefore, opening its fourth office in the region will enhance supporting ability of the company for locally based clients. The Tianjin location opened on Nanjing Road this March. The office will focus on executive selection in Automotive & Machinery, Pharmaceutical, Manufacturing, Finance & Accounting, Legal, Logistics, Engineering and Information Technology. As RMG Selection's main business is talent management and acquisitions, the new location will offer the following services: HR Consulting, Executive-Search, Testing/Profiling, Salary Surveys, Leadership Coaching, and Projects-Based Staffing.

**Tianjin airport's Terminal 2 to be put into use in June, 2014**

*Business Tianjin, 12 March*



The newly constructed Terminal 2, which covers an area of 248,000 square metres and includes an underground traffic hub, will be put into use in Tianjin Binhai International Airport in June, 2014. After completion, Tianjin airport will be able to handle 25 million passengers, 1.7 million tonnes of cargo and 225,000 flights a year. The second phase expansion of Tianjin airport has 2 main parts, the first of which includes the projects inside the airport, such as Terminal 2, 322,000 square metres of station sites, 40 newly-built plane spaces, 3 rapid exit taxiways, parking lots and supporting facilities. The 2nd part is the underground traffic hub that is being constructed at the same time. The underground traffic hub is connected with T2 via a 45-meter-wide collection and distributing centre that is accessible from Subway Line 2, the Beijing-Tianjin Intercity Rail, a taxi rank, and the parking lots.

**Tianjin second-hand house prices climbing after 20% income tax announced**

*Global Times, 6 March*



Second-hand house prices in six major Chinese cities continued to rise in February, a report released Tuesday said. Last month, second-hand house prices in Beijing, Shanghai, Guangzhou, Shenzhen, Chengdu and Tianjin all saw month-on-month increases of over 1%, according to the report conducted by Centaline China, a subsidiary of the Hong Kong-based real estate agency Centaline Group. As of February, second-hand house prices in the six major cities has risen for 11 consecutive months, it said. Beijing saw the largest month-on-month increase of 3.04%, as well as a year-on-year rise of 22.19%. The report forecasts that newly issued stricter measures to cool China's property will hit heavily on the second-hand housing market. The rising price growth trend in the six major cities might slow this month.

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**Tangla Hotel Tianjin wins "Tianjin Boutique Hotel Best New Arrival 2013" award**

*Business Tianjin, 1 March*



The 9th Anniversary of the Hurun Report Chinese Luxury Consumer Survey 2013 and Hurun Best of the Best Awards Ceremony was held on 15 January, 2013 in Shanghai. Tangla Hotel Tianjin won the "Tianjin Boutique Hotel Best New Arrival 2013" award, winning another new industrial authoritative award since the hotels grand opening in July, 2012. As the flagship of Tangla, the high-end hotel brand of HNA Hospitality Group, Tangla Hotel Tianjin carries out the core values of "Harmony, Elegance, Excellence and Serenity", and has successfully launched the uniquely personalised Tangla Ambassador service.

**China stresses farmers' property rights in land transfers**

*Xinhua, 6 March*



China has included farmers' property rights into its government report for the first time, suggesting enhanced protection of their rights amid the country's frequent land transfers. The report, delivered to the ongoing annual session of the national legislature, said that "to guarantee farmers' property rights and interests" is the main purpose of the country's rural land system, which is "central to China's rural stability and long-term development." The government should relax restrictions on farmers' use of their properties, including land and homestead, and allow them to transform such assets into currency or capital forms, said Wang Kaiyu, an Anhui-based sociologist and expert in rural issues.

**China's non-manufacturing sector shrinks in February**

*Xinhua, 4 March*



China's non-manufacturing sector shrank in February, an official monthly survey showed on 3 March. The Purchasing Managers Index (PMI) of the non-manufacturing sector was decreased to 54.5% in February, down 1.7% points from January, the China Federation of Logistics and Purchasing (CFLP) said in an online statement. The figure marked the first decline since October, said CFLP. Other sub-indices, such as employment and business outlook have increased from the previous month. The figures followed Friday's release of a 51.1% figure for manufacturing sector PMI, a sign of steady growth in China's economy. The CFLP's non-manufacturing PMI is based on a survey of about 1,200 companies in 27 industries, including transport, real estate, catering and software development.

**LOGISTICS**

**COSCO suspended after loss of 9.56b yuan**

*China Daily, 29 March*



Shares in China COSCO Holdings Co, the Shanghai-listed arm of the largest State-owned shipping conglomerate China Ocean Shipping (Group) Company, were suspended on Thursday after it reported one of the market's biggest losses for 2012. The company's sales rose 4.6 percent from a year earlier to 72.06 billion yuan (\$11.6 billion) in 2012, but annual net losses hit 9.56 billion yuan for the year, following on from a loss of 10.5 billion yuan the year before, it said in a filing with the Shanghai Stock Exchange. The two consecutive years of losses have now put the company on a "special treatment" list, which limits daily trading movements to 5%, compared with the standard 10 percent. Three years of losses could result in it being removed from the exchange.

**TELECOM**

**Telecoms giant ZTE sees gold in Chinese roots**

*Agencies, 26 March*



China's ZTE Corp, which helped bring the telephone to millions of homes, is counting on a new generation of tech-savvy smart phone users to drive at least USD 7.5 billion of 4G network projects and elevate its sagging fortunes. Shenzhen-listed ZTE, founded in the mid-1980s, clinched its first major overseas contract in Bangladesh in the mid-1990s. Since then, it has been expanding overseas and challenging telecom equipment manufacturers such as Ericsson and Alcatel-Lucent in emerging markets from Asia to Africa. But years of rapid overseas investment and chasing global market share at the expense of profitability are finally taking their toll on the world's No.5 producer of telecom gear.

**GENERAL**

**Feted abroad, ignored at home**

*China Daily, 27 March*



While designers like Wang Peiyi gain plaudits in the world's fashion capitals, Gan Tian and Tiffany Tan discover that the domestic market is a harder nut to crack. While Wang Peiyi's designs are attracting plenty of attention in Europe, back home in China not many people have even heard of him. In February, Wang presented his creations at Milan Fashion Week, becoming the first mainland designer to hold a runway show at the bi-annual event. The collection, inspired by the northern lights, was a resounding success.

**FINANCE**

**Investment in railways rises**

*China Daily, 15 March*



Fixed asset investment in China's railways rose by 25.7% year-on-year to CNY 37.63 billion (USD 6 billion) in the first two months of the year, the railways authority said on 14 March. The investment is part of the ministry's CNY 650 billion fixed-asset investment package this year, which is slightly higher than last year's CNY 631 billion. But compared with the 70.9% rise in January, the 25.7% growth in the first two months suggested a substantial dip in February's investment.

**China to be global premium car leader**

*China Daily, 5 March*



A premium car show in Changchun, Jilin province. A McKinsey report said China has become the second largest top premium car market in the world and will become the biggest in seven years. China is expected to become the world's largest premium car market, overtaking the United States, by selling more than 2.3 million premium cars by 2016, according to a report released on 4 March by McKinsey & Co. The market for premium cars in China has accelerated by 36% a year over the past decade, against a 26% annual growth in the overall Chinese passenger vehicle market during the same period.

**LAW & POLICY**

**CSRC to ease regulations for applicants**

*China Daily, 15 March*



The China Securities Regulatory Commission proposed lowering the requirements for applicants for the Qualified Domestic Institutional Investor program, such as fund companies and brokerages, in terms of capital and other requirements, the CSRC said on its website on 14 March. Analysts said the move will encourage and help broker to increase outbound investment, deliver better performance and benefits as business channels expand. QDII investors will also be allowed to invest in derivatives listed on foreign exchanges that have signed memorandums of understanding with the CSRC, increasing the number of foreign investment outlets from the current approved list.

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## CHINA IN THE WORLD

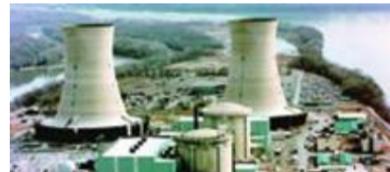
### China to overtake Japan in regional research output rankings

*Xinhua, 21 March*

"Japan continues to lead the Asia-Pacific region in research output, but it could be overtaken by China in the coming years," said the famous scientific journal *Nature* in a report published on 20 March. According to the report, China is still in second place behind Japan, but it is growing faster than other countries and may take first place in a couple of years. Most of the 51 Chinese institutions in the Asia-Pacific Top 200, improved their ranking in the past year. Overall, the region's scientists are publishing more high quality basic science than ever before: more than 28% of articles published in the *Nature Research Journals* have authors from the Asia-Pacific region, compared with 19% in 2008. Nature Publishing Group (NPG) is a publisher of high impact scientific and medical information in print and online. NPG publishes journals, online databases and services across the life, physical, chemical and applied sciences and clinical medicine.

### No Fukushima threat to China waters

*Xinhua, 23 March*



China's maritime authority said on Wednesday that to date there is no direct threat to China's territorial waters posed by the pollution from Japan's Fukushima nuclear power plant. However, some contamination has been monitored in China's exclusive economic zone in the water near the southern coast of Taiwan, said Li Xiaoming, a senior official in charge of maritime environmental protection with the State Oceanic Administration. Moreover, different quantities of nuclear materials has been detected in fish caught in the Pacific Ocean, but the amounts have not reached dangerous levels according to the monitoring undertaken so far, Li said. The official promised that the authority will publish relevant information in a timely manner once any threats are detected to ensure food safety for the public.

### China joins top 5 global arms exporters

*China Daily, 19 March*

China has replaced Britain as the world's fifth-largest arms exporter, while the US and Russia still dominate global arms sales, a Swedish think tank said on 18 March. The Stockholm International Peace Research Institute's report said that the volume of Chinese arms exports rose by 162% between 2008 and 2012, compared with the previous five-year period. China's share of global weapons exports increased from 2% to 5% in that time. The Chinese Foreign Ministry said China has been responsible and prudent regarding arms exports. Beijing has abided by international laws and avoided hampering regional stability. Experts said China's surging arms exports have benefited from improving technology and productivity in its arms industry and competitive prices. In the high-end arms market, it has no advantage, they said. Britain dropped out of the top 5 for the first time since the 1950's, when the institute began collecting data. China was the eighth-largest arms exporter in the last 5 years. "A number of recent deals indicate that China is establishing itself as a significant arms supplier to a growing number of important recipient states." The recipients include Algeria, Venezuela and Morocco.

### 3rd Chinese-Lebanese seminar begins in Beirut

*Xinhua, 17 March*

Experts from China and Lebanon met on Saturday for the 3rd Chinese-Lebanese academic seminar, exchanging views on issues of politics, economy and culture. Yang Fuchang, former Chinese vice foreign minister, said at the seminar that both China and the Arab world face various kinds of opportunities and challenges, adding that the relations between the two sides have not changed despite the ongoing developments in the Arab region. Yang underlined the close cooperation between China and Lebanon in the fields of culture, academy and tourism among others. For his part, Massoud Daher, president of the Chinese-Lebanese friendship and cooperation committee, expressed hope that the Lebanese University and Chinese institutions of higher education, such as the Peking University, would further strengthen exchanges and cooperation.

### China concerned over tourist safety in France

*Xinhua, 23 March*

The China Tourism Association has expressed concerns over the safety of Chinese tourists visiting France. An association official on 23 March urged the French authorities to strengthen the protection of Chinese tourists. More than 1 million Chinese people visit the European country every year, according to official figures. The concerns came after a Chinese tour group with 23 members was robbed at 7:45 p.m. Wednesday local time after having dinner in Paris. Their passports, passenger tickets and cash were taken and the group leader was hurt. The association called for the arrest of those responsible and proper handling of the case as quickly as possible.

### Xi, top Russian legislator vow to enhance ties

*Xinhua, 23 March*

Visiting Chinese President Xi Jinping met Chairman of Russia's State Duma Sergei Naryshkin here Saturday on ways to advance inter-parliamentary relations between the two countries. Xi said the successful formation of the new leadership of China's National People's Congress recently would be a new starting point for enhancing exchanges and cooperation between the legislatures of the two countries and for deepening the sharing of law-making and state-governing experience. He also proposes expanding exchanges at different levels of the legislatures and exchanges between friendship groups, particularly exchanges between young deputies and legislators so that they could learn from each other. Xi said that the Communist Party of China has established exchange mechanisms with all political parties in the State Duma, and that the Chinese side is willing to strengthen party-to-party exchanges. He also expressed the belief that the State Duma would actively support and promote the consensus on bilateral mega-project cooperation reached by Russian President Vladimir Putin and President Xi during the visit, and provide strong legal guarantees accordingly.

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## Numbers

### 175

China's booming online commerce industry is expected to reap more than CNY 1.1 trillion (about USD 175 billion) in revenue in 2012.



### 3.2

The Consumer Price Index, a main gauge of inflation, rose sharply to 3.2% from 2% in January, the highest year-on-year increase since May 2012.



### 30

High winds injured some 30 people and damaged many buildings on the 9th of March.

### 20

A planned 20% individual income tax on capital gains made by home sellers is one of the key reasons behind the surging figures.



### 60

Boeing Co. is expected to increase its deliveries to China by 60% this year, the head of its operation in the country has said.

### 1.72

A total of 1.72 million men bought gifts for women before Women's Day, a report issued by Taobao, China's largest online shopping website.



### 6,880

Police have solved 6,880 drug-related crimes and arrested some 8,400 related suspects since an anti-drug campaign was launched.

### 83.18

Chinese mainland residents made 83.18 million overseas trips in 2012 and there are about 20,000 China-funded enterprises overseas.



### 63

Chinese police have rescued 63 children and 14 women in a cross-provincial campaign against human trafficking.

### 70,000

A large comprehensive commercial complex is being constructed in Sanya to house the world's largest duty-free shop. Construction started on the 70,000-square-metre shopping mall project in April 2012.



### 30

Samsung sold more than 30 million smart phones in China last year, up from 10.9 million a year earlier.



### 45.7

The sales of car in China of Japan's largest automaker, Toyota Motor Corp, slumped by 45.7% year-on-year to 36,300 vehicles in February.



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## April Chinese Economy Report

By Tracy Hall

### Economic outlook for 2013 remains fairly positive

As China sees the official transfer of power from the outgoing regime to the new government led by Xi Jinping, it seems that economic expectations remain fairly high for 2013.

It was announced in March that the country's policymakers are standing by their GDP growth target of 7.5% for this year. This comes after a significant slowdown in economic output in 2012, and is seen by many commentators as a reasonable target given the uncertainty in the eurozone and the internal economic issues China faces in the coming year.

According to the Chinese Customs Administration, in late February the number of overseas shipments had grown by 21.8% from a year earlier. Additionally, industrial output increased by 9.9% in the first two months of 2013, whilst retail sales grew by 12.3%.

Although these figures are below what some economists had predicted, they are nevertheless encouraging given the external difficulties of the global economy. In a report published on 11 March, Standard Chartered economists Stephen Green and Wei Li stated that although this economic data was "a bit soft", they "remain upbeat on China's recovery". The report even goes as far as to suggest that the country's GDP growth rate could surpass 8% this year.

On the whole, economists and investors seem to be increasingly optimistic about the outlook for China. Morgan Stanley's notoriously outspoken former Asia chairman Stephen Roach argues that China's economy probably "hit the bottom" in late 2012, and it will now turn the corner towards a more sustainably domestically driven model of development. In an interview with China Daily, he claimed that "the debate is over: China has now set its strategy on the shift to a consumer-led growth model".

Whether or not the new government will move quickly to implement policies which lead to a dramatic transformation of China's economic model remains to be seen. With global economic turbulence weighing heavily on China's reliance on exports for growth, it is likely that bold policy steps will be needed to stimulate demand and maintain the GDP projections for 2013.

### Real estate prices back on the up

Key indicators are showing that commercial and residential real estate prices surged across many major cities during the first quarter of 2013. A report by the National Bureau of Statistics showed that property prices rose sharply in 70 of the 60 major cities in China. Between January and February this year, prices in Guangzhou rose by 8.2%. Beijing and Shenzhen were close behind with

monthly increases of 7.7% and 5.8% respectively. Tao Hongbing, president of Gaoce Real Estate, told China Daily that "the key reason triggering this round of price hikes is limited supply".

Whilst bullishness for residential real estate seems to be on the rise, profits in the commercial and office sectors are also improving. Soho China Limited, the country's largest prime real estate developer, recently announced a doubling of earnings in 2012, and CEO Zhang Xin told Bloomberg news that they are expecting a continued upward trend in the "deep demand for office space in Beijing and Shanghai".

However, the recent run up in real estate prices may well be short lived. As part of the government's ongoing attempts to ease speculation in the real estate market, it was announced on 1 March that anyone who sells their home within 5 years of buying it could face a 20% capital gains levy.

**The recent run up in real estate prices may well be short lived.**

### Inward investment looks set to increase

Ministry of Commerce (MOC) spokesman Shen Danyang told Xinhua that foreign direct investment (FDI) has risen significantly early in the year. The figures released for February showed an increase of 6.32% for FDI into China from a year earlier. According to Shen, the MOC's "general estimate is that FDI will remain steady for the whole year, which means significant rises and drops are not likely".

Whilst policies and initiatives to encourage the inflow of foreign investment into China are slowly working in the country's favour, the rate of investment from international parties is varying significantly across different sectors of the economy. The amount of foreign money being poured into the country's service sector, for example, grew by 5.49% in the first two months of the year. Conversely, FDI

levels for areas such as manufacturing and agriculture have fallen sharply.

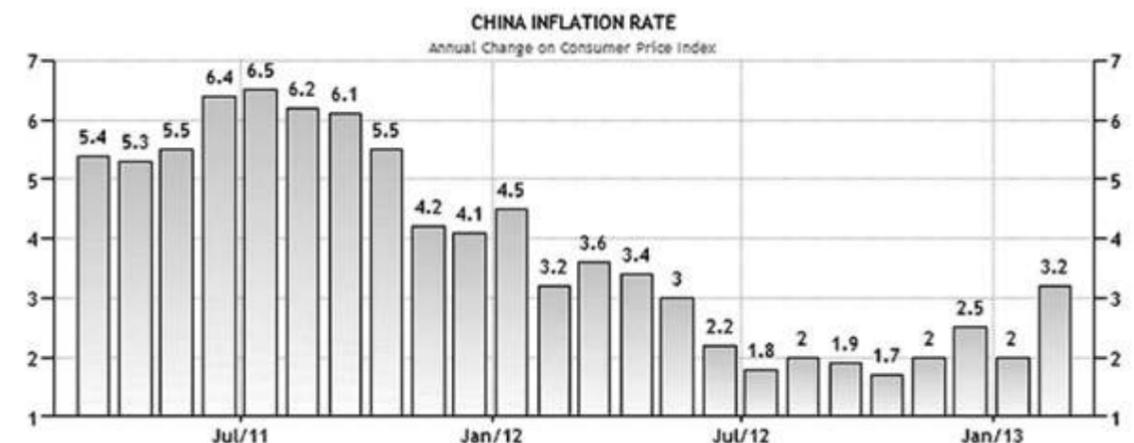
### Signs of inflationary pressure building up

Recent reports have indicated that inflationary pressure could potentially destabilise China's economic recovery in the coming months. The official inflation rate for February was 3.2%. Yet the government announced in early March that they have revised their inflation target for the year down to 3.5% - as opposed to the 4% that was set earlier in the year.

Whilst these rates seem fairly moderate in comparison to those of 2011-12, a sudden surge in inflation over the coming months may prompt policy moves that are damaging to the broader economic revival. Bloomberg economist Michael McDonough points out that "A modest economic rebound in China is likely to push inflation higher as the year progresses, potentially threatening the new target". He also suggests that if this is the case then it will "reduce room for pro growth policies". If Beijing does decide to raise the RRR (Reserve Requirement Ratio) to combat inflationary pressures, as they have done several times in recent years, it will ultimately tighten up capital markets and reduce the overall levels of investment in the private sector.

This is in the event that inflation spikes above and beyond the government's targets, which most economists seem to be suggesting is quite unlikely. Sun Junwei, chief economist at HSBC, claims that February's inflation rates were "only temporary", and that his company are convinced that inflation will fall below 3% in the second half of the year as consumer prices fall. Only time will tell. 

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## IntermediaChina's 2012 Best of Tianjin Awards: Celebrating Exceptional Service in an Exceptional City

By Cathy Perez

A resounding success is the perfect description for the 2012 Best of Tianjin Awards ceremony. With 600 guests, 49 awards, 20 lucky draw winners, and not to mention a number of great Latin-inspired performances made the night of 23 March, 2013 at Renaissance Tianjin Lakeview Hotel a truly remarkable and exceptional one.

Organised by InterMediaChina (IMC) and supported by Business Tianjin and Tianjin Plus, the event proved to be the most important international recognised awards in Tianjin. As it honoured and recognized significant personal and professional contributions of exceptional service to Tianjin, China, Asia, and even to the worldwide community.

As most of us are aware, Tianjin has become one of the fastest growing economic areas in China, as it has shown remarkable changes in the recent years. Becoming the centre of commerce, culture, education and services in China and even in Asia. With unique multinational projects

such as the Sino-Singapore Eco City, Airbus Final Assembly plant, and the Haihe Projects Development, amongst others. Tianjin has cemented its significance place for many innovative practices that will provide international quality products and services. From this concept sprouted the Best of Tianjin Awards by IMC. This award ceremony, aside from celebrating exceptional service, is also an extraordinary platform to develop innovative ideas, new visions and to facilitate empowerment and inclusive growth for development. It is imperative that the recognition and awards go to organisations with internal ethical codes, respect and follow Chinese, European, and US policies, rules and regulations.

The Best of Tianjin Awards is for profit organisations, non-government organisations, non-profit organisations, educational institutions or any other legal individuals or entities registered and recognised in China. The motivation and purpose of the organisations or individuals should benefit the society and empower societal needs at large.

Thus, it can be said that the Best of Tianjin Awards 2012 was one of the most important events in the city this year. During the event, guests were welcomed with a photo shoot and signature walls as drinks and snacks were served. It provided a unique opportunity and social atmosphere for guests to meet and network with key individuals in Tianjin – company executives, experts, professionals, artists and key dignitaries from the government and leading corporations.

As the Renaissance Tianjin Lakeview's banquet doors were opened for the event proper and the sumptuous and delicately-prepared three course set menu was offered to guests. IMC's chairman Juan Silvestre welcomed guests with a short but meaningful speech which gained a well-deserved applause from the event's participants. Upon explaining the goals of the event, Mr. Silvestre also emphasised its level of importance in recognising individuals and organisations with remarkable significance, "this is a high quality award. Just look around

you, you probably find your friends and your competitors, with the same weight. This (ceremony) is to recognise talents, to enable them to take their projects and daily work to the next level for scaling up and implementation and also to provide them with mentorship and guidance".

The Best of Tianjin Awards unfolded with the announcing of 49 award winners, who were all given a trophy and plaque as a symbol of their success. Performances added vigour to the event, as a Latin dance group wowed the crowd with their undeniably sizzling show, while SaVor Latino, an international Latin band, created an awesome vibe which brought smiles and a enjoyable atmosphere, as they dished out danceable Latin pop songs.

Aside from the awards ceremony, over 20 individuals were extra lucky that night as they took home raffle drawn prizes of CNY 500, CNY 2,000, CNY 5,000, CNY 10,000, and for the first prize, a whopping CNY 20,000!



## Winners for the 2012 Best of Tianjin Awards:

### BEST LUXURY HOTEL BRAND:

The St. Regis Tianjin

### BEST LUXURY HISTORICAL HOTEL:

The Astor Hotel, A Luxury Collection Hotel, Tianjin

### BEST CITY HOTEL:

The Westin Tianjin

### BEST ANTICIPATED HOTEL OPENING 2013:

The Ritz Carlton

### BEST CONFERENCE HOTEL:

Renaissance Tianjin Lakeview Hotel

### BEST MICE HOTEL:

Renaissance Tianjin TEDA Convention Centre Hotel

### BEST SIX STAR DIAMOND AWARD:

Tangla Hotel Tianjin

### BEST BUSINESS HOTEL:

Hotel Nikko Tianjin

### BEST SPA HOTEL:

Hyatt Regency Jing Jin City

### BEST BOUTIQUE HOTEL:

Hotel Indigo Tianjin Haihe

### BEST DESIGN HOTEL:

Yi Boutique Luxury Hotel Tianjin

### BEST CULTURAL HERITAGE HOTEL:

Qing Wang Fu

### BEST AIRPORT HOTEL:

Crowne Plaza Tianjin Binhai

### BEST SUSTAINABLE HOTEL:

Holiday Inn Tianjin Riverside

### BEST EXCLUSIVE CLUB HOTEL:

Tianjin Goldin Metropolitan Polo Club

### BEST TRADITIONAL HOTEL:

Tianjin Sheraton Hotel

### BEST SERVICED RESIDENCE OPERATOR:

Ascott China

### BEST PROMISING SERVICED APARTMENT:

Ariva Tianjin No. 36 Serviced Apartment

### BEST ASIA SERVICED OFFICE PROVIDER:

The Executive Centre

### BEST GLOBAL WORKSPACE PROVIDER:

Regus Tianjin Centre

### BEST LANDMARK BUILDING:

Tianjin Kerry Real Estate Development

### MOST ANTICIPATED OFFICE BUILDING:

Hutchison Whampoa Properties Tianjin

### BEST INTERNATIONAL HOSPITAL:

Tianjin United Family Hospital

### BEST INTERNATIONAL SCHOOL

(aged 3 to 18 years):

Wellington College International Tianjin

### BEST INTERNATIONAL SCHOOL:

IST International School of Tianjin

### MOST TRUSTED INTERNATIONAL SCHOOL:

Tianjin International School

### BEST WINE COMPANY:

Tianjin Binhai Milan Wine

### BEST SPORTS BAR & FAMILY RESTAURANT:

Hank's Sports Bar & Grill

### BEST GERMAN BAR:

Drei Kronen 1308 Brauhaus

### BEST IMPORTED FOOD SUPERMARKET:

Mighty Deli & Bakery

### BEST LANGUAGE TRAINING CENTER:

Berlitz Language Training Center

### BEST FRENCH RESTAURANT:

La Seine Restaurant

### BEST NEW RESTAURANT AND SPORTS BAR:

BBQ Restaurant

### BEST GLOBAL AIRLINE:

Turkish Airlines

### BEST ASIA AIRLINE:

Korean Air

### BEST TIANJIN AIRLINE:

OK AIR - Okay Airways Company Limited

### BEST CARGO AIRLINE:

ANA

### BEST NEWCOMER AIRLINE:

Scout

### BEST INTERNATIONAL HEALTHCARE ORGANIZATION:

International SOS

### BEST SPA IN TOWN:

Town Spa

### BEST PASTA RESTAURANT:

Pasta Fresca da Salvatore

### BEST CHEF WESTERN CUISINE:

Humphrey Wang, Western Executive Chef

### BEST BAR AND LOUNGE:

O' Hara's (The Astor Hotel, A Luxury Collection Hotel, Tianjin)

### BEST COFFEE INTERNATIONAL CHAIN STORE:

Starbucks Coffee

### BEST LEADERSHIP & TEAM DYNAMIC:

Tianjin Alstom Hydro

### BEST AIRCRAFT MANUFACTURER:

Airbus (Tianjin) Final Assembly Co., Ltd.

### BEST TRAINING & COACHING COMPANY:

LDI Training

### BEST NEW SOUTHEAST ASIAN RESTAURANT:

Café Sambal

### BEST COLONIAL STYLE HOTEL:

Min Yuan 33



As with any event, its success wouldn't have been possible without the support of a network of sponsors.

Diamond sponsors were: Heineken and Tiger Beers, IST International School, Kerry Centre, Renaissance TEDA, Renaissance Tianjin Lakeview, TEDA International School, Vietnam Airlines and Yi Boutique Hotel, Tianjin.

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MUG, Hotel Nikko, OK AIR, Royal Yacht, Pasta Fresca da Salvatore, Tianjin International School, and United Family Hospital.

The 2012 Best of Tianjin Award ceremony ended with SaVor Latino's final dance party to cap off the night. This was the IMC's first Best of Tianjin Awards ceremony, but it definitely won't be the last. A superior and bigger 2013 Best of Tianjin Awards awaits next year. Business Tianjin and Tianjin Plus, as the official media partners, will keep you informed on this well-respected and widely celebrated award ceremony in Tianjin. **B**

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# GEMS Education: Bringing the World's Leading Early Childhood Education Programmes to Tianjin

By Josh Cooper

Regardless of the country, it is an underlying universal truth that everything which is great must have first been built on solid foundations. Children's education, particularly in the early years of their brain's development, is no exception to this important rule. Ensuring that young people receive a strong education is absolutely crucial in fostering their abilities and attributes as adults. GEMS Education is one of the world's leading organisations when it comes to early childhood education, and the company now offers its unique services to Tianjin. We spoke to GEMS' Chief Academic Officer for Early Childhood Education, Professor Pat Preedy, to find out more about her organisation's approach to education and how the children of Tianjin can benefit from the company's programmes.

**Please tell us a little bit about your professional background and your career highlights within the educational sector?**

I have been working in education for over forty years, the last twenty specialising in early childhood education. I have combined many years of experience and research into developing the curriculum for Little GEMS International (LGI). Currently, as well as being Chief Academic Officer, Early Childhood Education for GEMS Education, I am a reporting inspector for the Independent School Inspectorate, a university lecturer and school adviser.

As both an engaged parent and a school principal, I became aware that the period between birth and



seven years of age is fundamental in developing children who will become successful, both as people and academically. As I expanded my research into neuro-development and explored what factors enhance children's learning, it became apparent that it was time for a new model of early childhood education - a model that focused on the first seven years of life, builds upon the work of educators such as Maria Montessori, Reggio Emilia and the High Scope Programme, and takes into consideration the needs of children and their families now and in the future.

I began working on this model as Executive Principal of GEMS Sherfield School in Hampshire, U.K. After receiving an outstanding inspection from the Independent School Inspectorate (ISI) in all aspects of early childhood provision, Mr Sunny Varkey (Chairman of GEMS Education) asked me to work with an international team to develop LGI as the new global model for early childhood education. I am very proud to say that LGI now stretches from Chicago, USA to Tianjin, China.

**In your view, what are some of the most important elements of a successful early childhood education programme?**

There are many early childhood settings where children are well cared for and happy. However, research has demonstrated that this environment alone is not sufficient. At LGI parents will find robust educational provisions, the appointment and training of quality staff and a strong partnership alongside quality care that encompasses routine, healthy nutrition, safety and the highest levels of hygiene.

**Can you tell our readers, in brief, the story of GEMS Education and give us an insight into how it has become such a globally successful organisation?**

Founded in 1959, GEMS Education is an international K - 12 educational company. Its vision is to be the world's leading provider of quality education - enriching the lives of millions of children and the communities in which they live. GEMS Education works across both the Private and Public sectors. In the Private sector the company is the largest kindergarten to grade 12 education provider in the world. It educates 130,000 students from over 150 nationalities across four continents. GEMS employs over 11,000 education professionals, specialists and staff from over 80 countries. In the Public sector, GEMS Education works with governments to lift school performance levels and improve the standards and expertise of government schools across the globe.

**What contributions have you made to the GEMS curriculum? How has your research and experience within the field formed your vision of what early childhood education should be?**

The Little GEMS International curriculum is unique in the way it uses the English Early Years Foundation Stage (EYFS) Curriculum as a framework combining it with the GEMS Core Values and specially written programmes and unique approaches to learning based upon research and an understanding of early childhood development and how the brain functions.

The LGI programmes in Tianjin combine the Chinese Kindergarten curriculum with the English Early Years Foundation Stage framework. As GEMS schools to combine international standards of education with the needs of the communities in which they are in, we found an amazing synergy and alignment with the requirements of the Chinese education system. Our staff carefully plan around themes incorporating the following areas of learning:

- personal, social and emotional awareness and development;
- communication, language and literacy;
- physical and motor skills development;
- mathematics;
- environmental awareness and understanding of the world;
- aesthetics and creative experience, arts and design.

Each section, named after a precious gem, is run by our qualified and highly trained staff. Our Sapphires are aged 2-3 years, our Emeralds 3-4 years, our Diamonds 4-5 years and our Diamonds Plus 5-6 years.

**As Little GEMS International's website states, giving children access to programmes such as yours will "improve their progress in schools as lifetime learners". In your own words, why is it so crucial for parents to go the extra mile in obtaining this kind of education for their children in the early years?**

The early years in a child's life is the period in which the most brain development occurs. It is where the foundations are laid down academically, personally, socially and emotionally. Starting school is a simple and enjoyable step if children have been used to an educational setting with routines incorporating creative and independent learning. Giving children access to quality pre-school education, such as that provided at LGI Tianjin, gives children as much as a two year advantage when they start school.

**The Chinese, and East Asian people in general, are renowned for their financial and emotional investment in their children's education. How competitive is this market, and what are some of the major upsides and challenges of operating in this part of the world?**

I have met many parents and grandparents as we have been setting up LGI, Tianjin. I have been

# Dialogue

extremely impressed by the way in which children are considered to be so important to Chinese families. They deeply understand that investing in their children's education will have an enormous impact throughout their later lives, including their choice of universities. There are many childcare providers and nurseries out there, but there is nothing in the market that provides pre-school education for young children in the same way as LGI. The key is to combine the International School experience with each child's individual values and developmental needs.

## How does the Little GEMS International approach differ from that of other educational organisations in Tianjin?

The thing that really separates us from other providers is our unique specially written LGI programmes based upon research into how

young children learn and develop. Learning has to be done with a multi-sensory methodology to ensure that it appeals to all learners. Through the use of SPARKLE (sensory, physical, auditory, real, kinesthesia learning experiences), along with high quality resources including information technology, children are able to gain independence whilst undertaking activities which help them to explore and learn at a rapid pace. For example, the Mini Maestros Programme gives children the opportunity to explore their musical skills with a range of musical activities.

As China continues on its path to global economic ascension, is it fair to say that the country needs to critically evaluate and build upon its provisions for childhood education in order to improve the overall levels of human capital within the nation?

If any country wants to be successful it needs to invest in its children—particularly its young children. Chinese families are leading the way in their understanding of the importance of early childhood education, and LGI provides a excellent platform to lay the foundations of a successful educational experience.

For more information about LGI in Tianjin, or to learn more about GEMS Education, please visit <http://www.littlegemsinternational.com/tianjin/> **B**

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# The Rise of the ‘Redback’: A Future of Chinese Global Currency Dominance?

By Josh Cooper

The internationalisation of the Chinese Yuan (also known as the RMB) has been a prominent talking point in financial circles for some time now. Economists, bankers and even government officials cannot say with any certainty how and when it will happen. But one thing is for sure, at some point in the not too distant future the RMB will play more of a role within the global monetary system, and the process of integrating the Chinese currency into foreign financial markets has already begun. What does this mean for China, and how, if at all, will the internationalisation of the country’s sought after currency effect the global balance of economic power?

**Slowly but surely**

Whilst it is almost inevitable that China will allow its currency to float relatively freely at some point in this decade, it has thus far, and no doubt will continue to be, a long process with many policy considerations to work through beforehand.

It all started in 2008 when regulators in mainland China started to allow certain firms to put RMB valuations on their export products. Since then authorities have taken significant steps towards making Yuan denominated assets available outside the mainland. Today, Hong Kong is the major hub for off shore Yuan transactions and it is thought that there could be over CNY 1 trillion deposited there at

the moment. Many analysts see the thriving financial metropolis as a testing ground for small scale currency internationalisation experiments.

Furthermore, now that this market place for China’s off shore currency is up and running, policymakers are currently negotiating a series of deals which will make London the first non Asian international hub for the RMB. Following a recent meeting between the Bank of England Governor Mervyn King and his Chinese counterpart, it was announced that the two countries will engage in a colossal currency swap at some point in the near future. The move is just the latest in a very long series of developments by which China

is edging closer to having a fully convertible global currency.

**Is appreciation of the RMB really a one way bet?**

Despite the historical significance of the current developments, the main reason why financially minded people are getting excited about the future of the Yuan has more to do with the prospect of big profits from significant long term value increases against other major currencies. The consensus view amongst foreign investors and economists until now has been that the Yuan is, to some unknown extent, undervalued against the Dollar, and therefore if the regulators allow the currency to float freely then it will appreciate as speculators move in to buy it up in bulk.

Given the state of the Chinese economy- particularly in comparison to Europe and the US, it is easy to see why so many commentators are supporting this view. Even if one simply goes by GDP growth rates and the enormous trade surpluses that China has built up in previous years, it seems fairly obvious that the value of the country’s money is in relatively good shape.

Nevertheless, there is also a chance that investors are letting their excitement get the better of them. Amongst other factors, the probability of a ‘hard landing’, or at least some sizeable economic shocks,

**There are plenty of reasons why a global reliance on the so called ‘Redback’ may be more trouble than it is worth.**

happening at some point in the next few years remains moderately high. There is also the fact that the Chinese government have already allowed the Yuan to appreciate for several years. By the time it becomes available for large scale speculative investments its value may have reached or even surpassed its realistic levels of value against other currencies. Therefore, the ‘one way bet’ theory may well run out of credibility as time goes on.

**The Yuan as a new world reserve currency?**

As Chinese policymakers move ever closer to a fully integrated Yuan, many economic thinkers are touting the end of the US Dollar’s status as the world’s most popular reserve currency. During a recent interview with Business Tianjin, renowned economist and president of Euro Pacific Capital Peter Schiff claimed that “the Dollar is doomed and eventually the world is going to wake up and realise that the best way for people to preserve their wealth is either by purchasing gold



or obtaining assets denominated in RMB or other emerging currencies”.

And while many others share Schiff’s pessimistic outlook for the Dollar, not all commentators are so confident that the Yuan will eventually eclipse it on the international stage. Eswar Prasad, Professor of Trade Policy at Cornell University, argues that the main reason why the Chinese Renminbi is unlikely to become the world’s largest reserve currency is the shortcomings of the country’s financial markets in comparison to that of other economically powerful nations. He points out that although China has the size and relatively stable macroeconomic policy framework to make the Yuan a very important currency, “the success of the Swiss Franc proves that the most important factor is not how big the economy is or how fast it is growing; it is having deep and liquid financial markets to absorb external supply and demand shocks”. In this regard it is definitely the case that China has a long way to go before it parallels the financial infrastructure of the US, or even countries like the UK, Japan and Switzerland whose currencies are also very important on the world stage.

Although it is not clear whether or not the world’s financial institutions will continue to hold a larger portion of their wealth in US Dollars or indeed in Yuan in years to come, what is certain is that a number of other currencies, particularly the Euro and the Pound Sterling, are very unlikely to stand in the way. As prolific billionaire money manager George Soros puts it, “The Dollar is a very weak currency- except for all the others!”

**The mixed blessings of reserve status and appreciation**

Even if the Yuan does eventually become the world’s leading reserve currency and/or it appreciates significantly over time over time,



the question people will be asking is whether or not it is beneficial for China. On the plus side, if the rise of the US Dollar is anything to go by, a globally dominant Yuan could give China more flexibility over its monetary policies, improve growth in areas such as financial services and it would undoubtedly give the country a louder voice on the international stage.

In terms of the international scene, some of the implications for other parts of the world are:

On the other hand, whilst this would all be beneficial to China in the short term, there are plenty of reasons why a global reliance on the so called 'Redback' may be more trouble than it is worth.

First of all, allowing the Yuan to have a greater role on the world financial stage also inevitably means leaving large amounts of China's monetary base in the hands of foreign parties. In a stable, low inflationary environment that shouldn't be too much of a problem. However, if and when things turn sour

this would restrict China's ability to manage its fiscal and monetary policies.

Additionally, for the Yuan to maintain its position as the world's reserve currency it would be faced with what the economists call the 'Triffin Dilemma'. The central premise to this concept is that when there is a large demand for a currency beyond national boundaries the issuing country becomes compelled to produce more money, and doing so causes a conflict between domestic and foreign monetary policy; a paradoxical situation of this kind would be severely disruptive to a developing economy like China.

**Waiting game**

Whilst the Chinese authorities are clearly moving towards this goal, the internationalisation process is very much a waiting game for now. If China is to have a currency which is fully convertible and is important on the world stage, it will first need to enhance its financial infrastructure, deepen its capital markets and most importantly, carefully consider new strategies to deal with speculation. **E**

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Impact of CNY Appreciation	
Other Asian currencies	General appreciation with the exception of the HK\$ and possibly the Yen.
Other major currencies	Possibly the decline of the Euro as it becomes less attractive as the alternative only 'non-Dollar'/'not clear. Impact on A\$ not clear.
US Government bonds	Weaker as one-time adjustment but unlikely to be sustained.
Chinese equities	Bullish for consumer stocks but bearish for producer stocks.
US equities	Bullish for US multinationals.
European and Japanese equities	Bullish for our BRIC 'Nifty Fifty' stocks.
Other BRIC equities	Probably bullish.
Gold	Probably negative, especially if the Euro falls.
Oil	Neutral to bearish, pending Euro.
Other commodities	Bullish, especially 'tofts', as it raises Chinese living standards.

Source: GS Global EDS Research

# Legal Perspective on Non-competition and Protection of Commercial Secrets



Simon Bai  
Winners Law Firm



It has been proved by the rise in the number of rights infringement cases involving commercial secrets that human resource flow has become the most significant way of losing commercial secrets. On the other hand, freedom of employment is one of the important legal entitlements of labourers. To balance the interests of the

obligated, obligors and other parties involved in the agreement regarding commercial secrets will be recognised as having great significance in terms of facilitating human resource development.

In the legal system of P. R. China, there exists a difference between statutory

non-competition restriction and agreed non-competition restriction, and in our civil commercial sphere, the concept of commercial secret is touched upon both by the competition law and labour law fields. When there is an overlap between non-competition and a commercial secret, the question of how to protect commercial secrets more effectively by employing non-competition restrictions starts to attract people's attention. The "Labour Contract Law of P. R. China" which was promulgated on 1 January, 2008 has been a major improvement with respect to the non-competition system under the protection of commercial secrets, whereby it provides some comparatively more clarified stipulations, and such has also brought us to reach a higher level concerning our perspectives on non-competition as well as the protection of commercial secrets.

Under the Labour Contract Law, it is clearly stated in Article 23 that, "employer and employee may draw up terms in their employment contract regarding the relevant issues on protecting the employer's commercial secrets. For a labourer who is bound by an obligation of secret maintenance, the employer may insert terms regarding non-competition in the secret maintenance agreement concluded between the parties, and it shall be stipulated that the employer shall pay the employee concerned with economic compensation on a monthly basis within the non-competition period after the dissolution or termination of the employment contract. If a labourer has violated such non-competition terms, then he/she shall compensate the employer with liquidated damage as prescribed." Below are some practical points that I'd like to offer:

First of all, it is necessary to figure out what the effects of non-competition and commercial secrets are exactly within the legal domain. Non-competition refers to an obligation which forbids a specific person from practicing

certain businesses with a competitive nature after his/her departure. For instance, it can be stipulated between an employer and an employee that the employee shall not undertake the same business in a corporation of a competitive nature within two years after his/her departure, yet corporations should compensate such employees at a certain amount; senior managerial personnel shall not help others or themselves to acquire business opportunities which should have belonged to the company, by means of his/her convenience at the post, or be operating the same businesses as they had been serving in the last employer. Commercial secrets refer to any tangible or intangible assets that have an economic value to the obligee, and which have been preserved by the obligee by some certain means.

Secondly, it is necessary to state who is capable of signing a commercial secret agreement, and who is capable of signing a non-competition agreement. In the legal sphere, regarding non-competition, the subject concerned as the keeper of commercial secrets should also be concerned as the one who is under the statutory obligation in terms of non-competition, and this means that, even though there was no commercial secrets maintenance

agreement or terms concluded, the statutory subject is required by law to maintain confidentiality regarding all commercial secrets involved whatsoever until these commercial secrets are being opened to the public or have ceased to be commercial for other reasons. An agreed subject bound by non-competition is different from the that which is subject under a commercial secrets maintaining agreement to a certain extent, in accordance with the relevant provisions under the Labour Contract Law. The personnel who are considered to be obliged by non-competition are only limited to senior managerial persons, senior technicians and persons with a secret maintenance obligation, and thus the legislator is to prevent non-competition from being abused by employers in order to preserve the ordered flow of labourers, ensure the freedom of employment of labourers, whilst also restricting the bodies who are able to draw up a non-competition agreement. In practice, there are a certain number of employers who have signed non-competition agreements with all labourers whatsoever, which have all been ruled as invalid in arbitrations. In the meantime, there also exist some employers who intentionally require certain employees who are not even connected to commercial



**In order to achieve fairness, equality and freewill, it is important to recognise the significance of establishing a more refined system with respect to non-competition restrictions and the protection of commercial secrets.**

secrets to sign secrets maintenance agreements in order to make such that employees are bound by an obligation to maintain secrets concerning such cases. If the courts or arbitration committees conclude that the secrets which the employees are required to keep are not commercial in nature, then such agreements would be also recognised as void.

Finally, is it useful to draw up terms regarding the case whereby employers have paid employees with compensation for non-competition during their service period, and therefore require them to be bound by the obligation of non-competition after their departure? As per Article 23 of the Labour Contract Law, such stipulations or agreements shall be deemed as ineffective; at least it is imperfect in the legal dimension. For instance, if a two-year non-competition period has been agreed between an employer and an employee, and in fact this employee only served for 6 months where he has only been paid for 6-months worth of non-competition compensation, does this employee have to be bound by the 2-year non-competition

agreement? Considering this point, it has been provided by the Labour Contract Law that non-competition compensation shall be paid within the period of non-competition agreed after the termination or dissolution of the employment contract.

Last but not the least, there are some points concerning the improvement and refinement of our legal system regarding the non-competition mechanism and the system

with respect to the protection of commercial secrets. In other words, there are still some imperfections which we have to consider in a careful manner. For instance, it is indeed necessary to refine our regulation regarding the formulation of non-competition agreements. For this point, we have to notice the fact that the law does not give a clear standard procedure for the payment of non-competition compensation, which means that it is apparently difficult or even impossible to judge whether compensation paid out is actually at a rational and fair level. Without a clear standard, the compensation payment will almost certainly be deemed as fair.

Therefore, in order to achieve fairness, equality and freewill, it is important to recognise the significance of establishing a more refined system with respect to non-competition restrictions and the protection of commercial secrets. **E**

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# Unlocking Myanmar's Millions: The Investment Opportunity of the 21st Century... Coming Soon!

By Josh Cooper



Given the way events have been unfolding in recent years, it is no exaggeration to say that Myanmar (formerly known as Burma) may well be the investment opportunity of anyone reading this article's. It is a country which has long been mired in military dictatorship and socio-economic strife. Luckily for foreign investors though, the troubled nation is changing rapidly. If political and economic reforms continue to happen, Myanmar looks set to become an investor's dream over the

course of this decade and beyond. The only thing for money hungry financiers to do now, is wait for the gates of foreign direct investment to fully open!

**An historic record of economic success**  
During an exclusive interview with Business Tianjin, legendary investor and author Jim Rogers pointed out that "in 1962 Burma was one of the richest countries in Asia, then they closed it off, and now it's probably the poorest". He also put it to us that "now they are opening up again, just

like China did in 1978, and I think it is a very comparable opportunity to investing in China back then".

Only time will tell if Myanmar can produce anything like the same explosive and consistent economic growth that China and other emerging markets have in the last couple of decades. But if history is anything to go by, and it usually is, then early investors will make BIG money over the coming years as the country opens itself up for international trade and financing.

In the period of 1885-1948, the powerful South Asian state then known as Burma was an integral part of the British Empire. During this time it was one of the world's largest exporters of many popular commodities including; rice, oil, timber products, gems and clothing materials. Prior to the political turmoil of the mid 20th century, the country's highly literate and hardworking labour force was the key driving force behind one of the continents biggest and most thriving economies.

As democratisation and economic liberalisation continue to gain momentum, most analysts are suggesting that Myanmar's return to the economy glory days of previous centuries seems like a relatively safe bet.

**Natural and human resources galore**  
Myanmar's nickname, 'the Golden Land', is well deserved when one considers the potential resource riches this fascinating Asian nation holds within its borders. Stretching

from the snow capped mountains of the Himalayas to its glorious Indian Ocean beaches, this is a country filled with an incredible amount of minerals, fossil fuels, farm land, and to top it all off, a large and prosperity hungry workforce.

Here are some impressive facts about Myanmar's incredible resource base:

- The country is home to one of the world's largest untapped natural gas reserves and also has a plentiful supply of oil and coal.
- Myanmar's forestry is rich in sought after hardwoods such as teak, Yamane and padauk.
- Its population is estimated to be around 60 million, although official estimates may well be grossly underestimating the actual number of people living in rural areas.
- Reserves of industrial metal ores, including zinc, copper, tin and lead, are much more abundant in Myanmar than in many of the nearby countries who have an increasingly insatiable demand for them.

- It has a superb capacity for clean and cost efficient energy sources such as solar and hydro power.
- The climate and vast amount of arable land are plentiful enough to make Myanmar an agricultural powerhouse in the region.
- The nation's fishing industry is thriving and is predicted to become a major industry in the future.

(See [www.roadtomanalay.com/business](http://www.roadtomanalay.com/business) for more information)

### Positioned for success

When it comes to being geographically situated in the best place to find trading partners, build transport links and tap into growing consumer markets for its exportable goods, Myanmar probably has the best seat in the house! Sandwiched between Thailand, India, Bangladesh, Laos and China, and with easy maritime access to the rest of the world, the geographic advantages for the nation's exports sector are tremendously exciting to say the very least.





It is no surprise that Myanmar's Asian neighbours have been pouring in the funds for infrastructural development in recent years. Whilst Thailand has long been the country's most significant trading partner, Japan and China are pumping money into Myanmar on a very large scale. This includes economic boosting projects such as cross country transport networks and the building of a direct oil pipeline leading from Myanmar's abundant oil fields to China's resource hungry consumers.

The country's agricultural and industrial sectors are not the only channels for huge inflows of foreign money over the coming years. Myanmar's tourist industry, helped by its breathtaking landscape, world class beaches and increasingly convenient air travel routes, is booming at an incredible pace. In 2012 the nation's hospitality

industry was the fastest growing in Asia and isn't showing any signs of slowing down.

**Gaining access to Myanmar assets**

Although the current government seems to be reform orientated, it may still take a long time for direct foreign investment by small and private investors to become easy and legally safeguarded. On the bright side however, last year the Tokyo Stock Exchange, Daiwa Securities Group and Myanmar's Central Bank announced plans for a stock market some time in 2015. Until that happens though, options for foreign investors is very limited.

As always, there is the option of investing in foreign companies that have a significant exposure to Myanmar. The main difficulties in this regard is choosing the right companies and finding them for the

right price. Yoma Strategic Holdings, for example, which has a solid position in Myanmar's booming real estate sector and is listed in Singapore, has seen a seven fold increase in its share price over the last 18 months. Despite the firm's potential to climb even higher, buying it at today's P/E ratio of 82.50 would be a buy for the brave to put it very mildly.

So for now, not only is Myanmar the most exciting investment opportunity of the 21st century, it is also the biggest financial waiting game. In the meantime, put some capital aside, wait until the country's financial infrastructure matures from its current state, and then pick out the companies with long term growth potential on the back of Myanmar's rise to economic superstardom over the coming decades!



# Investment News

## Stocks and Shares

**Cyprus situation rocks global equities**

The Cypriot bailout saga has rocked global stocks, particularly in Europe, after what seemed like an unstoppable rally in the first three months of the year. The country's 'catch 22' economic situation, which involves choosing between an incredibly unpopular one off savings levy on bank depositors or imminent bankruptcy of the financial system, leaves the troubled island nation with nowhere to turn economically. Some analysts are warning that the troubles in Cyprus could spark a bank run across the wider Eurozone- which may ultimately cause untold economic devastation. Investment into Europe right now would certainly be a contrarian move to say the very least.

**Hong Kong shares hit multi month lows in March**

The Hang Seng index plunged to a three and a half month low on 19 March, on the back of weak European and mixed Chinese data. Analysts are warning that more corrections could be on the way. According to Wang Aochao, UOB-Kay Hian's Shanghai-based head of research, "This rally in Chinese IPP (independent power producers) share prices on declining coal prices is a theme that has been played for a long time and a short-term correction could be due". Conversely, after a less than favourable few months for mainland China, the country's real estate sector looks likely to support a bullish trend in Chinese stocks in the coming weeks.

**FTSE share index looks vulnerable as the UK economy faces increasing difficulties**

Despite the fact that the UK recently had its AAA credit rating downgraded, its economy is dropping into a triple dip recession, the eurozone is the verge of further disaster, the pound has plunged and inflation is heading through the roof; the FTSE 100 is still trading close to its all time high valuation. The situation with UK stock markets is increasingly drawing speculation that a colossal correction is just around the corner. According to Rebecca O' Keeffe, head of investment at Interactive Investor, "Markets may continue to push higher, but complacency is now at dangerously high levels. Far from pricing in downside risks, markets appear to be ignoring them altogether".

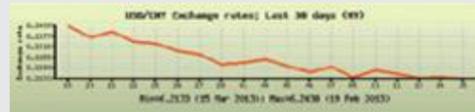
**Dow hits record highs despite shaky fundamentals**

The Dow Jones Industrial Average Index kept hitting all time highs in March, and even closed up 10 days in a row for the first time since 1996. As with several other stock exchanges around the globe, analysts and investors are wondering why and how the Dow keeps going higher in spite of all the economic difficulties facing the US and the rest of the world at present. Value investors will no doubt be positioning their cash for a potentially big correction in 2013.

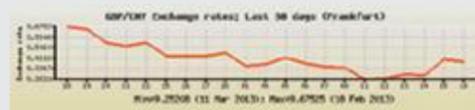


## Currencies

### Dollar - Chinese Yuan



### GB Pound - Chinese Yuan



### Euro - Chinese Yuan



### Japanese Yen - Chinese Yuan

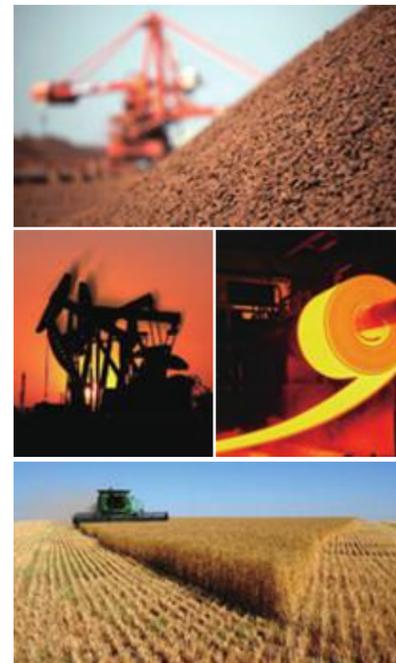


With the situation that is unfolding in Europe, it is no surprise that the euro is taking a dive and looks set to plunge even further in the near future as politicians try desperately to put out the economic fires. The yuan has appreciated against all major currencies over the last month and will no doubt be making investors very excited at the prospect of full internationalisation of the Chinese currency. The pound continues its run of weakness, and given Britain's dire economic outlook, it doesn't look like the currency will strengthen any time soon. India's rupee remains flatlined following a brief run of improved optimism.

Over the coming few months, the Dollar and the Swiss franc will probably be the ones to watch- especially if the eurozone descends further into financial turmoil. These two are perhaps the last remaining 'safe havens' as Japanese policymakers and central bankers move towards more monetary easing which should, at least in theory, lead to a decline in value for the yen.

## Commodities

Commodity	1 Month Change	1 Year Change
Crude Oil (Petroleum)	2.49%	-4.47%
Natural Gas	-0.11%	31.39%
Wheat	-4.94%	14.81%
Sugar	-2.67%	-22.25%
Rice	0.12%	4.86%
Aluminium	0.78%	-6.99%
Copper	0.09%	-4.51%
Iron Ore	2.76%	10.14%
Lead	1.34%	11.53%
Nickel	1.12%	-13.26%
Gold	-2.65%	-6.58%
Silver	-2.36%	-11.23%



From the middle of March onwards, the price of crude has been heading in a generally upwards direction. It was reported this month that China is now the most important player on the global oil market after surpassing the US as the world's largest importer of crude products. More than ever

before, commodity traders will be watching China's economic situation very closely. In precious metals, there are signs that gold could be making a strong comeback after clawing back above USD 1,600 an ounce in mid March trading. Fresh worries over the eurozone will more than likely lead to

more buying of gold and silver as investors increasingly look for a safe storage of their wealth. **B**

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### Linda Qu Appointed Director of Sales (in charge of Sales & Marketing) by The Astor Hotel, A Luxury Collection Hotel, Tianjin

Linda Qu has been appointed as Director of Sales (in charge of Sales & Marketing) of The Astor Hotel, A Luxury Collection Hotel, Tianjin. With more than 19 years hospitality experience in Starwood Hotels Group, Linda has been working in different positions in Food & Beverage, Front Office and Sales & Marketing. The 14 year Sales and Marketing experience brings her the capability of efficient time management, leadership, result-oriented mind and effective communication skill. The management believes that Linda will have a prosperous career development in her new role.



### Véronique Creissels Appointed Director of Communication by Airbus

Airbus announced that Véronique Creissels would be appointed Director of Communication. Véronique Creissels will take charge of the media communication for the company, including brand strategy, public relationship, inter communication, exhibition, etc. Véronique Creissels will report his work directly to Fabrice Brégier, the CEO of Airbus.

Véronique Creissels is the Director of Communication of Vallourec Group, the leader of seamless steel pipe producer across the world. Its products are mainly faced with the energy market. Therefore, Véronique Creissels has rich experience in aviation and high tech industry



### Jason Zhou Appointed Room Division Manager by Holiday Inn Tianjin Riverside

Jason Zhou has been appointed as Room Division Manager of Holiday Inn Tianjin Riverside. With more than 15-years working in the hospitality industry, Mr. Zhou has high sense of service and abilities in problem solving, motivating, and managing complex relationships and training. Jason has plenty of pre-opening experience from his participation in pre-openings of hotels several times. He has a bright and cheerful disposition and strong leadership skills in managing teams to drive and deliver superior results. He is proactive and has a high energy level and a passion for achieving results. The team is always his top priority.

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# The Bull is Back!

## Why hiring people currently without a job might be a jolly good idea

By Robert Parkinson, CEO and Founder of RMG Selection



To my great relief, as the owner of a recruitment firm active throughout China, 2013 is looking like it's going to be a good year: The Europeans seem to have averted the 'nuclear' scenario being touted last year of a multi-country Euro exit (there are even positive noises about Greece's economy now); the Britons and the Germans seem to be talking sense over the EU budget; the stock markets around the world have rallied so far in 2013; Obama is pursuing a growth agenda alongside encouraging data coming out of the US and there seems to be increasingly and repeatedly positive news about

the state of the Chinese economy; albeit with simmering concerns over local government debt.

We can, therefore, take comfort in the fact that there is at least some good news for the average white-collar professional working in China (unless you're a banker), as the renewed confidence in the economy translates into greater hiring numbers; particularly in mission critical / demand-creation roles. I would expect this confidence to grow quite considerably in Q3 & 4 of 2013. So with this likely need to hire, I'd like to offer a different perspective

on taking on hiring individuals who are currently not in work.

Traditionally, there has been an assumption amongst many executives that those not in work are in some way tarnished, and therefore to be avoided (I know this having talked about it to thousands of clients over the last 15 years in many different countries). An assumption that their lack of work is in somewhat related to poor performance either directly or indirectly, and 'they' are therefore 'best' avoided. Maybe a reasonable assumption in a developed economy, not so here!

Let me present to you the current scenario in mainland China, and then some reasons why it might just be the best thing you've ever done to hire someone who's not working.

Firstly, the Chinese situation at present: The ratio of cost of living to

income amongst affluent, educated professional people is just about the highest I have seen anywhere in the world. What I mean is this, although yes, food prices have risen of late, the cost of food, particularly when consumed in restaurants, is tiny compared to the average professional's income. You can eat well, with wine for CNY 200, (USD 30) whereas the same would cost you 4 times that in major western cities. My car (a 'full-sized') costs me CNY 400 to fill up in Beijing, whereas in London my (by comparison) tiny VW Polo costs me CNY 600 to fill up (and it's tank is half the size!). Taxes, when you factor in indirect taxation, are much lower in China than in most European countries.

You get the picture, if you don't have an army of Children in international schools in China, the cost of living is cheap; and even more for the many

Chinese who invested in down-town property developments 10-15 years ago for a 20th of the current prices, when the developers were enticing people to pool their family money (and so created a slew of dollar millionaires in the process). And then there's the family. Chinese people are very skilled at sharing their wealth within their extended families to facilitate property purchases and other investments; there is a group attitude to wealth creation, and it often seems to have worked to many families' advantage.

So, what does this mean for the jobs market? Well it creates a quite unique situation, on the one hand, you have a lot of people who could live very cheaply yet live in premium property, often without a mortgage, and still maintain a very nice standard of living (particularly in respect of time spent on things like fun, travel,



exercise and the family etc); and yet on the other hand many of these people are skilled, highly educated and in demand in the jobs market. It's a perfect storm in many senses, and the result is that 'taking a career break' becomes a perfectly acceptable thing to do, sometimes almost encouraged because the immediate need to put 'bread on the table' and pay the mortgage just simply isn't there as it is in most middle-class families in the western world. The strain of 'career-breaks' and 'having a rest' on employers is compounded even more by those families who espouse the Confusionist values of 'balance'. 'Having a rest', which would be an anathema to those addicted to the US-style rat-race, is quite a normal concept here, because simply put, most middle income people can afford to.

So, here's my advice to employers, and a few reasons why hiring people who aren't currently at work, might just be a jolly good idea: Often people with a job who look around for other jobs don't do this for the most laudable

**People who aren't currently in work are more likely to buy into the vision you offer, because, in a sense, they are starting afresh.**

of reasons: lack of performance, a desire to collect offers, to get a raise or obtain 'market worth', or simply a lack of drive or loyalty are all reasons why it might not be a good idea to hire a currently employed person. Conversely, people who aren't currently in work are more likely to buy into the vision you offer, because, in a sense, they are starting afresh.

Do you really want someone from a competitor? Yes they might know what to do, but in my view, industry knowledge is over-rated in China, and in fact transferable-skills are more important to the modern enterprise so that people can deal

with the very inevitable change when it comes. Also, if you offer a competitor's employee more money to come and work for you, what happens when the next competitor does the same to you?

Hiring from different industry sectors brings fresh, new, valuable ideas and may prove to be much less of an 'information security' risk.

If people can afford to take their time over making their next career decision, then this assumes two things:

1. They have the financial means to support themselves whilst they're doing this (and many people do because of the super-strength family organisation), which in turn assumes that money will not be the biggest deciding factor when it comes to changing jobs (good news for the employer).
2. They have a genuine interest in making a good decision about their future, and again from an employer's perspective this is good news; we all want our staff to be there for the love of it rather than just the cash (or at least to some extent!).

Do we, as employers, want happy, healthy, relaxed staff; or do we want stressed-out, unhealthy, functioning alcoholics – aka – rat racers?! I don't need to answer that one! I think the Chinese may well be on to something when we look at their take on life, and businesses can make the worst of it, or they can make the best of it.

China surely is a unique and special place, particularly for the jobs market. The normal rules of HR in the western world don't seem to apply here, and therefore we have to truly think 'outside the box', or at least make an effort to understand 'the box' to generate anything like above average results! **E**

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# Sky City: A New Future or Head in the Clouds?

By Justin Toy



**B**road Sustainable Building Co. Ltd. (BSB), a subsidiary of BROAD Group based in Changsha, the capital city of Hunan province, has been making headlines for their ability to apply the principles of mass production of buildings in a way that has never been done before. Besides being able to erect buildings at a lightning pace, their methods are extremely energy efficient and inexpensive. Their focus is completely on manufacturing efficiencies and mass production using repetitive elements. This focus on engineering and manufacturing has led to designs that have not been the most pleasing to the eyes. "It looks like something a four-year-old designed

with cereal boxes" commented George Dvorsky, a writer for io9, on one of BSB's projects. While this may be a bit harsh, you can't ignore this company's track record. Which includes building a 30 story hotel in just 15 days, a 15 story hotel in just 48 hours, and a 6 story dormitory in just 5 days. The way they have been able to build at such a mind boggling speed is by building prefabricated pieces off-site, and assembling the pieces on-site. Think of it as putting together a giant Lego model.

### Sky City

BSB's latest ambitious project is truly head-turning. Last year they announced plans to build the tallest

building in the world in Changsha in only 90 days (That right, 90 days!!!). Originally scheduled to begin construction in November 2012, BSB has been waiting for government approval, which has still not been granted, due to concerns over safety, congestion, and environmental impact. If it is approved and constructed, Sky City will stand at 838 metres (2,749 feet) tall; 10 metres taller than the Burj Khalifa in Dubai, currently the tallest building in the world. The cost to build Sky City is estimated at USD 620 million and will take just 90 days to be built (critics say that this is a dream and that it will more likely take closer to 210 days to complete the project).

Meanwhile, the Burj Khalifa took 5 years to build and cost over USD 1.5 billion. Sky City will be a 220-storey tower with 104 elevators, and the first stage of the project is designed to house over 30,000 residents. The building will also include office space, a school, restaurants, shops, a hotel, and even a hospital.

**Urbanisation in China**

China has long been faced with challenges resulting from mass urbanisation that is unlike any other

in human history. In the past 15 years, over 300 million people, the entire population of the USA, have moved from the countryside to urban areas in search of higher wages and better opportunities. Approximately 179,000 Chinese people are moving from the countryside every week. Chinese cities have swelled with construction cranes, infrastructure projects, and traffic jams at a dizzying pace. Right now, about 53% of the Chinese population lives in urban areas, and this number is expected to

increase to 75% by 2025. Architect Xian Min Zhang of Broad in Rio de Janeiro believes that BSB can offer a solution to some of China's urbanisation challenges. He feels that Sky City is a model for the future of urbanisation in China and perhaps the world. "China cannot pursue the American or European lifestyle, it cannot afford it: work somewhere and live somewhere else, using cars and roads to connect" said Mr. Xian. In Beijing, the average commute time has reached four hours, while in Shanghai it is approaching three hours. Cities in China are becoming more densely populated by the day and over populated, affecting the quality of city dwellers' lives. Having these common spaces within the building will help to create a blueprint for how to create urban areas that won't rely so heavily on infrastructure systems, which are already running at full capacity. Sky City can do this, while at the same time implementing and promoting efficient green technologies such as advanced air and water filtration systems, 15 cm insulated walls, quadruple glazing, and using recycled building materials.

**Delays and Criticisms**

The tallest building in the world was expected to be completed in March of 2013. However, BSB has still not broken ground on the project as they are still waiting for the government to give its final approval. BSB has already acquired the land for CNY 389 million (USD 62 million) and is currently arguing its case to the regulators. Local experts are concerned about traffic congestion within and around the building, especially in the case of an emergency. In the case of a fire, there might not be enough support to douse the fire or evacuate the people, and if there is a medical emergency such as a heart attack, critics say that the elevators might be too slow to get the victim to the hospital in time.



Another issue that critics have pointed out in the blueprint is that it overlooks wind factors. Such a tall and wide building needs to be able to deal with large horizontal forces. The design of Sky City, critics argue, may lack enough stiffness, making the building susceptible to swaying due to wind forces, and would be potentially unstable. BSB has also been criticised because they don't have many projects under their belt. They have only completed a handful of projects, none of which have exceeded 30 floors. Some critics don't even believe that this is a real project and is just a marketing ploy. The head of structures for WSP Middle East (the company responsible for the Shard in London), Bart Leclercq, jokingly said "If they manage to build this structure in three months then I

**In the past 15 years, over 300 million people, the entire population of the USA, have moved from the countryside to urban areas in search of higher wages and better opportunities.**

will give up structural engineering. I will hang my hat and retire. I will be eating humble pie as well."

Gordan Chang, a contributor for Forbes, believes that the project is real and will eventually get the

green light from the government. He also believes that Sky City could receive substantial financing from the state banks based on the central government's emphasis on developing central China. The China Daily highlighted this point in an article promoting the Expo Central China 2012 in Changsha, stating that "the development of central China will be a pillar of the nation's economic growth amid the slowly recovering global economy and China's cooling GDP expansion." In the meantime, we will continue to have to wait and see whether or not BSB can in fact live up to its bold claim to build the tallest building in the world in a mere 3 months, while at the same time changing the way we think about buildings and urban areas. **E**



**Ten Tallest Buildings**

Rank	Building	Location	Height	Built	Floors
1	Burj Khalifa	Dubai, UAE	828 m	2010	163
2	Makkah Royal Clock Tower Hotel	Mecca, Saudi Arabia	601 m	2012	120
3	Taipei 101	Taipei, Taiwan	509 m	2004	101
4	Shanghai World Financial Centre	Shanghai, China	492 m	2008	101
5	International Commerce Centre	Hong Kong, China	484 m	2010	118
6	Petronas Tower 1	Kuala Lumpur, Malaysia	452 m	1998	88
6	Petronas Tower 2	Kuala Lumpur, Malaysia	452 m	1998	88
8	Zifeng Tower	Nanjing, China	450 m	2010	89
9	Willis Tower (formerly Sears Tower)	Chicago, USA	442 m	1973	108
10	Kingkey 100	Shenzhen, China	442 m	2011	100

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# Protecting Your Intellectual Property in China Through Contracts: Part 2



Philippe Healey,  
Project Manager,  
China IPR SME  
Helpdesk



Structuring your contracts with third parties and employees in a careful manner should be an important component of your intellectual property (IP) and wider business strategy in China. Often, important information which helps maintain your business' competitive edge is divulged (whether intentionally or not) to third parties by your employees past or present. Similarly, confidential information is sometimes surrendered during negotiations with potential business partners in China. Ensuring awareness of confidentiality obligations through contracts can help to avoid both these situations; Part I of this two-part series in last month's edition of Business Tianjin described important contractual provisions to include and avoid when conducting business in China. The following article outlines the benefits of Non-Disclosure Agreements for your business and highlights idiosyncrasies in Chinese law which affect ownership of intellectual property created by your employees.

## Non-Disclosure Agreements (NDAs)

It is advisable that you sign an NDA with any third party to whom you plan to reveal confidential information, such as sensitive product information, designs and sketches, business strategy, client information, etc. before doing so. NDAs are quick and inexpensive, and a basic template will require little modification for use with different products and clients. NDAs are widely used in China and well-accepted by Chinese courts, so a Chinese third party that is unwilling to sign an NDA is likely not to be a trustworthy potential business partner and should be treated with caution.

Sometimes an NDA on its own is insufficient to protect your IPR, especially for companies in the manufacturing industry or sourcing their products from China. This is because not every single product will be covered by patents or other forms of registered IPR. Under these circumstances, a 'non-disclosure/non-use/non-circumvention agreement' (an 'NNN'

agreement) may be used:

1. The non-disclosure provisions will cover the unauthorised disclosure of confidential information.
2. The non-use provisions will state that the Chinese manufacturer cannot produce your product or any similar products for anyone other than you. These provisions will prevent the Chinese manufacturer from making or selling similar 'copycat' products without your authorisation.
3. The non-circumvention provisions will prevent the Chinese manufacturer from by-passing the protection or circumvention\* means or technologies that you put into your product (for example, anti-counterfeit micro-chips).

## Confidentiality, Remuneration and Other IP Provisions in Contracts

Companies should think carefully about protection against IP risks when hiring employees in China. It is good practice to include express provisions in employment contracts regarding confidentiality, IPR ownership, non-compete and non-solicitation in order to avoid future disputes and material damages to your business' operations.

## Confidentiality Information/Trade Secrets

The best way to keep trade secrets and confidential information from being divulged by employees is to impose confidentiality obligations upon the employees in employment contracts; for example, employers may require employees to keep confidential information and trade secrets confidential (unless the employer has given prior written consent) and limit employees' use of confidential information and trade secrets to work-related purposes. Such confidentiality obligations should continue to bind employees even after the termination or expiry of their employment contracts.

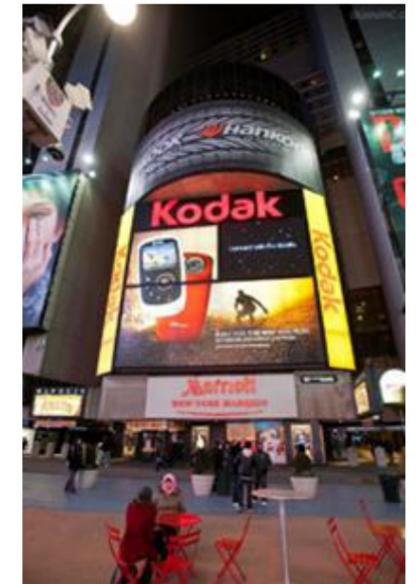
Conversely, to avoid infringing others' IPR, you should make clear to your employees orally and in writing that they should not disclose or apply confidential information and/or trade secrets obtained from previous employers during their employment terms with your company.

## Patents/Copyrights

Under China's Patent Law, any rights to patents arising from creations or improvements made by an employee in the course of his or her employment or using primarily the resources of an employer (known as 'employee creation'), automatically belong to the employer unless otherwise stated in the contract.

The employment contract should also limit the use of employer's patents to the sole benefit of the employer and require employees to disclose all inventions they have created. The employer should enter into agreements with its employees explicitly stating the employer's ownership of patents and patent improvements, in order to avoid any misunderstanding or dispute. In addition, the employer should be made the applicant of any patents arising from employee creation, as patent rights are granted only to patent applicants.

Meanwhile, under China's Copyright Law, the copyright of a copyrightable work created by an employee when fulfilling an assignment from an employer (known as 'service work') only belongs to the employer if it is created primarily with the materials and technical resources of the employer



and the employer is responsible for the work. Nevertheless, the employee is still required to be named as the author of such service work.

Since ownership of copyright does not automatically belong to the employer, it is extremely important for the employer to enter into agreements with its employees stating that all service work for which the employer is responsible, or which are created using the employer's resources, belong to the employer.



**Creator-Employee Remuneration**

Under China's Patent Law, when an employee has created something that subsequently results in the granting of a patent to his or her employer (known as 'creator-employees'), the employer is required to award remuneration to the creator-employee for the patented creation. Unless otherwise stated in the contract, the remuneration to be awarded to the creator-employee must be in accordance with the minimum requirements provided in the Implementing Regulations of China's Patent Law. For this reason, employers should insert into employment contracts a provision that quantifies the amount of remuneration to be awarded to creator-employees for their patented creation, such remuneration must be 'reasonable'; in the absence of such an agreement, default rules stipulate that the 'creator-employee' may claim for 2% of the business profits annually derived from the invention or utility model patents he or she invented.



non-compete obligations must not exceed two years and must apply only to senior management personnel, senior technical personnel and others with non-disclosure obligations. Moreover, employers are required to pay compensation to former employees fulfilling their non-compete obligations. In general, the compensation can be anywhere from 20% to 60% of the employee's annual salary over the last 12 months, as provided in the meeting minutes of the Supreme People's Court and Labour Dispute Arbitration Committee of Beijing Regarding Labour Disputes.

**Non-Compete /Non-Solicitation**

More often than not, employers incorporate non-compete and non-solicitation provisions in the employment contract to prevent leaving employees from stealing, or using without authorisation, the employer's customers, employees, suppliers, etc., and competing with their businesses.

**Top Tips**

- Use a China IP specialist to help draft your contracts to ensure the protection of your business' IPR.
- Have your contracts translated into Chinese by a trusted source to avoid any misinterpretations due to poor translation, or have the official versions of your contracts drafted in Chinese and English with both languages having

According to China's Labour Laws,

equal effects (meaning both languages are official and shall be respected when interpreting the contract terms).

- You may choose foreign or Chinese law as the law governing the disputes of the performance of the contract, but Chinese IPR under the contract will always be governed and protected in accordance with Chinese IPR laws.

**Take-Away Messages**

- Certain IPR protection provisions are unlawful under Chinese law, and may render a contract void if you include them in your agreement, so be cautious when drafting these provisions.
- Sign an NDA or ensure that there is adequate protection in your contract addressing confidentiality issues.
- For manufacturing or sourcing in China, consider signing an NNN agreement to prevent your Chinese business partner from disclosing your confidential information or competing with you later.
- Ensure that employment contracts include provisions relating to ownership rights, remuneration, non-compete, non-solicitation, and confidentiality (if no separate NDA is in place).
- Include confidentiality provisions in all employee contracts. Even if that employee is currently unlikely to have access to confidential information, he or she may do so in future roles within the company.

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](http://www.china-iprhelpdesk.eu). For free expert advice on China IPR for your business, e-mail your questions to: [question@china-iprhelpdesk.eu](mailto: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. 

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**China's 2013 Off to a Strong Start as Pessimism Wanes**



**Index Changes**

The 70-city CBRE China National Commodity Housing Price Index\* for January recorded an 8th consecutive month on month increase of 0.9 points, pushing the index to 145.8 and achieving a new historical high. Of the 70 cities surveyed, the number of cities that recorded a month on month price increase slightly edged down to 53, compared to 54 last month. 10 cities recorded a month-on-month price decrease, compared to 8 last month.

**Transacted Volume**

Commodity housing month on month sales volume, in





terms of both transacted units and transacted areas, among the 15 cities tracked by CBRE reversed their upward trends fell by 14.1% and 13.9% respectively in January. Cities with strong sales performances in December 2012, such as Chongqing and Qingdao, experienced more contraction during this month. However, transacted units in Shenzhen rose by 36% month on month against the market trend and reached a new peak since the implementation of residential market control policies in October 2010.

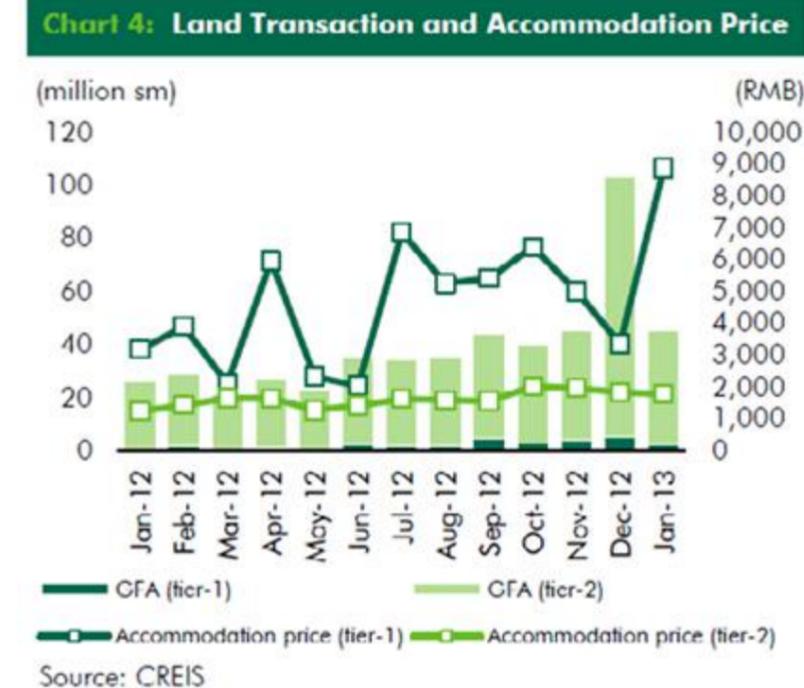
### Macro Outlook

Latest economic indicators continue to show positive signs of China's economy to stabilising during 2013. HSBC China PMI climbed up to 54.0, from 51.7 in December, the highest level in 4 months. Producer Price Index (PPI) further narrowed to 1.6% year on year compared with 1.9% decrease in December. The new CNY loan amount in January increased by 45% year on year to CNY 1.07 trillion, the highest in the last 13 months, signalling the government's intention to stabilise economic growth by expanding its monetary lending. Meanwhile, because of

growing concerns over quantitative easing monetary policies for overseas capital markets, China's central bank has stressed its intention to fend off inflationary pressure and asset bubbles in the recent monetary policy implementation report. Curbing real estate speculation and taking actions to rein in the property market was also reaffirmed in China's State Council meeting on 20 February. It is very possible that the government will introduce further tightening measures in the near future if prices continue to grow and begin inflating.

### Tier Level Price Changes

Residential prices continued to move up across China with tier-1 city index increasing at the fastest pace of 2.0 pts to 139.1, tier-2 city index moving up 0.8 pts to 141.2, and tier-3 city index edging up 0.5 pts to 152.9. Both tier-1 and tier-3 city indices achieved new historical highs. The previous high for tier-2 city index was 142.6 (August 2011).



### Robust Tier-1 Cities Sales Momentum

During January, 3-month moving average sales volume among three of the four tier-1 cities reached

9,075 units, a 2-year high and 8.4% month-on-month. 9 of the CBRE tracked-tier-2 cities' 3-month moving average sales volume also grew albeit at a much slower pace than tier-1 cities, 4.3% month-on-month. The imbalance among tier-2 cities can be observed, ranging from 18.7% month on month sales growth in Ningbo to a -3.7% rate in Dalian.

### Land Market Surge Reflecting Developer's Confidence

During the same month, average residential land accommodation prices amongst tier-1 cities rebounded to CNY 8,866 per square metre, the highest in the past 12 months. Beijing took the lead at CNY 11,192 per square metre. Meanwhile, tier-2 city land transactions, in terms of both GFA and price, remained relatively stable in January, with ebb in prices to CNY 1,770 per square metre, a 3.6% month on month decrease. As housing sales volumes continue to pick up, developers' confidence in the market has grown to become

cautiously optimistic- especially among the most active residential markets. This was reflected in the increase of land price premium. Among tier-1 cities, land premium

averaged 44% during January, the highest in the past 12 months.

### "New" Five State-level Measures Aimed at Curbing Residential Property Market Speculation

Property price controls will be maintained, Premier Wen Jiabao vowed in a meeting of the State Council on 20 February, 2013, in response to a rebound in the real estate market in some cities. Detailed measures were released on 1 March, 2013.

The new measures, known as the Five State-level Measures, not only reiterate its adherence to the existing regulations, but also present some new moves- especially the re-introduction of the individual income tax regarding property re-sale, which triggered a stampede by home sellers and agents to register their sales with government agencies before the tax becomes effective. Though the new measures

**The government is determined to curb speculation in the housing market. It will continue to strictly implement and improve the existing restrictions on home purchases.**

are not as strict as some experts predicted, it is clearly a signal showing that the government will not loosen up on its regulation.

There are six major items in the notice released by the General Office of the State Council on the first day of March, and some key points are as follows:

Firstly, the regional governments should improve their responsibility

system for stabilising property prices. The provincial governments should take charge and the city governments should strictly implement the regulations. Major cities should set annual new residential housing price targets and release it to the public in the first quarter of the year.

Secondly, the government is determined to curb speculation in the housing market. It will continue to strictly implement and improve the existing restrictions on home purchases. In cities with excessively fast price growth rates, the banks could further increase the down payment and mortgage interest rate on second-home purchases. A 20% individual income tax should be levied on citizens when they sell their properties. The government will expand its property tax experiment to a larger scale.

Thirdly, the regional governments should increase the supply of commodity housing and land. In principle, the land supply of residential property in 2013 should be no less than the average of the last five years.

Fourth, the regional governments should speed up the planning and construction of affordable housing. The government should meet the national target of 2013, by completing the construction of 4.7 million units and launching 6.3 million new units of such housing.

Fifth, the government will strengthen market regulations and expectation management. The government will work on improving the pre-sale system and establishing the housing information system.

Lastly, the government will work on establishing long term mechanism to ensure a healthy development of the real estate market. **E**



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# Corporate Social Responsibility and the Effect on Branding

By Heidi Skovhus

Corporate Social Responsibility (CSR), as a subject for commercial organisations to engage, in has been debated quite a bit over the last 10 years. The New York Times Magazine quoted Milton Friedman for saying “The business of business is business”, meaning that companies should focus on doing business so they can create growth and work places, and by doing that they will pay back to society, instead of being concerned about being socially responsible. This view point has however been challenged a lot, and today most companies across the world believe that in order to maximise shareholder value, a good CSR profile is necessary.

## The definition of Corporate Social Responsibility

Fundamentally, CSR is all about companies acting in a socially responsible manner globally and towards society.

For example, by taking human rights, social conditions, work environment, climate and environmental issues into account. CSR can be part of the company’s business strategy and if so it will usually be the goal to engage strategically in CSR activities which create more value for the company. CSR is today not only about the good cause, but also about doing business – at least for most companies.

CSR is a collective name for all initiatives within a company in which the company takes all its stakeholder’s needs and desires into account – typically employees, owners, society and customers. These initiatives go beyond what the company is obliged to by law. Examples are:

- To demand from suppliers that they conform to human rights and rights of the employees.

- To co-operate with suppliers about improving social and environmental conditions.
  - To work systematically to manage the environment and climate.
  - To work to improve the conditions for the employees and to improve work place conditions.
  - To develop new products that contain a social or environmental dimension.
- Companies work more and more across borders and so CSR can get to be a complicated matter, because the national standards can differ significantly.

## Corporate Social Responsibility and branding

Consumers are in general becoming more and more sophisticated and well-educated around the world, and so they have higher and higher demands for the companies that they are engaging with which is probably why companies have started talking about CSR as a business tool in the first place. Recent surveys have shown that about half of the consumers will tend to choose a product that supports a particular cause against similar products that do not. Furthermore, many consumers are even willing to pay a premium for products coming from socially responsible companies. This means that companies have an opportunity to differentiate themselves if they can communicate clearly on how they give back to their employees, communities and the environment. So in companies working with a CSR mindset, the brand manager has a powerful opportunity to integrate corporate responsibility commitments into brand platforms to win consumer loyalty. At the same time she/he also have an obligation to understand the company’s CSR politics and to integrate them well, because if she/he does not it can be very harmful to the brand and the business. One example of this is General Motor’s campaign at universities in the US to win over students. The topic of the campaign was “Reality sucks”, and the ad shows a young woman in a car smiling (or perhaps even smirking)

## Use the staff as a focus group - after all who knows the customers better than they do?

at an embarrassed-looking cyclist who pulled up alongside her, with a text saying “Stop pedalling ... and start driving”. The ad was promoting a college discount from General Motors.

This ad caused an outrage amongst the cycling community, as well as student groups across The Web and other social media platforms. The criticisms especially focused on the ad’s message conflicting with GM’s environmental commitments and corporate responsibility statement, which ironically states: “... we will actively participate in educating the public about environmental conservation”. It seems that the brand manager who worked on the campaign had not been communicating with their Corporate Social Responsibility (CSR) department. One could even argue that this is a misunderstanding of the target group, but that is a different discussion.

General Motors, to their credit, spent a long time responding to all

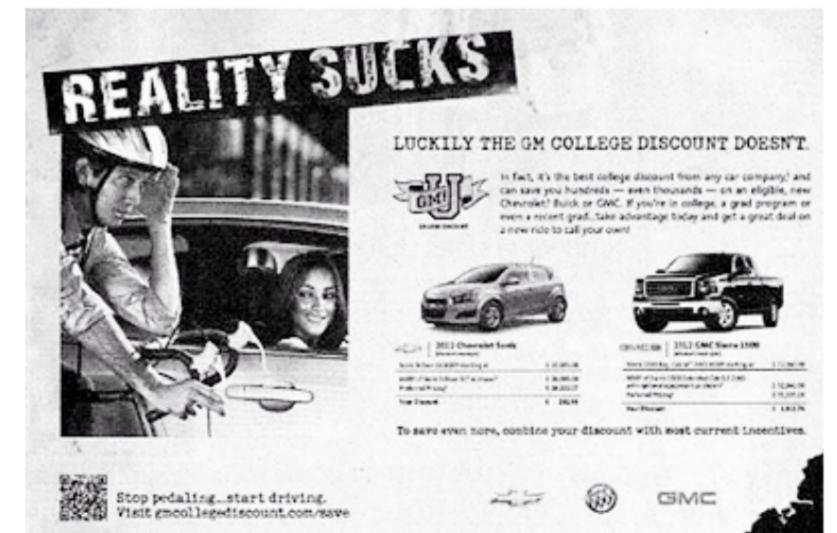
the outrage messages they received via Facebook and Twitter and have apologised, changed the campaign and dropped the ad.

This example – and there are more of them – shows well how damaging it can be to brand trust and customer loyalty if there is a discrepancy between the marketing message and the company’s CSR statement.

It is vital that brand managers spend time understanding how the brand fits into the broader CSR commitments of the company. There is a powerful opportunity for the brand managers to collaborate with CSR colleagues in order to identify innovative ways of differentiating and telling a compelling brand story.

## Corporate Social Responsibility in China

A large study shows that there are 4 main drivers for doing CSR: Cost Management, Public attitudes/building brand, recruitment and retention of staff and tax relief. Controlling costs is the main driver of corporate responsibility for business in the European Union and in Asia Pacific. This compares to public attitude/brand building which is the main driver for business in Latin America and North America. It is important to note that two thirds of businesses in mainland China



GM “Reality Sucks” Ad



also cite recruitment as a key driver towards more ethical business practices. Securing top talent is the key driver of business growth and competitiveness in China, and workers are increasingly being drawn to firms which demonstrate socially responsible practices.

In China, one of the most common CSR activities conducted is actively promoting workforce health and well-being. In other countries, the main activities are donations to community, flexible work conditions and improving waste management, but not in China.

A global study shows that businesses in the Philippines, Thailand, China, New Zealand and Australia have had significant CSR activities in the past year compared to their peers in India, Japan and Vietnam. Interestingly, China is the only BRIC economy in which businesses initiated high levels

of socially responsible practices.

So this almost sounds like China is ahead of the game? Well, not exactly. China has faced some negative publicity over the last years with news reports highlighting various incidents that demonstrate poor CSR practices in China. This has made the country's government and industrial organisations attempt to make sea changes in corporate practices. Although there is a perception that these changes are being adopted at a snail's pace, the fact is that a move to assume greater CSR is actively under way. But ahead of the game – no! Many companies in the Asia Pacific do not yet have a strong culture of reporting CSR activities, but more and more companies are now agreeing that the reporting of non-financial information should be integrated with financial reporting, which today is quite common in North America and the European Union. The lack

of reporting can make it difficult to judge how much CSR activities a company is conducting.

Ironically, traditional, capitalist instruments and models that have existed in developed countries may be the tools that help a country such as China address many of its societal concerns. Institutional pressures from many channels continue to make Chinese organisations more sincere about their CSR efforts. So the winds have started to pick up in China and organisations should be ready to sail in these waters and recognise that the winds are not subsiding, but may in fact require thoughtful harnessing. **B**

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## Increasing Impact Through Releasing Staff Potential



*Dr. Kim Zovak recently moved to Tianjin from Melbourne, Australia to work with LDITraining ([www.lditraining.cn](http://www.lditraining.cn)) as a trainer, coach and consultant.*



**M**ost managers tend to focus on getting **work done through people**, but wise business leaders focus on **developing capacity in their people through work**.

One of the most significant characteristics of highly effective leaders is that they spend less time doing the work themselves, and instead prioritise developing their employees and teams. “Leaders may impress others when they succeed, but they impact others when their followers succeed.” (John Maxwell)

When this topic came up at a recent training event, one department head proclaimed, “It is not rocket science. So, why don't we do it?”

### Re-orienting our priorities and shifting our style

One of the most common barriers to developing one's team is that most managers are already busy and over-extended. Releasing the potential in others begins with managers re-orienting their priorities and shifting their style.

Frequently, it is easy to fall into the temptation of doing certain tasks oneself rather than training another to do the task. In the short term, this may seem better because it is quicker, but this approach fails to consider the long-term benefits of having someone else take over that task and freeing you as a manager for other things. In addition, when done wisely, the employee will learn more than a new skill. They will have learned to take responsibility.

As managers, re-orienting our priorities means regularly looking at our calendars. What if the first things that went into our calendar were meetings with key employees, focused on developing them to maximise their potential? What if we regularly made

time to be available to our employees for follow-up conversations and reflective learning? What if we made up a detailed “stop doing” list and then really stopped doing the things we had written down? Do we really believe in the principle that if we do less we can focus on doing more through others?

“To create a high performance team, we must replace typical management activities like supervision, checking, monitoring, and controlling, with new behaviours like coaching and communicating.” (Ray Smith, CEO of Bell Atlantic)

We need to give less advice and instead allow employees to take greater ownership for decision-making and greater responsibility for their results. Of course, this doesn't have to happen overnight. But it won't happen at all unless we are intentional about empowering our staff. We need to let go of our need to control their choices and activities, and train them to make decisions for themselves.

## Both awareness and responsibility are best raised through asking questions rather than giving advice.

One simple and important way to do this is to ask for their perspective on issues. When an employee comes to you and asks, “What should I do?” instead of immediately sharing your knowledge, and thus closing down the conversation, try seeing the situation as an opportunity for a learning conversation. Respond with a few questions back to them, such as: “What do you think you should do?”... “What are the best options?”... “What information do you have that can help you make a good decision?” In taking time to ask them questions, you are teaching them to think for themselves, and to better own their decisions and their work.

Wang Mei's direct report, John, came to ask for input regarding a

conflict on his project team. Wang Mei caught herself from her habit of offering an immediate solution and took a breathe before responding. (She had been to a training seminar and was challenged by the idea of helping employees to think for themselves.) She asked, “What are the key issues that you need to address?” After Wang Mei helped John to reflect on the situation for 5 minutes, he left with greater clarity about the dynamics and how his own conflict-avoidant tendencies were contributing to the problem. He vowed to take initiative to bring the team together to discuss the conflict and to experiment with being more direct in his communication style.

### Empowering our staff begins with changing ourselves

Something inside of us shifts as we learn to recognise that an employee's discovery is more important (and transformational) to their development than our advice. People grow when their awareness is increased and they take responsibility for their goals



and duties. Both awareness and responsibility are best raised through asking questions rather than giving advice. So, how might this principle best be applied in your work situation?

Wang Mei's typical response to employees' problems was to address the problem as if it were her own, and try to solve it as quickly as possible. She saw these kinds of situations as a necessary but unpleasant part of her job. Now that Wang Mei has begun to try new ways of communicating, she sees such situations as opportunities to help develop her employees on-the-job. Taking a few minutes to help an employee to think things through beforehand is also saving her time and energy in the long run, as employees like John learn to carry more responsibility.

This empowerment posture can also change how we interact when a task or project is completed. We must avoid the temptation to bypass the work of evaluation or simply providing feedback. We need to make time to debrief our staff in order to increase their awareness and learning.

Try asking, “How did it go?”, rather than give your impressions, observations or hearsay. If the employee responds positively, don't stop there. This is the place where learning happens. Follow-up by asking things like: “What in particular was good?”, “What did you do that contributed to it going so well?”, “What did you learn?”, “How can you apply that learning to other projects or areas of your work?” If the feedback was that the task or project didn't go well, then maybe try asking: “What did you learn?”, “What will you do differently next time or in other projects because of what you learned through this experience?” It is all about the learning and the intentional invitation to be more self-aware and responsible.

### People are your most valuable resource

Of course, these kinds of conversations are only the beginning of a greater empowerment process. We need to repeatedly facilitate this kind of communication and to prioritise employee development. We need to consistently demonstrate to our staff that we believe in them, that we see their strengths (see

February 2013 Management article by David Zovak) and that we trust them (see March 2013 Management article by Ric Schoon). We do this directly and indirectly each day through the things we say, the trust and responsibility we extend, and the work environments we create.

Our posture and attitude make the difference. If we see our staff as workers to direct and control like cogs in a system, then that will likely become a self-fulfilling prophecy. If, however, we see our employees as our most valuable resource, and we see our task as managers' key role being to develop them (with all of the strengths, gifts, talents and competencies they already possess, even if sometimes only in latent form) toward making a greater contribution (at work and more broadly), that too can become a self-fulfilling prophecy. Our posture, attitude and habits set the tone that our employees will follow. **E**

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## The Festival of Education in Wellington College International Tianjin

Wellington College in Tianjin recently organised the Festival of Education, the first of its kind in China, attracting large numbers of students, parents and friends of the College to its distinctive campus in the Hongqiao district of the city. Stretching over two days, Friday 8 March and Saturday 9 March, the Festival celebrated Wellington's Eight Aptitudes model of education, which develops the whole child by nurturing eight intelligences through a wide array of studies and activities. Though, as Mr David Cook, the Headmaster, said at the opening ceremony, "the emphasis in the Festival was going to be very firmly on enjoyment and participation".

The overriding spirit of Anglo-Chinese partnership, the inspiration behind the festival, was probably best illustrated by two international footballers, Carlton Palmer, capped eighteen times for England, and local favourite, Genwei Wu, who represented China in the 2002 World Cup finals, joining together in a series of highly-popular coaching clinics.

The Tianjin Conservatory of Music was also fully involved and sent two of its most gifted teacher-performers, Kang Jian and Xu Ye, to put the students through their paces in the guitar and drums respectively.

Alongside the workshops and clinics were a series of educational presentations, which focused on international and more local issues in schools. These included talks on 'Multilingualism', 'Parental Involvement in Teaching English' and, in the keynote address, 'The IBO in China' by Ian Chambers, the Regional Director. Mr Chambers also praised Wellington for its progress towards IB authorisation in August 2013. The Festival concluded with a Wellington dance showcase and a virtuoso piano recital by Korean pianist, Ms Sonja Park. Both performances brought the packed audience in the Seldon Theatre to its feet, bringing a fitting ending to a great event.



## Starwood Group Held Recruitment

By Cathy Perez

On 6 March 2013, Starwood Hotels & Resorts Worldwide Inc. held a large job fair at the Astor Hotel which showcased various working positions to the graduates and other job-seekers with the slogan of 'Come and Grow with Starwood'. Being the largest and the most luxurious hotel group in China which includes 8 prestigious hotel brands: St. Regis, The Luxury Collection, Westin, Sheraton, Four Points by Sheraton, Le Meridie, W Hotels and Aloft, the event gave job-seekers a chance to learn about the distinguishing characteristics of Starwood and to hear from the Starwood staff themselves. Astor Hotel General Manager Mai Shengnan said that the amazing development of Starwood in recent years and its leader position in hotel industry are largely due to the excellent enterprise culture. "We offer professional training and care for our staff and their careers. Our Starwood Cares program is acknowledged by the whole industry. We now need more freshmen to boost our further development", said Shengnan. However, St. Regis GM Paul Cunningham also shared that Starwood Cares is the core culture of how Starwood Group looks after its people. "We have Starwood Cares for guests, Starwood Cares for associates, Starwood Cares for business, and Starwood Cares for Community. We also have something called Starwood Careers that guides the associate's journey through the various training programs from associates to supervisors to managers. Once they're under Starwood Careers program, they can really grow", he added. Currently, Starwood has 117 stores and another 97 stores that will open in the Greater China Region. The region is the second largest target market of Starwood, only behind the United States market. It is predicted that Starwood will own 400 stores and more than 90,000 staff in 2016.



## Sheraton Tianjin Hotel Launches 'Sheraton Social Hour'

On the evening of 22 March, 2013, Sheraton Tianjin Hotel successfully launched 'Sheraton Social Hour', a brand-wide premium wine program, initiated by Starwood Hotels & Resorts' headquarters. By offering guests a specially curated menu of highly rated wines and weekly tasting events, the new program is aimed at meeting the need of Sheraton global guests who enjoy social interactions, connecting with people, and blending work and play. Through a stylish and elegant platform, the program greatly enhances the guest experience and facilitates the interactions that provide a comfortable, welcoming and accessible atmosphere to guests from around the world. To hold the "Social Hour" launched event, Sheraton Tianjin Hotel strictly adheres to brand guidelines and also injects their own ideas to fit local preferences. Both honourable guests and local residents were encouraged to attend the event and were cordially invited by the hotel in advance. The hotel also cooperated with high and put in aspace end local partners to offer guests a specially curated menu of premium wines and create an engaging and educational event atmosphere. During the event, raising a glass of elaborately selected fine wine, having a pleasant chat with each other and listening to the professional wine-tasters introducing attractive wine knowledge, all the guests were indulged into the unique and wonderful experience of tasting the world's famous fine wines. In order to foster social interaction among Sheraton guests and truly elevate the wine tasting experience for them, Sheraton Tianjin Hotel plans to host more such wonderful evening Social Hour tasting events three times a week featuring a selection of specially curated wines. On every Tuesday, Friday or Saturday evening after work, you can come and join Sheraton for this brilliant Social Hour moment with your business partners, intimate friends or loved ones to enjoy this great way to connect with colleagues and friends old and new.



## Earth Hour 2013

Earth Hour is a global grassroots movement encouraging individuals, businesses and governments around the world to take positive actions for the environment, and celebrating their commitment to the planet by switching off their lights for one designated hour.

The highlight of Earth Hour 2013 will see the world's most iconic landmarks go dark for one designated hour, as hundreds of millions of people transcend race, religion, culture, society, generation and geography, switching off their lights in a global celebration of their commitment to protect the one thing that unites us all – the planet. Earth Hour 2013 took place on Saturday 23 March at 8.30PM (local time).

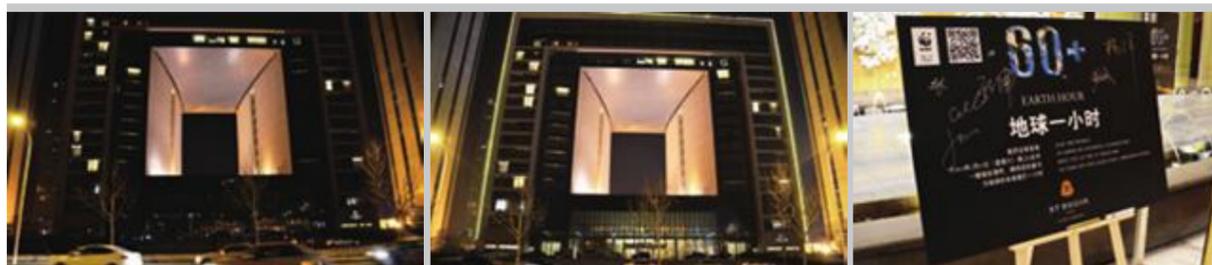
By spending an hour in the dark, The St. Regis Tianjin, Sheraton Tianjin Hotel, and The Astor Hotel Tianjin, A Luxury Collection Hotel joined millions around the world to send a powerful message about a brighter future for the planet.

The St. Regis Tianjin, Sheraton Tianjin Hotel and The Astor Hotel Tianjin, A Luxury Collection Hotel turned off all of their lights in observance of Earth Hour, the global environmental awareness event created by the World Wildlife Fund (WWF). Last year, hundreds of millions of individuals participated in the biggest Earth Hour to date creating history as the world's largest ever voluntary action. Iconic buildings and landmarks from Asia Pacific to Europe and Africa to the Americas switched off. People across the world from all walks of life turned off their lights and came together in celebration and contemplation of the one thing we all have in common – our planet.

To underscore parent company Starwood Hotels & Resorts Worldwide, Inc.'s (NYSE: HOT) dedication to environmental sustainability, The St. Regis Tianjin, Sheraton Tianjin Hotel, and The Astor Hotel Tianjin, A Luxury Collection Hotel also shared other energy-saving measures during Earth Hour, 23 March at 8:30 p.m. local time. Among them: Turning off exterior signage lighting; dimming or turning off non-essential interior lighting; using candlelight in appropriate public areas such as restaurants and bars; and using in-room voicemail messages and in-room television messages to inform guests about Earth Hour observances.

Earth Hour is drawing strong support from Starwood hotels around the globe. Last year, unlit hotels offered striking visual imagery that provided an apt symbol of Earth Hour and included participation of nearly 600 Starwood hotels globally. This year, in the Asia Pacific region alone, over 180 hotels will be participating in Earth Hour.

This year marked Starwood's fifth annual participation in Earth Hour, making it one of the biggest worldwide companies to make a global statement with a voluntary hour of darkness.



The St. Regis Tianjin



Sheraton Tianjin Hotel



The Astor Hotel Tianjin, A Luxury Collection Hotel

## Ascott China Supports Earth Hour 2013 for the Fifth Year

Promotes a Healthy and Green Ascott Lifestyle

Ascott will be participating in World Wide Fund for Nature's (WWF) Earth Hour 2013 on 23 March 2013 for the fifth year. All the participating serviced residences of Ascott China will be turning off the lights from 8:30pm for 1 hour and will organize various activities for this event. The sustainability initiatives engage residents and employees to enjoy a green and healthy "Ascott Lifestyle". The Earth Hour national event is also a part of "Go Green @ Ascott" global practice.

This year, all operating properties in China will reiterate its support for Earth Hour, by turning off their façade lights and non-essential lighting for extended hours throughout the night, beginning from 8.30pm (local time) on 23 March 2013. Meanwhile, each city will organize a series of health and sustainability activities for residents. For example, 9 properties in Beijing, Guangzhou, Shenzhen, Wuhan, and Xi'an will host "Turning Waste into Treasure" resources recycling activities. Another 6 properties in Tianjin, Shanghai, and Suzhou will play Green themed movies. The residents of Citadines Central Xi'an will immerse themselves in interesting shadow plays during the night. These activities provide a green lifestyle to all the residents.



## Holiday Inn Tianjin Aqua City Supports Earth Hour 2013

Holiday Inn Tianjin Aqua City joined together with all the people around the world in 'Earth Hour', the biggest global environmental event from 8:30 to 9:30pm on 23 March, 2013. Holiday Inn Tianjin Aqua City turned off all of the main lighting facilities on the outside and the public areas during the event. The purpose of the event is also the solemn promise we made for the change of the protecting the environment. In addition to this, the guests invited by the Holiday Inn Tianjin Aqua City are to invite to join in the event. Lights of the guests' rooms were turned off in order to support the environmental protection from 8:30 to 9:30pm 31 March.

Earth Hour originated in Sydney, Australia. Some 2,200,000 local residents and more than 2,000 enterprises support the event by turning off lights for 1 hour in order to tackle the global warming. The event has been spreading at a fast speed around the world and become a major event for global environmental protection. Some of the world's most recognised landmarks like the Golden Gate Bridge, the Coliseum and other places of interests participate in the 'Earth Hour' in order to respond to the appeal of combating global warming.



## CBRE Announces Client Properties Totaling 665 Million Square Feet Participated in WWF'S Earth Hour 2013

CBRE Group, Inc. (CBRE) announced today that 3.5 million tenants in more than 665 million square feet of commercial property it manages for clients participated in WWF's Earth Hour 2013 globally.

Considered the largest environmental event in history, Earth Hour 2013 took place from 8:30-9:30 p.m. on Saturday, March 23, in a symbolic and unified call for action to reduce the impact of climate change. Hundreds of millions of people located in more than 150 countries switched off non-essential lights for one hour, including CBRE managed properties in the Americas, Europe, the Middle East & Africa, and Asia Pacific. CBRE has supported Earth Hour since its 2007 inception.

"As the world's largest manager of commercial space and with more than 37,000 employees globally, CBRE is uniquely positioned to support Earth Hour in its effort to drive sustainable behavior," said Bob Sulentic, CBRE President and CEO. "Our involvement in Earth Hour reinforces our environmental sustainability commitment and demonstrates that our clients, employees and tenants in our managed properties stand united with people across the globe in climate change concern."

CBRE offers a wide range of sustainability initiatives under its Environmental Sustainability program, which includes global commitments in 11 key areas of environmentally sound performance, including resource management, occupancy, communications and training, public policy and procurement. The program provides best practices and initiatives that strengthen CBRE's own environmental commitment, reflect the best environmental practices in our clients' properties, and provide vital training and education to CBRE professionals. In 2012, CBRE launched the Real Green Research Challenge, a USD 1 million sustainability research fund that will announce successful partners next month.

## Past Events:

### Training on Increasing Effectiveness through Coaching Skills 28 February 2013

This interactive training was co-organised with LDi Training, designed for CEOs, GMs, directors, managers, HR supervisors, senior staff, line managers and any business leaders responsible for developing the competence and skills of team members. More than 30 HR leaders and line managers gave a high evaluation upon completion of the course. The training expands their communication tools and thus enables stronger relationships, more intentional leadership development in the workplace and better conversational outcomes in all arenas.



### GM Briefing: Chinese Outbound Investment in the European Union 21 March 2013

The European Chamber Tianjin Chapter invited Mr Thomas Rodemer, Partner of KPMG to give a review on the latest Chamber study on Chinese Outbound Investment in the European Union which has been conducted in cooperation with KPMG and Roland Berger Strategy Consultants in the March GM Briefing event.

The basis of this study is an in-depth survey of 74 Chinese enterprises that have invested in Europe which was conducted in the second half of 2012. This was supplemented by interviews with these enterprises, with Chinese Government bodies which have regulatory responsibility for ODI, and with European investment professionals working in both the public and private spheres.

Members of European Chamber in Tianjin and officials from Tianjin Foreign Affair Office, Tianjin Science and Technology Bureau participated this dinner event with quite a few challenging questions.



### Visa issues in 2013:

#### A Discussion with the Heads of Tianjin's Public Security Bureau 21 March 2013

The European Chamber Tianjin Chapter, in collaboration with the Exit-Entry Administration Tianjin Municipal Public Security Bureau (Tianjin PSB), hosted a meeting to give an exclusive briefing on the current exit and entry visa regulations and policies by Chinese immigration officials on 21 March, 2013. During the meeting, department heads from Tianjin PSB shared up-to-date policies on visa and resident permit issues. They also discussed the efforts taken by the Exit-Entry Administration Bureau regarding foreigners living in Tianjin. Almost 50 people including General Managers and Human Resource leaders from member companies participated in this meeting, Mr. Xu Xinhao, Director of the Exit-Entry Administration, Tianjin PSB, together with department heads from Port visa Division, Exit-Entry Administration Division, etc. 8 officials in total answered their questions and helped them to find out solutions for individual cases from each company.



Room 2415, Suite 17, Magnetic Plaza, BinShui Xi Dao, Nankai District, Tianjin 300381.  
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## Past Events:

### Kammerstammtisch with the Board of Directors of the German Chamber of Commerce in China – North China Wednesday, 27 February 2013

Venue: Drei Kronen 1308 Brauhaus Tianjin

While the German Chamber monthly gathering – the “Kammerstammtisch” – takes place every last Wednesday of each month, the Kammerstammtisch in February was of a special kind: The Board of Directors of the German Chamber of Commerce in China – North China joined the gathering on February 27 and welcomed questions and suggestions of the Chamber members in Tianjin. More than 50 participants joined the social event at the 3 Kronen Brauhaus, using the opportunity to establish contacts while enjoying the authentic German food and beer.

### GM Roundtable: How to Achieve Labor Legal Compliance - A Toolbox for Foreign-Invested Enterprises in Tianjin

Tuesday, 13 March 2013

Venue: GCC North China - Tianjin Office GCC North China - Office Tianjin

It was a successful start of the new German Chamber GM Roundtable series: Susanne Rademacher, Equity Partner and Head at BEITEN BURKHARDT's Beijing office, introduced the new Amendments to the Labor Contract Law and advised on the most critical matters regarding legal compliance for international companies in Tianjin. The GM Roundtable at the Chamber's Tianjin office on March 13 was also attended by the members of the Chamber's Tianjin Advisory Council Uwe Birnbaum und Zhong Wanli. In a highly interactive and lively discussion, the General Manager exchanged views on issues such as the labor law, social insurance, contract management and legal disputes, and reported about relevant cases in their own company. The GM Roundtable provides the opportunity to discuss important issues on a manager level and will become a regular German Chamber event in the future.



### German Chamber Meeting with High-Level Representatives of the Exit-Entry Administration

Thursday, 14 March 2013

Venue: GCC North China - Tianjin Office GCC North China - Office Tianjin

The application for visa and their extension are important, but often challenging issues for international companies in China. Therefore, the German Chamber invited their Chamber members in Tianjin for a dialogue with high-level representatives of the Exit-Entry Administration, Public Security Bureau in Tianjin. At the meeting at the Chamber's Tianjin office on March 14, General and Senior Manager made use of this opportunity to establish direct contacts and ask various questions related to the issuance of business, family and visitor visa to China. Participants lauded the proactive approach of the Exit-Entry Administration. The dialogue contributed to a better understanding of visa regulations in Tianjin and will help managers and companies to apply and extend their visa more successful in the future.

## Upcoming Events:

**23 April 2013 16.30-19.30: German Chamber Event with VW:** The State and Perspectives of the (German) Automobile Industry in Tianjin (Panel discussion and networking)

**24 April 2013 19.00-22.00:** Kammerstammtisch, 3 Kronen Brauhaus Tianjin

Room 1502, Global Center, No. 309 Nanjing Road, Nankai District, Tianjin 300073  
Tel / Fax: +86 22 8787 9249 Email: [tianjin@bj.china.ahk.de](mailto:tianjin@bj.china.ahk.de)

## Upcoming Events:

### Tianjin Historic Walking Tour

9:30 AM - 3:30 PM, Saturday, 13 April – Meeting Point: West end of the liberation bridge  
Wanghailou Church



Tianjin, a modern coastal city in northern China, is home to 12 million people. This 3.5-hour morning tour will provide a panoramic introduction to the past 100 years of history, which occupies a central place in modern Chinese memory. See Tianjin as seen by Sun Yat-sen, Eric Liddell, Herbert Hoover and many others. Learn about the foreign businessmen, Chinese officials, diplomats and soldiers who shaped the city (and China) and made Tianjin their home. Visit the places where they lived, worked, worshiped and played. The tour will be led by Douglas Red, a member of the AmCham China, Tianjin Executive Committee. With over three decades in China and Asia, Red is an enthusiastic Tianjin resident who formerly worked in the banking industry and has a degree in Asian Studies. Please visit the website [www.asiawalkingtours.com](http://www.asiawalkingtours.com) to view more information about Tianjin and the walking tours.

#### Registration:

Cardholding members pay in advance: CNY 200  
Cardholding members pay at the door: CNY250  
Employee of member companies: CNY 250  
Non-members: CNY 300

### TGIW (Thank God It's Wednesday) Joint Chamber Networking Event in TEDA

6:00-8:00 PM, Wednesday, 10 April– Renaissance Tianjin TEDA Convention Centre Hotel

AmCham China Tianjin co-hosts this monthly joint chamber TEDA / Binhai networking event with SingCham. Featuring special cuisine from the Renaissance TEDA Convention Centre Hotel, the event promises to be a relaxing evening of socialising for AmCham China and Sing Cham members and guests.

### We encourage you to bring your business partners and colleagues to this TGIW networking event.

#### Registration:

Cardholding members: CNY 80  
Employee of member companies: CNY 80  
Non-members: CNY 150

### Tianjin Monthly Executive Breakfast Briefing

7:15-9:00 AM, Thursday, 18 April–The Westin Tianjin Hotel

AmCham China Tianjin invites you to the WPC's monthly executive lunch, an excellent networking opportunity for female senior executives. The WPC aims to reach out to working and non-working women in Tianjin as we hope that through strong mutual support and friendship, we will make Tianjin a better place to work and live. Through such regular get-togethers, we hope to strengthen ties amongst women in Tianjin.

#### Registration:

Cardholding members: CNY 80  
Employee of member companies: CNY 120  
Non-members: CNY 180



### Tianjin Real Estate Market Overview

12:00-2:00 PM, Tuesday, 23 April– Venue TBD

### Tianjin Women's Professional Committee (WPC) Monthly Executive Lunch

12:00-2:00 PM, Thursday, 25 April– Venue TBD

AmCham China Tianjin invites you to the WPC's monthly executive lunch, an excellent networking opportunity for female senior executives. The WPC aims to reach out to working and non-working women in Tianjin as we hope that through strong mutual support and friendship, we will make Tianjin a better place to work and live. Through such regular get-togethers, we hope to strengthen ties amongst women in Tianjin.

#### Registration:

Cardholding members: CNY 100  
Employee of member companies: CNY 120  
Non-members: CNY 180

For more information, including registration for events, please contact AmCham China, Tianjin office at [amandahe@amchamchina.org](mailto:amandahe@amchamchina.org) or call +86 22 2318 5072.

Room 2918, 29F, The Exchange Tower 2, 189 Nanjing Lu Heping District **Tel:** +86 22 2318 5075 **Fax:** +86 22 2318 5074 [www.amchamchina.org](http://www.amchamchina.org)

## Past Event:



BenCham organised an event: "The China, Belgium Business Survey 2013" on 14 March at the Fairmont Hotel in Beijing. The event welcomed around 40 attendees of mainly Benelux Business organisations. The results of the Sino-Belgian Business Survey Panel were presented in the form of a lively debate between four panel captains of industry and independent pundits and two representatives of Moore Stephens Verschulden. The survey allowed us to review the performance of Belgian companies in China. The presentation made it therefore an important event for everyone who wanted to be up-to-date about the current situation of Belgian companies in China.

A debate led by two representatives of Moore Stephens Verschulden highlighted the results of the survey, to which the panel members could respond and discuss about certain issues or topics that Belgian companies in China are facing today. Examples of important topics discussed were: growth, revenues, costs, wages, location and pollution problems.

After the presentation of the results, a Q&A session was organised among the attendees- giving them the opportunity to participate, ask questions and discuss about personal experiences in doing business in China. Once the debate was over, people could grab a nice cold Belgian beer and fill their stomachs with a good arrangement of canapés and of course mingle among the crowds to talk more about the event and network.

This event was definitely, a "must attend" for Belgians or even other European business people in China!



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](mailto:cpeere@bencham.org) - Website: [www.bencham.org](http://www.bencham.org)

## Past Events:



### 21 March 2013, Seminar, Analyse Your Company's IPR and Learn How to Effectively Protect it, Shenyang

If you had a brand name or logo, a database of contacts, technology, graphics, a website or catalogues promoting your products, then this workshop would help you to identify and determine the value of these assets. The workshop would teach you to identify your company's assets, prioritise them and explore quick, cost-effective measures to protect your business.

### 25 March 2013, Other, General Assembly, Beijing

The General Assembly of the China-Italy Chamber of Commerce took place on 25 March, 2.00 p.m., at the Auditorium of the Italian Institute of Culture in Beijing.

### 26 March 2013, Seminar, What's in a Name? Branding and Trade Mark Protection in China, Tianjin

If you have a brand name or logo which is used in China or if you work with franchising agreements, it is important to know how you should protect these IP assets.

### 28 March 2013, Networking, Ladies Afterwork, Beijing

The China Italy Chamber of Commerce together with the French Chamber, Danish Chamber, German Chamber, Swedish Chamber and Swiss Chamber invited you to an Interchamber Ladies Afterwork.

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

Include your event  
email to [editor@businesstianjin.com](mailto:editor@businesstianjin.com)

**01**  
MON  
星期一

### Shanghai International Wine & Spirits Exhibition 2013

第十届上海国际葡萄酒及烈酒展览会  
Shanghai New International Expo Centre  
上海新国际博览中心  
+86 21 6439 6190, 5013 1760  
136 5164 4627  
Apr 1-3



**07**  
SUN  
星期日

### China International Edible Oil Expo

中国国际食用油展览会  
China International Exhibition Center  
中国国际展览中心  
+86 10 8582 1200, 8578 5006  
Apr 7-9



**10**  
WEN  
星期三

### World Lithium Battery Conference & Exposition

2013世界锂电池博览会  
Beijing International Convention Center  
北京国际会议中心  
+86 10 6232 6669, 6239 6366  
Apr 10-12



**13**  
SAT  
星期六

### 2013 IHG Tianjin Cluster Hotels Wedding Fair

洲际酒店集团(天津区)大型婚礼秀  
Holiday Inn Tianjin Aqua City  
天津水游城假日酒店  
14:00-17:30  
+86 22 5877 6666



**04**  
THU  
星期四

### TICC Coffee Mornings TICC

咖啡时光  
Costa Coffee  
咖世家咖啡  
10:30-12:00  
ticc\_09@hotmail.com



Editor's pick

**05**  
FRI  
星期五

### Shanghai International Wine & Spirits Exhibition 2013

第十届上海国际葡萄酒及烈酒展览会  
Western Shore Art Gallery  
西岸艺术馆  
20:00  
¥ 100  
+86 22 2326 3505



春色满园

爵士经典音乐会

时间: 2013年4月5日19点

演员: 西岸新古典室内乐团、黄玫瑰爵士乐团

Editor's pick

### Special Days

1 Apr April Fool's Day  
4 Apr Tomb Sweeping Day

22 Apr Earth Day

**14**  
SUN  
星期日

### Jörg Demus Piano Solo Concert

约尔格·德穆斯钢琴独奏音乐会  
Concert Hall, Tianjin Grand Theatre  
天津大剧院音乐厅  
19:30  
380/280/180/150/120/80  
+86 22 8388 2000, 8388 2002  
2332 0068

**16**  
TUE  
星期二

### Asian Business Aviation Conference & Exhibition

亚洲公务航空会议及展览会  
Shanghai Hawker Pacific Business Aviation Centre  
上海霍克太平洋公务航空中心  
+86 21 478 7760, 7839 000  
Apr 16-18



**18**  
THU  
星期四

### TICC Monthly Lunch TICC

月例午餐  
Qing Wang Fu 庆王府  
12:00-14:00  
¥ 120-150  
ticc\_09@hotmail.com

Editor's pick

**20**  
SAT  
星期六

### Ballet Opera--Giselle

芭蕾舞剧《吉赛尔》  
Concert Hall, Tianjin Grand Theatre  
天津大剧院音乐厅  
16:00  
¥ 680 / 580 / 380 / 280 / 180 / 80  
+86 22 8388 2000, 8388 2002  
2332 0068



**24**  
WEN  
星期三

### China International Cement Industry Exhibition

中国国际水泥技术及装备展览会  
Beijing Exhibition Centre  
北京展览馆  
+86 10 8836 6101, 8837 5528  
Apr 24-26



**28**  
SAT  
星期六

### Colin Andrews Classical Organ Works Concert

柯林·安德鲁斯经典管风琴作品音乐会  
Concert Hall, Tianjin Grand Theatre  
天津大剧院音乐厅  
19:30  
¥ 380/280/180/120/80  
+86 22 8388 2000, 8388 2002  
2332 0068



**30**  
TUE  
星期二

### Black Tulip Holland Wan Dini Light Music Band Concert

黑色郁金香--荷兰万蒂妮轻音乐团音乐会  
Concert Hall, Tianjin Grand Theatre  
天津大剧院音乐厅  
19:30  
¥ 380 / 280 / 180 / 120 / 80 / 50  
+86 22 8388 2000, 8388 2002  
2332 0068



# Prices Rose Sharply

价格突升  
jià gé tū shēng

VOLUME 59



A: I've come to hear about your offer for bristles.  
我是来听取你们对猪鬃(1)的报盘。  
Wǒ shì lái tīng qǔ nǐ men duì zhū zōng de bào pán.

B: We have the offer ready for you. Let me see... here it is. 100 cases Houston Bristles, 57mm, at GBP 10 per kilogram, C.I.F European Main Ports, for shipment in June 2001. The offer is valid for five days.  
我们已为你准备好了报盘,让我找一找,在这里,100箱57毫米休斯敦猪鬃,  
wǒ men yǐ wéi nǐ zhǔn bèi hǎo le bào pán, ràng wǒ zhǎo yī zhǎo, zài zhè lǐ, 100 xiāng 57 háo mǐ xiū sī dūn zhū zōng,  
每公斤成本加运费保险费到欧洲主要口岸价10英镑,  
měi gōng jīn chéng běn jiā yùn fèi bǎo xiǎn fèi dào ōu zhōu zhǔ yào kǒu'àn jià 10 yīng bàng,  
2001年6月交货(2),报盘五天有效(3)。  
2001 nián 6 yuè jiāo huò, bào pán wǔ tiān yǒu xiào.

A: Your price is higher than some of the quotations we've received from other sources.  
你们的价格比我们从别处所得到的一些报价高。  
nǐ men de jià gé bǐ wǒ men cóng bié chù suǒ dé dào de yī xiē bào jià gāo.

B: But you must take the quality into consideration. Everyone in the trade knows that US's bristles are of superior quality to those from other countries.  
但是你方必须考虑到(4)质量的问题。同行中(5)人人皆知美国猪鬃质地  
dàn shì nǐ fāng bì xū kǎo lǜ dào zhì liàng de wèn tí. tóng háng zhōng rén rén jiē zhī měi guó zhū zōng zhì dì  
优于(6)其他国家的供货。  
yōu yú qí tā guó jiā de gòng huò.

A: I agree that yours are of better quality. But there's competition from synthetic products, too. You can't very well ignore that.  
Prices for synthetic bristles haven't changed much over the years.  
我承认你们的猪鬃质量高。但还有人造制品(7)的竞争,  
wǒ chéng rèn nǐ men de zhū zōng zhì liàng gāo. dàn hái yǒu rén zào zhì pǐn de jìng zhēng,  
你恐怕不能忽视这一点吧。近年来,人造制品的价格并无多大变化  
nǐ kǒng pà bù néng hū shì zhè yī diǎn ba. jīn nián lái, rén zào zhì pǐn de jià gé bìng wú duō dà biàn huà.

B: There's practically no substitute for bristles for certain uses. That's why demand for natural bristles keeps rising in spite of cheaper synthetic ones. To be frank with you, if it were not for the long-standing relationship between us, we would hardly be willing to make you a from offer at this price.  
在某些用途方面,几乎没有东西可以代替(8)猪鬃。尽管人造制品价格便宜。  
zài mǒu xiē yòng tú fāng miàn, jī hū méi yǒu dōng xī kě yǐ dài tì zhū zōng. jìn guǎn rén zào zhì pǐn jià gé biàn yí.  
但对天然(9)猪鬃的需求还在不断增长,原因就在这里。  
dàn duì tiān rán zhū zōng de xū qiú hái zài bù duàn zēng zhǎng. yuán yīn jiù zài zhè lǐ.  
老实说(10),如果不是为了我们双方长期(11)以来的关系,我们不大可能  
lǎo shí shuō, rú guǒ bú shì wéi le wǒ men shuāng fāng cháng qī yǐ lái de guān xì, wǒ men bù dà kě néng  
以这样的价格向你方报实盘的。  
yǐ zhè yàng de jià gé xiàng nǐ fāng bào shí pán de.

A: Well, we'll have a lot of difficulties in persuading our clients to buy at this price. But I'll have to try, I suppose.  
唉,要说服客户以这个价格(12)购买,对我们来说还真不容易。  
āi, yào shuō fú kè hù yǐ zhè ge jià gé gòu mǎi, duì wǒ men lái shuō hái zhēn bú róng yì.  
不过看来,我得试一试。  
bù guò kàn lái, wǒ dé shì yī shì.

### Vocabulary

(1) 猪鬃	bristle	zhū zōng	(7) 人造制品	synthetic product	rén zào zhì pǐn
(2) 交货	shipment	jiāo huò	(8) 代替	substitute	dài tì
(3) 有效	valid	yǒu xiào	(9) 天然	natural	tiān rán
(4) 考虑到	take...into consideration	kǎo lǜ dào	(10) 老实说	be frank with	lǎo shí shuō
(5) 同行中	in the trade	tóng háng zhōng	(11) 长期	long-standing	cháng qī
(6) 优于	superior	yōu yú	(12) 以这个价格	at this price	yǐ zhè ge jià gé

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

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Hotline: 50906577 137-5230-9673  
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China (State-run) New HSK Specified Test Venue  
<http://www.hanbridge.org>

## DINING

## TIANJIN

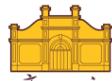
## Chinese

## 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



QING WANG FU

## Qing Wang Fu

**A:** No. 55, Chongqing Road Heping District  
**T:** +86 22 8713 5555  
 +86 22 5835 2555  
**E:** info@qingwangfu.com  
**W:** qingwangfu.com  
 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:** 2F Haihe Wing, The Astor Hotel, A Luxury Collection Hotel, Tianjin No. 33, Tai'er Zhuang Lu Heping District  
**T:** +86 22 2331 1688 ext. 8920  
 水岸中餐厅  
 海河翼, 和平区台儿庄路33号天津利顺德大饭店豪华精选酒店2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 Road, Heping District  
**T:** +86 22 5830 9999  
 宴庭中餐厅  
 和平区张自忠路158号天津瑞吉金融街酒店2楼  
 (津塔旁, 哈密道正对面)

## 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  
 弁庆日本料理餐厅

## Kasumi

**A:** 1F, Crowne Plaza Tianjin Binhai No. 55, Zhongxin Da Dao Airport Industrial Park  
**T:** +86 22 5867 8888 ext. 2322  
 露日式料理  
 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

## S6U

**A:** 49F, Tangla Hotel Tianjin, No.219 Nanjing Road, Heping District  
**T:** +86 22 2321 5888 ext.5106  
 思创  
 南京路219号天津唐拉雅秀酒店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

## 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



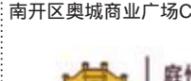
AULARE

## Aulare Latin Restaurant

**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

## Texas BBQ Saloon

**A:** Units 115 and 128, Central Avenue, Building C7, Magnetic Plaza, Nankai District  
**T:** +86 22 8713 5555  
 +86 182 0258 9904 (English)  
 +86 182 0258 9924 (Chinese)  
 德克萨斯风味烧烤西餐厅酒吧  
 南开区奥城商业广场C7座115-128



BISTRO THONET

## Bistro Thonet

**A:** No.55 Chongqing Road, Heping District  
**T:** +86 22 8713 5555  
**E:** info@qingwangfu.com  
**W:** qingwangfu.com  
 庭悦咖啡  
 和平区重庆道55号庆王府院内

## Brasserie Flo Tianjin

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

## 1863 Bistro &amp; Terrace

**A:** 1F Astor Wing, The Astor Hotel, A Luxury Collection Hotel, Tianjin No. 33, Tai'er Zhuang Lu Heping District  
**T:** +86 22 2331 1688 ext. 8918  
 1863别致西餐厅&花园  
 利顺德翼, 和平区台儿庄路33号天津利顺德大饭店豪华精选酒店一层

## Café Majestic

**A:** 1F Haihe Wing, The Astor Hotel, A Luxury Collection Hotel, Tianjin No. 33, Tai'er Zhuang Lu, Heping District  
**T:** +86 22 2331 1688 ext. 8910  
 凯旋咖啡厅  
 海河翼, 和平区台儿庄路33号天津利顺德大饭店豪华精选酒店一层

## 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号天津新城凯悦酒店

## Pan Shan Grill &amp; 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

## 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(津塔旁, 哈密道正对面)

## 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



MEI QUN FOOD

## Mighty Deli (South Park Store)

**A:** No. 85-87, Shuishang Gongyuan West RD, Nankai, Tianjin (opposite to Nancuiping Park) 天津市南开区水上公园西路85-87号南翠屏公园对面  
**T:** +86 22 8783 9683  
 (Somerset Store)

## A: 5F, Somerest Youyi, Pingjiang Dao, Hexi District

天津市河西区平江道盛捷服务公寓5层  
**T:** +86 22 2810 7747

## Inasia Restaurant

(Olympic Stadium Store)  
**A:** 4F, A-Hotel, Olympics Gym, Nankai District, Tianjin 天津市南开区水滴体育馆A-Hotel四楼  
**T:** +86 22 2382 1666/2233  
 (Somerset Store)

## A: 5F, Somerest Youyi, Pingjiang Dao, Hexi District

天津市河西区平江道盛捷服务公寓5层  
**T:** +86 22 2810 7992



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  
 (津塔旁, 哈密道正对面)

## DINING

## Wine



We now have 10 stores in Tianjin including these popular locations:  
**Galaxy Shopping Center**  
 Tianjin Galaxy International Shopping Mall B1-037  
 天津银河购物中心 B1-37  
 Tel:022-83887133  
 Hours:10:00-02:00

**Bailou Wine Bar & Cellar**  
 Kaifeng Dao, Heping District, Tianjin (Near Hisense Plaza)  
 天津市和平区小白楼街开封道海吧街  
 Tel:022-23393500  
 Hours:10:00-02:00

**TEDA Wine Shop**  
 No.8 Eastern Apartment, 2nd Avenue, TEDA  
 天津市开发区第二大街二号  
 东方名屋底商8号  
 Tel:022-65399899  
 Hours:9:00-20:00

**Bin Xi Wine Shop**  
 No.187 Binshui West Rd., Nankai District, Tianjin  
 天津市南开区宾水西道187号  
 Tel:022-23372116  
 Hours:10:00-22:00

**Rong Ye Wine Shop**  
 No.175 Rongye Avenue, Heping District, Tianjin  
 天津市和平区荣业大街175乙  
 Tel:022-27231269  
 Hours:9:00-20:00

All shops open 7 days  
**4006-199-159**  
 www.mwines.com.cn

## Bars

## China Bleu

**A:** 50F, Tangla Hotel Tianjin, No. 219 Nanjing Lu, Heping District  
**T:** +86 22 2321 5888  
 中国蓝酒吧  
 南京路219号天津唐拉雅秀酒店50层

## O'Hara's

**A:** Astor Wing, The Astor Hotel, A Luxury Collection Hotel, Tianjin No. 33, Tai'er Zhuang Lu Heping District  
**T:** +86 22 2331 1688 ext. 8919  
 海维林酒吧  
 利顺德翼, 和平区台儿庄路33号天津利顺德大饭店豪华精选酒店一层

## River Lounge

Leave your footprint on the Haihe River. The latest address for an afternoon rendez vous. Cocktails two for one bottles at 25% off.  
**A:** The St. Regis Tianjin, No.158, Zhang Zi Zhong Lu, Heping District  
**T:** +86 22 5830 999  
**W:** stregis.com/tianjin  
 畔吧  
 和平区张自忠路158号天津瑞吉金融街酒店(津塔旁, 哈密道正对面)

## THE STREGIS BAR 皇百酒吧

**The St. Regis Bar**  
**A:** 1F, The St. Regis Tianjin, No. 158 Zhang Zizhong Road, Heping District  
**T:** +86 22 5830 9958  
 瑞吉酒吧  
 和平区张自忠路158号天津瑞吉金融街酒店一层  
 (津塔旁, 哈密道正对面)

## Accounting



**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  
 上海市静安区乌鲁木齐北路480号1501&1504

## Education



## Jeff's House Kindergarten

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**A:** No. 77, Munan Dao, Heping District 和平区睦南道77号(近河北路)  
**T:** +86 22 2331 0236/0636  
**W:** jeffhouse.net

## International Schools

**INTERNATIONAL SCHOOL OF TIANJIN**  
 Working Learning Aiming THEBEST

## 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

## SERVICES

## Hotels &amp; Apartments

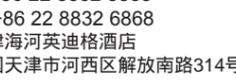
## ★★★★★ Hotels



**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



**Hotel Indigo Tianjin Haihe**  
 No.314 Jiefang South Road, Hexi District, 300202, Tianjin, China  
**T:** +86 22 8832 8888  
**F:** +86 22 8832 6868  
 天津海河英迪格酒店  
 中国天津市河西区解放南路314号



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



**Wellington College International Tianjin**  
**A:** No. 1, Yide Dao, Hongqiao District  
**T:** +86 22 8758 7199 ext. 8001  
**Mobile:** +86 187 2248 7836  
**E:** admissions@wellington-tianjin.cn  
**W:** wellington-tianjin.cn  
 天津惠灵顿国际学校  
 红桥区义德道1号

## Event Planning



InterMediaChina is Tianjin's premiere event planning company. We will pinpoint the features that can make your event a success and ensure that your target audience is reached through superb advertising and promotion.  
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## Catering Solutions



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 创意餐饮服务  
**Flo Prestige**  
**A:** No.37, Guangfu Road Italian Style Town, Hebei District  
**T:** +86 22 2662 6688  
 福楼外宴策划  
 河北区意大利风情区光复道37号



**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 &amp; Spa

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



**Tangla Hotel Tianjin**  
**A:** No. 219, Nanjing Lu, Heping District  
**T:** +86 22 2321 5888  
 天津唐拉雅秀酒店  
 和平区南京路219号

SERVICES

**Renaissance Tianjin Lakeview Hotel**  
A: No. 16, Binshui Dao, Hexi District  
T: +86 22 5822 3388  
万丽天津宾馆  
河西区滨水道16号

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

**The St. Regis Tianjin**  
A: No. 158, Zhangzizhong Road Heping District  
T: +86 22 5830 9999  
天津瑞吉金融街酒店  
和平区张自忠路158号  
(津塔旁, 哈密道正对面)

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

**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

**Qing Wang Fu Club Suites & Serviced Residences**  
A: No.55 Chongqing Road, Heping District  
T: +86 22 8713 5555  
E: info@qingwangfu.com  
W: qingwangfu.com  
庆王府公馆和平区重庆道55号

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

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

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

**The Lakeview, Tianjin-Marriott Executive Apartments**  
A: No. 16, Binshui Dao, Hexi District  
T: +86 22 5822 3322  
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**Real Estate CBRE**  
CBRE Tianjin  
A: 42F, Units 12 & 13, Tianjin World Financial Centre Office Tower, No. 2 Dagubei Road, Heping District.  
T: +86 22 5832 0188  
W: cbre.com.cn  
世邦魏理仕天津分公司和平区大沽北路2号天津环球金融中心津塔写字楼42层12-13单元

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T: +86 22 2318 5111  
W: executivecentre.com  
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和平区大沽北路2号天津环球金融中心津塔写字楼41层

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

HEALTH

**Travel Agencies THE STARS TRAVEL**  
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

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

**United Family Healthcare 和睦家医疗**  
Tianjin United Family Hospital  
A: No.22, Tianxiao Yuan Tanjiang Dao, Hexi District  
T: +86 22 5856 8500 (Reception)  
24 Hour Emergency:  
T: +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 Astor Fitness & Health Club**  
A: 3F, Haihe Wing, The Astor Hotel, A Luxury Collection Hotel, Tianjin No. 33, Tai'er Zhuang Lu Heping District  
T: +86 22 2331 1688 ext. 8876  
利顺德健身俱乐部  
海河翼, 和平区台儿庄路33号天津利顺德大饭店豪华精选酒店三层

**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

SERVICES

**Hotels**  
Holiday Inn Binhai Tianjin  
A: No. 86, 1st Avenue, TEDA  
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2 and Gate 1 / Terminal 3. Tel: +86 10 6455 8718

**BULLET (C) TRAIN**

**TJ ~ BJS (¥55 - ¥66)**

Train	Tianjin	Beijing
C2002	06:25	06:55
C2094	22:45	23:15

**BJS ~ TJ (¥55 - ¥66)**

Train	Beijing	Tianjin
C2001	06:35	07:05
C2093	23:00	23:30

**TG ~ BJS (¥66 - ¥80)**

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

**BJS ~ TG (¥66 - ¥80)**

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

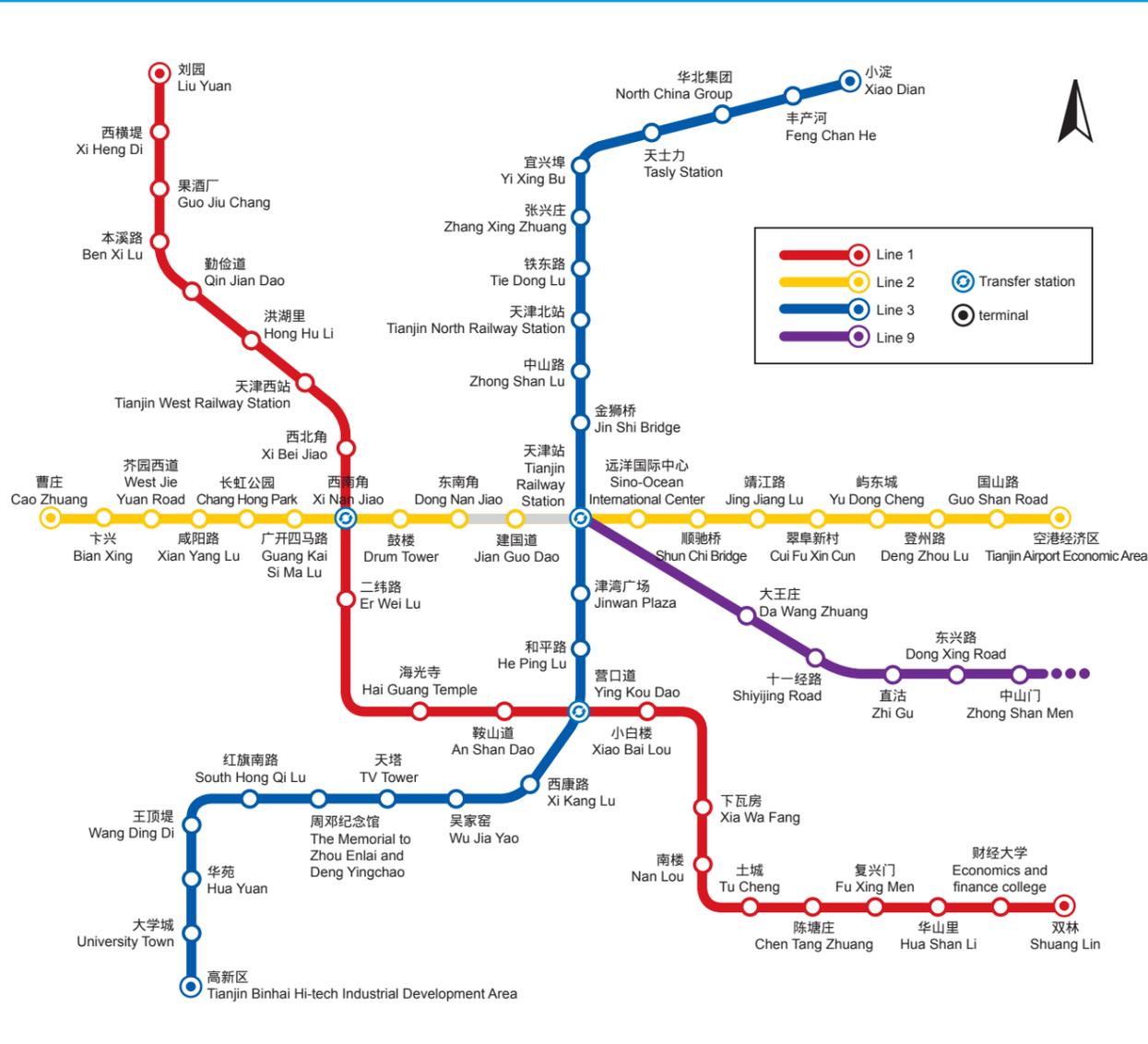
**Wuqing ~ BJS (¥39 - ¥46)**

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

**BJS ~ Wuqing (¥39 - ¥46)**

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

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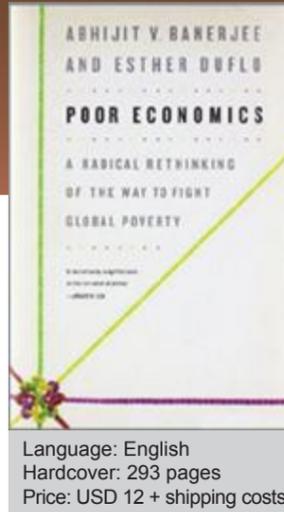
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**Poor Economics: A Radical Rethinking of the Way to Fight Global Poverty - Abhijit V Banerjee & Esther Duflo**

By Tracy Hall

Anyone who has read the cult classic Freakonomics will certainly enjoy this eye opening and incredibly insightful book. This very readable yet intrinsically scholarly work aims to set the record straight about what life is like when living on very little. It examines many of the commonly held misconceptions about how poor people around the world manage their finances. For instance, why do poor people buy consumer goods and sugary treats when they can hardly afford to eat? The authors also look at the impact of current government policies which are aimed at fighting poverty and global aid programs. When viewed by an open minded reader, this book provides a new way of understanding the world around us!

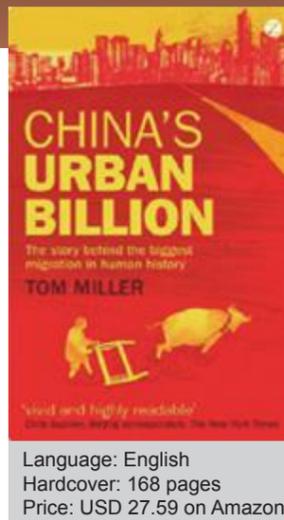


**China's Urban Billion: The Story Behind the Biggest Migration in Human History - Tom Miller**

By Justin Toy

China's urban population has grown by over 500 million people during the past 30 years – the equivalent of adding the combined populations of the US, UK, France, and Italy. By 2030, China's urban population is projected to add another 300 million people, bringing the urban population to over 1 billion. However, these numbers are deceptive as up to 250 million urban dwellers do not actually live urban lives. Migrant workers from the countryside are not entitled to urban social security, live segregated lives in worker dorms or slum villages, are trapped in low paying jobs, and face institutionalized discrimination.

Tom Miller's first book, China's Urban Billion, shares his research and first hand experiences in China. The book is a fascinating read about the greatest urban migration and rapid modernization in history that is taking place right now. Miller argues that in order for China to continue its current urbanization and economical trajectory, the policy makers in Beijing must make changes that include reform of the hukou (household registration) system and land ownership reforms. The timing of this book is quite fitting as China's new leaders take power and look to continue the tepid pace of urbanization while building larger, denser, yet more livable cities.



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**QUOTATIONS OF THE MONTH**

**The man focuses on contribution and who talks responsibility for results, no matter how junior, is the most literal sense of the phrase, "top management".**

---Peter Gluckman

**There is only one winning strategy. It is to carefully define the target market and direct a superior offering to that target market.**

---Philip Kotler

**We won't paid for activity, just for being right. As to how long we'll wait, we'll wait indefinitely.**

---Warren Buffett

**You can't just ask customers what they want and then try to give that to them. By the time you get it built, they'll want something new.**

---Steve Jobs

**The Debate on Animal Rights in China**

By Christopher Ribeiro



In early March an abandoned flatbed truck was discovered on a freeway southwest of Chongqing. The truck's bed was stacked with dozens of small crates, each containing four to six dogs. The dogs - totalling over 900 - were in the midst of a 22-hour journey to Guangdong province where they were to be slaughtered for human consumption. They were caged in living quarters so small that they could barely move - many of the dogs were sick, covered in urine, starved and dehydrated. Several of the dogs died along the way and one even gave birth in these horrid conditions.

The vehicle was reported to local authorities by a local "good Samaritan" who thought the truck looked suspicious. The driver was detained and the suffering animals were handed over to the Chongqing Small Animal Protection Association where authorities tried to nurse the dogs back to health or in extreme cases, euthanized the ones which were aggressive or diseased. Many of these animals were still wearing tags or were pure bred indicating that they were stolen house pets; the future of the animals remains in limbo.

If any good news can be gleamed from the horrors of the Chongqing story, it's that a growing number of rescues have occurred on the mainland in the past few years. Humane Society International has reported six such incidents since 2011, which have saved the lives of over 2000 dogs. Similar

instances have been reported which have resulted in the rescue of thousands of cats, that had endured the same type of cruel treatment.

This type of mass transport is standard practice for the dog traders in China. The transport conditions are inhumane enough, but the fate which awaits the dogs once they reach their destination is much worse. The dogs are often killed in public – they are beaten to death with sticks, choked or slowly bled out from their neck. They are slowly killed in front of other dogs to induce fear and increase stress levels. Which is believed to release blood and adrenaline into the meat thereby improving the flavour and enhancing a man's virility when eaten.

But not everyone is against these practices, advocates argue that dog meat has been consumed in China for nearly 2500 years and is a part of the Chinese culture. Others are quick to cite the apparent hypocrisy involved in speaking out against the consumption of dog and cat meat, there is no law in China clarifying the distinction between livestock and companion animals.

These are valid arguments of course but ought to be considered in broader context. One could make the argument that eating dog meat is as morally unobjectionable as eating

## Last Word

pork, but the ghastly conditions in which the dogs are transported and slaughtered is unjustifiable.

Further investigation into the animal rights issue in China reveals that household pets aren't the only ones in danger; the South China tiger, the Chinese river dolphin, and many shark species are being hunted for various commercial purposes and are being pushed towards extinction. Likewise, the savage practice of extracting bile from the gull bladders of living black bears is an issue which is being hotly contested by the international community in spite of dismissal by supporters, it's been a standard ingredient in prepared Chinese medicine for centuries.

Fortunately, it appears that attitudes are shifting and social media is playing a crucial role, especially among young people. In fact, according to EnglishNews.cn, a dog eating festival in Hangzhou was cancelled in 2011 because, "...ninety one percent of over 12,000 users said "No" to the carnival in a vote on Weibo.com, a popular micro blogging site in China." This gives hope for those trying to create momentum for a new era of animal rights awareness in China.

Chinese stars like Yao Ming have joined the cause and are helping to raise awareness not only abroad but also on the mainland. Olivia Munn, an American actress of half-Chinese decent, appeared in a PETA video to highlight the atrocities of the fur trade in China. The images in the video are shockingly graphic and the transcript further reveals the horrors that take place within the fur farms: "[The dogs] are skinned alive for the fur trade. When undercover investigators made their way onto Chinese fur farms, they found that many animals are still alive and struggling desperately when workers flip them onto their backs or hang them up by their legs or tails to skin them. When workers on these farms begin to cut the skin and fur from an animal's leg, the free limbs kick and writhe. Workers stomp on the necks and heads of animals who struggle too hard to allow a clean cut. When the fur is finally peeled off over the animals' heads, their naked, bloody bodies are thrown onto a pile of those who have gone before them. Some are still alive, breathing in ragged gasps and blinking slowly. Some of the animals' hearts are still beating five to ten minutes after they are skinned. Before they are skinned alive, animals are pulled from their cages and thrown to the ground; workers bludgeon them with metal rods or slam them on hard surfaces, causing broken bones and convulsions but not always immediate death. Animals watch helplessly as workers make their way down the row."



**When the fur is finally peeled off over the animals' heads, their naked, bloody bodies are thrown onto a pile of those who have gone before them. Some are still alive, breathing in ragged gasps and blinking slowly.**

Chinese born Peter J. Li, Ph.D. is an Associate Professor of East Asian Politics at the University of Houston and China Policy Specialist of Humane Society International. He points out that this type of barbaric activity is not exclusive to China. During a recent interview with Forbes, he compares this practice with similarly atrocious examples in other parts of the world, such as, "Canadian seal slaughter, dolphin massacres in Japan and Denmark, rodeos in the U.S., bullfighting in Spain, fox hunting in the U.K., bear baiting in Pakistan."

That said however, animal rights laws have traces in the western world dating back nearly 400 years and seemingly the attitudes of a majority of Chinese citizens reflect modern international opinions on the issue.

This has prompted a slight shift by the Chinese government. Their efforts to conceal the dog meat trade during the 2008 Olympic Games in Beijing shows increased awareness of the negative feelings across the globe towards the consumption of companion animals. Further evidence of this is the early reform efforts to improve zoos across China, this includes improved living quarters and discontinuing practices such as animal performances and live-feeding.

There is doubt amongst experts however that any sweeping animal rights legislation will be passed or enforced. It is widely believed that reforms to regulate the fur farms and bear farming trade would destabilise the economy – these are huge sources of revenue for the federal government. Furthermore, a generally pro-business environment on the mainland means the government may be reluctant to get involved. And in

spite of a surging outcry against the consumption of dog and cat meat, there is fear of potential backlash from traditionalists – not to mention those who feel a complete outlaw could disrupt the food supply of the world's most populous nation.

As China becomes increasingly integrated both economically and socially with the west, the feeling is that there should be some effort made to come to the centre on a variety of issues although they may be in conflict with their own beliefs and traditions. In the meantime, while politicians and diplomats wrangle over conflicting opinions, the fate of millions of animals hangs in the balance. **B**

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