

# BUSINESS TIANJIN

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2014  
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International <sup>TM</sup>  
SOS

21

## International SOS

Caring for Business and the Community

Foreigners Setting Up Businesses in Tianjin 18

Shangri-La Comes to Tianjin: A Dialogue with General Manager, Hakan Ozel 24

Four Great Places to Invest in Vacation Properties 28

Market Research in the Digital Age 34

Working with Third Party Recruiters 40

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AUGUST 2014



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## Dear Readers,

We found out last month that the Chinese economy has started to strengthen once again. Of course, we shouldn't get too excited, but the most recent data suggests that stimulus measures and reforms enacted earlier in the year have now started to impact the broader economy. We're all waiting to see how the regulatory changes affect the business environment, and only time will tell how successfully China can make the transition into a new stage of socioeconomic development. But for now at least there is a renewed sense of optimism amongst many business leaders, consumers and investors, which is good news for us all.

The leading story in this edition of Business Tianjin centres on a group of foreign entrepreneurs who have started their own companies right here in this city. Our Feature Story highlights some of the challenges that are involved in building a successful company here in Tianjin, but more importantly, it reveals the fact that this city is a wonderful place for foreign nationals to conduct their business ventures. In this article we learn firsthand what it is like for an expatriate to establish a Tianjin-based company and we examine some of the rewarding aspects of doing business in this burgeoning metropolis. On behalf of everyone at Business Tianjin, I would like to thank all of these foreign business leaders for sharing their thoughts with us and for the valuable contribution they have made to the local business sector from which we all prosper.

This month we are also celebrating the official opening of a very special centre of excellent hospitality here in Tianjin: the Shangri-la Hotel. This iconic brand is already well established in other parts of China, and the company's decision to acquire a venue in Tianjin signifies that this city's booming business environment makes it a very attractive location for big hospitality brands.

As ever, be sure to check out all of our regular monthly columns which give you up to date information on issues related to the business world. For more information about our magazine, or to subscribe to our daily E-newsletter service, please visit our website: [www.businessstianjin.com](http://www.businessstianjin.com).

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Yours sincerely

Josh Cooper

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### ◀ Four Great Places to Invest in Vacation Properties

We've all dreamt of owning a fancy holiday villa in some tropical paradise destination. Nothing is nicer than being able to jet off to our home away from home when stress levels get too high. Vacation homes can also be a great investment if you do your homework. When you buy residential property in any given country, you are not only buying a hard asset with intrinsic value, you're also gaining valuable exposure to future property booms and currency appreciations. Added to that, you can also rent your paradise pad out to other people when you're not there. [See P28](#)



### ◀ Top Five Reasons why China's Commercial Property Market is becoming Oversupplied

Oversupply in China's commercial real estate market is becoming a serious issue for the country. In the past month, the media has written extensively on the subject, predicting that oversupply in China could crash the economy. Although oversupply has become an apparent risk, few measures or policy changes have been implemented to stem the problem. To curb the challenges of oversupply that many Tier II, III and IV cities face, the government will need to address the issues that have caused oversupply to be pervasive across the country. Here are the top five reasons oversupply concerns exist. [See P31](#)



### ◀ Working with Third Party Recruiters

A common mistake that a lot of HR managers make is that they attribute unsuccessful hires to either job-seekers or recruitment consultants. Two-thirds of the hiring calls for mid and senior level positions come from recruiters instead of HR people from the hiring company. Imagine if HR managers and recruitment consultants became team players during the interview process. In this instance the chances of a successful hire would be greatly enhanced. In this regard, I would like to share some basic principles of how HR managers can work better with third party recruiters to control interview processes and candidate selection. [See P20](#)



### ◀ Unfulfilled Chinese Dreams

President Xi Jinping promotes it and most of a younger generation of Chinese pursue it. Will everyone see these dreams fulfilled? On a grand scale, the dream is for "the great rejuvenation of the Chinese nation". But on a practical level, the dream is meant to improve people's livelihoods, increasing wealth and prosperity. What better way to garner support for a political agenda than to promise economic prosperity? And while the official Party journal Qiushi says this dream is a collective effort and not an individual pursuit, the reality is that the masses pursue their piece of the pie. [See P69](#)

- 07 **BIZ BRIEFS**
- 12 **EVENT CALENDAR**
- 14 **NUMBERS**
- 16 **ECONOMY**  
Economy Report
- 18 **FEATURE STORY**  
Foreigners Setting Up Businesses in Tianjin
- 21 **COVER STORY**  
A Discussion with Colm Benson, General Manager of International SOS China Clinics
- 24 **DIALOGUE**  
Shangri-La Comes to Tianjin: A Dialogue with General Manager, Hakan Ozel
- 28 **INVESTMENT**  
Four Great Places to Invest in Vacation Properties
- 31 **REAL ESTATE**  
Top Five Reasons why China's Commercial Property Market is becoming Oversupplied
- 34 **MARKETING**  
Market Research in the Digital Age
- 37 **MANAGEMENT**  
Managing E-mail Communication
- 40 **HR**  
Working with Third Party Recruiters
- 42 **IPR**  
China IPR Considerations for European Businesses in the ICT Industries – Part 1
- 46 **POLICY EXPLANATION**  
Tips on Drafting An International Arbitration Clause (Part One)
- 50 **PAST EVENTS**  
Ascott Continues Strong Growth in Dalian Transferring at Seoul Incheon Airport + The 3rd Global Day of Discovery of Renaissance Hotels  
Global Day of Discovery
- 54 **CHAMBER REPORTS**  
EU, US, Germany
- 58 **BUSINESS CHINESE LESSON**
- 60 **LISTINGS**
- 66 **TRANSPORTATION**
- 67 **ARTS & LEISURE**
- 69 **LAST WORD**  
Unfulfilled Chinese Dreams

## TIANJIN NEWS

### Hebei Envisions Integrated Traffic Network by 2020



Hebei province has taken the lead in planning an integrated transportation network with Beijing and Tianjin, as Hebei works and plans two new ring roads that will surround the nation's capital, a top provincial official said. The grand traffic network will include convenient air, sea and land traffic. And Hebei will make six major cities, including Shijiazhuang and Tangshan, into important traffic hubs like Beijing and Tianjin. The integrated transportation network will be complete by 2020, allowing people to travel between major cities in the region within an hour and fueling regional economic development, said Gao Jinhao, head of the province's traffic bureau.

### Direct Flight to Link Mainland City with Taipei



A new route will open next month between Harbin, capital of northeast China's Heilongjiang Province, and Taipei in Taiwan. Taiwan's Far Eastern Air Transport (FAT) will operate the new route from 22 July, with one direct round-trip a week. FAT already has several routes linking mainland cities including Tianjin, Taiyuan, Shijiazhuang, with Taiwan. The MD-82 aircraft departs each Tuesday at 10:25 a.m. from Taipei and arrives at Harbin at 2 p.m. The return flight leaves Harbin at 3:40 p.m. and arrives at Taipei at 7:15 p.m. the same day.

### Tianjin to Boost Trade Ties with Taiwan



Tianjin will strengthen cooperation with Taiwan on trade facilitation, making the port city North China's collection and distributing centre for Taiwan products, said Simon Wang, executive vice-president of Taiwan Trade Centre, at the 7th Tianjin-Taiwan Trade Fair. The two sides also agreed to make further efforts to improve the investment environment, extend industrial cooperation and promote innovation. And also, based on the strong infrastructure of cold chain logistics in Tianjin Binhai New Area, Taiwan will boost cooperation with Tianjin Binhai New Area on pilot program of cold chain logistics industry, Wang added. The seventh Tianjin-Taiwan Trade Fair and the 2014 Taiwan Manufacturer Exposition is being held from 3 July to 6 July in the Tianjin Mei Jiang Convention and Exhibition Centre.

### Craigslist-like Ganji Transfers Business to Tianjin



China's largest classifieds website decided to transfer its key business to Tianjin Municipality, a new move to boost coordinated development of the Beijing-Tianjin-Hebei region. "The company hopes to develop itself further, enhance competitiveness, and boost business in the Beijing-Tianjin-Hebei region to provide better services for more users," said the firm's CEO, Yang Haoyong. The Craigslist-like Ganji.com, established in 2005, has opened branches in Shanghai, Guangzhou and Shenzhen. It covers recruitment, housing rentals, educational training, speed dating, and other lifestyle-related fields. Since President Xi Jinping called for integrated and coordinated development of the region around Beijing in February, many Internet companies like 58.com, Tencent and Douban.com have all settled in Tianjin.

### Direct Air Route Links Tianjin to Russia's Moscow



Russian carrier Orenair launched a direct air route between China's Tianjin Municipality and Russia's Moscow. A Boeing B777-200 passenger plane arrived at Tianjin Binhai International Airport at around 9 a.m., marking the opening of the city's first direct air route to Europe, the airport spokesman said. The 364-seater plane will leave Moscow at 2:20 a.m. every Wednesday and Friday and return from Tianjin the same day, according to the spokesman. Tianjin Binhai International Airport has opened 112 air routes with 85 cities.

### Tianjin Eco City Tests Renminbi Settlement



Companies and individuals in the Sino-Singapore Tianjin Eco City yesterday received 2 billion CNY (322 million USD) quotas from China's central bank for cross-border CNY investment and borrowing as part of a continuing effort to promote the international use of the CNY. The People's Bank of China has allowed companies in the eco city to borrow CNY from banks in Singapore, equity funds to invest overseas, and individuals to transact CNY under the current account and direct investment account. Companies are also allowed to issue CNY-denominated bonds in Singapore, according to a posting on the official website of the Tianjin Eco City yesterday. The eco city, a joint project between the China and Singapore governments, aims to build a sustainable green energy area housing 350,000 residents. Last month a similar trial was launched in the Suzhou Industrial Park.

**New Flight to Connect Taiyuan to Taipei**



A new direct flight is to be launched on 7 July to connect Taipei and Taiyuan, capital city of North China's Shanxi province, to meet the growing demand of travellers. Flight BR725, operated by Taiwan Eva Airways, is scheduled to take off from Taiyuan at 2:45 pm every Monday and Thursday and arrive in Taipei at 6:05 pm. The return flight BR726 leaves Taipei at 9:45 am and arrives in Taiyuan at 1:05 pm the same day. The new flight will promote tourism between the two cities. According to statistics, 75,000 people travelled from Taiyuan to Taiwan in 2013, up from 10,000 in 2010, and is expected to surpass 100,000 this year. Tourist spots in Shanxi, such as Yungang Grottoes, Hanging Temple, Pingyao Ancient City, Mountain of Wutai, also attract many tourists from Taiwan every year.

**Seventh Ring to Encircle Beijing**



Beijing's biggest and newest planned road will run for almost 1,000 kilometres, and take you back to exactly where you started from. The layout of China's capital is becoming more like a vortex, with six rings radiating outwards - and now a seventh is planned with a length of 940 kilometres. Around 90 percent of the 7th Ring Road will pass through neighbouring Hebei Province, says Gao Jinhao, director of Hebei's communications department. Officially known as the "the Great Beijing Outer Ring Road", the highway will bypass Langfang, Zhuozhou, Zhangjiakou, and Chengde, in Hebei Province, and shorten journeys between Beijing's neighbours, Gao says. According to CCTV, the new highway is expected to open in 2017, two years later than first announced by officials.

**China Launches First State-owned Budget Airline**



China United Airlines announced on Wednesday that it has transformed to a low-cost carrier and that fares will be 20 percent to 40 percent lower than previous fares. This is China's first state-owned budget airline. Controlling partner China Eastern Airlines said the move is a response to the trend of civil aviation reform and will fill market gaps in the Beijing-Tianjin-Hebei economic belt. By the end of this year, China United Airlines will have 31 B737s in operation, and the figure is predicted to reach 80 in 2019. Since the start of the year, low-cost carriers have been attracting much attention. After China's first budget airline, Spring Airlines, had successfully established itself in the market, the private company Jiuyuan Airlines, a Guangzhou-based low-cost subsidiary of Shanghai Juneyao Airlines, also announced its launch.

**FINANCE**

**Bulldozer 'Dumping' Investigated**



Imports of track-type bulldozers from China are under investigation by the Eurasian Economic Commission (EEC) for dumping. The EEC, the regulatory body of the Customs Union of Belarus, Kazakhstan and Russia, said total imports to member states of track-type bulldozers with a capacity of up to 250 horsepower increased by 16.7 percent between 2011 and 2013. During the same period, imports from China increased by 57.3 percent. Under pressure of dumped imports, production volume of bulldozers in member states decreased by 32.5 percent, volume of sales on the domestic market fell by 29.6 percent and market share decreased by 11 percent, the ECC said.

**China-Singapore Renminbi Cash Transfer Begins**



Cross-border cash transfer of the Renminbi between China and Singapore began on Wednesday in Guangzhou. Singapore was the first country to sign a Renminbi clearance agreement with China and has massive volume of cross-border Renminbi businesses, said Wang Jingwu, head of the Guangzhou branch of the People's Bank of China (PBOC). The PBOC, China's central bank, will actively support Renminbi cross-border transfer on a regular basis and maintain an orderly flow of currency between China and Singapore, said Li Huifeng, deputy head of the PBOC currency, gold and silver bureau.

**HK's Total Assets of Exchange Fund Top 3,020 Billion HKD**



The Hong Kong Monetary Authority Monday announced that the city's total assets of the Exchange Fund amounted to 3,020.2 billion HKD (389.70 billion USD) as of May 31, 2014, 29.8 billion HKD lower than that at the end of April 2014. Foreign currency assets decreased by 15.3 billion HKD and Hong Kong dollar assets decreased by 14.5 billion HKD. The Currency Board Account shows that the monetary base at the end of May 2014 was 1,260.7 billion HKD, up by 2.0 billion HKD, or 0.2 percent, from the end of April 2014. The rise was due to an increase in the outstanding amount of certificates of indebtedness. The amount of backing assets increased by 3.2 billion HKD, or 0.2 percent, to 1,356.9 billion HKD. The rise was attributable to an increase in assets connected with the issuance of additional certificates of indebtedness and revaluation gains.

**China to Add R&D Spending to GDP Figures**



National Bureau of Statistics plans to include research and development spending as it revises the calculating methodology for gross domestic product, 21st Century Business Herald reported. The statistics bureau has completed a draft plan and will submit it to the State Council for approval before the end of the year. The change will lead to a rise of the aggregate economy and economic growth rate, the newspaper said. Some eastern cities, such as Beijing, have heavier research input. The revision will increase the gap of total GDP between eastern and western regions. China spent 1.19 trillion CNY (191 billion USD) on research and development in 2013, an increase of 15.6 percent over the previous year.

**China & US to Discuss Renminbi Monetary Policy**



China and the United States discussed the CNY's value as well as the impact of US monetary policy at a meeting of top Chinese and US officials, including US Treasury Secretary Jack Lew in Beijing on 9 July -10 at a meeting known as the Strategic and Economic Dialogue. "Both sides will conduct candid and deep policy dialogues on the RMB (CNY) issue and issues concerning China's domestic financial reforms," Zhu told reporters at a briefing. Zhu said China had urged Washington to pay attention to the possible "spill over effect" of changes in its monetary policy on the world economy, as the Federal Reserve unwinds its quantitative easing.

**LAW & POLICY**

**New Inspections Expected to Boost Beijing-area Trade**



The newly unified export and import inspection system that covers Beijing and Tianjin municipalities and Hebei province will boost foreign trade in the capital region, a senior official from the Beijing quarantine authority said. 2,516 export companies and 10,123 companies with an import business in Beijing will benefit from the unified inspection system, said Yang Jie, deputy head of the Beijing Entry-Exit Inspection and Quarantine Bureau. To protect the safety of imports and exports, quarantine authorities have listed the types of goods that must undergo a thorough inspection, including the imports and exports of animals, plants, food, cosmetics and dangerous chemicals.

**China to Accelerate Agricultural Modernisation**



More effort will be made to speed up China's agricultural modernization, ensure the nation's food security and increase farmers' incomes, Chinese Vice Premier Wang Yang said. China will modernize its farms to support sustainable and healthy development of the economy and society, Wang said at a seminar in Harbin, capital of northeast China's Heilongjiang Province. China should bolster the development of large-scale farming, improve agricultural infrastructure, enhance technology in agriculture, strengthen agricultural resources and environmental protection, said Wang. It should also improve labour productivity, global competitiveness and the sector's capability for sustainable growth, deepen reforms and establish an innovation system in rural areas, he stressed.

**Germany Offers to Assist Western China with Urbanisation**



Germany is willing to help the western part of China achieve sustainable development during its ongoing urbanization, German Chancellor Angela Merkel said in a visit to Chengdu. The western region has its own unique opportunity during China's urbanization drive, Merkel said at a forum in Chengdu, Sichuan province, which was the first leg of her seventh official China trip. The western region doesn't have to copy models from the eastern region, she said. Instead, it should take an approach toward efficient and sustainable development that will last not just 10 or 20 years, but much longer, she said.

**TELECOM**

**Bullet Train Service Starts on China's Most Challenging Railway**



Bullet train services were launched along a railway touted as the most challenging that China has ever built. The maiden train left Yichang City of central Hubei Province on Tuesday morning for Wanzhou District in southwest China's Chongqing Municipality, travelling a route that cuts through rugged mountains and under hundreds of bridges and tunnels. Wang Tongliang, an official with the Wuhan Railway Bureau, said the service will cut journey time between Chongqing and Wuhan, capital of Hubei, from over 11 hours to just six hours and 40 minutes. Travel time from other central or east China cities to southwest China will also be significantly shorter, bringing new opportunities for residents who live in the steep and remote mountains.

## Alibaba: The Big Gamble that Paid Off



Become millionaires as the e-commerce conglomerate heads into what is expected to be one of the largest initial public offerings in global history. According to Alibaba's draft prospectus, employees hold 26.7 percent of existing shares, which could translate into roughly 44.8 billion USD worth of unlocked shares, according to estimates from a Bloomberg survey of analysts. As the largest e-commerce company in the world and owner of the Taobao shopping site, Alibaba Group is valued at 168 billion USD. But employees, who built the company from scratch over some 15 years, are hardly the biggest winners of the Hangzhou-based company's upcoming IPO in the United States.

### GENERAL

## China's Printing Market Becomes World's Second Largest



China became the world's second largest printing market in 2013, according to official statistics released at an event in Shanghai. Statistics released by the State Administration of Press Publication, Radio, Film and Television at China (Shanghai) International Printing Week showed that the country's printing industry output exceeded one trillion CNY (about 160 billion USD) in 2013, up 9.3 percent year on year and ranking second worldwide. China boasts 105,000 printing companies with over 3.4 million employees, said Wang Yanbin, head of the administration's printing and issuing department, adding that the industry has witnessed fast growth in international trade. In the 2014 Brazil World Cup, authorized printed materials were manufactured by a Chinese company. Chinese printing enterprises have gone global, even though the country's football has not.

## Tesla Sued in China for Trademark Infringement



US electric carmaker Tesla Motors Inc is being sued in China for trademark infringement, a surprise development that casts a shadow over CEO Elon Musk's ambition to expand rapidly in the world's biggest auto market. Zhan, who registered the "Tesla" trademark before the US company came to China, is now taking Tesla to court, demanding that it stop all sales and marketing activities in China, shut down showrooms and supercharging facilities and pay him 23.9 million CNY (3.85 million USD) in compensation, his lawyer Zhu Dongxing said yesterday. The case underscores one of the thorniest problems faced by foreign firms in China. Global companies including Apple Inc, Koninklijke Philips NV and Unilever NV have all been embroiled in trademark disputes in the country in the past.

### CHINA IN THE WORLD

## President Xi Meets with Paulson, Hails Strong US-China Ties



Chinese President Xi Jinping called for more communication between China and the US, and urged the two sides to inject "positive energy" into their bilateral ties. Xi made the remarks in a meeting with former US Secretary of the Treasury Henry Paulson at the Great Hall of the People. The two sides should make full use of mechanisms such as the Strategic and Economic Dialogue (SED) to strengthen communication and discuss cooperation, Xi said. The sixth China-US SED was held in Beijing on 9 July and 10. Xi said China has always approached the relationship with the US from a strategic, long-term point of view, and that it will "not change for a short period or because of a single incident."

## Huawei Joins 5G Infrastructure Association Board in Europe



The Chinese telecommunication giant Huawei confirmed that it has been elected to join the board of the 5G infrastructure Association in Europe. Dr. David Soldani of Huawei European Research Center will be the company's representative on the board, the company said in a statement. The 5G Infrastructure Association is an international non-profit association based in the Belgian city of Gent, which carries out research on 5G communication systems and networks, the preparation of global standards related to 5G as well as regulatory discussions on topics including future frequency bands. Huawei said it will play an important advisory role for the 5G Infrastructure Association, contributing to shape the European Union priorities in 5G research and extending the dialogue to a wider group of stakeholders.

## Xi Encourages More South Korean Investment in China



Visiting Chinese President Xi Jinping voiced support for South Korean businesses to expand investment in China, as the two Asian neighbours are seeking stronger economic ties. South Korean President Park Geun-hye said she envisioned a bilateral free trade area to promote cooperation in high-end industries, financial service industry, medical treatment and common research and development. Trade between the two countries surpassed 270 billion USD in 2013, an increase of 7 percent year on year, equalling South Korea's trade volume with the United States and Japan combined. China is South Korea's No.1 trading partner, largest export destination and import source, and No.1 destination of overseas investment. South Korea is China's third largest trading partner based on the 2013 data and fifth largest source of foreign direct investment.

## China Inks Auto & Aircraft Trade Pacts with Germany



China and Germany signed a series of trade and investment deals during a visit to China by Chancellor Angela Merkel, including agreements on two new Volkswagen factories and the sale of 123 Airbus helicopters. Merkel was accompanied by executives from Siemens, Airbus, Lufthansa and Deutsche Bank among other companies, according to German media. Chinese Premier Li Keqiang and Merkel oversaw the signing of a series of agreement. German auto maker Volkswagen and its Chinese partner First Automobile Works (FAW) signed a joint declaration affirming the construction of two new vehicle plants in China, which will be located in Tianjin and Qingdao. The Tianjin plant, which will produce dual-clutch gearboxes for Volkswagen in China, is expected to be inaugurated toward the end of 2014.

## Hong Kong to Join WTO Talks on Green Goods



Hong Kong will negotiate with 12 World Trade Organization members on the Environmental Goods Agreement, which seeks to eliminate tariffs on a range of eco-friendly goods, the Government of the Hong Kong Special Administrative Region said Tuesday. Hong Kong's export trade will benefit from the elimination or reduction of tariffs when the agreement is implemented, according to a statement posted on the government's official website. The elimination of tariffs will also lower the cost of green goods, promoting their wider adoption and improving the environment. The negotiations will also attempt to address non-tariff issues relevant to trade liberalization in environmental goods, the statement said. Other WTO members joining the negotiations include Australia, Canada, China, Chinese Taipei, Costa Rica, the European Union, Japan, New Zealand, Norway, Singapore, Switzerland and the United States.

## RMB Develops Quickly as a Major World Currency



The Renminbi is on track to become the third-largest international currency behind the US dollar and the euro within five years as China accelerates its promotion of the Renminbi, said a Renmin University of China report released on Sunday. Last year, RMB cross-border trade settlement amounted to 4.63 trillion CNY (746 billion USD), up 57.5 percent from 2012. It accounted for 2.5 percent of cross-border trade settlement worldwide, the report said. By the end of the fourth quarter of 2013, direct investment settled in Renminbi amounted to 533 billion CNY, 1.9 times the same period in 2012. The RMB is currently the fifth-most widely used currency internationally. The British pound is third and the Japanese yen fourth.

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

### 08

FRI  
星期五

#### 2014 5<sup>th</sup> Beijing International Jewelry Fair

2014第五届北京国际珠宝首饰展览会  
 China International Exhibition Center (New Library) 中国国际展览中心(新馆)  
 +86 532 8501 1039  
 8-11 Aug



### 09

SAT  
星期六

#### 2014 China International Intelligent Livable Pension Technology Exhibition

2014中国国际养老宜居地产及智能化养老技术与设备展览会  
 China International Exhibition Center (New Library) 中国国际展览中心(新馆)  
 +86 10 8348 7887  
 9-10 Aug



### 11

MON  
星期一

#### 2014 9<sup>th</sup> China (Shanghai) International Meat Industry Exhibition

2014第九届中国(上海)国际肉类工业展览会  
 Shanghai New International Expo Center 上海新国际博览中心  
 +86 21 6220 5856  
 11-13 Aug

### 14

THU  
星期四

#### 2014 30<sup>th</sup> Beijing sinensis tea culture and craft exhibition

2014第30届北京茶文化及沉香工艺展  
 China International Exhibition Center (Old Library) 中国国际展览中心(老馆)  
 +86 138 1785 3315  
 14-17 Aug



### 15

FRI  
星期五

#### 8<sup>th</sup> Shanghai International Wine Fair 2014

2014第八届上海国际名酒博览会  
 Shanghai Exhibition Center 上海新展览中心  
 +86 21 5197 1527  
 15-17 Aug



### 16

SAT  
星期六

#### 2014 4<sup>th</sup> China International Buddhist treasure Culture Expo

2014第四届中国国际佛宝文化博览会  
 China International Exhibition Center (New Library) 中国国际展览中心(新馆)  
 +86 10 8046 0157  
 16-18 Aug



### 20

WED  
星期三

#### 2014 Shanghai International SPA Exhibition

2014上海国际泳池桑拿洗浴SPA温泉展览会  
 Shanghai Exhibition Center 上海新展览中心  
 +86 21 6227 7660  
 20-22 Aug

### Special Days

1 June International Children's Day  
 2 June Dragon Boat Festival

5 June World Environment Day  
 15 June Father's Day

### 21

THU  
星期四

#### China (Tianjin) International Plastics & Rubber Industry Exhibition

2014中国(天津)国际塑料橡胶工业展览会  
 Binhai International Convention & Exhibition Center 滨海国际会展中心  
 +86 22 6628 7704  
 21-24 Aug



### 21

THU  
星期四

#### 2014 12<sup>th</sup> China International Industrial Automation Technology and Equipment Exhibition

2014第十二届中国国际工业自动化技术装备展览会  
 Binhai International Convention & Exhibition Center 滨海国际会展中心  
 +86 22 6622 4066  
 21-24 Aug

#### 10<sup>th</sup> China (Tianjin) International Metalworking Technology & Equipment Exhibition

2014第十届中国(天津)国际金属加工技术设备展览会  
 Binhai International Convention & Exhibition Center 滨海国际会展中心  
 +86 22 6622 4066  
 21-24 Aug

### 21

THU  
星期四

#### 2014 China International Film & TV Programs Exhibition

2014中国国际影视节目展  
 Beijing National Exhibition Center 北京展览馆  
 +86 10 6395 0428  
 21-23 Aug



### 27

WED  
星期三

#### 2014 3<sup>th</sup> Beijing Gems & Jewelry Fair

2014第三届北京秋季珠宝玉石首饰展览会  
 China National Convention Center 国家会议中心  
 +86 10 5822 0425  
 27-29 Aug



### 28

THU  
星期四

#### 2014 5<sup>th</sup> Binhai Tianjin International Cultural and Creative Fair Trade Fair

2014第五届中国(天津滨海)国际文化创意展交会  
 Binhai International Convention & Exhibition Center 滨海国际会展中心  
 +86 22 8793 0581  
 28-31 Aug

### 29

FRI  
星期五

#### 2014 China Furniture Exhibition

2014中国华夏家博会  
 Tianjin International Exhibition Center 天津国际展览中心  
 +86 22 5885 2830  
 29-31 Aug

## Numbers

### 1.8%

Trade volume between China and Russia rose 1.8 percent between January and May from a year earlier. China's exports to Russia in the first five months of this year edged up 1.6 percent year on year to 114.08 billion CNY (18.55 billion USD), and imports from Russia in the period rose 2 percent to 111.89 billion CNY.

### 8.4%

Auto production rose only 8.4 percent year on year to 11.68 million units, slowing further from an increase of 9 percent in the first five months. The economic slowdown weighed heavily on growth in both auto output and sales during the first half, compared with 12.8 percent growth in output and 12.3 percent growth in sales in the same period of last year.



### 87 Billion

China's animation industry generated 87 billion CNY in revenue last year. The industry has expanded by 10 billion CNY in each of the past three years. Animation product exports reached 1.02 billion CNY in 2013, up 22.8 percent year on year. About 220,000 people are working in 4,600 animation enterprises in China.

### 14%

Bulk investment in Shanghai's property market in the first half of 2014 slumped by 14 percent from the same period in 2013 and may shrink by a further 50 percent by year's end amid narrowing profit margins. Bulk trading investment in the city totaled 15.7 billion CNY (2.55 billion USD) in the first half of the year.



### 400 Million

The Export-Import Bank of China, a wholly state-owned bank, said on Thursday that it will lend 400 million USD for building four liquefied natural gas carriers. So far the bank has provided 1.7 billion USD in financial support for the building of 16 large LNG carriers, the biggest in terms of bank lending in the country.

### 220 Million

Data released Sunday by China's railway authorities showed that train trips on the Beijing-Shanghai high-speed railway had surpassed 220 million since its debut three years ago.

### 71%

Beijing's land sale revenue in the first half of this year surged by 71 percent from over a year ago, despite the cooling property market. By the end of the first half of 2014, Beijing sold 53 parcels of land for commercial purposes earning 109.9 billion CNY (17.6 billion USD), setting a new record of the past ten years.

### 16 Goals

Miroslav Klose scored his 16<sup>th</sup> career World Cup goal on a night when Germany routed the host nation 7-1 in the World Cup semi-finals. It broke the record of 15 goals he shared with the retired Ronaldo, who worked the game as a TV commentator. With 71 goals in 137 matches, Poland-born Miroslav Klose is Germany's all-time top scorer, having beaten the record previously held by Gerd Mueller.



### 50%

Output in China's express delivery business has jumped by 50 percent in H1 year on year, government data showed. Private express delivery firms continue to expand with 5.9 billion deliveries handled during the period and revenues hitting 89.8 billion CNY (14.6 billion USD).





# Economy Report

By Joe Jammal



According to the most recent numbers from the Wall Street Journal, fears of a hard landing appear overblown. However, short term good news should not supersede the mid and long term challenges that still plague the Chinese growth model. As Xi Jinping stated in February, “You could say that the easy reforms - the ones that would make everyone happy - have been completed. The tasty meat has been eaten up, what’s left are the tough bones that are hard to chew” Recent scandals surrounding Qing Dao investment behaviours, and the recent freeing of exchange rates for over the counter banking transactions demonstrates the paradoxes of recent liberalization movements.

The macro trends in China’s economy also mirror the paradoxes of the past few months. GDP growth for the second quarter was 7.5 percent, and 9.2 percent in June, leaving critics chewing fat, and optimists satiated. However, GDP is a fickle number and digging in leaves a bit more tannic taste on the palate. According to the Wall Street Journal government spending, bolstered by eight inspection teams serving orders for increased spending at a local level, rose by 26 percent in June relative to last June.

The choice to boost local spending demonstrates a frustrating reticence to allow GDP rates to fall below 7.5 percent. The first issue is that the debt driven growth model is producing

increasingly diminishing returns. June of this year spending on construction projects is up 32.1 percent versus last year. However, a recent Economist article pointed out that despite the massive scale of China’s infrastructure the country’s logistics network lags behind less developed countries. This disjuncture illustrates the crux of China’s economic status. Efficient logistics is fuelled by the private sector, it is about finding the overlaps and flaws in complex systems, in other words logistics is a constrictive not expansive form of growth. The resources saved from a better logistics system would theoretically be invested into other projects therefore allowing the economy to grow. But new investment is a secondary result, and without an open market is a

difficult challenge at best; the primary benefit of logistics is to firms.

The recent increase in government spending reflects the deeper challenge to changing growth models. The Chinese economy is in the transition from middle to upper income status, or from exporting cheap goods and relying on low costs of labour, to a more internal stable, demand driven economy. As economist A. Michael Spence, 2001 Nobel Prize winner, stated in an interview with the New York Times, “China is on a collision course with its own growth model... The Chinese must move beyond low-wage exports and “generate a fair amount of demand domestically, or they’ll fail.” The middle-income transition, 10,000 dollars of income annually per person or less, to high-income status, 20,000 dollars or more has proven to be a tough bone for many a developing economy. Only the so called ‘Asian Tigers’ and Japan have made it through, and during their transition the American economy provided both investment capital and a source of demand for goods.

The recent commodity finance fraud investigation in Qingdao further confirms the need for controlled

market liberalisation. Despite regulators’ attempts to control lines of credit for metal purchases, strangely in an effort to slow unnecessary construction projects, but traders have figured out a clever work around. Banks will still grant letters of credit for metal purchases, traders then make a metal purchase, quickly resell the metal or pledge it as collateral and dig into the feast of shadow banking products. According to 21st

**Hopefully the recent splurge of government spending is a moment of nervous tinkering and not representative of a larger trend.**

Century Business Herald, a Chinese newspaper, receipts on metal holdings had been issued up to ten times. The Qingdao fraud demonstrates the need for greater legitimate investment opportunities. The wafting aroma of ten percent returns on investment

is not going to be regulated away, but increasing banks independent responsibility would put pressure on the system to pursue less risky, more transparent investment opportunities. There is no guarantee that investors will choose less risk over greater reward but at least providing a healthy option would be a start.

On 3 July it was announced that for over the counter transactions banks could now set exchange rates for renminbi against the dollar based on market demand. Previously banks were required to price their exchange rate within 3 percent of the central bank’s daily midpoint. In a statement to the New York Times Wang Xinjiu, securities affairs representative at the China International Marine Containers Group stated, “The opening will have a positive impact on corporate foreign exchange deals... Companies, just like individuals, will have better channels to meet their foreign exchange demand with more reasonable exchange rates.” The liberalization of the renminbi is a crucial step to making the currency internationally traded. It also represents another step towards greater banking freedom, all steps towards free exchange. While the interbank loan rate is still set by the central bank, implying that the central bank is still indirectly involved, this policy change is another step.

While the process has certainly not been linear, and examples of back sliding and second-guessing abound, the Chinese government has made progress in shifting towards a consumption-based economy. Hopefully the recent splurge of government spending is a moment of nervous tinkering and not representative of a larger trend. In economics, like cooking, sometimes the best policy is let the pot stew. **E**



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# Foreigners Setting Up Businesses in Tianjin

By Joei Villarama



Twelve years ago, Hank Martin came to Tianjin as a consultant for a company that manufactures recreational vehicles. Like other foreigners who decided to stay on indefinitely after finishing the job, he thought of opening his own bar and restaurant. But unlike many whose businesses have folded, he has survived the ups and downs of a highly competitive industry. “Almost every foreigner who enjoys hanging out in a bar dreams of opening their own place. They think this is an easy business”, Hank warns, “This is not a hobby. Maybe in a year, five new ones will open and four will close down.” People have approached Hank for suggestions

and he would invariably tell them the same thing: “Be prepared to lose money for three years and keep your quality high.” That’s straightforward enough, but there are still those who, after hearing his advice, throw funds at renting and lavishly remodelling a place but don’t have enough to sustain operations for an indeterminate length of time. In the first location of his self-named Sports Bar and Grill, Hank had four cooks, four waitresses and 700 square metres of space with no customer showing up for ten to fifteen days straight. In the span of eleven years, he’s also had to move four times before getting the right venue. He’s learned the hard way that it’s better to

own than rent because then you won’t have to deal with landlords raising rental fees or deciding to sell the building. John Davis arrived in Tianjin in 2003 when SARS hit the nation. It was quite a surreal time for him, especially being in Asia for the first time. He saw how local people and health authorities dealt with the crisis efficiently and after eleven years, he is still amazed at what can be accomplished in China. He’s had the opportunity to work in the manufacturing, sourcing and education sectors; as well as being involved in consulting and charity work. Two years ago, he ventured into his own enterprise, the California

Wine Club, which he is developing to be a “unique luxury lounge and function centre which promotes fine wines and western cuisine with an eclectic mix of art and fashion”. Jean Glover had been working for nine years as a nursing lecturer at the Tianjin Medical University when she opted to establish her consultancy firm since a Chinese regulation prevented her from being employed by a Chinese entity after the age of sixty. She had to become her own employer as an investor in her own business. Similarly, Ann Robertson had been in Tianjin for eight years before taking the same route two years ago which now enables her to continue what she loves to do, which is coaching. There are many stories of entrepreneurs who have tried their hand at business in Tianjin in various fields of expertise and industries. In John Davis’ experience, “Logic takes a back seat and patience must take the driver’s seat. In Western countries, business is simpler because there is no loss in translation. Here, you must

have several things on your side: 1) good friends, both local and foreign, whom you can trust to give sound advice, the kind who will get you back on track when you go astray, 2) flexibility in your character and approach to business so that you can grow wiser while living in a non-native environment; and finally, 3) a truckload of energy to bounce up every day and face new challenges.” Hank explains that if people ask him for business advice and the area falls outside his scope of experience, he refers them to the European and American Chambers of Commerce; the latter of which he has served as Governor and Chairman. The importance of guanxi inevitably crops up in any conversation about doing business in China. This is needed, albeit in varying degrees, to accomplish almost anything, regardless of where you are in the world. In Hank’s case, his wife Chinese Jeannie has been instrumental in running the business because she completely dealing with Chinese employees. For her

professional consultancy, Jean Glover has had to hire on an as-need-basis, a Chinese accountant and lawyer which wouldn’t have been possible without having established a network in her first few years here. At least USD15,000 of capital is needed for a foreigner to start a business in China, but it depends on the location and nature of the business, and this could go up to USD40,000 for the simpler types to USD300,000, for example, for a software development company. In Tianjin alone there are different rates depending on which district your office is situated in, so one can opt to register in a district with a lower requirement. This initial investment forms part of the working capital which can be used to cover business expenses. Previously, this was not the case but the regulation has changed to the advantage of the foreign investor. There is an oversupply of literature about doing business in China and the cultural differences, landmines and practices that one ought to be aware of and be extra sensitive to





when entering the proverbial dragon's lair. However, according to John, the challenges in the modern business landscape are pretty much the same everywhere. "You must innovate to stay ahead of the competition and meet the needs of your customers who are also adjusting to the financial climate change", he explains.

In recent years, Hank has noticed a considerable drop in the number of expats coming to Tianjin. The heyday of multinational companies sending a large contingent of foreigners to Tianjin is over as they have handed over more management roles to the locals, which makes more economic sense. But this doesn't mean that there are any less opportunities as businessmen are adept at creating the environment where their ideas can thrive. John quotes Milton Berle, "If opportunity doesn't knock, build a door".

Ann Robertson launched her coaching and consulting company and took the name Selah, a Hebrew word found in the middle of a poem.

It means to pause, consider and go on. Her business offers "a place to stop and think and from which, you can move forward again." She helps people with regards to life direction, moving into new cultures or moving back to an old one. Half of her clients are foreigners and half are locals. The practice of coaching is relatively unknown in China and with the current Chinese awareness and appreciation of this service familiar to Westerners; Ann has to rely on word-of-mouth marketing.

Jean Glover hopes to be able to reach out to more hospitals and help the nursing industry in China to advance, especially since it has lagged behind in the medical field. The doctors in Tianjin hospitals have an international reputation and perform at world class levels. However, ideas in nursing and the broader healthcare sector sadly remain backward. Through training, Jean wants to introduce more western practices and a culture of constant self-improvement. She also aims to nurture the nurses' ability to study,

apply and write nursing research papers, thus opening themselves up to the latest breakthroughs in the world.

This year, John Davis is excited to host the California Wine Club's first international art exhibit, featuring more than ten artists from major cities in northern China and an Asian debut for an accomplished artist from Belfast, Ireland. Over the next twelve months, they plan to present more art, fashion and celebrity chefs who are well known here and abroad.

After twelve years in Tianjin, Hank Martin hopes to eventually sell his business as an entity: complete with property backed up by a solid, trusted name built up through time, a veritable institution for foreigners hungry for a taste of home. Hank would like to repatriate back to the States with his wife and two children. **E**

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## A Discussion with Colm Benson, General Manager of International SOS China Clinics

By Josh Cooper

### Tell us about your role at International SOS

As the General Manager of China Clinics for International SOS I oversee the business performance of each of our clinics, ensuring the efficiency of our operations as well as managing the growth of our business across China. I work closely with all the Clinic Managers, the Sales and Marketing Team, our Assistance Centres and our China Management

Team, to ensure that we provide the best possible service to our clients.

The clinics are a key part of our business, and many of our clients also see them as a vital element of their support structure for their investments in China. At International SOS we place a very strong emphasis on service and our medical and support teams work diligently to ensure that our clients and patients get the best possible medical care.

### Give us an insight into the work your organisation does in China

International SOS's mission is to look after the needs of our clients and their demand for international-standard healthcare. We do this through our Assistance Centres, our clinics and our provider network.

We have been in China since the late 1980's and have an in depth knowledge of the healthcare system

in China. We have also established an extensive network of providers who help us to support our clients. Today we employ over 650 people in China, more than half of which are medical professionals.

Health risks in China can vary based on location, and these risks need to be recognised and managed. One of the fundamental things that we do for our clients is providing information and guidance for them. We can advise which hospital to go to, which doctors to see, and we can also arrange appointments, help with translation and accompany patients. We have a 24/7 assistance centre that directly connects to the other 27 assistance centres we operate globally and we provide on-site medical services on 32 client sites in China. Our members can call the assistance centre any time of day or night to seek advice and help in times of need.

Our security services provide our members with support in the event of a security issue. From a lost passport to a natural disaster, through our assistance centres members can get advice, emergency translation and logistical aid.

At our clinics, we provide high quality international standards of healthcare that you would expect abroad. In Tianjin we operate two clinics for the benefit of our members; one in downtown Tianjin and one in the economic development area (TEDA).

## How can Tianjin expats benefit from the services International SOS offers here?

The Tianjin and TEDA Clinics are a fully integrated part of our worldwide assistance capabilities. This means that our clinic and therefore our patients have full access to the resources of International SOS globally.

So, if a patient needs a particular language support that we don't speak in Tianjin, we can reach out globally to arrange a translator from our other assistance centres. Our doctors in Tianjin can reach out to our 1,200 physicians worldwide for a second opinion or advice on a particularly obscure medical condition. Through our comprehensive international network our patients in China have access to an unparalleled

system of doctors, hospitals and providers to support their medical needs. In times of urgent need our patients are supported by this system for admission to hospitals or transportation to another location or their home country for medical treatment.

## Why should people choose your company?

International SOS has the strongest presence in China of any global assistance company. With offices and clinics around the country, a dedicated air ambulance, as well as the Beijing and Hong Kong assistance centres, International SOS has the infrastructure and resources in place to provide effective, practical and informed medical and security advice and support in China.

International SOS provides a comprehensive, integrated medical and security assistance solution. Together with our travel tracking and online services, we are able to support our clients throughout the travel and expatriation process of their staff. From providing pre-travel advice to employees before



they leave their home countries to over the phone support when they are in need; to tracking, locating and assisting in the event of a crisis or natural disaster. International SOS provides continuous support and care from before they depart until they are safely home.

Our global presence and local knowledge combined with our network of professionals enables us to protect our members and offer them support wherever they may be in the world.

## What gives your staff the edge within the industry?

At International SOS we place a very strong emphasis on people. I think what really gives our staff the edge is not only that we have an outstanding team, but also the level of support they get from our organisation. From ongoing training to regular meetings with peers to discuss best practices around the world, International SOS

staff members are confident in their capabilities and the capabilities of our teams globally to support our patients as they need.

Globally International SOS has over 5,200 medical professionals, including highly-trained physicians, medics, nurses, and medical consultants who provide medical care, assistance, diagnosis, and referrals at our assistance centres, on client sites and our clinics. With this support network we are able to match the development and demands of our clinic markets in our clinic teams. Whether it is a French speaking doctor, or a Japanese speaking nurse, we can arrange the medical support that our clients' needs.

**Can you tell our readers about some of the schemes your company offers that are particularly valuable to members of Tianjin's**

## international community and their families?

In Tianjin our two clinics provide international-standard health care to our members. These clinics are staffed by foreign and national doctors, bi-lingual nurses, and have an international standard pharmacy. Members are also supported by our global 24 hour emergency assistance platform that allows them to speak to a doctor anytime, day or night for routine advice, or emergency support.

The clinic runs regular informational seminars for the community, discussing topics such as preparing for emergencies, women's health, or pollution and its health effects. We can also provide certified first aid training courses in English or Chinese. **E**

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## Shangri-La Comes to Tianjin: A Dialogue with General Manager, Hakan Ozel

By Ben Hoskins



Ever since they first opened in Singapore over 40 years ago, Shangri-La hotels have been renowned all over the world, and particularly Asia, as hotels of luxury and service. The Shangri-La Hotel, Tianjin will be having its grand opening 8 August, and as they prepare for their opening, General Manager Mr. Hakan Ozel sat down with us to answer questions about the new luxury hotel and what things will look like for the industry here in Tianjin going forward.

**Why don't you tell us about your background and how you ended up working in Tianjin?** At the end of the 1980's the tourism sector in my

country was very popular, because it was one of the main sectors that the government was developing for the future. In my family hospitality was very natural because my mother's ancestors are from Yugoslavia where the culture of hospitality in the family is very strong. Growing up in Turkey, we had a lot of visitors in our home. I am the youngest of six brothers. Because our home was very big, all my family, including my grandparents lived there and we also had many guests visit our home. So I think my interest in hospitality started from home. I passed my university exams and decided to choose hotel management as my

major. I studied for five years and had two apprenticeships during that time. As soon as I graduated, I started my career at the Seres Hotel in Istanbul, and later I was transferred to my first adventure in international hospitality, at the Seres Hotel in Dalian, China in 1999. From 2005 October I worked at various Shangri-La Hotels including ones in Shenzhen, Wenzhou, Jakarta, Muscat and Beijing. This is the seventh Shangri-La Hotel I have worked at, and now I am the general manager here at Shangri-La Tianjin. You can't work back to back at seven hotels without being loyal, and I am loyal and passionate about our hotel and guests.

You were the Resident Manager of the Shangri-La Hotel in Wenzhou, China when it received the award for Hotel of the Year in 2010. What do you think made that hotel stand out as an award winner? At that time there were no international hotels in Wenzhou. In fact, we were the first international hotel in Wenzhou, the rest came after us. It was not very easy to find qualified staff from the local market. Our hiring philosophy was very simple: let's hire people with good attitudes and we can train them in the skills they need. We hired many of our staff from other sectors, based on suitability in terms of their attitude, knowing that we could train and coach them in the skills they needed.

If you visit our hotel here in Tianjin you will see that our chandeliers, carpets and many other aspects of the hotel are all very expensive, but at the end of the day if our guests are not satisfied with the service from our staff, they mean nothing. The most important thing is investing in people.

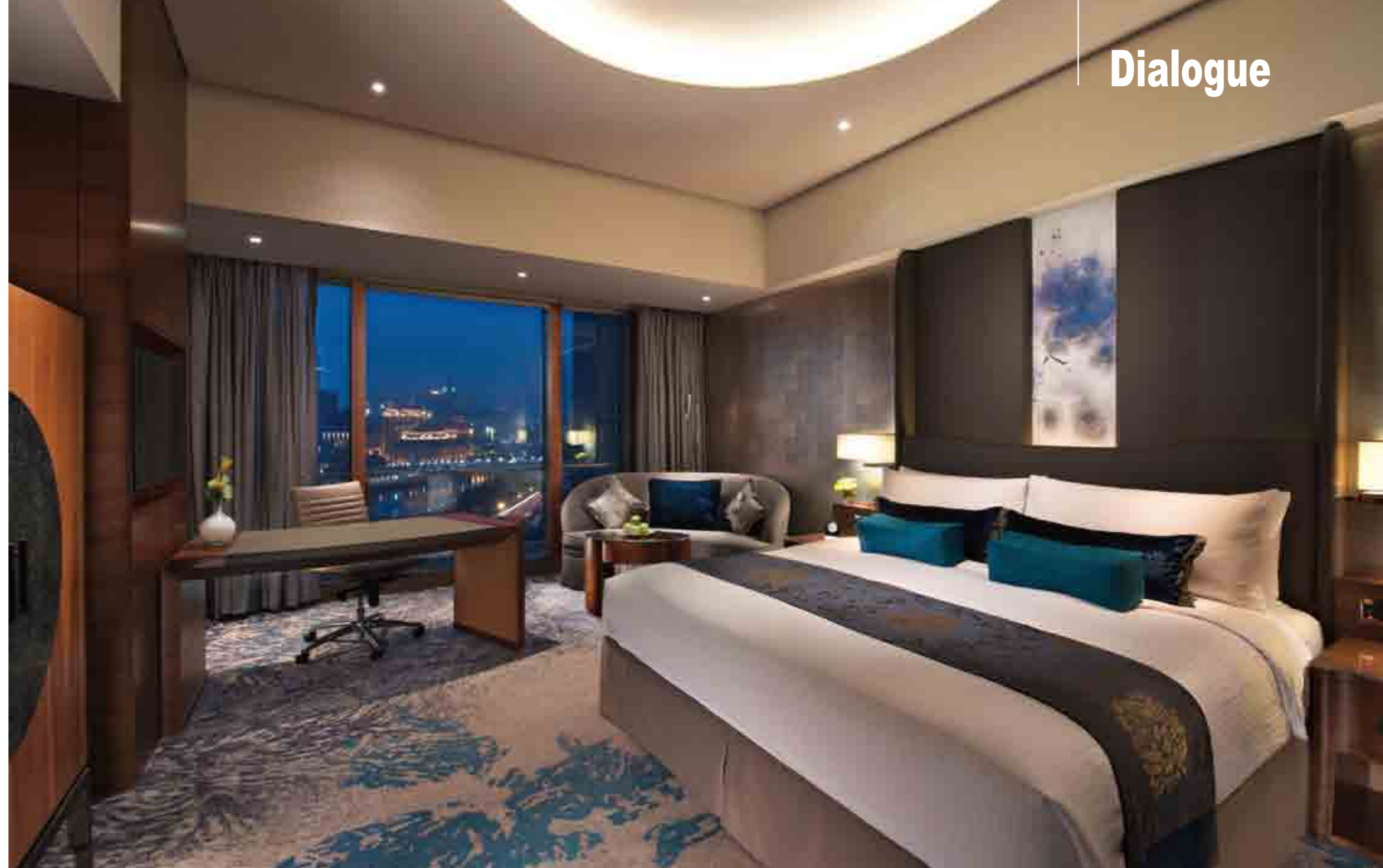
You mentioned that you were running the first international hotel in Wenzhou. Tianjin is a different market, and there are many new luxury hotels here already. What will set Shangri-La apart from other hotels in this city? When a new hotel comes into the market it is an advantage to everyone, but especially the customers. When a leading hotel like Shangri-La comes into the market other hotels are going to look at their product and services, and we will push them to improve. Because Shangri-La is such a well-known brand in the country and the world, it will help to improve many things related to the city's reputation for hospitality.

You are busy preparing to open on 8 August. Tell us about what needs to be done to get ready for an opening of this magnitude. The most important thing is to inject the staff with our Shangri-La culture. We train, educate and help our staff to assume the Shangri-La culture, which comes from the roots of our company. Once we go into the market we want our

guests to fully experience our service culture. What we have been doing from the very beginning for months now, starting from the first touch at orientation until now, is focusing on Shangri-La hospitality, service from a caring family.

What dining options will be available for future guests and local visitors? Shang Palace is our world famous Chinese restaurant which will serve Cantonese food enhancing both local and original cuisines. We have a fantastic chef who has been working for Shangri-La for many years. I am very happy that he is part of our team here. Our customers from the city are going to experience many signature and unique dishes from our chef. We also have our all day dining restaurant where we are going to serve breakfast, lunch, and dinner from our buffet. We are going to have a very good atmosphere which is going to be very unique for our guests. This uniqueness is going to come from six live cooking stations, for example seafood and Asian barbecue, where you are going to get interaction between our chefs and customers. It is going to be a different style than those in Tianjin have seen before.

What are some of the greatest challenges you are noticing in the hospitality sector? The greatest challenge, from an economic view point, is supply and demand with regards to the number of hotels and the number of available rooms in the market, and in some markets that supply is excessive. Shangri-La has a very strong network, a very strong sense of marketing, and reservation systems worldwide, so we are not worried about this challenge. There is a good amount of supply injected into the market, investments are coming continuously, and there is good economic growth expected for China. The second challenge is as the supply of luxury hotels increases, finding qualified manpower might be a challenge, and that is why I believe hotels should start to heavily invest in their people. Some companies are having trouble finding qualified candidates and I strongly believe the



solution to this is to train and develop from within. Shangri-La is a very good example. If you have good staff you will be able to maintain a high quality of service. Investing in your people is very important.

Can you please tell us about Shangri-La's Corporate Social Responsibility Program? Shangri-La Hotels and Resorts are deeply committed to our social responsibilities, because we aim to positively contribute to the locations where we are operating, to the environment, to our guests, our staff, to stakeholders and to our business partners. We are being recognised internationally with awards, and we were the only hotel in Asia-Pacific

to be included in the Dow Jones Sustainability Indices. This is one way our initiatives have been affirmed. All Shangri-La hotels and resorts are involved in certain projects, which we call Embrace and Sanctuary. We have money budgeted for these projects, and we drive them heavily, because this is more than a job, this is a life-style.

You have held several positions in different countries and in different cultures. What are some unique dynamics of working in the Chinese culture? When it comes to China, we are talking about thousands of years of culture, all impacting daily business and personal life. It is a beautiful culture. In China first you

have to understand relationships. Sometimes your intentions will not work out, but your relationships will help you work things out. As someone who has worked in six different hotels in China, I have learned it is important to run a business in China the Chinese way. When someone asks me what it takes to be successful in China, the answer is to first build good relationships.

As the general manager, you are a leader, and you lead a lot of people. Personally, what drives you? I believe that in life and in business nothing is impossible when you set your heart and mind to it. A can-do attitude and a positive attitude are important not only in business but

also in one's personal life. Turning the negative to a positive is the virtue of a good leader. Once the leader has the drive, once there are great people, it is easier. Leadership drives, but it is all about the people you are surrounded with. All of the successful leaders in the world are surrounded by great people. I have the best staff in the world, and I am proud of our staff. I am very lucky as a general manager, and I hope everybody can be surrounded by such excellent people. ■

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# Four Great Places to Invest in Vacation Properties

By Josh Cooper

We've all dreamt of owning a fancy holiday villa in some tropical paradise destination. Nothing is nicer than being able to jet off to our home away from home when stress levels get too high. Vacation homes can also be a great investment if you do your homework. When you buy residential property in any given country, you are not only buying a hard asset with intrinsic value, you're also gaining valuable exposure to future property booms and currency appreciations. Added to that, you can also rent your paradise pad out to other people when you're not there.

This month we've looked at some of the best destinations in the world for high quality vacation homes at very reasonable prices. There's a world of opportunity out there right now, and these wonderful locations are guaranteed to give you plenty of bang for your buck...

## Thailand

The Land of Smiles has always been a favourite with the international community, and despite the periodic political problems, it looks set to stay that way for quite some time. It offers everything an expat or seasonal holidaymaker could possibly want: a fascinating culture, great people, tons of amenities, amazing weather and breathtaking beaches. Thai cuisine is enough in itself to leave visitors gasping for a return trip.

The traditional tourist traps like Bangkok, Pattaya and Phuket have



been overbought for quite some time now. Although there are some bargains left in these places, they are now few and far between. The real hot property investments can be found in the burgeoning towns of Jomtien, Hua Hin, Chiang Mai and Chiang Rai. All of these areas are seeing an

increasing amount of interest from Thai and foreign investors.

## Spain

Who wouldn't want to live the high life in España? Admittedly this isn't the cheapest place on the list, but



Spanish real estate sauntered into bargain territory after the 2008 financial crisis and it still looks good six years later. Everywhere you go in Spain, be it on the mainland or one of the beautiful Balearic Islands, you are guaranteed to find amazing holiday amenities and more entertainment options than you can possibly fully explore in a lifetime. Depending on your lifestyle, a month or two per year in sunny Spain won't cost you too much. Owning a nice holiday villa in one of the hundreds of coastal resort towns will give you and your family a whole new lease on life and nice return on your money in the long run.

## Ecuador

Imagine being able to snap up a prime beachfront property just outside of Quito for just over 50,000 USD. The rock bottom prices on high quality real estate and the low cost of living in Ecuador make it a sensational place to spend your time and money. This stunning South American nation is becoming very popular with Western retirees who are moving there in order to make their funds go further. In the long term it is also set to benefit tremendously from the robust economic development of Latin America as a whole. Loja is being

tipped as a great place to find long term property investments right now.

## Bulgaria

The Balkans region on the whole is packed with bargain vacation properties. But one country in particular stands out as a wonderful investment and holiday prospect. Bulgaria is known for its rich culture, nice climate and very friendly people. This former Soviet state started to become a popular package holiday location for sun-seeking Brits. Today it enjoys a great reputation amongst European holidaymakers, many of whom are taking advantage of their EU citizenship by investing in the country's property market.

**The rock bottom prices on high quality real estate and the low cost of living in Ecuador make it a sensational place to spend your time and money.**

Whether the capital city Sofia or the tourist hotspots like Sunny Beach tickle your fancy, you are sure to find an array of great options at incredibly cheap prices. Most property analysts are saying that now is a great time to buy a house in Bulgaria.

Note: These property markets are open to foreign investment, but local regulations apply and foreign investors are far more vulnerable to fraud and being overcharged etc. Do your homework and invest in some reputable legal representation before putting pen to paper. **E**

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# Investment News

## Stocks and Shares

### Drug companies' deals light up stock markets

Drug deals sparked a global stock market rally in July after pharmaceutical firms unveiled almost 70bn USD of tie-ups and takeovers, sending investors rushing to buy shares in anticipation of more deals in the pipeline. GlaxoSmithKline (GSK) unveiled the biggest British asset sale so far this year after agreeing to offload a division to Swiss drugs firm Novartis for 16bn USD (£9.5bn), while also buying a Novartis unit for 7.1bn USD. Canadian company Valeant Pharmaceuticals also launched a 47bn USD bid to buy botox maker Allergan in the US, cementing a renewed interest in pharma deals. The flurry of activity came on the first working day after it emerged that US drug giant Pfizer had approached FTSE 100 listed AstraZeneca about a 100bn USD takeover, the biggest potential purchase of a UK company in history.

Source: City A.M.

### Regulator boosts BT shares

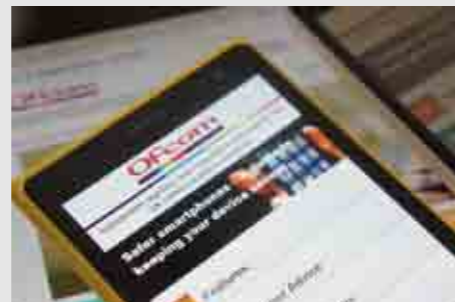
Dealers dialled into BT Group amid relief that Ofcom had decided against regulating the price the telecoms giant charges its competitors to access its superfast fibre-optic network. Shares in the FTSE 100 company climbed following the decision, making it one of the biggest risers in the blue-chip index after the regulator concluded that wholesale prices charged by BT's Openreach on rivals such as BSKyB were already "constrained" by competition from both Virgin Media's cable network and standard broadband services. As if that wasn't good enough news, further boosting BT shares were the draft controls proposed by Ofcom on more traditional services, which Espirito Santo said were "less onerous" than had initially been feared.

Source: The Telegraph

### Dow Jones Industrial Average hits 17,000 for first time

The Dow Jones Industrial Average has closed above 17,000 for the first time, buoyed by investor confidence about the global economy. Investors pushed shares higher after a better-than-expected jobs report showed the US economy added 288,000 jobs in June. Overall, low interest rates have led investors to pour money into stocks. That has pushed US indexes - including the S&P 500 - to new highs in 2014. On Wednesday 2 July, the Dow closed at its 13th record high for the year, while the S&P 500 hit its 24th closing high for 2014.

Source: BBC



# Top Five Reasons why China's Commercial Property Market is becoming Oversupplied

By Durrell Mack, Head of Research at Tianjin Jones Lang LaSalle



Oversupply in China's commercial real estate market is becoming a serious issue for the country. In the past month, the media has written extensively on the subject, predicting that oversupply in China could crash the economy. Although oversupply has become an apparent risk, few measures or policy changes have been implemented to stem the problem. To curb the challenges of oversupply

that many Tier II, III and IV cities face, the government will need to address the issues that have caused oversupply to be pervasive across the country. Here are the top five reasons oversupply concerns exist.

### 1. Real estate development can lead to promotions

For the past couple of decades, the best way to secure a promotion into the upper echelons of the Communist

Party of China was to govern a city and ensure that its GDP grew by double digits. A favoured way to do that for many government officials was to create a new development zone or business district, utilizing real estate as a tool to spur GDP growth. By using real estate to drive GDP growth, government officials also created a physical representation of their accomplishments to show their bosses.



View of the Pudong Skyline in Shanghai

## Currencies

U.S Dollar - Chinese Yuan



Euro - Chinese Yuan



GB Pound - Chinese Yuan



Japanese Yen - Chinese Yuan







View of Jinwan Plaza in Tianjin

Pudong is an example of how officials in Shanghai used real estate to create an iconic skyline and drive GDP growth to help them get promotions. As a result, Pudong's success is something that many cities in China have tried to emulate. The issue with Tier III and IV cities trying to replicate the success of Shanghai's is that they will never have the demand for office space that warrants building large new business districts on the scale of Shanghai. Thus, many of these cities are constructing office towers that are likely to remain largely vacant over the long run.

**2. Too much government involvement**

The Eiffel Tower in Paris and the CCTV Tower in Beijing both make their cities iconic and instantly recognizable. Government officials, for reasons previously stated, want to create iconic landmarks in their cities. Frequently this results in government officials becoming heavily involved in the exterior design of buildings. More often than not, the design choices of government officials result in buildings that can be aesthetically pleasing, but commercially unviable.

In Tianjin, Jinwan Plaza is an example of a project that has improved the skyline of the city, but the project's design causes operational challenges.

Because the project uses old European style architecture for the exterior, the interior is extremely inefficient and makes its operation as a shopping mall difficult. Jinwan Plaza opened in 2009 and has had a vacancy rate above or around 40% since opening. By government officials not allowing the private sector to take the lead in designing projects, more inefficient and uneconomical projects will be built that will not be fully utilized.

**Because moral hazard exists in the system, real estate projects that should not be financed receive funding and, in many cases, add unwanted supply to cities.**

**3. Developers build commercial properties in order to sell residential**

At present, local governments generate a significant portion of their tax revenue by selling land to developers. As local government debts

have risen, local governments have needed to sell more land. The most highly sought after land is residential land, because residential units can be pre-sold to generate a quick cash flow, and because residential projects have been highly profitable for developers over the past decade. However, for local governments, the sale of residential land only leads to revenues on the initial sale of the land and when the units are sold. Thus, local governments have been encouraging developers to buy more commercial land, which in theory can generate taxes in perpetuity from the ongoing business activity.

To incentivize developers to purchase commercial land, the government couples the commercial land with residential land. The problem with the coupling is that local governments allocate commercial land in areas where large residential projects are viable, but where a commercial project is uneconomical. Local governments are often also involved in the design of the commercial areas, instead of letting the developers design commercial projects that might be better suited for an emerging area. Since many of these projects are unsuitable for the areas in which they are built, they often sit collecting dust or become distressed assets.

**4. Moral hazard**

Banks in China have been lending money to state-owned developers and local government financial vehicles to build new real estate projects across the country. Many of the state-owned developers and local government financial vehicles have implicit guarantees from the government because they are government related entities. As a result, banks feel comfortable giving them financing despite the potentially unviable nature of some commercial projects. Because moral hazard exists in the system, real estate projects that should not be financed receive funding and, in many cases, add unwanted supply to cities.

**5. No property tax**

The dependency of local governments on land sales and commercial development for tax revenues is leading to oversupply in the commercial markets across China. Instead of trying to obtain revenues from real estate development, local

governments should focus on a large potential tax base that already exists – the hundreds of millions of homeowners. The government has already moved in the direction of tapping this tax base with pilot property tax programs in Shanghai and Chongqing and the development of a nationwide property registry. By having a steady revenue stream from homeowners, local governments will have less of a need to sell land, especially commercial land, and have it developed.

A property tax would have the benefits of incentivizing local governments to invest in their areas, as increasing property values could then result in higher taxes and give local governments in need of tax revenue less of an incentive to encourage developers to build commercial space they do not want and that the local area does not need. In addition, it would curb speculative investment in real estate, which has helped to create the boom in real estate construction.

**Oversupply today does not mean oversupply tomorrow**

While many cities face oversupply concerns, not all of them will experience oversupply in the long run. If China is to continue to grow its service sector as planned, it will need more office towers. Looking at the US, there are more than 20 cities with diverse skylines, and China's GDP is expected to eclipse the US's in the next several decades. However, by the time many of these office towers get used, the quality and the specifications will be degraded. Thus, it would be better for local governments to delay construction of new CBDs until the demand is actually there. The "if you build it, they will come" strategy is becoming excessively wasteful, especially at a time when most governments and banks are strapped for cash. **E**

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Beijing Tianzi Hotel in Hebei Province

# Market Research in the Digital Age

By Justin Toy



As business marches to the ever quickening beat of today's society, marketing research is more important than ever when a firm is developing its marketing strategy. With slews of new data available through social media, web traffic, keywords, electronic devices, etc. marketing managers have loads more information to sort through and analyze before making any decisions regarding marketing strategy. Networks such as Facebook, LinkedIn, and Google+ are providing marketers with tons of raw data about consumers in real time. At the same time, consumer preferences are quickly changing as technology improves and consumers become better educated. In both China and America you can see these preferences shifting as citizens demand cleaner organic foods free of GMOs and are

willing to pay more money for it.

However, with these massive amounts of data to comb through and rapidly shifting preferences, it can be difficult for marketers to keep up. And in today's competitive business environment, this can mean doom for firms who are unable to forecast change.

## So What is Marketing Research?

To put it quite simply, organizations engage in marketing research for one of two reasons; in order to 1) identify and 2) to solve marketing problems. Problem identifying research is carried out in order to help identify issues that are not apparent or are likely to arise in the future; for example company image, forecasting, and business trends. At the end of

the day, marketing research is carried out to identify and fulfil consumers' wants and desires.

## Methods of Market Research

Today, many ways exist for companies to obtain primary market research (market research that is obtained directly from consumers by the firm). However, most businesses use one or more of these basic five methods: surveys, focus groups, personal interviews, observation, and field trials.

### Surveys

Planning and implementing a clear and concise questionnaire can yield valuable insight into your target market. A good survey can help

firms generate vast amounts of revenue or even save a company from wasting money creating a product that consumers don't want or need. With that said, creating a survey that is free of bias and achieves a good representation of the entire population is a difficult task. However, your first step should always be to establish the aims of your research. If you don't set clear objectives when you set out, it's easy to waste valuable time and money steering in the wrong direction.

After carefully designing a survey that will help you reach your objectives, it is important to try and interview as broad a base of people as possible in order to represent a well balanced cross section of society. Another important point to consider is how to reach your audience. The most traditional method for marketers to reach their audiences has been passing out surveys in crowded shopping areas. However, besides being costly and timely to administer, many respondents can be reluctant to give up their time without some kind of an incentive. Today most marketers are taking advantage of the ease and cost of online and email

surveys. Of course it can also be difficult to get people to respond to an online survey (especially if they are too long). Nevertheless, just by offering a small incentive such as the chance for a free product or coupon, you can be sure to receive a large increase in feedback. Try using sites such as Wufoo, Google Forms, or Survey Monkey to design, host, and even analyze data from your survey.

**Consumers, focus groups, and survey respondents may tell you one thing, but may behave another way. Companies need to be aware of this fact.**

### Focus Groups

Focus groups are conducted in order to receive more qualitative data such as perceptions, opinions, beliefs and

attitudes towards a product, service, concept, idea, or packaging. Focus groups are a great way for a firm to explore new possibilities, concepts, and ideas with minimal investment. In a focus group, a moderator uses a scripted series of questions or topics to lead a discussion amongst a group of people (usually between 6-8 participants) and generally lasts between 1 to 2 hours. These sessions traditionally take place at neutral locations with videotaping equipment and often times an observation room with one way mirrors. However, today more and more firms are opting for online focus groups.

Some benefits online focus groups have over traditional focus groups are greater reach-respondents can be from anywhere in the world; anonymity-respondents are anonymous and can feel free to answer questions completely honestly; and significant cost reductions. Conversely, online respondents could easily multi-task during the focus group and be distracted, it is more difficult to screen and vet respondents, and it is much more difficult to pick up on non-verbal responses such as facial expressions,







Show both courtesy and respect in the way you use these facilities.

Make sure every email you send includes your contact details at the bottom, as well as your job title.

Consider your style. It is unnecessary to impress with long words and complex sentences. Use everyday language. Using a friendly style rather than being too formal is likely to suit most readers but be careful of over-familiarity.

Timperley (*Network Your Way to Success*) provides some helpful suggestions to improve one's email writing:

- ▲ Grab your reader by presenting key

points clearly

- ▲ Make your arguments evident by being simple, short, repeated and to the point

- ▲ Write headlines that demand attention

- ▲ Use subheadings liberally

- ▲ Use bullet points and numbers

- ▲ Use 'concrete' words not jargon

- ▲ Write 'actively' to convey energy

- ▲ Check and check again – spell checks don't always get the right word!

- ▲ Watch your typeface and overall appearance. Don't write in capital letters as this is SHOUTING in email

language

- ▲ Be clear and plain

In terms of your received messages:

- ▲ Delete junk – don't waste time reading it

- ▲ If it will take less than 3 minutes to answer it, do so

- ▲ Make sure you keep your emails organised. Use folders to separate messages into groups of similar subject

- ▲ Use the 'find' option if your folder system isn't helping

- ▲ Save important emails in case of the system crashing. Make backing up a regular habit

**Rather than working reactively or on an ad hoc basis dictated by the flow of your email, perhaps spend half an hour in the morning and an hour in the late afternoon dealing with emails.**

### Maintaining full mental engagement and focus

The average manager is interrupted every 10 minutes during the course of a day. In the 1980's the average manager received 10 faxes or letters a day. Today the average manager receives 80 to 500 emails a day. This change represents a hidden tidal wave of demand for your attention that is largely generated by technology. Despite common wisdom, multi-tasking does not lead to increased productivity. Humans in fact are not good at multi-tasking. Our IQ is actually impaired since mental activity requires full attention. Switching our time and attention from one 'channel' to another is the cost of multi-tasking. This happens when we switch from a telephone call, to reading an email, to sending an SMS, to writing a report...Nothing

gets done properly! The result is we become addicted to immediacy. We 'snack' on emails and SMS messages. We are partially engaged in a multitude of activities, but we are fully engaged in none.

Linda Stone, Founder, Virtual Worlds Group  
Microsoft Research states:

"It is crucial...to be intentional about breaking free from continuous partial attention in order to get [our] bearings. Some of today's business books suggest that speed is the answer to today's business challenges. Pausing to reflect, focus, think a problem through; and then taking steady steps forward in an intentional direction is really the key."

The key then may be to set limited times during the course of the day when you will check your email. Rather than working reactively or on an ad hoc basis dictated by the flow of your email, perhaps spend half an hour in the morning and an hour in the late afternoon dealing with emails. Alternatively, block out times – say for example, three mornings a

week when you will not look at your email. You will need to work out what works best for you with the workflow that you have to manage on a daily and weekly basis.

### "Inbox Zero"

Some have espoused an "Inbox Zero" approach to managing email. This takes focus and commitment, but there are only one of five steps you will ruthlessly need to follow if you decide to go this route; these are:



Delete



Delegate



Respond



Defer



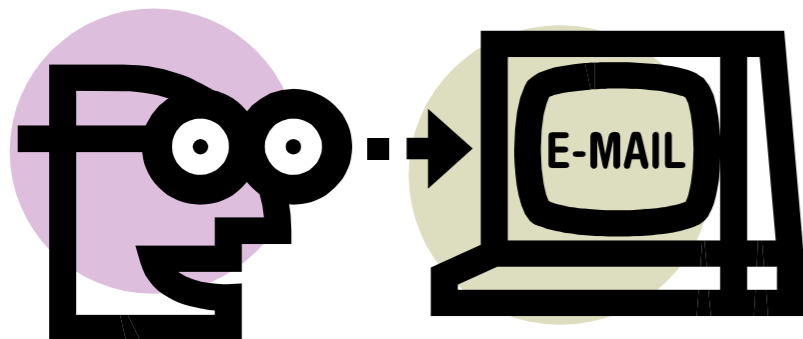
Do



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At the risk of some repetition for effective e-mail communications remember:

- ▲ Always attach the files you say you are sending when you type the word 'attach' so you won't forget
- ▲ Pick up the phone or talk in person, especially if you have already emailed twice about a matter and not had a reply
- ▲ Don't reply again
- ▲ Always sign-off emails with all of your contact information in the signature
- ▲ Be careful when you send any information via email. Everything you write is public unless you have encrypted it or are using security certificates, so be sensitive about potential legal or confidential matters
- ▲ Format important information using, for example, PDF or MS Word files, rather than including that information in the body text of the email. This alleviates any problems with format changes
- ▲ Always use clear, specific subject lines
- ▲ When writing business emails use punctuation and capitalisation
- ▲ Don't be compelled to write 'thank you' emails whenever someone sends you an email
- ▲ Think carefully about who should receive the email you are sending. Only send emails on a 'need to know' basis



# Working with Third Party Recruiters

By Robert Parkinson, CEO & Founder of RMG

A common mistake that a lot of HR managers make is that they attribute unsuccessful hires to either job-seekers or recruitment consultants. However, according to the data from the RMG China Talent Flow Survey of 2012 and 2013 (see figure 1), the role of third party recruitment consulting agencies is quite important in the interview process. Two-thirds of the hiring calls for mid and senior level positions come from recruiters instead of HR people from the hiring company. Imagine if HR managers and recruitment consultants became team players during the interview process. In this instance the chances of a successful hire would be greatly enhanced. In this regard, I would like to share some basic principles of how HR managers can work better

with third party recruiters to control interview processes and candidate selection.

A recruitment consultant with systematic training understands that to guide candidates through the whole interview process is a primary task. On average, executive search professionals spend at least 45 minutes preparing candidates for one single interview, and another 30 minutes on an after-interview debriefing. This guidance will not stop until the candidate is well seated in the new role. On the employers' side, recruitment consultants need to work closely with the HR department to ensure a smooth interview process. While working with some clients, I have noticed that problems often appear when HR managers are not clear about four things, which are

listed below in each point:

## 1. Communicating clearly with the senior management

To start with, I would like to take a real example. Last year, the HR manager who worked for one of my clients in Tianjin resigned. It was difficult for me to believe that she had quit her position within a top market player in the logistics industry where she had worked for over six years. Later on, she explained the reason of her resignation to me. She felt too much pressure from top management regarding a special job opening which was vacant for a year and a half. As I recall, I was also working with her on that case at the time. However, I stopped after providing 10 candidates. The reason why I stopped was that

there was no mutual agreement on the prospective candidate profile from her and the managing director. Even though she repeatedly sought the understanding of senior management, there was little support. The pressure went up while the budget and requirements barely changed.

Recruitment consultants can help in-house HR a lot on difficult head accounts, but they need to be very clear of the candidate qualifications. In this case, the biggest pressure of HR managers in their recruitment job comes from a lack of information and support from the senior management.



## Challenging the returning employees' loyalty is a necessary step before allowing them back into the company.

## 2. Formulating unique company selling points (USPs)

In general, when HR managers describe to me in detail what their ideal candidates should look like, the question I usually ask them is: what are the unique selling points your company has? The interesting phenomenon, however, is that there is always a 30-second silence over the phone call when I ask this question. I understand what clients are looking for. I also know where and how to find those candidates who fit the requirement. However, prudent competitors are hiring the same candidates with good qualities. So if a company does not figure out what its unique selling points are in the first place, then it will be difficult for both HR managers and recruitment consultants to convince potential candidates.

Hiring companies should realise that they need to promote their image in order to attract the best candidates. To define a company's

USPs, HR managers and the senior management team should have a sit-down discussion about the company's business model, organisational culture, missions and values, team-building events, company public relations and branding, internal training system and so forth.

## 3. The interview process matters

In order to save time, some hiring managers or senior management personnel would like to make a hiring decision after one round of interviews. To be honest, I would never advise my clients to do so. Although it is possible for a hiring manager to select the right candidate fairly quickly, for candidates it is a different story. Changing jobs is an important step in one's career. There are many factors to consider before a candidate can clear his or her mind and make a balanced decision. Experience shows that when a candidate is rushed into a decision, he or she often quits the job within three months; just because the decision was made unbalanced.

When a company decides to hire a candidate based on their performance during the interview, that candidate does make a decision to accept a job based on the interview process. A candidate puts high value on the professionalism of the HR manager, the duration of the interview process and especially the communication towards the

candidate during the process.

## 4. Working with specialists, not generalists

Some companies assign many different recruitment agencies with the belief that this will result in a broader choice of candidates. However, the reality is that the HR Manager spends too much time screening unqualified candidates and eventually eliminating underperforming agencies from the search process. A recruiter needs in-depth market knowledge to understand the client's hiring needs and to judge whether their requirements are realistic or not. Only an industry specialist recruiter has the understanding of both the client and the candidate to ensure a smooth procedure of the interview process.

Specialised recruiters can indicate the best talent in the market due to their wide network in a niche sector. They are able to attract the right candidates through their market knowledge. Specialists are well aware of current market trends and understand the availability of the labour market, and it is important for a company to select the right recruitment consultant to work with. **B**

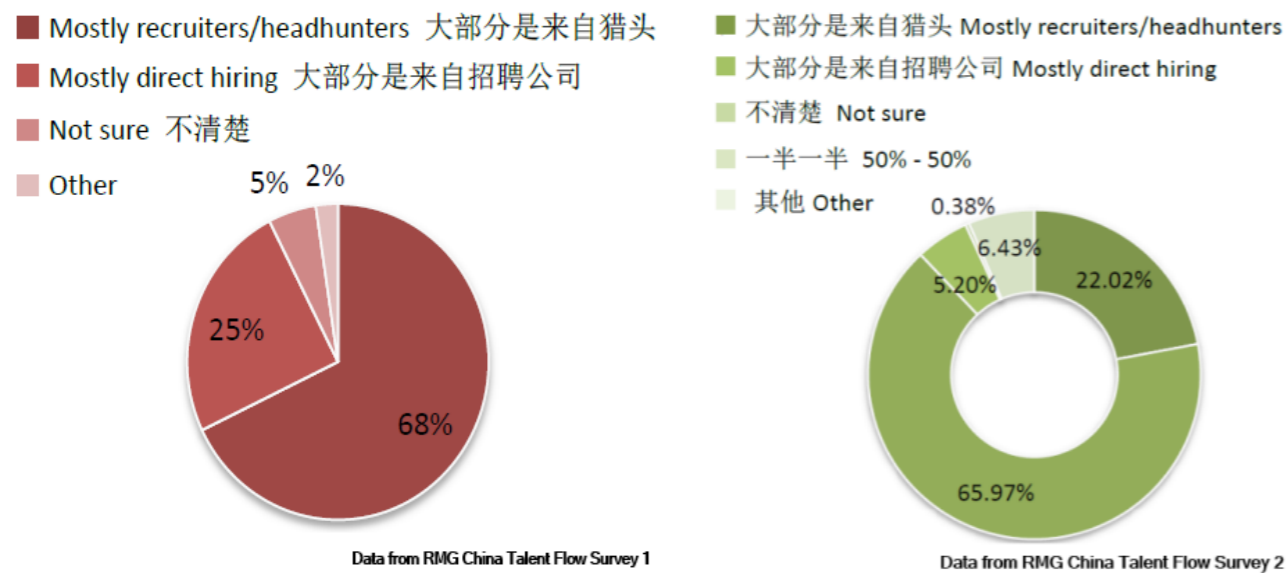


Figure 1 Parties who give job-seekers hiring calls

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# China IPR Considerations for European Businesses in the ICT Industries – Part 1



Philippe Healey,  
Project Manager,  
China IPR SME  
Helpdesk



**T**ianjin is among the most advanced ICT industrial bases in China. For many ICT goods, such as mobile phones and LCD (liquid crystal display) products, Tianjin ranks within the top 5 cities in China for market share. This sector has been propelled by the Tianjin ICT industrial parks - from 2006 to 2010, sales income from ICT products from Tianjin saw an average annual increase of 14%. It is to a large degree this concentration of ICT industry activity and favourable transportation routes that makes Tianjin an attractive option for European SMEs in the same sector. However, as with any high growth sector, not least high-tech ICT industries, risks to companies' innovations are always present.

China's IPR (intellectual property rights) protection system is expanding and improving, but it remains vastly different from the European system. Accordingly, to be successful in China your business must take preventative measures to protect your intellectual property rights - one must obtain valid IPR rights in China as a minimum first step. In other words, the protection of IPR rights should be a key part of your business strategy, whether entering or expanding operations in China.

While some IPR issues are common to all types of European companies doing business in China, others are specific to the ICT industries. In the first of a two-part article the China IPR SME Helpdesk discusses appropriate patent and trade secret strategies, and the type of patents particularly relevant to ICT companies.

## Developing a Patent and Trade Secret Strategy for China

### Patent Protection

China has three types of patents: invention, utility model, and design patents. For a hardware invention, all three should be considered because each can protect your product in different ways.

An invention patent has a term of twenty years and should be used to protect important inventions which have a relatively long lifespan. On the other hand, the life of a utility model patent is only ten years. Because the novelty threshold for utility model patents is lower than that for invention patents, utility model patents are especially suitable for incremental inventions and technologies with a shorter life span.

A software invention is more suitable for protection under an invention patent. The Chinese patentability standards for software inventions are similar to those in Europe, therefore a software invention that is patentable in Europe generally should be patentable in China, though the patents must also be registered in China.

### Trade Secret Protection

Trade secrets are complementary, yet equally valuable, intellectual property. However, due to the fact that they are not registrable rights, the protection strategy is different.

Trade secrets can include a myriad of technologies, including source codes (to the extent that they cannot be reverse engineered). Trade secrets can also include operational information, such as processes and

**An invention patent has a term of twenty years and should be used to protect important inventions which have a relatively long lifespan.**

methods; or other information, such as marketing strategies and customer lists, so long as they meet all of the above requirements.

Although trade secrets can be

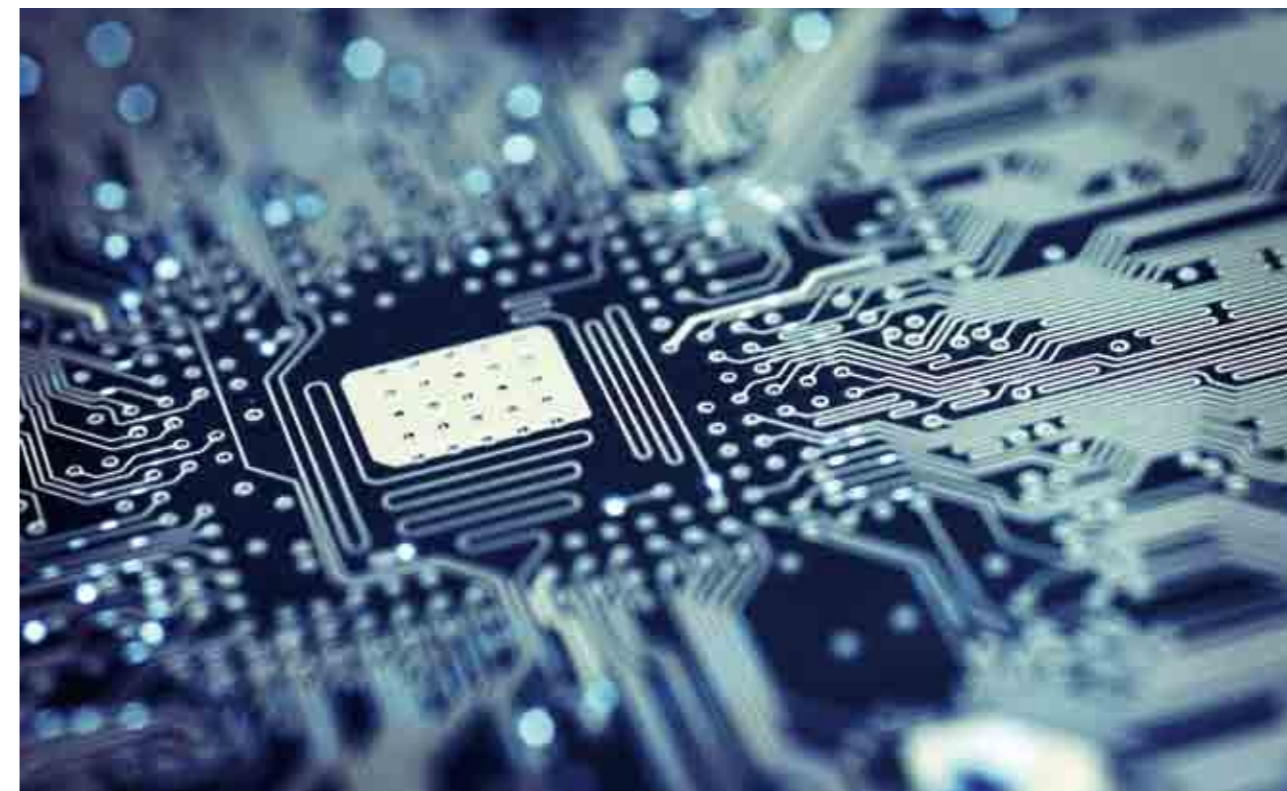
protected by a confidentiality agreement, like in Europe, it is also recommended to have recipients of confidential information sign an acknowledgement prior to receiving it. If it later becomes necessary to file a misappropriation action, a trade secret owner must prove by admissible evidence that the trade secret meets certain requirements, in addition to proving there is misappropriation of the trade secret by a wrongdoer or a third party.

In the case of trade secrets, prevention is the best medicine. Although companies that take enforcement actions can and have received positive outcomes from Chinese courts.

### FRAND: Interface of Standards and Patents

While in the past it was a viable strategy to obtain patents on industry standards, recent developments in the law on Standard Essential Patents ("SEPs") have changed this. A standard essential patent generally refers to a patent that defines an invention that must be used to comply with a technical standard.

Standards for different industries are





set by regional organisations, such as The European Telecommunications Standards Institute (ETSI), which, amongst other standards, covers wireless communications. Due to inter-operability requirements on this technology, certain ETSI standards are adopted in China.

ETSI generally does not determine whether a particular patent is essential to a standard. Rather, it typically provides some mechanism by which the patent owner itself can make a declaration of essentiality, coupled with a commitment to license any SEPs on Fair, Reasonable, And Non-Discriminatory ("FRAND") terms and conditions. Therefore, where a European patent is declared by the patent owner as essential to an ETSI standard, the Chinese patent corresponding to the European patent is also considered as essential in China, so FRAND terms and conditions also apply.

If a patentee engages in standard-setting or agrees that a patent be incorporated into a national, industrial, or local standard, it permits others to exploit it for purposes of

implementing the standard. Those using the patented technology to implement the standard may be charged royalties by the patentee for use of the patent, but are not deemed to be committing an infringement.

### SEPs vs Implementation Patents.

Implementation patents refer to patents that are not incorporated into a standard but facilitate the implementation of the standard. For example, a patent on a new form of touch-screen glass is not essential to the 5G wireless standard, however, if the innovation was considered superior to the extent that all 5G phones incorporated it, such a patent would be invaluable.

As implementation patents are not incorporated into standards they are not subject to FRAND obligations, so normal infringement damages and injunctive relief are available. Therefore, due to the lower royalties available because of FRAND conditions, implementation patents will often be more valuable to your business.

### Take-Away Messages

- Software inventions can be protected in China similar to as in Europe.
- Utility model patents can fulfil important roles in your Chinese patent portfolio.
- Implementation patents are much more valuable than standard essential patents.
- Trade secrets protection should be complimented by additional confidentiality measures that require signed acknowledgements.
- IP enforcement in China is improving, though cumbersome evidence rules make it difficult. **B**

In the next issue of Business Tianjin, the Helpdesk will take a look at IPR enforcement in the ICT industries. For more detailed information on the topic, please see the China IPR SME Helpdesk guide to 'China IPR Considerations for the European businesses in the ICT industries' available at [www.china-iprhelpdesk.eu](http://www.china-iprhelpdesk.eu)

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## Adjusting to Life in China

Relocating with the family to a foreign country can be a double-edged sword. On the one hand it can mean career advancement, financial reward and the opportunity to experience and enjoy living, working and travelling in a totally different and interesting environment. On the other hand, this same experience falls into the category of stress called 'Life Events', which include changing homes, schools, employment and country. These changes can have a negative effect on the individual members of the family, putting them at risk of psychological issues such as anxiety, disorientation, frustration, anger and depression, which may lead to a communication breakdown within the family unit.

Sometimes it can take time for readjustment and acceptance that things that were comfortable and familiar, and the security and self identity of home, may no longer be available. It is helpful to understand that there are often several phases to this settling in period.

The first period is where everything appears interesting and unfamiliar, even exotic. Time is spent searching for a new home, a new school, meeting different people and making new friends. During this time the days fly by swiftly.

Following this 'honeymoon' period is a time when it is possible to sink into what is sometimes known as 'Culture Shock'. This is when the reality of the situation hits home, where nothing seems to work as it should, or did, back home. It becomes easy to feel frustrated and small things that were once easily handled now become magnified, and a feeling of losing control over what is happening takes hold. At this stage it is important for the psychological well being of the family that warning bells must not be ignored.

Now is the time to remember what is most important to you as a family, the reason you came to China and advantages such a move offered. Open communication with each other is essential, even though it often seems there are not enough hours in the day. Make time to sit down and listen to what is happening and how each member is adjusting. Recognise and respect each other's points of view and offer support and real encouragement. It's also important to take time out to do things and have fun together.

It's worth mentioning here the particular stresses that may be experienced by the home-maker, sometimes referred to by that horrible phrase "the trailing spouse". Often the mother, the rest of the family is busy and supported in their daily lives at school with fellow students and friends, or at work with colleagues, leaving her to experience the stresses and strains of a new life with greater intensity. It's important, therefore, that mums develop their own support network through friends and social groups to avoid becoming isolated and unhappy.

If the symptoms of "Culture Shock" persist, seek out a trained professional who understands these issues and can help you negotiate the emotional roller-coaster of this readjustment period.



Dr. Xavier Roux – Chief Medical Officer and Family Doctor, International SOS Tianjin and Tianjin TEDA Clinics

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# Tips on Drafting An International Arbitration Clause (Part One)



Simon Bai  
Senior Partner,  
ChenYi Law Firm



## Overview

When entering into an international business agreement, the parties may consider arbitration as a preferred method of dispute resolution. Arbitration is generally perceived as quicker, less expensive and more confidential than court systems. The parties will usually view arbitration in a neutral country as being fairer than litigation in the other party's country. The other main benefit of arbitration as a dispute resolution mechanism is its ability to be tailored to the needs of the parties. The most important opportunity for the parties to take control of their arbitration is in the stage of drafting the arbitration clause. In order to realise the perceived benefits, however, it is important to draft an arbitration clause that adequately sets out the essential requirements that must be met in order to establish an effective arbitration agreement. These provisions should be clear and unequivocal which will allow the arbitration to proceed smoothly.

It is very important that an arbitration agreement or clause is drafted without any ambiguity because a loosely drafted arbitration clause may easily render the agreement null and void and end up with the court taking over the jurisdiction due to an invalid agreement.

The significance of the impact can only be felt in the future when a dispute arises. In case the parties did not initially incorporate any arbitration clause in the commercial contract and at a later stage decide to include a dispute resolution mechanism into the contract, they should negotiate and finalise an arbitration clause that is fair, clear and acceptable to both parties. It is advisable that no commercial contract be signed without properly appreciating the consequences of the arbitration clause

Failing to carefully consider the arbitration clause can eliminate the efficiency benefits that parties expect to realise from arbitration. A thoughtful and comprehensive arbitration clause

can ensure there will be no attempts to litigate arbitrability or to initiate proceedings to affect the venue, arbitration procedures, enforceability of the award and the like. How to draft a clear and binding arbitration clause that will best serve your interests in the event of a dispute? This article deals with some of the important issues to consider when drafting an international arbitration clause.

Despite the fact that arbitration agreements may differ in many aspects depending on the specific nature of the commercial contract, there are some fundamental features that are common in all types of contracts.

## Scope of an Arbitration Agreement or Clause

One of the first things to consider is the scope of the arbitration clause. The parties to a business contract have to make sure whether the type of dispute involved is "arbitrable", or whether a particular type of controversy may properly be arbitrated, or whether it must be litigated in the nation's courts. Traditionally, certain kinds of claims such as competition law issues,

securities issues, intellectual property disputes, family, marital issues or employment issues are considered not

**The presence of the arbitral institution may lessen the chances that court intervention will be needed to resolve procedural issues.**

proper subjects for arbitration.

If the parties intend to restrict arbitration only to contract disputes, a phrase such as "all disputes arising under this agreement" can be included in the arbitration clause and may preclude arbitration of matters that are closely connected to the contract, but do not "arise out of" it. If the parties desire to encompass a broad scope of disputes to be subject to arbitration, such as fraud, tort claims etc, then the arbitration clause should address the intent by expanding the scope to "all disputes

arising out of, in connection with, or in relation to this agreement."

## Ad Hoc or Arbitration Institution

The advantage of ad hoc arbitration is that the parties do not have to pay for the administrative fees charged by arbitral institutions, which can be substantial in some cases. The main disadvantage of ad hoc arbitration, in the absence of an administrator, is the parties may have to apply to the courts to resolve procedural problems on which they cannot agree. In addition, for ad hoc arbitration, there will be less quality control than arbitral institutions. More importantly, in some countries, ad hoc awards tend to rarely be recognised as enforceable and this is particularly true in China which expressly refuses to enforce ad hoc arbitration awards under Chinese law. In contrast, arbitration administered by an arbitration institution has many benefits such as the help of administrators and other resources available from an arbitration institution. The presence of the arbitral institution may lessen the







chances that court intervention will be needed to resolve procedural issues.

If the parties agree to use an arbitration institution, under the rules of arbitration bodies in China, it is essential that the correct name of such arbitration institutions be clearly provided without any ambiguity; otherwise it will nullify the arbitration agreement. So it is advisable that the parties to a commercial contract properly include the name and address of the arbitration institution in the contract in unambiguous terms.

## Venue of Arbitration

The venue of the arbitration is another fundamental factor in drafting an international arbitration clause. Often, each party is wary of participating in the arbitration proceedings where the other party is located due to unfamiliarity with foreign law and procedures and the obvious concern of discrimination. Therefore, the usual solution for the parties is to agree on a neutral venue where both can expect to achieve a

fair and just result.

Parties should take into account many factors related to the legal system of the venue. For example, whether an arbitral award from a particular forum is enforceable under the United Nations' Convention on the Recognition and Enforcement of Foreign Arbitral Awards (also known as the New York Convention). In addition, the parties need to be aware that any action which challenges the validity and legality of a future award will also be heard by the local court at the arbitration venue. Therefore, the parties should find out the scope of review of arbitration award by the courts available in that country. In the meantime, sometimes assistance of the arbitration proceeding from the courts at the forum of arbitration might be necessary.

Other concerns may be travel restrictions and cost of travel. The venue may also affect the availability of witnesses or the cost of proceedings. The location of the arbitration may also determine the language of the arbitration if

the parties have not specified the language. For example arbitrations in some Arab countries must be conducted in those countries' languages.

## Language

Generally, the parties should in the arbitration clause specify the language to be used in the proceedings of the arbitration. In the absence of such a provision, usually the arbitration institution has its own working languages and the rules of the arbitration institution will apply in deciding the language of the proceedings. Most arbitral rules allow the arbitrators to decide the language. The language requirement will also apply to witnesses whenever that is necessary. **E**

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## Ascott Continues Strong Growth in Dalian - Second Somerset Serviced Residence Opened

Somerset Grand Central Dalian, managed by Ascott - C the world's largest serviced residence owner and operator, held its grand opening ceremony on 3 July 2014.

Mr. Vincent Ting, Senior Vice President Corporate Operations North Asia of Ascott, said: "It is the 30th Anniversary of Ascott this year, as the world's largest serviced residence owner-operator, our global distribution channel and experienced operating team will continuously bring high quality service to Dalian. The reason we chose to open a new property in the Dalian Jinzhou New Area is that we have positive expectations in the investment environment. And Ascott has faith in this area."

Somerset Grand Central Dalian is located in the heart of Dalian Jinzhou New Area. Within walking distance, there are numerous office buildings, dining, shopping, relaxation and entertainment choices. The famous Korean Style Street is right behind the property. It is only 10 minute drive to the well-known Tong Niu Ling scenic area and Bo Shi Wan beach, as well as a 5 minute drive to the subway station. A drive to the railway station or airport only takes 20 to 35 minutes.

Ranging from one bedroom to five bedroom penthouses, each of our apartments provide a spacious living area, separated dining area and fully equipped kitchen. Rooms facing south have the beautiful sea view, and the heated floor in winter is especially nice in Dalian. Fully functional public areas like an indoor swimming pool, sauna room, gymnasium, aerobic room, and children's playground and outside playground, and BBQ terrace are highly welcomed by residents.

The opening of the Somerset Grand Central Dalian is a significant milestone in Ascott's strategy in north and northeast China. While operating nearly 10 residences in Beijing, Tianjin, Dalian and Shenyang, Ascott confirms it will open five new properties in Beijing and Taiyuan in the following years, and will continue to develop in these areas.



## Transferring at Seoul Incheon Airport

A conference about transfer flights at Korea's Incheon International Airport was held on 19 June at the Renaissance Lakeview Tianjin. The event introduced passengers to the benefits of using Incheon International Airport as a hub.

Incheon Airport can be fun, with plenty of amenities to offer. One of the best features is the leisure area. If you feel tired after a long flight, there are free shower rooms. In addition, you can enjoy a massage, watch the news or movies, surf the internet, have a dinner, and enjoy the creative cultural heritage of Korea.

Another important aspect is the cultural experience. In Incheon Airport, the passengers can enjoy all kinds of entertainment. If you want to relax, there is a great place called SPA Sauna with incredible service. Here passengers enjoy the relaxation and satisfaction that comes with de-stressing. At present, the airport is also operating a CGV theatre. This theatre facility is ranked as the third best in the world. The theatre complex has two video halls and 240 seats. There are a lot of brands available at the duty free shops which sell at a reasonable price. You can buy traditional souvenirs and all kinds of products at Seoul Incheon Airport. Moreover, the restaurants provide all kinds of food and offer the very best service. If you go there once you will be sure to do it again.



## The 3<sup>rd</sup> Global Day of Discovery of Renaissance Hotels

— The Garden White Party at Renaissance Tianjin Lakeview Hotel

Renaissance Hotels, a hotel brand known for inspiring its guests to Live Life to Discover, hosted its third annual Global Day of Discovery on June 26th, 2014 at more than 150 of its hotels around the world. On this day, nearly every Renaissance Hotel celebrated by offering both hotel guests and the local community the opportunity to get out and discover something new by hosting exclusive music, culinary, art or culturally focused events and unique local excursions designed by hotel NAVIGATORS to showcase the unique stories of each destination.

On this special day, Renaissance Tianjin Lakeview Hotel celebrated with a garden party by inviting guests to experience the best of summer with a white party of Western and Asian food, plus live entertainment at the hotel. The summer theme cocktail was divided by frozen and tropical cocktails, and special made tea cocktails with the lovely summer flowers. After enjoying a few drinks, guests were welcomed to traverse the small path and take in the glamorous dessert discovery.

More than that, there were two tents with sofas for guests to rest while enjoying special spa by our therapists with a gorgeous summer garden view. There was also exciting music by our live band and DJ.

At the end of the night, we gave a big surprise to all the lucky draw winners, Marriott Hotel room vouchers from Tianjin, Beijing, Shanghai, Guangzhou and Seoul to discover new adventures in the future.



## Global Day of Discovery

“Discover Chinese Executive Chef Richard Chen”

It's time to discover something new, exciting, intriguing, and unique! Renaissance Tianjin TEDA Convention Centre Hotel opened its theme of “Discover Chinese Executive Chef Richard Chen” event at to celebrate Renaissance Brands third annual “Global Day of Discovery.”

This event was designed to encourage guests to leave their rooms to get out and discover unforgettable moments at the hotel through unexpected onsite activities and a variety of fascinating local experiences.

On the day, more than 120 guests experienced a wonderful Renaissance TEDA night - “Discover Chinese Executive Chef Richard Chen”. Unique cuisine, live new folk music, a DJ, and flavorful cocktails, make for the great atmosphere!



## Celebrate Starwood Preferred Guest Programme's 15<sup>th</sup> Anniversary

More than fifteen staff members participated in the bicycle ride along the Hai River from The Astor Hotel, A Luxury Collection Hotel, Tianjin to celebrate the 15th birthday of the Starwood Preferred Guest programme. The journey started at The Astor Hotel and ended at the Tianjin Eye, about 15KM with the most beautiful view of Hai River. Hotel staff joined the celebration for SPG's 15th Anniversary through their happy riding.

The Starwood Preferred Guest® (SPG®) scheme is an innovative, award-winning frequent traveller program that unites each of Starwood's 9 distinctive hotel brands and includes more luxury hotels in more destinations around the world.

SPG also has an ongoing commitment to digital innovation to meet the needs of today's connected global traveller – from the SPG app for iPhone that utilises state-aware technology to create a more personalised hotel stay to Starwood's Best Rate Guarantee on SPG.com. Offerings such as these have helped SPG build a passionate member base among the world's most frequent travellers.



## Shangri-La Hotel, Tianjin Campaigns For a Pollution-Free City

To reaffirm the group's commitment to corporate social responsibility, Shangri-La Hotel, Tianjin's staffs rode seven kilometres on bicycles from the hotel on Haihe East Road to one of Tianjin's busiest shopping malls, Joy City, in Heping District to promote the need for clean air and a pollution-free city.



A hundred staffs, including the hotel's executive committee members, wearing their pre-opening blue polo tee-shirts, set off from the hotel at 6 p.m. The sea of blue on bicycles was a head-turner during the Friday evening rush hour. The journey was completed in less than two hours. Fridge magnets in the shape of the hotel were also distributed to passers-by along the way. The journey was concluded with a three-minute dance at the entrance of Joy City.



## Past Events:



### Training Program: The Leadership Incubator (TLI) - Enable Tomorrow's Leaders Today

26 June 2014

In cooperation with C2C Consulting & Training, the European Chamber Tianjin Chapter launched the first session of Leadership Workshop Series on 26 June 2014. The Leadership Incubator (TLI) is a leadership workshop series and a learning journey for business leaders. The first session "Leadership Essentials" helps participants to acquire a leader's mindset. The workshop introduces what effective managers and leaders are and the 3C3W leadership framework.



### Finance & Tax Working Group Discussion Forum: Communication and Experience Sharing of the Latest Hot Tax Issues

27 June 2014

With the deepening of the indirect tax transformation, the tax policy and relevant administration methods has been adjusted. Meanwhile, customs supervision and international tax anti-avoidance has greatly enhanced. The business environment has become more uncertain and complicated. With the support from PwC, the European Chamber Tianjin Chapter organised a discussion forum for a discussion on the relevant matter member companies encountered or are encountering. It's a valuable opportunity for experts and members to share their practical experience and solutions.



### Training Program: Excel for Microsoft Office

11 July 2014

More than 30 line managers participated in an all-day Excel training delivered by experienced trainers from Eddic Training Company on 11 July 2014.

Room 2415, Suite 17, Magnetic Plaza, BinShui Xi Dao, Nankai District, Tianjin 300381.  
Tel: +86 22 2374 1122 Fax: +86 22 2374 1122 Email: [tianjin@european-chamber.com.cn](mailto:tianjin@european-chamber.com.cn) Website: [www.european-chamber.com.cn](http://www.european-chamber.com.cn)

# Tianjin economic logical forum

[info@TianjinEcoForum.com](mailto:info@TianjinEcoForum.com)

## Past Event:



### AmCham China Tianjin's Annual US Independence Day Celebration

4:30 - 8:30 PM, Friday, 4 July 2014 – The St. Regis Tianjin

AmCham China, Tianjin hosted its US Independence Day Celebration for America's 238<sup>th</sup> birthday on 8 July 2014 at the St. Regis Tianjin. Even though it rained heavily, more than 200 guests got involved in this party and enjoyed it with delicious food, cold beverages, live band, lucky draw and fun games for the kids. It was really a great opportunity to hang out with families and meet old & new friends.

We would like to thank all our sponsors for helping us celebrate the US Independence Day in a memorable fashion. A sincere thank you to our major sponsors: Schneider Logistics, Jones Lang LaSalle, PPG, Northern Lights, Taylor Printing, Wellington College International Tianjin, and all lucky draw prize sponsors. And we also thank St. Regis Tianjin for the delicious food, good services and nice venue.



## Upcoming Events:

7:15-9:00 AM, 21 August: Tianjin Monthly Executive Breakfast Briefing, TBD

12:00-2:00 PM, 28 August: Tianjin Monthly Women's Professional Committee (WPC) Lunch, Venue TBD

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 Events:



### GM Roundtable – HR and Training: Finding and Training Employees in Tianjin

04 July 2014

According to the results of the German Business Confidence Survey, the key challenges for German companies are related to the field of HR. Finding, retaining and training qualified staff, the ongoing increase of HR costs and high turnover rates are often the main problems for German companies in China. The German Chamber of Commerce held its GM Roundtable at the St. Regis Tianjin on 4 July to discuss these issues with the representatives of German Chamber members during breakfast and also discuss education projects in Tianjin. The GM Roundtable is a regular German Chamber event in Tianjin that provides the opportunity to openly discuss current issues that are important for international companies on a manager level.



### Seminar - Total Productive Maintenance (TPM): Getting implementation right

09 July 2014



Total Productive Maintenance (TPM) helps to increase capacity without buying additional machines and to increase quality without increasing inspection. This seminar gave participants the opportunity to get into conversation with an expert in the field and hear first-hand about possible pitfalls during implementation, and how to avoid them. During the seminar, our speaker Mr. Timo Schneemann, Senior

Expert for Lean at Staufen, first presented the basics of TPM, followed by group work and discussions. Thereafter, the participants were invited to visit specific sites of Siemens Mechanical Drive Systems Tianjin (SMDT) to see and discuss the practical implementation of TPM.

### Special Event - FIFA Soccer World Cup Final: Germany vs. Argentina

14 July 2014

After the spectacular 7-1 win over Brazil in the semi-final, the German national team won the final of the FIFA Soccer World Cup against Argentina and became World Champions! The German Chamber invited members and friends to watch the final match together at the Paulaner Tianjin where they celebrated Germany's 1-0 victory after extra time. The German Chamber congratulates the German team on its fourth World Cup title!



## Upcoming Events:

27 August 2014: Kammerstammtisch Tianjin, Drei Kronen 1308 Brauhaus Tianjin

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

## Computer Maintenance

diàn nǎo wéi xiū  
电 脑 维 修

There is always something wrong with our computers: viruses, operating systems breaking down and so on.

Wǒ men de diàn nǎo zǒng shì yǒu wèn tí, bǐ rú bìng dú, cāo zuò xì tǒng gù zhàng děng  
我们的电脑总是有问题,比如病毒,操作系统故障等。

Computer problems in the office can cause serious problems to our work.

Bàn gōng shì de diàn nǎo gù zhàng huì zào chéng yī xiē zhì mìng de wèn tí.  
办公室的电脑故障会造成一些致命的问题。

So how should we deal with these computer problems on a daily basis?

Nà me wǒ men rì cháng shēng huó zhōng gāi zěn yàng chǔ lǐ diàn nǎo wèn tí ne?  
那么我们日常生活中该怎样处理电脑问题呢?

A: Hello, there is something wrong with my computer.

Nǐ hǎo, wǒ diàn nǎo chū wèn tí le.  
你好,我电脑出问题了。

B: What's wrong?

Shén me wèn tí?  
什么问题?

A: I don't know why, but when I turn on my computer, there are so many ads popping up and I can't stop them.

Bù zhī dào wèi shé me, wǒ yī dǎ kāi diàn nǎo jiù yǒu fēi cháng duō de guǎng gào tiào chū lái,  
不知道为什么,我一打开电脑就有非常多的广告跳出来,  
gēn běn méi bàn fǎ zǔ zhǐ tā men.  
根本没办法阻止他们。

B: You should update the antivirus software in your computer. There are many popular softwares, such as, 360, Jinshan and others. Give that a shot.

Nǐ yào gēng xīn yī xià diàn nǎo de shā dú ruǎn jiàn le, 360,  
你要更新一下电脑的杀毒软件了,360,

jīn shān dú bà dōu shì yǒu míng de shā dú ruǎn jiàn, nǐ kě yǐ shì yī xià.  
金山毒霸都是有名的杀毒软件,你可以试一下。

A: Ok, can you install it for me?

Hǎo de, nǐ néng bāng wǒ zhuāng yī xià ma?  
好的,你能帮我装一下吗?

B: Ok,.

Hǎo de.  
好的。



A: What can I do for you?

Wǒ néng wéi nín zuò diǎn shén me ma?  
我能为您做点什么吗?

B: Ah, yes, my computer won't boot.

Wǒ diàn nǎo kāi bù kāi jī le.  
我电脑开不开机了。

A: Let me take a look.

Qǐng ràng wǒ kàn yī xià.  
请让我看一下。

B: Yesterday it was fine, but today...

Zuó tiān hái shì hǎo hǎo de, jīn tiān zǎo shàng jiù.....  
昨天还是好好的,今天早上就.....

A: Oh, you must have shut it off improperly.

Ó, nǐ yī dìng shì qiáng xíng guān jī le.  
哦,你一定是强行关机了。

B: Is that bad for the computer?

Zhè duì diàn nǎo bù hǎo ma?  
这对电脑不好吗?

A: I'm sorry, but this computer's motherboard is burnt.

Hěn bào qiàn, zhè ge diàn nǎo de zhǔ bǎn shāo huǐ le.  
很抱歉,这个电脑的主板烧毁了。

B: Oh, is it serious? What can I do now?

Ó, zhè yán zhòng ma? Wǒ gāi zěn me bàn?  
哦,这严重吗?我该怎么办?

A: I'm not sure until I open it. But if it's not serious, I can fix it by repairing a small part, which isn't too expensive.

Zhí dào wǒ dǎ kāi cái néng què dìng.

直到我打开才能确定。

Rú guǒ bù yán zhòng, wǒ zhǐ xū yào gēng huàn diàn nǎo yī gè xiǎo pèi jiàn huā jí shǎo de qián.  
如果不严重,我只需要更换电脑一个小配件花极少的钱。

B: Ok, but please make sure you keep the documents in the computer, They're important for my work.

Hǎo de, qǐng què bǎo diàn nǎo lǐ wén jiàn ān quán, zhè xiē dōu shì zhòng yào wén jiàn.  
好的,请确保电脑里文件安全,这些都是重要文件。



### 重点词汇 Key Words

维修	wéi xiū	maintenance	杀毒软件	shā dú ruǎn jiàn	antivirus
病毒	bìng dú	virus	主板	zhǔ bǎn	motherboard

If you encounter any problems learning Chinese, please send us an email at  
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TIANJIN

Chinese

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Riverside Chinese Restaurant

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**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

Tao Li Chinese Restaurant

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**T:** +86 22 5809 5098  
天泰轩中餐厅  
和平区大沽北路167号天津丽思卡尔顿酒店一楼和二楼

Japanese

Benkay Japanese Dining

**A:** 5F, Hotel Nikko Tianjin, No. 189 Nanjing Lu, Heping District  
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Café Vista

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河东区大直沽八号路486号天津万达文华酒店一层

Kasumi

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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

Seasonal Tastes

**A:** 1F, 101 Nanjing Road, Heping District  
**T:** +86 22 2389 0168  
知味全日餐厅  
和平区南京路101号一层

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

SóU

**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 Blu 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

Churchill Wine & Cigar Bar

**A:** 1F, Wanda Vista Tianjin, 486 Bahao Road, Da Zhi Gu, Hedong District  
**T:** +86 22 2462 6888  
丘吉尔红酒雪茄吧  
河东区大直沽八号路486号天津万达文华酒店一层



Aulare Latin Restaurant

**A:** Magnetic Plaza, Building A4 2-36, 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2-36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

Prego Italian Restaurant

**A:** 3F, 101 Nanjing Road, Heping District  
**T:** +86 22 2389 0173  
Prego意大利餐厅  
和平区南京路101号三层

Qba – Latin Bar & Grill

**A:** 2F, 101 Nanjing Road, Heping District  
**T:** +86 22 2389 0171  
Q吧 - 拉丁酒吧&烧烤  
和平区南京路101号二层

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 & 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, Zhuijiang Da Dao Zhouliang Zhuang, Baodi District  
**T:** +86 22 5921 1234  
水晶厨房  
宝坻区周良庄珠江大道8号京津新城凯悦酒店

Pan Shan Grill & Wine

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

Promenade Restaurant

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



DINING

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

Mighty Deli (South Park Store)

**A:** No. 85-87, Shuishang Gongyuan West RD, Nankai, Tianjin (opposite to Nancuijing Park) 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

Zest

**A:** 1st Floor, The Ritz-Carlton, Tianjin, No. 167 Dagubei Road, Heping District, Tianjin  
**T:** +86 22 5809 5109  
香溢 - 全日餐厅  
和平区大沽北路167号天津丽思卡尔顿酒店一楼



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

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

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)

Purple Bar

**A:** 2F, Radisson Blu Plaza Hotel Tianjin 66 Xinkai Road, Hedong District  
**T:** +86 22 2457 8888 - 3278  
葡吧  
河东区新开路66号天津天诚丽笙世嘉酒店2层

Flair

**A:** 1st Floor, The Ritz-Carlton, Tianjin, No. 167 Dagubei Road, Heping District, Tianjin  
**T:** +86 22 5809 5099  
Flair酒吧  
中国天津市和平区大沽北路167号天津丽思卡尔顿酒店一楼

Education



University of Maryland Robert H. Smith School of Business China Leadership EMBA Program

**A:** 2505-A CITIC Building, 19 Jianguomenwai Street Beijing  
**T:** +86 10 6500 3930  
**E:** Beijing@rhsmith.umd.edu  
**W:** rhsmith-umd.cn  
马里兰大学史密斯商学院中国领导力EMBA项目  
北京市朝阳区建国门外大街19号国际大厦2505-A



Jeff's House Kindergarten

Welcome to my house. We will play, learn and grow together. We are a family. We and our parents will all be the masters.

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

International Schools



**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

Hanbridge Education

**A:** C4-308/309, Magnetic Capital International Office Building  
**T:** +86 22 5837 5737  
汉桥教育  
奥城国际写字楼C4-308/309

SERVICES



Tianjin International School

**A:** No.4-1, Sishui Dao, Hexi District  
**T:** +86 22 8371 0900 ext. 311  
天津国际学校  
河西区泗水道4号增1



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. Also arrange the following:  
• Budgeting  
• Selecting and reserving the event site  
• Transportation and parking  
To set up an event with InterMediaChina, please send e-mail to gm@intermediachina.com

Catering Solutions



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

Hotels & Apartments

★★★★★ Hotels

Hyatt Regency Jing Jin City Resort & Spa

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



BANYAN TREE

Banyan Tree Tianjin Riverside

**A:** No. 34, Haihe Dong Lu, Hebei District  
**T:** +86 22 5883 7848  
www.banyantree.com  
天津海河悦榕庄  
河北区海河东路34号



Hotel Indigo Tianjin Haihe

**A:** No.314 Jiefang South Road, Hexi District, 300202, Tianjin  
**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



Holiday Inn Tianjin Aqua City

**A:** No.6 Jieyuan Road, Hongqiao District, Tianjin, 300121, China  
**T:** +86 22 5877 6666  
**F:** +86 22 5877 6688  
www.holidayinn.com/tjaquacity  
天津水城假日酒店  
中国天津市红桥区芥园道6号



HYATT REGENCY TIANJIN EAST

**A:** 126 Weiguo Road, Hedong District, Tianjin, 300161, People's Republic of China  
**T:** +86 22 2457 1234  
**F:** +86 22 2434 5666  
**W:** tianjin.regency.hyatt.com  
天津帝旺凯悦酒店  
天津市河东区卫国道126号

**SERVICES**



**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



**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



**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



**Yi Boutique Luxury Hotel Tianjin**  
A: No. 52-54, Min Zu Road, Hebei District  
T: +86 22 2445 5511  
天津易精品奢华酒店  
河北区民族路52-54号



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



**The Westin Tianjin**  
A: 101 Nanjing Road, Heping District  
T: +86 22 2389 0088  
W: westin.com/tianjin  
天津君隆威斯汀酒店  
和平区南京路101号



**The Ritz-Carlton, Tianjin**  
A: No. 167 Dagubei Road, Heping District, Tianjin  
T: +86 22 5857 8888  
天津丽思卡尔顿酒店  
和平区大沽北路167号

**Apartments**

**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



**Ariva Tianjin Binhai Serviced Apartment**  
A: No. 35 Zi Jin Shan Road, Hexi District  
T: +86 22 5856 8000  
F: +86 22 5856 8008  
www.stayariva.com  
滨海·艾丽华服务公寓  
天津市河西区紫金山路35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

**Wanda Vista Tianjin**  
A: 486 Bahao Road, Da Zhi Gu, Hedong District, Tianjin 300170  
T: +86 22 2462 6888  
F: +86 22 2462 7000  
天津万达文华酒店  
中国天津市河东区大直沽八号路486号



**The Lakeview, Tianjin-Marriott Executive Apartments**  
A: No. 16, Binshui Dao, Hexi District  
T: +86 22 5822 3322  
天津万豪行政公寓  
河西区滨水道16号

**Logistics**

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• Import and Export shipments  
• Pick up/deliver shipments and documents  
• Inland container transportation  
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For further details, send e-mail to [service@logisticstianjin.com](mailto:service@logisticstianjin.com)

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**Promotional Products**

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**Real Estate**



**CBRE Tianjin**  
A: 42F, Units 12 & 13, Tianjin World Financial Centre Office Tower, No. 2 Dagubei Road, Heping District.  
T: +86 22 5832 0188  
W: [cbre.com.cn](http://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

**Associations**

**TICC (Tianjin International Community Centre)** Association and meeting place for foreign passport holders and their families in Tianjin. Organises monthly coffee mornings, luncheons and social/fundraising events, supporting local charities.  
E: [ticc\\_09@hotmail.com](mailto:ticc_09@hotmail.com)  
W: [tianjin.weebly.com](http://tianjin.weebly.com)

**SERVICES**



**Jones Lang LaSalle**  
A: Unit 3509, The Exchange Mall Tower 1, No.189 Nanjing Road, Heping District.  
T: +86 22 8319 2233  
W: [joneslanglasalle.com.cn](http://joneslanglasalle.com.cn)  
仲量联行天津分公司  
天津市和平区南京路189号津汇广场1座3509室

**Serviced Office**



**The Executive Centre**  
Asia-Pacific's Premium Serviced Office Provider  
A: 41F, Tianjin World Financial Center 2 Dagubei Road, Heping District Tianjin  
T: +86 22 2318 5111  
W: [executivecentre.com](http://executivecentre.com)  
天津德事商务中心  
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 Centre**  
A: 8<sup>th</sup> Tianjin Centre, No.219 Nanjing Road, Heping District  
T: +86 22 2317 0333  
**Regus Golden Valley Centre**  
A: 11<sup>th</sup> Floor, Block One, Golden Valley Centre, Heping District  
T: +86 22 5890 5188  
W: [www.regus.cn](http://www.regus.cn)  
雷格斯天津中心  
和平区南京路219号天津中心8层  
雷格斯金谷大厦中心  
和平区金谷大厦一号楼11层

**Legal Service**



**Beijing Yingke Law Firm Tianjin Office**  
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E: [liyij@yingkelawyer.com](mailto:liyij@yingkelawyer.com)  
W: <http://english.yingkelawyer.com>

**HEALTH**



**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](http://ufh.com.cn)  
天津和睦家医院  
河西区潭江道天潇园22号



**Arrail Dental Tianjin International Building Clinic**  
和平区南京路75号天津国际大厦302室  
A: Rm 302, Tianjin International Building, No. 75 Nanjing Rd, Heping District, Tianjin PRC  
T: +86 22 2331 6219/1067  
24Hr Emergency Line:  
150 0221 9613  
W: [arrail-dental.com](http://arrail-dental.com)

**Rentals**



**CAR/BUS Rental Services in Tianjin and Beijing with reasonable rates.**  
To make a reservation or enquiry, please send e-mail to  
E: [info@chinabustravel.com](mailto:info@chinabustravel.com)  
T: +86 135 0207 0987

**Travel Agencies**



Tianjin's travel agency specialising in tourism for foreigners  
T: +86 159 2200 0555  
E: [info@thestarstravel.com](mailto:info@thestarstravel.com)

**Hospitals**



**International SOS Tianjin and TEDA Clinics** (Tianjin address and number here)  
A: 102-C2 MSD, 2nd Avenue, TEDA Binhai Area, Tianjin 300457  
T: +86 22 6537 7616  
天津经济技术开发区第二大街泰达现代服务区C2座102室



**Vehicle Leasing!**  
**+86 135 0207 0987**  
**info@chinabustravel.com**





**DINING**

**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

**TEDA & TANGGU**

**Brazilian**

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

**Chinese**

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

**Yue Chinese Restaurant**

**A:** 2F, Sheraton Tianjin Binhai Hotel No. 50, 2nd Avenue, TEDA  
**T:** +86 22 6528 8888 ext. 6220/6222  
 采悦轩中餐厅  
 开发区第二大街50号天津滨海喜来登酒店2层

**Japanese**

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

**Italian**



**Bene Italian Kitchen**  
**A:** 2F, Sheraton Tianjin Binhai Hotel No. 50, 2nd Avenue, TEDA  
**T:** +86 22 6528 8888 ext. 6230/6232  
 班妮意大利餐厅  
 开发区第二大街50号天津滨海喜来登酒店2层

**Western**

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



**Feast All Day Dining Restaurant**  
**A:** 1F, Sheraton Tianjin Binhai Hotel No. 50, 2nd Avenue, TEDA  
**T:** +86 22 6528 8888 ext. 6210  
 盛宴全日制西餐厅  
 开发区第二大街50号天津滨海喜来登酒店1层

**BARS**



**Happy Soho Live Music & Dance BAR**  
 (Opposite of Central Hotel)  
**A:** No. 16, Fortune Plaza, Third Avenue, TEDA  
**T:** +86 22 2532 2078  
 欢乐苏荷酒吧  
 开发区第三大街财富星座16号(中心酒店对面)

**Education**



**GEMS World Academy Tianjin Eco City, China**  
**A:** No. 312, Hefeng Road, Tianjin ECO-City, Binhai New Area  
**T:** +86 22 6622 7888  
 天津杰美司国际学校  
 滨海新区天津生态城和风路312号

**SERVICES**



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



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

**Hotels**

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



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



**Sheraton Tianjin Binhai Hotel**  
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**F:** +86 22 6528 8899  
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 天津市空港经济区中心大道55号

**Spas**

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

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

**Hospitals**



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

**Gyms**

**Eco-City International Country Club**  
**A:** No. 5681, Zhongxin Road, South Ying-Cheng Island, Tianjin  
**T:** +86 22 6720 1818  
 生态城国际乡村俱乐部  
 天津生态城中新大道5681号(营城湖南岛)

**Holiday Inn Binhai Hotel Fitness Centre**  
**A:** 15F, Holiday Inn Binhai Tianjin No. 86, 1st Avenue, TEDA  
**T:** +86 22 6628 3388 ext. 2960  
 天津滨海假日酒店健身中心  
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**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

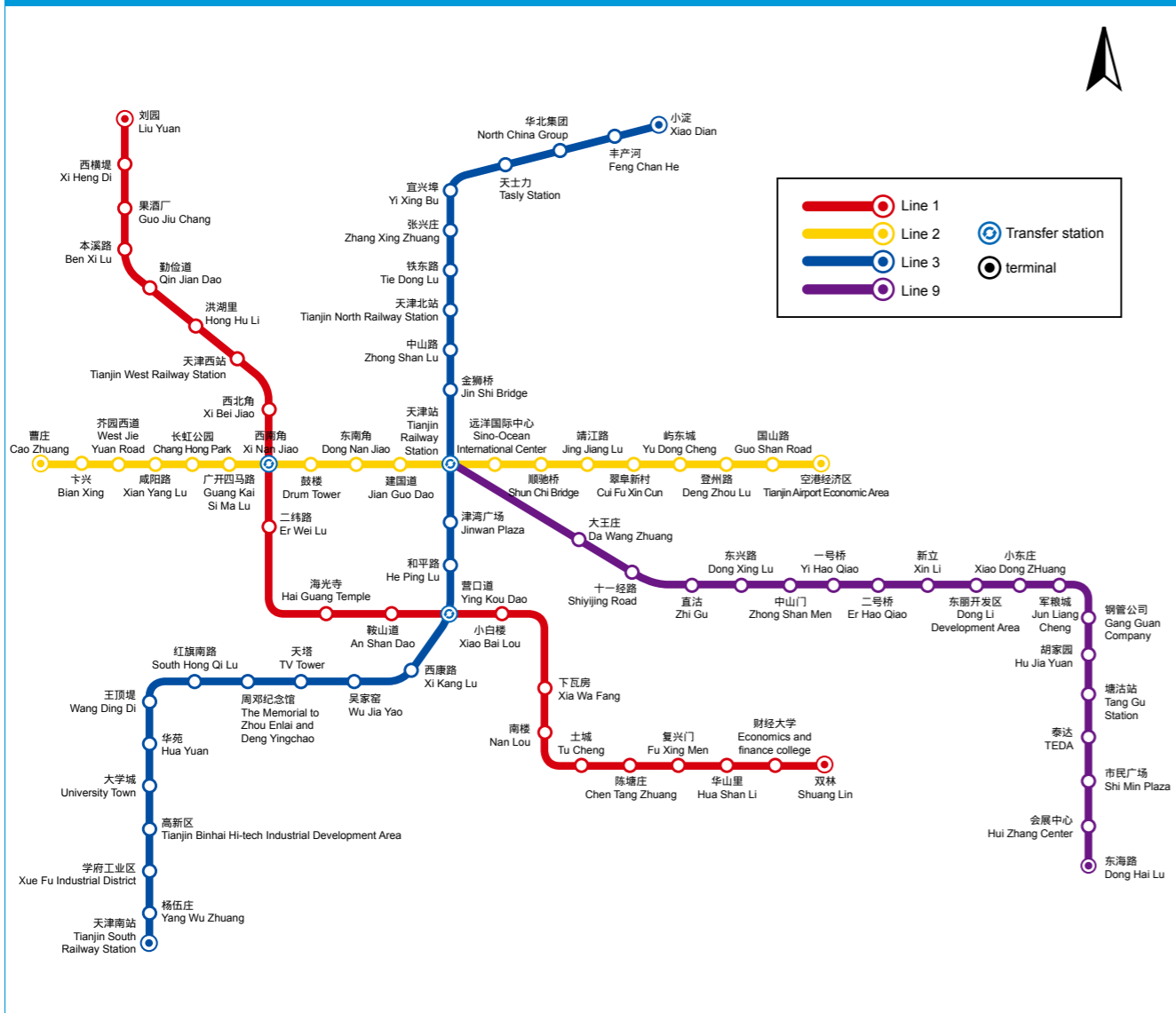
**Wuqing ~ BJS (¥39 - ¥46)**

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

**TIANJIN SUBWAY**

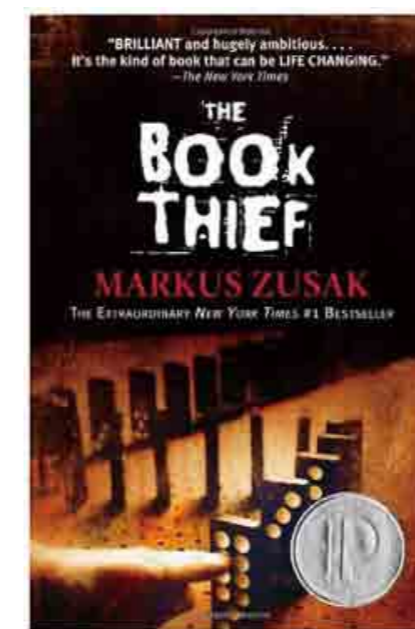
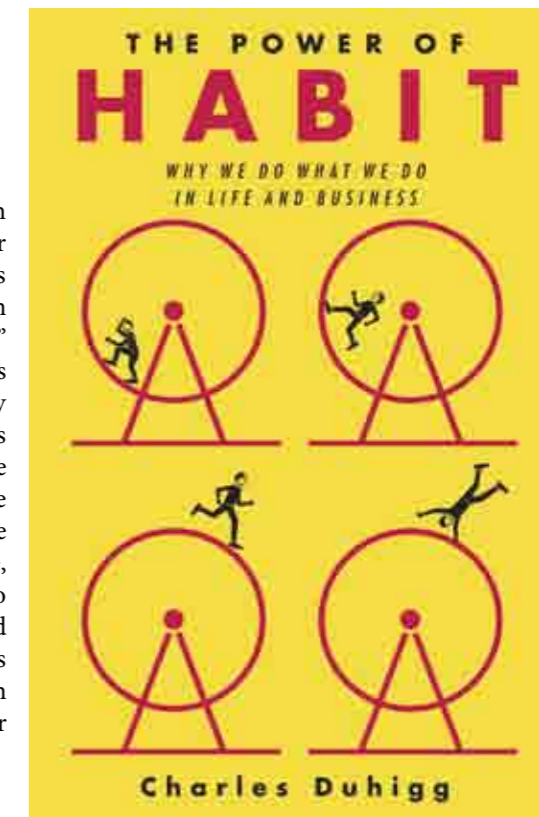


By Cathy Perez

**Introducing Authors and Books**

**The Power of Habit: Why We Do What We Do in Life and Business by Charles Duhigg**

The Associated Press says of *The Power of Habit*, "A fresh examination of how routine behaviors take hold and whether they are susceptible to change . . . The stories that Duhigg has knitted together are all fascinating in their own right, but take on an added dimension when wedded to his examination of habits." Charles Duhigg, a Pulitzer Prize-winning business reporter, takes us to the thrilling edge of scientific discoveries that explain why habits exist and how they can be changed. Distilling vast amounts of information into engrossing narratives that take us from the boardrooms of Procter & Gamble to the sidelines of the NFL to the front lines of the civil rights movement, Duhigg presents a whole new understanding of human nature and its potential. At its core, *The Power of Habit* contains an exhilarating argument: The key to exercising regularly, losing weight, being more productive, and achieving success is by simply understanding how habits work. As Duhigg shows, by harnessing this new science, we can transform our families, relationships, businesses, our communities, and our lives. (Available on amazon.com.cn, 83.80 CNY)



**The Book Thief by Markus Zusak**

*The Book Thief* is a novel by Australian author Markus Zusak. The book is set in Nazi Germany, and it describes a young girl – Liesel Meminger – and her relationship with her foster parents, the other residents of their neighborhood, and a young Jewish man who hides in her home during the escalation of World War II. Liesel loves books and words and she steals books from Nazi book-burnings, the mayor's wife's library, and wherever there are books to be found. But these are dangerous times. When Liesel's foster family hides a Jew in their basement, Liesel's world is both opened up and closed down. First published in 2005, the book has won numerous awards and was listed on The New York Times Best Seller list for over 230 weeks. It is now a major motion picture. (Available on amazon.cn, 58.30 CNY)

## Films in Tianjin Cinemas

### The Expendables 3

Genre: Action

Star-studded and action-packed from start to finish, *The Expendables* series is once again here. As the third instalment in *The Expendables* film series, *The Expendables 3* is an American ensemble action film directed by Patrick Hughes, and written by Creighton Rothenberger, Katrin Benedikt, and Sylvester Stallone. It is a sequel to the 2012 action film *The Expendables 2*, and features returning cast members Sylvester Stallone, Jason Statham, Jet Li, Dolph Lundgren, Randy Couture, Terry Crews, and Arnold Schwarzenegger. New additions to the cast include Wesley Snipes, Antonio Banderas, Mel Gibson, Harrison Ford, Kelsey Grammer, Kellan Lutz, Ronda Rousey, Glen Powell, Victor Ortiz and Robert Davi. The story follows the mercenary group known as "The Expendables" as they come into conflict with ruthless arms dealer Conrad Stonebanks (Gibson), the Expendables' co-founder, who is determined to destroy the team.



## Latest Album Release



### Gypsy Heart Side A by Colbie Caillat

Genre: Pop, Pop Rock

Released over a month ago, *Gypsy Heart Side A* contains 5 new tracks by pop singer Colbie Caillat who is known for famous songs like "Realize" and "Bubbly". These five new tracks – "Live It Up", "Blaze", "If You Love Me Let Me Go", "Try", and "Never Gonna Let You Down" – are a standalone EP that precludes the official follow-up to her 2011 album *All Of You*. The empowering single "Try" has been making its way to the Billboard top hits and these new songs will be rounded out by seven more tracks

to form *Gypsy Heart*, to be released later this year on Republic Records. When asked why there are only five songs in this album, Caillat told Billboard, "The reason I wanted to do the EP is because, right now, I think 12 songs is too much to listen to all at once. People can listen to the first five songs, fall in love with them, get to know them, and then a few months later, have the rest of the record available for download."

## Quote of the Month

**"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma which is living with the results of other people's thinking. Don't let the noise of other people's opinion drown out your inner voice. And most importantly, have the courage to follow your heart and intuition, they somehow already know what you truly want to become. Everything else is secondary."**

Steve Jobs

# Unfulfilled Chinese Dreams

By Ben Hoskins



**T**he Chinese Dream: President Xi Jinping promotes it and most of a younger generation of Chinese pursue it. But is it a reality for everyone? Will everyone see these dreams fulfilled? On a grand scale, the dream is for "the great rejuvenation of the Chinese nation". But on a practical level, the dream is meant to improve people's livelihoods, increasing wealth and prosperity, and Xi promotes the dream as an ideological undergirding for a political platform. What better way to garner support for a political agenda than to promise economic prosperity? And while the official Party journal *Qiushi* says this dream is a collective effort and not an individual pursuit, the reality is that the masses pursue their piece of the

pie, each with their own personal dream and ambition to become prosperous. Management of the nuts and bolts of this dream falls to Premier Li Keqiang, who promotes an urbanisation for China that will see one billion people living in China's cities by 2030, according to the McKinsey Global Institute. That will be 70% of China's population, compared to 54% today. Mr. Li sees the move to cities as imperative for continued economic growth, and this policy includes a continually emerging middle class, an expanded high-speed rail network connecting nearly every urban centre, and the hopes of a billion consumers spending their money and generating profits for everyone.

The hope is that such a policy will sustain rapid growth rates that have continued essentially unabated for 30 plus years. An increasingly prosperous citizenry will be an increasingly content citizenry. This will provide the social stability sought by the central government and everyone stays happy. It is this hope of greater riches and success that draws millions of recent college graduates and youths to the big city in order to pursue their dreams. Life at home on the farm is seen to offer little hope and little future, particularly when compared to the bright lights and hefty salaries to be found in the city. The reality is that the Chinese dream may leave some people disappointed. To be sure, cities are the way to go,

## Last Word

and even in their crowded, seemingly chaotic state, still lift millions out of poverty. Density and well thought out infrastructure will be better for the environment and provide more options and hope for the nation as a whole. But what happens when the masses move to the city with big expectations and dreams, and those fail to come to fruition? There comes with that a certain angst when you're a college graduate working a dead-end job with a small salary and no future. Some may think, "This isn't what I was promised, and this certainly isn't what I expected. What about my Chinese dream?"

We're all aware of the pitfalls of urbanization: increased congestion, worsening pollution, and the many land mines in attempting to provide the necessary infrastructure for a billion people. China is now the world's largest investor in infrastructure as it continues to improve roads, rail, water, electricity, and telecommunications for its increasing populace. In addition, housing, security, and employment must be provided for the extra 250 million residents scheduled to hit China's cities in the next 12-15 years.

So on the surface it seems that overcrowding might be the greatest challenge. More people in cities results in more congestion and/or urban sprawl that creates a heavy burden on a city's transportation and essential infrastructure. Yet some of these issues can be solved by an ever increasing public transportation system, and the flock to cities is simply a matter of people going where the opportunities are. Denying people those opportunities simply because of overcrowding misses out on lifting people from poverty and increasing in economic development.

Well if overcrowding is not the greatest challenge of urbanisation, then the environment must be up there. It's a fact that the world's most polluted cities are in China. We see the air pollution on a daily basis, and the country's water supply is no better. Increased automobile ownership and a bevy of power plants

that keep the economy surging will continue to be issues. And a policy that promotes economic development over protecting the environment will yield an ever-increasing tension. But urbanisation is not the sole culprit of China's environmental problems. In fact, greater density should actually help the environment rather than hurt it. More people in less space should require less energy, and reduced transport should yield less carbon emissions.

### The reality is that the Chinese dream may leave some people disappointed.

So while these surface level challenges to urbanisation remain very real and will require much thought and consideration to be a help and not a hindrance, it's more likely that the many social hurdles are the greatest threat to emerge from the push towards cities. Social tensions simmer and threaten to boil over as frustrations mount and inequalities remain. A large swath of those moving to cities will fail to obtain an urban hukou, the household registration system that provides basic services of health-care, education, and even retirement.

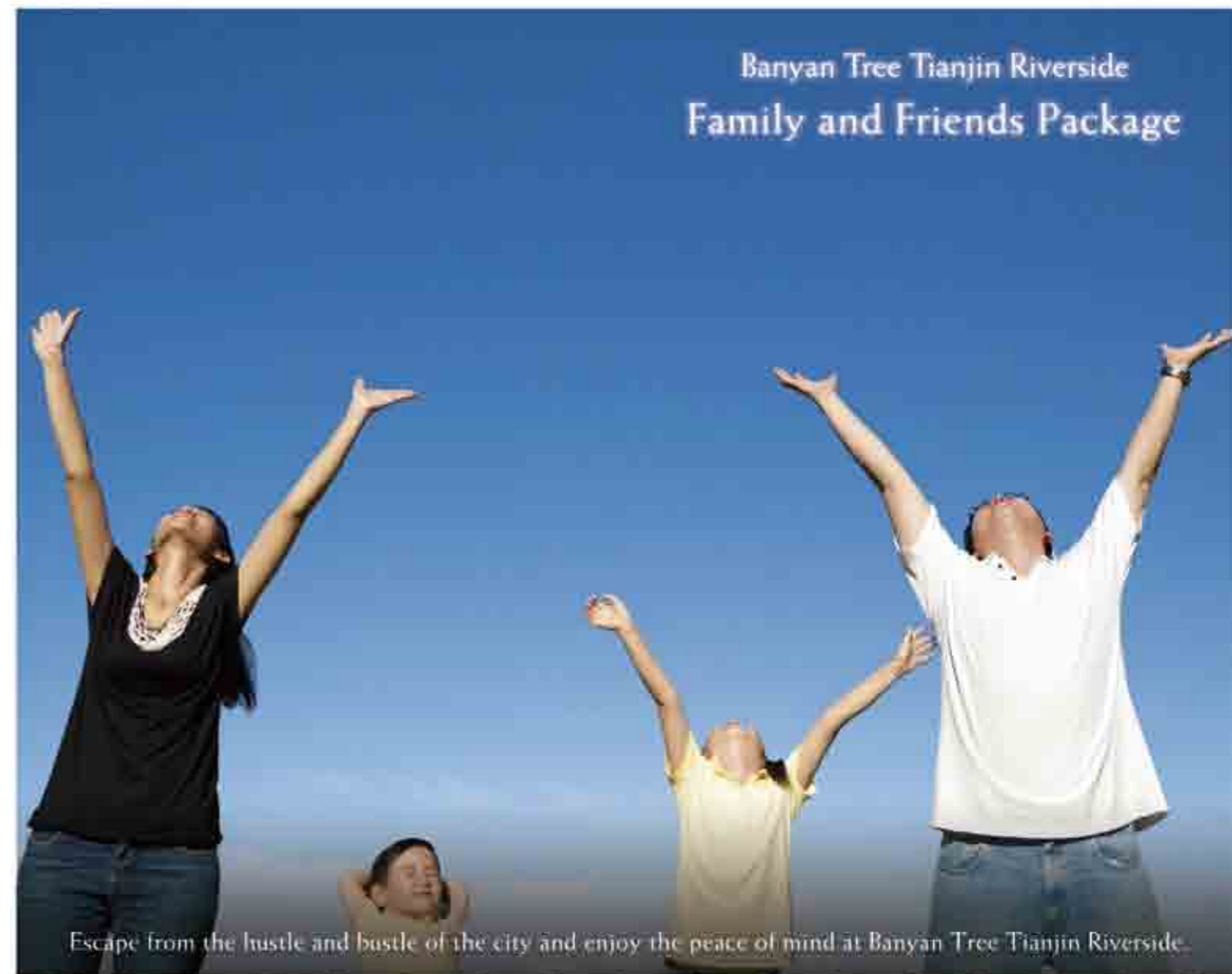
Smaller cities may be relaxing some hukou controls to attract workers, but many labourers still prefer the big cities where jobs are seemingly more plentiful and wages are higher. According to Beijing's Statistics Bureau, of the city's 21 million residents, only 60% have a hukou. On one hand, nobody forced those other 40% to come to the big city. They come knowing the risks and challenges. But what happens when the income gap grows and you're missing out on the riches you hoped for because someone else has the guanxi you don't have? Those once idealistic notions of the Chinese dream crumble when those dreams

fail to match reality. Jealousy and bitterness are going to be natural reactions, and these provide an unhealthy combination for China's future stability. Crime rates may rise, disorder could become more prevalent, and if nothing else, a general bad mood and unfriendliness may threaten China's traditionally hospitable culture.

The country's leaders more than likely already realise the realities of these challenges; hence the recent chatter about a Beijing-Tianjin-Hebei mega-city. What on the surface sounds like building an even bigger city is actually an effort to trim the population strain on Beijing. Transferring some of this burden to other cities will, in theory, create more evenly distributed wealth by increasing opportunities in smaller cities, help with the pollution issues, and spread out the population in order to provide more social stability.

China's push towards cities is not going to change. Though the rate of urbanisation may slow as people awake from their Chinese dreams and discover that life in the big city is not always what it promises, China's cities will continue to grow. China's leaders will need to develop measures to not only cope with the challenges of urbanisation and the inevitable angst that arises from such challenges, but also see to it that the nation thrives under such continual change. Decreasing the burden on mega-cities by developing smaller cities, and creating more services and opportunities to meet the demand of a growing urban populace is a start. But creating realistic expectations about the Chinese dream may be the very first step. Quoted in the Wall Street Journal, Vice Minister of Public Security Huang Ming said, "If you want to realise your city dream, then dream about small and mid-sized cities—that's more realistic. If you want to choose one of those especially large cities... have patience." **B**

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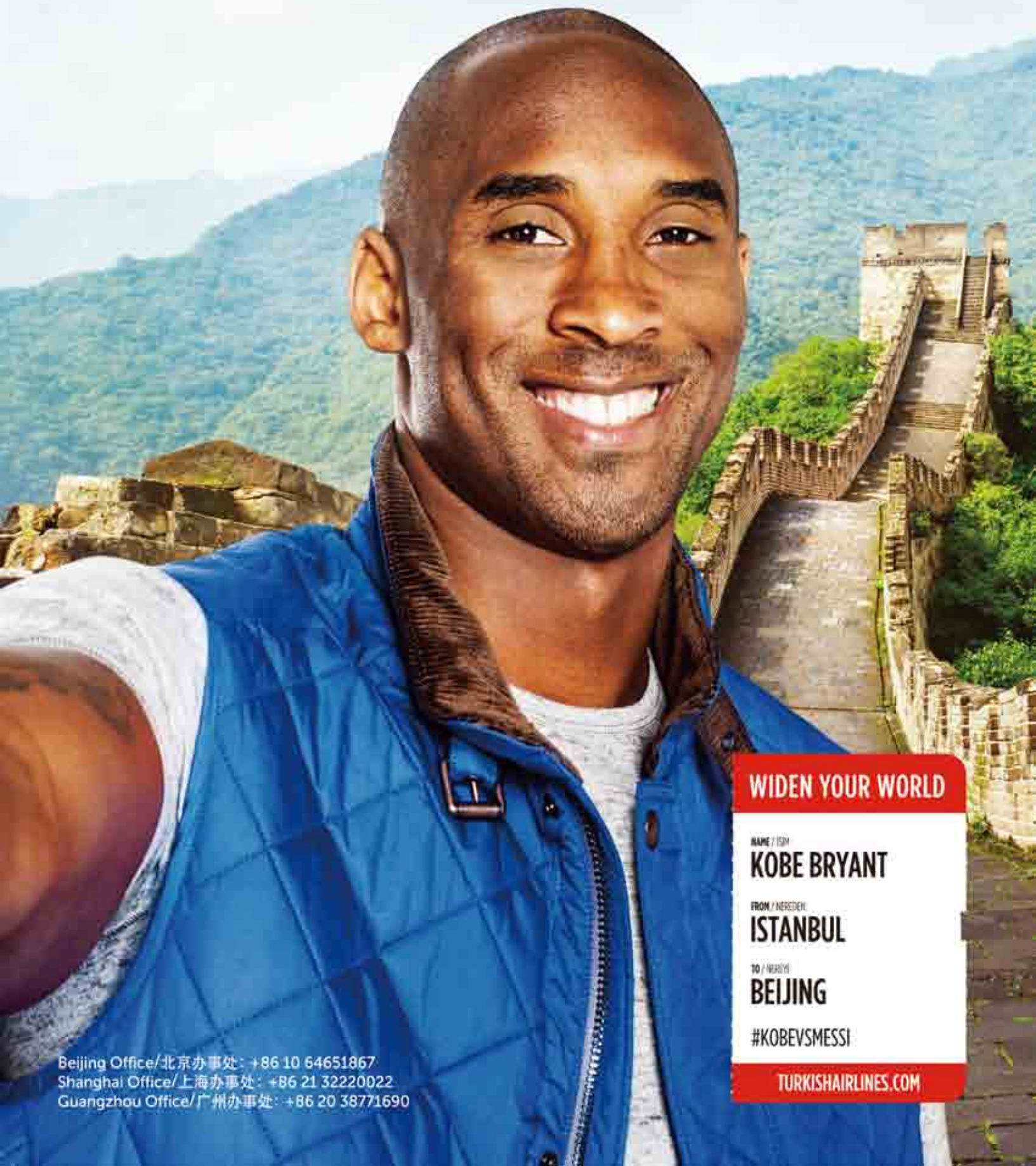
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