

Ticker

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BIG

DATA

& E-SOCIETY

CHANGING THE CODE FOR BUSINESS

At this Stage, you must Consider the AIIB as a Startup

Interview with Mr. Mr. Nikolai Putscher of the AIIB

The Big Data Dealers

How Information Processing Changes Major Industries

Prepare for Business Success

How to deal with State-Owned-Enterprises



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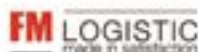
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Big Data as New Source of Competitive Advantage

Big data has been one of the media buzzwords in recent years. The computing of large amounts of information is not only about data volume, it is also about its velocity and variety. Nowadays, big data is already present in a myriad of industries. In the healthcare industry, it helps to predict epidemics, cure diseases and improve the overall quality of life. In finance, big data allows banks and online lenders to evaluate credit worthiness and prospective borrowers, or analyze the risk of investing in certain stakes by inputting stock feeds, tweets and breaking news into complex algorithms.

In China, which is often perceived as a mere copier of Western technology and innovations, big data has increasingly become the norm in e-commerce and e-society. While some companies and industries are just testing the water, big Chinese corporations such as Alibaba, Tencent or Baidu are pushing full steam ahead and making use of the vast possibilities big data can provide. Of course, online retailers are already using cookies to analyze customers' shopping behavior or record IP addresses to prevent fraud. But what about Baidu tracking daily routes to offices, grocery stores etc. on their map app? Or Alibaba checking the frequency and variety of customers' taxi rides via their taxi hailing app?

Clearly, the appetite for data-driven decision making in e-commerce is huge in China. German companies looking to be competitive in the market should take these trends seriously and be ready to face competition from companies that are more data-savvy, better informed and with a firmer grasp of the future and understanding of the past. The era of big data as a competitive advantage has just started and its influence in the following years will certainly increase rapidly. Companies running on big data and artificial intelligence will soon surpass others that are afraid to jump on the train or think they don't need big data to stay ahead.

This edition of German Chamber Ticker sheds light on opportunities and challenges that come along with e-commerce and big data. Moreover, we also highlight the status of artificial intelligence in the world economy. As always, we hope you enjoy reading.

Yours sincerely,
Jens Hildebrandt



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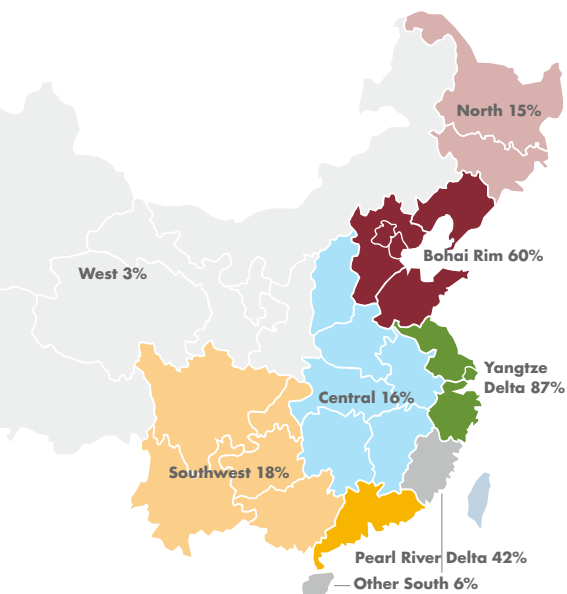
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Cover Story:
Data is Opening Doors
p. 15



Features:
German Business in China –
Results of the 2016 BCS
p. 36



Chamber Affairs:
Sino-German Business
Conference held at the
Western China International
Fair in Chengdu
p. 89

CONTENT

Business

8 China News

Cover Story: Big Data & E-Society

11 The Big Data Dealers
15 Data is Opening Doors
18 The O2O Revolution
20 China's New Ecommerce Law
22 China's Huge Appetite for Data-driven Decision Making
24 Smart Cities Through Big Data

In the Spotlight:

27 At this Stage, you must Consider the AIIB as a Startup

Features

32 Legal Update – Big Data, Cyber Security Law and other
Legislative Developments
34 OBOR Update – Clamoring for a Piece of the Pie
36 German Business in China – Results of the 2016 BCS
38 Prepare for Business Success

More Than Business

40 CSR: Profits are Important – but not at any Price

Regional News

North China

44 Member Affairs
47 Chamber Affairs

Shanghai

58 Member Affairs
64 Chamber Affairs

South & Southwest China

80 Member Affairs
81 Chamber Affairs

92 GCC Boards

93 About us

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Chinese Trade on Ivory will be Stopped

After a three-year ban on ivory imports in March 2016, the Chinese government decided to ban all ivory trade and processing in China by the end of 2016. This will not only affect the country's 34 processing enterprises but also the 143 designated trading venues, with dozens to be closed. China is the world's largest market for elephant ivory, with prices reaching USD 1,100 per kilogram. According to WWF, about 20,000 elephants were previously slaughtered every year worldwide, so the ban on ivory in China is a real game changer for Africa's elephants, of whom just about 415,000 remain today.



Further Expansion of China's Railroads

According to China Railway Corp, China's railways are predicted to handle 3.025 billion passenger trips in 2017, surpassing the 3 billion mark for first time. Last year, a total of 2.77 billion trips were made on China's railways, including 1.44 billion trips via high-speed trains, which accounts for over 50 percent. During October's Golden Week holiday in 2016 a record peak of 14.43 million trips on a single day was reached. Over 60 percent of tickets purchased in 2016 were sold online and 40 percent were bought via mobile phones. By the end of 2016, China's rail system had reached a total length of 124,000 km, including 22,000 km of high-speed railway. Further technological improvements are in the pipeline, such as developing bullet trains with a speed of 350 km/h. For 2017, China has planned to add 2,100 kilometers of track, 2,500 km of double-track rail lines and 4,000 km of electrified rail lines. Especially the central and



western regions in China will be addressed by the government to support the poverty-relief campaign. But also, the China-Europe freight train, connecting Asia with Europe, will be continuously improved under the Belt and Road initiative. In 2016, there was already a 109 percent increase to 2015 of west-bound trains leaving China.

Most Chinese Students Choose Great Britain for Studying Abroad

According to the British Council, the number of Chinese students studying in the United Kingdom in 2016 has continued to grow. By the end of September, nearly 73,000 students from the Chinese mainland obtained student visas from the UK, which is a nine percent increase to last year. The number of Chinese students receiving higher education in the UK has increased by 50 percent in the past five years. Now, China is the top origin country for overseas students in Britain. Britain's academic reputation and its safe environment are the most important factors why Chinese students and their parents choose the UK for studying abroad.



Rapid Increase in Mobile Payments

A study, conducted by China University Media Union and Ant Financial Services Group among 10 million students from 4,000 universities and colleges, has found that college students in China prefer paying bills through mobile devices. According to the survey, 92 percent of those born before the year 2000 used mobile payment services in 2016, with each college student spending an average of RMB 40,839 through Alipay, which is a 97 percent increase compared to 2015. Additionally, the study shows that female students use online payments more often than male students, though male students tend to spend more, mainly because they rarely compare prices and because they tend to spend more money on their girlfriends.

China to use more Clean Energy

The latest plan for the energy sector appoints to cut coal consumption in its total energy use and rise the share of clean energy until 2020. Non-fossil fuels are expected to rise

to more than 15 percent and the share of natural gas should reach 10 percent. Both together will account for more than 68 percent of total expected increase in energy consumption. Also, an 18 percent cut in carbon emissions is targeted for 2020, while coal consumption is planned to be capped at about 4.2 billion tons in 2020. Also, the biomass energy development will be enhanced in the next five years and will be more commercialized and industrialized by 2020. Although, China already produces biomass energy equal to 460 million tons of coal annually, the majority is not yet usable, as the technology still needs improvement. However, China has become a world leader in renewable energy investment and installation in recent years.

Chinese Scientists Mapping the Moon

Chinese scientists are drawing a 1:2.5 million scale geological map of the moon. A sketch version of the map will be finished by 2018 and released by 2020. Five universities and research institutes have agreed on standards for digital mapping and drawing of the moon's geological structure. The map includes information on geology, structure of craters and rock types and will also contain a timeline of the moon's evolution. Creating a map of the moon confronts the team with new challenges as they depend on data and images sent by satellites from China and abroad in order to precisely map the moon.



Digital Economy on the Rise in China

A new study states that China's digital economy will create over 400 million jobs by 2035. At that time, internet-based economy is predicted to be worth USD 16 trillion. Alibaba, China's biggest online trader, is expected to generate over 100 million of those jobs, with 30 million created last year alone. As jobs are created, digital technology like cloud computing or AI will gradually replace manpower. Still, 20 percent of the world's population will become self-employed or freelance via the Internet in the coming years.

Beijing's Fight against Smog in 2017

As a reaction to heavy smog periods, Beijing's education authorities will speed up the installation of air purifiers in schools and kindergartens. Some schools already installed such devices through financial support from the government, enterprises and parents. Additionally, Beijing's government is planning to take tougher measures to fight air pollution in 2017 by organizing an environmental police force to strengthen supervision and accountability. Further plans include the closure of the capital's only coal-



fired power plant after the heating season, as well as 500 manufacturing and polluting factories, while another 2,560 factories will be upgraded to meet the new environmental standards and about 300,000 high-polluting old vehicles will be phased out in 2017.

Ballpoint Pens now made in China



Until recently, China has been depending on imports of pen tips to produce ballpoint pens. After five years of R&D, the first Chinese pen tips were produced last year

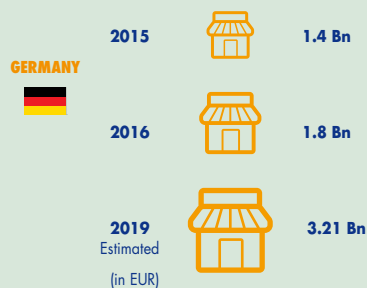
in June. It requires over 20 processes to produce a ballpoint pen tip with fluent writing effects. As the world's biggest manufacturer of ballpoint pens, producing 38 billion ballpoint pens per year, China now does not need to rely on imports anymore and expects to gradually replace the imported materials in the following years.

China Beats its Skyscraper Record

2016 is the ninth consecutive year in which China has been the Global leader in building skyscrapers. Last year, it broke its own record once again by building a staggering 84 out of 128 of the world's skyscrapers. By comparison, in 2015 China built 68 skyscrapers. China has not only built the two tallest skyscrapers of 2016, but also built 14 of the top 20 tallest buildings of 2016. Measuring in at 530 meters, with 111 floors and the world's fastest elevator, the Guangzhou CTF Finance Center was the tallest building of 2016. The second highest building is Eton Place Dalian Tower 1, measuring 383 meters.

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MARKET SIZE OF BIG-DATA INDUSTRY



GLOBAL INTERNET TRAFFIC

1992	100 GB/day
1997	100 GB/h
2002	100 GB/s
2007	2,000 GB/s
2015	20,235 GB/s
2020*	61,386 GB/s

DID YOU KNOW?

In Q3 2016 WeChat had **846 Million** active users worldwide!

Tencent Holdings Ltd. Big Data contains **15,000 times** as much information as the world's largest library!

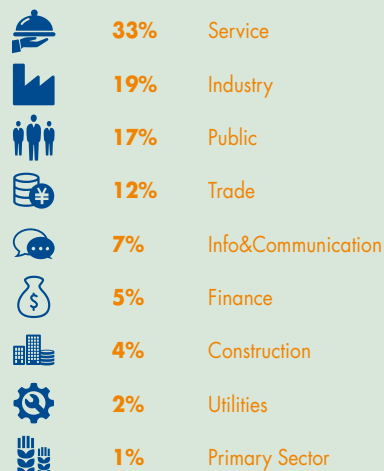
THE GLOBAL DATA VOLUME OF 2014 WAS 8,000,000,000 GB

CHINA'S data volume accounted for **13%**
909,000,000,000 GB

40,000,000,000 GB IS THE EXPECTED GLOBAL DATA-VOLUME FOR 2020

CHINA'S data volume accounted for **18%**
8,060,000,000,000 GB

GERMANY'S BIG DATA MARKET IN 2016



TOP 10 BIG DATA COMPANIES IN CHINA:

1. IBM China
2. SAP China
3. Huawei Technologies
4. Microsoft China
5. Lenovo Beijing
6. Alibaba Cloud Computing
7. Baidu
8. Inspur Cloud Computing
9. Neusoft
10. Jingdong



The Big Data Dealers

How Information Processing Changes Major Industries

by ANNIKA BEIFUSS and ELLEN TATHAM

Chances are, unless you've been living in a cave – and maybe even if you have – you will have encountered the term 'Big Data.' The challenge, as with so many media buzzwords, is how to define it, and where to draw the line.

Getting to Grips with Big Data

In general terms, big data is the enormous amount of data generated in the digital age, which is too large and changing too rapidly to be processed by conventional algorithms and databases. The three V's of big data – volume, velocity, and variety – capture its range and meaning. It is the data that we provide to companies, organizations, and online platforms every day.

The big players of the digital industry like Google, Amazon, Facebook, IBM, Microsoft, Baidu, Alibaba and Tencent own unimaginably large data pools. Even though we think that our behavior is

unique and unpredictable, statistics show that the force of habit is strong with us. We still cannot see the future, but big data helps to predict increasingly complex patterns.

From the users' perspective, there are two types of big data: The information that we provide daily and actively when we use social media, and the data that is collected without our will or even knowledge, we could call this unconscious data.

Endless Possibilities

While the term big data has been in circulation since the nineties it is really from the noughties onwards that there has been a steep increase in popularization and general understanding. The possibilities for specific industries are vast and while some are just testing the water, others are pushing full steam ahead and big data is helping them become more efficient and productive.

Healthcare

The healthcare industry is one of the most promising areas where big data can make a real change. It can be used to predict epidemics, cure diseases, improve quality of life and avoid preventable deaths. As the life expectancy of the global population rises, big data is influencing the new healthcare models for treatment delivery. There are three major types of data in the healthcare industry: Individual medical records, health research records, and business (organization) operations records.

The patient's individual health record takes the form of electronic medical records, medical imaging, claims information, lifestyle and activity data collected by smart devices, knowledge on nutrition and diet etc. These data are usually contained in different systems and formats; merging the individual medical data alone is no small challenge.

Health research records are data-intensive by default. Clinicians have collected data and drawn conclusions on patients' treatment for hundreds of years. Now that there is almost no limit to the data that we can process, the research output is growing accordingly. However, in order to be useful for other researchers and doctors and eventually the patients, the information needs to be structured and labeled systematically and compatibly for other formats, which does not happen the majority of the time.

The good news is that business operation processes in healthcare, such as billing and scheduling, have been digitized for years. The bad news is that the information is often fragmented and rarely standardized. Thus, it is effectively unusable for big data unless it is made available through improved database systems.

The two challenges in using big data for healthcare are the secure handling of the patients' records and the harmonization of data to make it usable. Integrating the different data like medical records, health research records, and business operations records would require developing new infrastructure so that all data providers collaborate with each other. In a heterogeneous system like the European Union, the harmonizing of data formats, processing, analysis, and transfer is a tremendous effort with many technical and legal barriers. China's big data gathering

and processing on the other hand seems a lot more promising.

In June 2016, the State Council issued a circular on how big data in the health and medical sectors is to be applied and developed. According to the circular, unified and interconnected platforms of the population health should be established, the sharing and opening-up of health and medical data resources should be promoted and big data applications in health and medical industry management, clinical research and development, public health, new industries, and digital health and medical equipment are to be boosted. Jin Xiaotao, vice-minister of the National Health and Family Planning Commission (NHFPC) said as early as 2020 there will be a national platform "that fits national conditions."

Consumer / Retail Industry

In retail, big data helps to find promising trends. Social media posts are scanned for buzzwords and web-browsing habits are analyzed; ad-buying data is interpreted to see which products are promoted intensively; so called "sentiment analysis" can help determine the context in which a product is discussed. That way, buyers in shops can make decisions as to what will be "in" in the coming months.

When the trend products have been found in the above mentioned process, and the customer wants to purchase something, a data package is created and transmitted automatically as soon as the product is scanned or purchased online. The data package contains information as to how many items are bought of the same product, what day of the week it is, what other products the customer buys along with it, and it might even contain information about the weather on the day of the purchase. Based on these data, computers can then calculate regularities and formulate predictions about future purchasing behavior. Credit cards, discount cards and membership cards are helping retailers to understand the consumer behavior even further.

The offline customers' information is paired with geographic and demographic data of the region. A supermarket manager, or rather the software they are using, can then make more informed decisions in their managing. The software helps to optimize decisions about every

single product in a certain store on a specific weekday. These may be decisions like stacking up on pumpkins, reducing the price of potatoes for the weekend, or delisting bitter cucumbers altogether. The supermarket manager can save a lot of money for the market if they make the right decisions.

Finance

Big data is also changing finance, first by creating more transparency. Lack of transparency has been cited as one of the major issues causing the 2008 recession. With increased transparency, current and prospective investors are made aware of the risks of certain stakes, so that they can react faster and more precisely. Having financial data made public also helps to prevent fraud.

Secondly, big data expands avenues for risk analysis. It allows banks and online lenders to assess credit worthiness of prospective borrowers. They are able to see exactly how long someone spent on the terms and conditions page, thereby determining whether they read it thoroughly. They can also see whether they are making a lot of deletions while filling in the form, which could indicate that they are lying on their application. Also since big data is able to analyze the customers' social media profiles, spending habits, credit reports and credit card repayments in seconds, the credit approval process is vastly sped up.

Thirdly, trading by algorithm, which inputs breaking news, tweets, and stock feeds into an algorithmic engine to provide even greater background for trade decisions. Algorithm trading was almost non-existent ten years ago, yet is likely to amount to about one third of all currency trades in 2016.

Fourthly, using customer data to understand who they are, is important to any industry but especially so in finance. Traditionally banks have kept all their data separate and not integrated them into a big data system. Not integrating and analyzing data can cost banks a lot of money. Studies have shown that those that do are leading over those that don't.

It must be noted here that in China, BAT (Baidu, Alibaba and Tencent) are all already far ahead of their western counterparts. All three are already directly involved in banking themselves and able to use their vast big data storage with

all their integrated technology to gain an even bigger and more accurate customer profile.

China vs the Rest

It is safe to say that big data is here to stay. It is likely to continue to enhance our lives in many ways as companies begin to further embrace and understand the uses. Yet for those of us that live/have lived in China and know the landscape here, it seems much more the norm. We embrace the use of big data, because it is making our lives easier. Your journeys are tracked on Baidu maps, Alibaba knows where you took your taxi via Didi Dache, WeChat knows that you went to see a film on Saturday because you used WeChat wallet to purchase the tickets. In China, people want to be able to do everything conveniently via their mobile phone, whereas so many in western countries worry about the security of their data. Therefore, progression in big data is slower

and less connected. However, slowly but surely things are starting to move in Europe. Chancellor Angela Merkel said in November 2016 on Germany's 10th IT summit in Saarbruecken: "Data thrift (i.e. only a minimum of personal data should be collected and used) cannot anymore be the guiding principle for developing new products." In order to keep pace with the digital (r)evolution worldwide, politicians and industry representatives of the western world are now more and more willing to lay bare our living and consuming habits. The currency is our data; what we are trading for is progress, convenience and an even more connected world.

Dr. Annika Beifuss holds a PhD of English Literary Science from the University of Tuebingen. She has several years of practical experience in writing and editing for press releases and articles. Dr. Beifuss worked as part of the German Chamber Ticker team and as project manager for the German Chamber's CSR initiative More than a Market before relocating to Japan in March 2016. She can be reached via annika.beifuss@nakora.net

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Data is Opening Doors

How Big Data will Change the Way you do Marketing

by AHMET TOMBUL

Technology and the digital revolution have changed the way companies and organizations do marketing in today's world. Businesses have more marketing options than ever before. They have more marketing data, increased marketing formats and a wider variety of marketing channels to communicate with consumers. Digital marketing alone has created many ways to reach prospective and existing consumers by using websites and blog posts, sponsored content, social media and search engines, online reviews and ratings, videos and all kinds of banner ads on desktop computers, tablets and mobile devices.

The digital revolution has allowed consumers to access information within seconds and select only the content which is relevant for them. Internet users have the power to decide what to consume. The more relevant information is, the more likely it will be consumed. Web and mobile users are ignoring any kind of irrelevant information, especially advertising. But to the surprise of many marketers, relevant advertising still has value for users. The ultimate result in recent years was that marketers started to focus on creating personalized experiences for their target audiences. Customers are no longer put into segments. They are treated as individuals. Data has opened the door for marketers to do this by better understanding their users and delivering highly relevant and personalized experiences at every touch point.

The main challenge for marketers is therefore to utilize and maintain the full scope of the relevant options and channels. In the business world of today, identifying the ideal target audience from the existing data, figuring out which channel this audience tends to use and which products and services fill their needs is the path for organizational success. Data and the insights of data are the key features for this success. Information is power once again. This is especially true for marketing. Data and information are becoming an integral part of creating successful marketing campaigns. Big data has a tremendous impact on the collection and creation of data-driven and personalized information today and in the future. But what exactly is big data?

Big Data

One look at the phrase big data might not clearly explain what big data really means. The word big in the term big data seems to reduce the meaning only to large volumes of data or information. But it is not only about the data volume. It is also about the complexity of data. These kinds of data sets are large and complex to capture, store, search, analyze, visualize, transfer and share with traditional data processing applications and solutions. They require new data management solutions, which run parallel on a massive number of servers in data centers or in the cloud. In 2012 Gartner defined big data with the following sentence: *"Big data is high volume, high velocity, and/or high variety information assets that require new forms of processing to enable enhanced decision making, insight discovery and process optimization."*

Traditional Marketing vs. Digital Marketing

Many professionals working in marketing may feel like data has always been big – and in some ways it has. Customer data was already collected 20 years ago, through for example point of sale transactions, responses to direct mail campaigns, coupon redemption, phone call surveys, etc. But this data is nothing when compared to the customer data collected today from online purchase, click-through rates, browsing behavior, social media interactions, mobile device usage, geolocation related data, etc. Comparatively speaking, there is no comparison! The amount and complexity of data has increased tremendously. Data has delivered better insight to customer behavior and engagement. Digital marketing has allowed companies to reach and interact with customers in a way that was never previously possible.

Marketing is no longer one way and static. It is highly dynamic and interactive. Digital marketing and especially social media allows companies to encourage their prospects, clients and followers to take

actions, visit their websites, read about their products and services, rate them or their products and services, buy online and provide feedback, which is visible to others in the market. It is no longer difficult to measure the success of marketing campaign like it was with commercials on TV, radio or billboards. Analytic solutions are nowadays available with a click on a button and deliver valuable information regarding number of visitors or subscribers, user behavior, conversation rates, etc.

This is all possible through technology, but also through data, especially big data. In this context, it's not the data itself that's so important. Rather, it's the insights derived from big data, the decisions and the actions marketing professionals do that make all the difference. Big data can deliver insight into customer engagement and answer the following questions: Who are the customers? Where are the customers and what do they want? How do they want to be contacted and when? Big data can help to discover what influences customer loyalty and what keeps them coming back again and again. Big data can also determine the optimal marketing spend across multiple channels and continuously optimize marketing programs through testing, measurement and analysis.

Big Data in Marketing Today

Marketing is one of the main areas where big data is already present and accessible to all sizes of companies and organizations. Today, **analytics** is the most popular application of big data in marketing. Analytic solutions allow companies and organizations to understand what visitors are doing on their corporate websites, online shops, social media pages and mobile applications. Analytic solutions deliver comprehensive information regarding the number of visitors, their languages and locations, their page views, clicks on banner ads, email newsletter, documents or videos, and many other actions carried out by users when they visit a digital property. It is relatively easy to run a digital marketing campaign and measure the results of each activity in that campaign with analytic solutions. These are massive amounts of information, which are captured from every single user and processed, analyzed and displayed in real-time using big data techniques and solutions. Analytic solutions provide valuable information for marketers and allow them to better understand their target audiences and manage their marketing campaigns and activities.

Another very good example of big data usage in marketing is **retargeting**, also known as remarketing. In digital marketing, it is well-known that the user journey from the very first moment to the final action is long and complex. Only a few users convert on their first visit and many users drop off without doing any action no matter how memorable or interesting a business or product is. Retargeting keeps track of people who have previously visited a site and display retargeting ads to them as they visit other sites online. Unlike typical banner ads, retargeting ads are served only to people who have already visited a website, online shop, social media account or mobile application. Airlines and hotels are among the most popular businesses globally, which use retargeting advertising. When a user searches airline tickets on a website from an airline company, but didn't buy that ticket, then these users will most likely see targeted ads from that company for a short period of time when he or she visits other websites. Airlines know that most users buy tickets a few days to weeks later and not on the same day when they start their search. Airlines use this timeslot to bring the user back and convert them to paid customers. There are many other businesses also making good use of retargeting campaigns in their industries. So, what role is big data playing in retargeting or remarketing? All service providers who offer retargeting options are using big data techniques to display targeted advertising based on the products and services a visitor was interested in the very first moment.

A third example of big data usage in marketing, are campaigns running on **social media** sites. The huge amount of data collected from social media users when they post a message, upload a picture, like or dislike something, comment or do other activities on their social media account allows social media site operators to create specific user profiles. These profiles allow companies to run campaigns on social media sites and target audiences based on specific interests, gender, age, activities, preferences, etc. Capturing and processing that information in real-time to build user profiles requires big data techniques and solutions. This data is also not collected and processes one time only. It is an on-going process to create better profiles from each action carried out by a social media user. These are just three examples of big data solutions in marketing. There are many others.

What is the Future of Big Data in Marketing?

Big data might be a relatively new term in the business world, but it is not necessarily new to digital marketing. Search engine providers like Baidu and Google are the best examples of big data companies. Many years ago, they introduced products and services, which at their core are big data solutions when you follow the definition from Gartner. Google launched Google Analytics 10 years ago, by 2012 Google had 10 million businesses using their analytic solutions. If there were in average 10 visitors per hour on one of the Google Analytics enabled sites and if each visitor was visiting 5 pages, then Google had to capture and process 500 million page views per hour. This is a lot of data and in reality the number is most likely much higher. A few years ago these results also became available in real-time to businesses. This is only one example demonstrating what big data and technology can achieve together. There are many other companies and service providers such as: Alibaba, Tencent, Amazon, Facebook, Twitter, etc. which are all big data companies. Big data is therefore not really new to digital marketing. Many applications are built on big data and every year new products and services are introduced to businesses and organizations.

The next years are therefore going to be very exciting for marketing as big data application will collect more data and deliver more insights from data. There will also be more devices connecting to the internet and these devices will create additional data. Some of these are already on the market: Health tracking devices or smart home applications (i.e. *Amazon Echo* or *Google home*) are already collecting data, but this data is not yet open for businesses to access. It is only a matter of time until these and similar data will be accessible. Data and technology together will create better user profiles and allow businesses to find innovative and better approaches to reach and engage with customers. Marketers must therefore stay on top of technology trends not only for the immediately apparent benefits of making business processes more efficient. The trends unleashed by technology almost always have unintended consequences that marketers must be prepared to take advantage of.

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The O2O Revolution

Why O2O is Crucial to your Marketing Strategy in China

by MARK TANNER

O2O is one of the most cost effective and engaging marketing strategies brands can adopt in China. Most aspirational brands selling in China have a strong O2O component in their marketing mix, yet many foreign brands have been falling behind in implementing O2O initiatives in China.

What is O2O?

Online-to-Offline (O2O) is one of the most used buzzwords in China today, and with good reason. In Western markets, O2O refers to 'click-and-collect' items – goods bought online and picked up at a bricks & mortar store. Whilst retailers such as Ikea and Walmart are dabbling with it in China, cheap delivery and low car ownership rates mean that click-and-collect hasn't taken off here like other countries. Nevertheless, China is pioneering in the O2O category.

Why is China Leading the World in O2O Innovation and Adoption?

Chinese consumers boast the highest rates of mobile internet usage, QR code adoption, mobile commerce and mobile payments globally. Government policy encourages Chinese innovation and leadership in the area and, importantly, Chinese consumers are some of the most enthusiastic consumers for new and convenient smartphone applications. This has led to physical and digital objects being far more intertwined in the Middle Kingdom than in the West leading to a much broader definition of O2O in China.

O2O covers everything from ride sharing and travel, to in-home massage and dry cleaning pickup. The value of China's O2O ecommerce sales is picked to grow from USD 335 million in 2015 to USD 626 million in 2018 according to iResearch.

O2O Beyond the Traditional Definition

Although most O2O forecasts are based on 'Online-to-Offline,' 'Offline-to-Online' is equally important, particularly for marketers. Chinese consumers are increasingly interacting with brands over the Internet, with 72% online throughout the day according to Epsilon. However, 40% of consumers prefer to interact with a brand in a store – making it the most popular channel and one of the most effective touch points to connect online to build a sustainable and engaging relationship. Stores that integrate online channels backed up with great service, can take advantage of the 63% of consumers who follow brands on WeChat after a good experience.

Shopping center operator Intime is one retailer starting to tap into O2O opportunities to drive foot traffic and sales to its stores, growing revenue at a time when offline sales at China's top-50 retailers declined 3.1%.

Even the humble bicycle has been enhanced by O2O in China. For many Chinese, bicycles were for poor people and a cold or sweaty reminder of when few could afford a car and cities had no subways. In Beijing, just 12.5% of residents cycled in 2015, versus 38.5% in 2000.

Thanks to more than around EUR 200 million of investments, China's bike-sharing schemes have changed the face of city streets. Hundreds of thousands of shared bicycles from at least eight competing companies now line footpaths, with consumers in need of pedal power using their smartphone to find the closest bike, scanning a QR code on the bike and then riding. Bike lanes in cities like Shanghai and Beijing are now unrecognizable from the beginning of 2016. Launching just eight months ago, Mobike already has four million monthly active users of its 100,000 bikes across five cities.

Traditional retail and bicycle sharing schemes are representative of an overall O2O revolution in China, evolving at a faster rate than any other major market. With so many O2O applications, the trend is making Chinese consumers' lives more convenient and creating a gold mine for those who can utilize the data.

Which Chinese Consumers are using O2O?

The most fervent users of O2O services in China are the Millennials. They are the consumers who have the highest smartphone ownership, highest adoption of new technology, highest incomes, and greatest willingness to spend and consume.

With Millennials in mind, it is the all-important females who are embracing O2O like no one else; 73% of women have used O2O restaurant and dining/food delivery services in the past 12-months versus 49% of men according to eMarketer. Females are also 38% more likely to have used O2O travel services than males.

China's O2O Innovations are Awash with Funding

All the buzz around O2O has attracted plenty of cash for start-ups. Many commentators are comparing China's O2O hysteria to the late-90s dot-com bubble in Silicon Valley, where significant wads of cash were invested in unprofitable business models. Chinese O2O start-ups are using their investment capital to subsidize and incentivize Chinese consumers to join the service, hoping they will be the last one standing in a war of attrition. An estimated RMB 50-80 billion (EUR 7-11 billion) a year is being poured into subsidies alone.

The highest profile subsidies are from the ride sharing apps, led by Didi Kuaidi, who's valuation was EUR 19 billion in July 2016 – 33% up from a year earlier. The company had set aside EUR 3.5 billion to suffocate Uber and their estimated EUR 1 billion of subsidies before the two eventually merged. Likewise, restaurant and cinema reservations service Meituan Dianping vaguely alluded to providing discounts and subsidies of RMB 58 billion (EUR 8 billion) in 2015, just as Alibaba and financial arm Ant invested RMB 1.2 billion on online food delivery service Ele.me, not long after the company was rocked by a food scandal. The subsidies have increased the attractiveness of O2O services, further speeding up adoption rates.

What does it mean for Brands Selling in China?

The huge figures and innovations should illustrate the popularity and consequential opportunities O2O presents in the consumer market is right now. It is not just the realm of Fortune 500 brands with large marketing budget, but is within reach for any brand hoping to appeal with these consumers and businesses.

In the retail segment, even back in 2014, the average Chinese consumer who was engaged with a brand online and offline, spent 60% more than in-store-only customers. In the first half of 2015, China's O2O sector grew 80% year-on-year according to HSBC, who believe the sector is a RMB 10 trillion (EUR 1.37 trillion) market that is only 4% penetrated.

Understanding Chinese consumers' rational and emotional drivers and how they feature in their customer journeys allows brands

to ensure that O2O features are both relevant and engaging to ensure the greatest chance of success in the market.

Agencies such as China Skinny work with brands to determine how online functions can be integrated into offline touchpoints, creating increased engagement, sales, loyalty, and much higher advocacy rates through easy-to-share channels such as social media.

The Future of O2O

The explosive growth of O2O in China has seen the lines blur between online and offline touchpoints. With new monthly innovations, online and offline will continue to crossover. Now Virtual and Augmented Reality are adding a whole new dimension to the mix.

Virtual Reality (VR) was the most-searched for tech term on Baidu (China's Google) in 2016. Alibaba sold 150,000 VR goggles for a fraction of a cent on Single's Day, a trend that echoes many brands' use of VR from Tourism Australia to Dior. The explosion of games such as Pokemon Go has allowed widespread acceptance of Augmented Reality (AR).

Uses for VR and AR will span beyond marketing and sales functions and will be increasingly used for training and engagement for customer care, sales, and other staff across China, making them an important consideration to complement O2O strategies.

There are quick and obvious wins for O2O that every brand in China should consider, but introducing smart and creative O2O initiatives can complement other marketing and sales initiatives ensuring they are relevant and engaging to the consumer, which will ultimately increase sales. Viel Glueck!

Mark Tanner is the managing director of Shanghai-based China Skinny, one of China's best known market research, strategy and digital agencies. He authors the most-read newsletter about marketing to Chinese consumers, is a regular international speaker and is often quoted in media such as Bloomberg, Reuters and Forbes for his view on the China market. He can be contact via mark@chinaskinny.com

China's New Ecommerce Law

What this will mean for Consumers, Operators and Providers

by DANIEL ALBRECHT

China's new Ecommerce law, which is in progress, shall regulate the relationship between consumers, platform operators as well as online providers in the field of Ecommerce.

China's Ecommerce Market

In accordance to analysis by digital marketing researcher eMarketer, cross-border Ecommerce in China was due to hit USD 85.76 billion in 2016, up from USD 57.13 billion in 2015. Furthermore the China Internet Network Information Center (CNNIC) reported 710 million Internet users in June 2016. Notably, 40 per cent of China's online consumers are buying foreign goods and eMarketer estimated the amount of money that each of them would have spent an average of USD 473.26 in 2016.

If the projection that cross-border Ecommerce will have a compound annual growth rate of 18 percent through to the end of the decade — reaching an estimated USD 222.3 billion — will come true, the consequence would be that China's Ecommerce market will catch up with those of the US, Britain, Japan, Germany and France combined by 2020.

China's New Ecommerce Law

As the Ecommerce market is constantly changing and undoubtedly its major impact on social life and the current economy cannot be denied, it seems to be necessary to provide a legal framework to give answers to upcoming questions within the scope of Ecommerce.

Hence a new Ecommerce law is in progress and drafts are waiting to be adopted. The new law shall remedy the current situation by promoting the Ecommerce market's development, putting things straight and satisfying all the parties' interests. These central ideas are laid out in Article 1 of the recent draft law and shall summarize simultaneously the political objectives pursued by this law.

Fundamental Principles

The fundamental principles emerged from the central ideas and can be regarded as significant basis for both the future implementation and interpretation of the Ecommerce law.

In the recent draft the following principles are suggested: Encouraging innovation, honesty and credibility, allocation of resources by the market, improving the monitoring of innovations, self-discipline and social governance, anti-discrimination, extrapolation of data, balance between exchange and protection. These principles shall complement each other, as this system archives to be comprehensive.

Structure of the Draft

The draft consists of eight chapters and recently 94 articles. The structure is the following:

- Chapter I: General regulations, Article 1–10;
- Chapter II: Ecommerce subjects and operators, Article 11–25; This chapter is subdivided into two parts: General provisions and Ecommerce platforms as third parties. The two sub-chapters emphasize the relevance of this law concerning other rules and regulations on ecommerce platforms.
- Chapter III: Trade and services in the area of Ecommerce, Article 26–44; This chapter is about the conclusion of a contract and its performance as payment and logistics.
- Chapter IV: Safeguarding in Ecommerce, Article 45–66; This chapter is subdivided into four parts: Data and information, market regulations and fair competition, protection of consumers interests and arbitration.
- It should be mentioned that chapters II, III and IV are the main parts of the draft.
- Chapter V: Cross-border Ecommerce, Article 67–73; Cross-border Ecommerce is not only about cooperation and collaboration of several departments (customs office, inspection office, etc.) but also the coordination with international systems.
- Chapter VI: Monitoring and management, Article 74–80;
- Chapter VII: Legal responsibilities, Article 81–93;
- Chapter VIII: Appendix, Article 94.

Relationship between the Ecommerce Law and other Relevant Laws and Regulations

The Ecommerce law shall not repeat the contents already mentioned in prevailing laws and regulations such as the electronic signature law of 2004. Moreover, the regulations of this law shall refer especially

to issues relating to Ecommerce. Thus, the general provisions of the contract law are applied in general and only concerning special questions will the Ecommerce law be relevant. Moreover, in the field of consumer protection the Ecommerce law will only be used in addition to the law on protection of consumers' rights and interests. While working on the draft other ministries' regulations were taken into consideration and some of them such as the Standards and Regulations Governing Online Transaction Services of the MOFCOM were even incorporated into the draft in order to increase the draft's efficiency.

Although the draft also includes provisions about transnational Ecommerce, international treaties and agreements like the UN Convention on the Use of Electronic Communications in International Contracts, the UNCITRAL Model Law on Electronic Commerce, the WTO's Work Programme on Electronic Commerce, the Preferential trade agreements (PTAs) in the Asia-Pacific region and the data protection provisions of the APEC, the TPP and the RCEP will still prevail. Nevertheless, it is permissible to specify these provisions by national regulations as intended by the Ecommerce law.

Main Contents of the Draft

1. Subject of Ecommerce

The draft makes a difference between the normal Ecommerce operators on the one hand and on the other hand the platform operators as third party, which are the targets of this draft. A clear definition of this group is missing. Although this gap provides space for innovations and future development.

2. Obligations for the platform's operator

The draft envisages several obligations for the operator of the platform such as verifying the providers' information, to offer only stable and safe services and to act transparently.

3. Electronic contracts

Not only clear criteria for the recognition of a signed electronic contract but also criteria for an electronic representative are laid out in the draft's regulations. Unlike stipulated by former provisions a contract can be revoked, if there were typing errors caused by electronic mistakes.

4. Services for electronic payment

The rights and obligations of the Ecommerce service provider are defined. Especially requirements for the security of the service. Furthermore, in case of erroneous payment the different reasons and responsibilities of the parties shall be examined. Among other principles the presumed-default liability shall apply, if the payment happened unfounded.

5. Express service and logistics

In the new draft, there are also some important provisions relating to express services and logistics. Thus, the liability of the haulage companies is emphasized. Furthermore, the protection of consumers from deception is highlighted. Additionally, the necessity for cash-management, security-management and risk-management in the field of debt collection is underlined.

6. Data and information

While Ecommerce is increasing, the consumer protection should also be adjusted to this change. Hence the draft provides many regulations about data and information: Thus, it is laid out in detail under which circumstances data collection is allowed. Moreover, before using the private data, the use of that amount of data has to be approved by the user. However, the security of private data must be guaranteed.

7. Fair competition

The draft also makes clear stipulations, in which way the platforms have to respect and protect the intellectual property. Besides that, it is stipulated that unfair competition is strictly prohibited.

8. Protection of consumers' interests

Apart from private data and information there are also some other provisions in order to protect consumers' interests. For instance, other provisions about the completeness of goods and services and about guarantee for consumer interests in general are laid out.

9. Arbitration

Concerning arbitration i.e. Online-Arbitrage-rules will be recognized and the duties and restrictions of platforms relating to this are provided.

10. Monitoring and management system

Furthermore, there are regulations mentioned, which refer to territorial area, social governance and the development of Ecommerce

Future Prospects

Though its large number of clear regulations, the new Ecommerce law would bring many changes and improvements for instance regarding the consumer protection as well as the protection of intellectual property. At the same time, there are also gaps that provide the necessary scope for flexibility and development. However, the current draft has not yet been adopted. It remains to be seen whether the Chinese legislator will pass the law or whether the market will take the wind out of the legislator's sails with self-regulation. Thus Alibaba – China's Ecommerce giant – has already set up its own rules and systems to claim intellectual property infringements by developing AliProtect and TaoProtect.

Daniel Albrecht is a German attorney at law, Guest Professor for Civil Law at the CUPL and founder of Starke Consulting Co Ltd. Starke operates in Beijing and six cities throughout Germany, in cooperation with its partner, Jordan Fuhr Meyer. Their core competencies are legal advisory and IP. Starke is a Trademark Agent licensed by the State Administration and Commerce.

China's Huge Appetite for Data-driven Decision Making

It Would be a Mistake to not Take this Trend Seriously

by NILS PIHL

When I first moved to China half a decade ago, I had to unlearn a lot of things I thought I knew about the internet. The digital landscape in China was simply bizarre to an experienced newcomer like myself – in many ways, China has a completely separate internet from the one I grew up on. The Great Firewall shuttered me off from familiar faces and habits, and that was certainly jarring, but that didn't mean the Chinese internet was smaller by any means. The Chinese internet was fully grown in its own right, and had a wealth of novel features and strengths that it took an open mind to discover.

Same but Different

I remember struggling with the prejudiced idea that China simply copied Western technology, and at first I couldn't see past the apparent similarities to discover the innovative ways that China had improved on the experiences I was used to from home. Weibo was, but at the same time wasn't, a Twitter clone, just as Alibaba was and was not eBay.

The internet reached mainstream adoption in the West many years before China, driven by economic factors that led to earlier mass adoption of home computers, whereas internet adoption in China was driven by the success of mobile. In the West, developers could make use of ample screen real estate and design for users familiar with the mouse and keyboard, and this freedom has clearly shaped our collective design zeitgeist as much as the rise of mobile internet has shaped the design of Chinese applications. I came to China with my own consultancy specializing in measuring and modifying user behavior, and we operated at the exciting overlap between behavioral psychology and big data. This gave us the opportunity to work with some of the titans in China, and to get an in-depth look at how the internet was actually different here.

Stronger Together

My first serious wakeup call came when we consulted for Weibo and became privy to some of the industry's less obvious traits. At the time,

it turned out that three of the titans in China had to put their enmity and competition aside to collaborate on big data projects – there simply wasn't enough Hadoop talent to go around, so these three companies quietly pooled their resources and built in-house analytics systems on older versions. There was no comparing Weibo's data performance to that of Twitter, not at the time. Jealously and reverently looking at the success of Storm at Twitter and its almost real-time prowess, engineers at Weibo ran overnight batch jobs to handle the three terabytes of daily data that their own microblogging platform generated at the time.

But this deficit in data talent turned out to be a blessing in disguise, as you'll soon see. A few years later a new technology came around that promised to drastically improve the performance of big data streaming computation. Our team was one of the very first teams in the world to touch Spark, the new streaming paradigm, and we quickly became true believers. We solemnly concluded that we'd have to leave Beijing in favor of Silicon Valley – how could we ever scale up our engineering team here in China?

Early in the summer of 2014 we were approached by one of the former founding members of Tencent and his VC firm, and we were offered a surprisingly generous valuation for a company that hadn't even released their product – especially in China. It was a multiple on the average investment for a company our size, and although we declined the offer we found ourselves asking what this Tencent founder might know that we didn't.

Fast Adaption

After a year of working with Spark, we sponsored Beijing's first Spark meetup at a corporate office in Beijing's Shangdi industry park. We were surprised to see a hundred people show up at a time when there were less than 500 engineers in the world working with Spark. People were keenly interested, and we found ourselves face to face

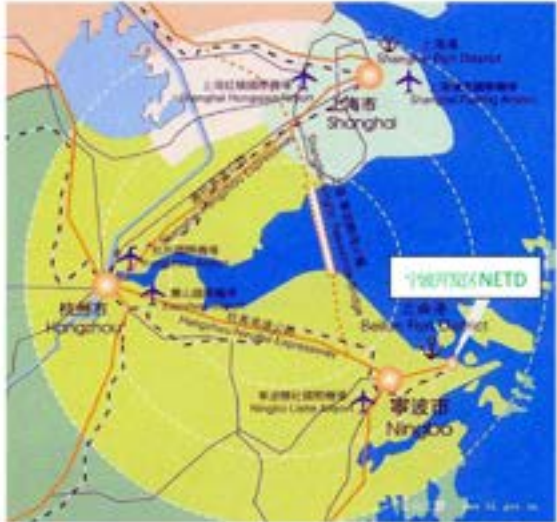
with some of the most important contributors to the technology – local Beijing residents that were, like us, about to leave China for Silicon Valley. Some of them were even going to work at Databricks, the company founded by the makers of Spark, and we quickly learned that Silicon Valley was importing large numbers of Spark engineers from China. Far from the data talent shortage we had seen two years earlier, China had some of the most important big data talent in the world. What had happened? With almost no sunk costs into the Hadoop paradigm, China adopted Spark and streaming at an incredible pace.

The Future of Big Data Will Be Made in China

About this time, we heard murmurs of a 9000 node Spark cluster at Tencent, one of many gargantuan implementations that appeared in China almost overnight. We decided to stay in Beijing, and concluded that the future of big data would be Made in China. It's easy to forget how big the Chinese internet is, and just how much data there is to capture. My mobile provider in China has more subscribers than there are people in North America, and life in China is constantly plugged into the mobile internet. When our client PengPeng has a good day, they account for a very significant portion of all the HTML5 traffic in the world. When we started working with dating platform Tantan, they were a brand-new app but still had 50 gigabytes of server logs every day – and grew to half a terabyte a day within half a year.

On my first visit to China in 2009 I was amazed to learn that at that time, over 1000 cars were sold in Beijing every single day. The city was rapidly approaching 5 million cars, a staggering number, and European automakers were building plants in China to meet the demands of China's new middle class. Literal truckloads of papers and documents are generated by this volume of sales – a caravan of trucks on the paper trail, plenty of data to analyze. It was one of the things about China that really caught my attention and made me curious enough to move here a year and a half later. What did the future hold in store for a country like China? Today I find myself working with big data in the automotive industry with companies like Daimler in China, and can't help but feel a gratifying sense of having come full circle as we work on predictive modeling, self-driving cars and profiling user behavior. The appetite for data-driven decision making is huge in China, and local subsidiaries of American and European companies are often more ambitious – and competent – than their colleagues in the West. German companies looking to be competitive in China should take these trends seriously, or face competition from companies that are more data-savvy, more well-informed, and with a firm grasp of the future and understanding of the past. In the age of big data, we cannot afford to look at China as a fledgling contender that merely copies the West. That era is long gone, and we run a serious risk of falling behind if we don't face this new reality and embrace that European corporate wisdom gained over decades or centuries is increasingly being outcompeted by companies run on data, AI and a belief that knowledge is power.

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Smart Cities Through Big Data

Harnessing Big data, Internet of Things, Cloud, and Analytics for Manageable and Livable Urban Environments

by CLAS NEUMANN

Since the first industrial revolution, cities have been magnets for people, particularly the young, displaced migrants and innovators. Today, half of humanity – 3.5 billion people in total – live in cities and the percentage will grow to 60 percent by 2030.

Cities are centers of innovation and culture, but as urban populations have exploded so have the problems of city dwelling – aging infrastructure, pollution, traffic congestion and crime. Now a new generation of city managers and politicians are harnessing the power of technologies like the Cloud, Internet of Things (IoT) sensors, and big data analytics to help solve some of these problems and make cities more manageable and livable.

This is a complex undertaking, especially when coupled with constrained financial resources so city leaders are investing in software and services that provide clear benefits and return on investment – software that can help them manage and monitor resources so cities can run more sustainably and citizens can enjoy happier, safer lives.

Helping Cities Run Better

"Smart City business issues are driving investment in emerging technologies such as Big Data and analytics, the Internet of Things, cloud computing, and mobile solutions in departments and citywide and often with national government support," says IDC. "Smart City solutions leverage information and communications technologies not only to deliver higher-quality citizen services more efficiently but also to realize significant operational cost savings and effect behavior change in government workers, city businesses, and citizens."

But technology for the urban environment is never an end in itself, even for the very smartest of cities: It must always dovetail with the strategic objectives of visionary urban development. Smart cities use data available from connected devices to benefit their citizens. That means an IoT application (such as traffic enforcement) is just the starting point. The real value comes from breaking down the barriers between data silos, combining massive quantities of relevant data from multiple sources and then using technology tools to analyze it in real time, make decisions and take action. The result? Better services and quality of life for citizens.

From Big Data to Smart Data

SAP recently expanded its commitment to help urban leaders deliver a high quality of life to their citizens, building on its "Urban Matters" initiative launched in 2012, with a new program called SAP Future Cities. As part of the initiative, SAP is working with cities worldwide to help them better engage with citizens, drive prosperity, deliver enhanced services, improve tax and revenue collection, address social inclusion, open up government and increase public safety and sustainability.

Smart Traffic in Nanjing

The City of Nanjing, once the capital of China, is one of the top 20 cities in China with a population of just over eight million. There are about ten thousand taxicabs, seven thousand buses, and one million private cars running throughout the city road network. To help cope with the traffic volume, Nanjing developed a next generation Smart Traffic system that includes the use of sensors and RFID (Radio Frequency ID) chips to generate continuous data streams about the status of transportation systems across the city.

The city makes use of SAP's IoT platform and business software solution SAP HANA to analyze traffic movement patterns in real time. In total over 20 billion sensor data are generated annually in the city. This data is combined with other data such as travel behavior of individuals, fare prices, road conditions and area accessibility. Smart traffic analytics using advanced analytical algorithms help the city to make sense of these data. All the information flows into one digital map that gives a detailed view of current traffic conditions across the city as well as the ability to predict status and provide recommendations for planning.

Safer Busses in Japan

NTT, the Japanese Telecom giant, teamed up with SAP to help prevent accidents using IoT technology. NTT co-developed a fabric embedded with sensors, called "hito" with Toray Industries, to monitor people's vital signs like heartbeat and nervous system responses. NTT also has been developing an algorithm that estimates fatigue level by analyzing vital data from

hitoe. This analysis, indicating heart rate and nervous agitation, goes to the SAP HANA Cloud platform where it's combined with data including current traffic and weather conditions – and sensor-driven data like GPS signals, and information from on-board devices that estimate the vehicle's condition.

The predictive capabilities of the SAP HANA Cloud platform together with NTT's IoT analytics for hitoe will help bus companies identify potential danger before accidents occur. Keifuku Bus Company began testing the new connected safety system in 2016. Keifuku hopes its trial of the new technology will speed up its digital transformation and become a model for connected safety.

Preventing Floods in Buenos Aires

Situated at the mouth of the Rio Plata, Buenos Aires is subject to annual torrential rains. Given the city's aging infrastructure and dense population, flooding has historically been an issue. Clogged storm drains have slowed down the city, caused property damage and even resulted in lost lives.

Today, however, the city is experiencing less flood damage. Sensors have been installed in 30,000 storm drains to measure water levels, direction, and speed. The city is using the SAP HANA platform to analyze real-time sensor data from the sensors and SAP Mobile Platform to provide maintenance crews with real-time data at their fingertips so they can clear drains and prevent floods to help ensure streets and drains are clear.

China as Key Investor in Smart City Technology

As the central government in China tries to manage the increase of its urban population to about 1 billion people by 2050, it is determined to make its urban areas efficient and equipped with the technology to handle such a vast population influx. China already put a focus on smart city development in its 12th Five-Year plan (2010-2015).

Xu Lin, director of the Development Planning Department at the National Development and Reform Commission, said in April 2016 that China will move ahead on construction of 100 new smart cities during the 13th Five-Year Plan (2016-20), bringing the total number of projects to nearly 200. The focus of these projects has also been expanded. Initially it was all about improving the efficiency of infrastructure, for example by connecting transport systems or the electricity grid and metering, or by making better use of "smart" data. Today, the government wants to enhance every aspect of urban life – making cities more livable, for example linking doctors with patients for remote therapy, implementing smart lockers for online purchased food near consumers' homes or through smart e-bicycles (yes, the bicycle will return to China in its smartest form).

As the adoption rate of the Chinese citizens to new technology is extremely high, and mobile penetration is one of the highest in the world; the scale is enormous, China is not only an ideal test-bed for new smart city technologies but is also a market leader and will soon be a major source of such technologies. This is a new chapter of the China growth story – as key technology & cloud vendors like Huawei, Tencent or Alibaba meet enormous local demand and are encouraged by a very pro-active government. This unique combination of local world-class technology and its immediate application will enable Chinese tech giants to play a major global role in making the world's cities smarter.

For German and other international MNCs this will certainly impose unprecedented challenges inside and outside of China, but also create new opportunities for cutting-edge collaboration and innovation with Chinese

tech companies. The key to success in smart city development will be to jointly develop solutions with Chinese partners and bring those solutions together to scale and into global markets. This can only be successful if significant know-how is made available in China and local R&D centers are established. SAP created its first R&D Lab in Beijing back in 1999 and has since scaled to 5 R&D Labs in China's tech hubs with close to 3000 software engineers in total – the company's third largest R&D base globally.

Managing Expectations

Many cities are currently styling themselves as smart cities, applying the latest technologies to beef up services to their citizens. Despite the hype surrounding IoT, it's important to remember that not all well-intended IoT projects end up being completed. Rigid administrative regulations and political circumstances can sometimes thwart IoT projects. Sometimes the complex bidding and approval processes for public projects result in the delay of innovative ideas.

The wheels typically turn much slower in the public sector than they do in industry, often because of public scrutiny over how tax money is being spent. The complexity and realization of IoT projects is also sometimes underestimated.

Nevertheless, some Chinese cities have been moving towards fast-track approvals and implementation of IoT processes – including the latest technology from around the globe and giving MNCs a unique opportunity to be part of the fastest developing and most advanced smart city market in the world.

SAP Invests EUR 2 billion in Big Data and IoT

SAP is investing EUR 2 billion Internet of Things (IoT) technologies until 2021 to help business and government entities benefit from the proliferation of sensors, smart devices and Big Data that is transforming business. Business and public sector entities now have unprecedented access to more information and real-time feeds, but they still have difficulty tying it all together across operating locations, business units and functional teams. The World Economic Forum estimates that the number of connected devices will grow at a compound annual growth rate of 21.6% over the next four years from 22.9 billion in 2016 to over 50 billion by 2020 – equivalent to almost 5 connected devices for every person on the planet.

Clas Neumann is senior vice president, head of Global SAP Labs Network, head of Fast Growth Market Strategy Group. He is responsible for strategy and operations for the SAP Labs Network (SLN) – SAP's global network of research and development centers. As a member of SAP's Senior Executive Team, Mr. Neumann's has more than 15 years' experience in India and China, and was instrumental in SAP's entry into China. He serves as a spokesperson in the Asia Pacific Association of German Industries (APA), is a board member in the East Asian Association (OAV) and a member of the Indo-German advisory council of the Prime Minister of India and the German Chancellor.

SAP is establishing IoT labs around the world to collaborate on Industry 4.0 and IoT with customers, partners and startups. Planned locations include: Shanghai, Berlin, Johannesburg, Munich, Palo Alto, and Sao Leopoldo in Brazil.



At this Stage, you must Consider the AIIB as a Startup

Interview with Mr. Nikolai Putscher director of the AIIB and representing the European constituency

by SEBASTIAN SUCIU

Mr. Nikolai Putscher is director of the AIIB and representing the European constituency. He is also Minister Counselor, Financial Affairs Coordinator at the German Embassy in Beijing. He started his career at the Federal Ministry of Finance as Economist. After several years with the IMF, he has worked in various positions at the International Department of the Federal Ministry of Finance. The Asian Infrastructure Investment Bank (AIIB) is an international financial institution initiated by the Chinese government and founded in cooperation with 56 other nations worldwide. The AIIB started operating business on 16th January 2016. Since then the bank launched its first nine infrastructure projects. The financing will be targeted towards electrical power, transport and urban development projects in Azerbaijan, Bangladesh, Indonesia, Myanmar, Oman, Pakistan and Tajikistan. German Chamber Ticker spoke with Mr. Putscher about his work and also about the idea and future plans of the AIIB.

My first question is about your role in the AIIB. At the AIIB you represent the euro constituency. In which ways are you involved in the AIIB operations and how does this task integrate with your position here in the German embassy in Beijing?

I will start by saying that at the German embassy I actually wear two hats. One is my position as head of the financial section at the German Embassy and the second is my position as executive director of the AIIB, which means I represent the Euro Area constituency. This consists of ten European countries that all have the EURO as their currency and which is the second largest constituency after China. At the AIIB we currently have two European chairs. The second chair represents seven European countries, which do not have the EURO as currency. The second chair is currently held by my colleague from the British Ministry of Finance. The German embassy represents Germany and is responsible for bilateral relationships with China, whereas the AIIB is an international financial institution. So, my dual position in China is not in conflict, they must to be viewed differently.

Jin Liqun, the president of the AIIB, is a world-renowned financial expert. How often do you meet with him and how is the cooperation with regards to the operative work of the AIIB?

The Board of Directors at the AIIB consists of 12 members. You can compare the Board of Directors with the German Aufsichtsrat (supervisory board or council) we are not

actually so involved in the operative business of the AIIB. We represent the owner of the bank (the member states) and our main job is to supervise that the AIIB follows all the rules and regulations approved by the board of governors and the board of directors.

The board of governors is the highest decision making body and represents the ministers of the member states, so for example the German Federal Minister of Finance, Mr. Wolfgang Schäuble is one of the governors of the AIIB. Given that there are 57 member states I guess it is understandable that a board of governors with 57 representatives would not be efficient, therefore the body was boiled down to just 12 directors representing the member states.

The Board of Directors meets with President Jin at headquarter of the AIIB here in Beijing at least four times per year. There are also some infrequent meetings in between when there are very important decisions to be taken, especially on project proposals. I am very much involved with the vice presidents. We have five vice presidents, three are from Europe (France, the UK and Germany).

What is the current status of the AIIB? Are there any plans to open offices in other countries for example?



At this stage, you must consider the AIIB as a startup. The AIIB currently has roughly 90 employees, a year ago, when the AIIB was founded there were only 45 employees. It is amazing to see what they already have achieved within the first year.

The AIIB is devoted to three principles of lean, clean and green. In this context lean means that the AIIB for the time being has no intension of opening regional offices. The idea is that project teams will fly in for project preparation and project management, conduct the discussions and negotiations with the respective member country that is eligible for projects and then control and manage the projects from the headquarter here in Beijing.

Personally, I am not quite sure if this will hold for a long time, given that some of our members like India will have a lot of projects. In the future it may be necessary to have regional offices.

Compared to other multilateral development banks, the AIIB is rather a small, young institution. How does the AIIB fit in the current international financial architecture? It is also interesting to talk about the way the AIIB is cooperating with other multilateral development banks such as the World Bank or the ADB (Asian Development Bank).

The intention of founding the AIIB was the need for financing of infrastructure projects in Asia. A recent study of the Asian Development Bank calculated a rough number for the needed infrastructure investment between 2010 – 2020: USD 8.1 Trill. divided between Energy (USD 4.1 trill.),

Transport (USD 2.5 trill.), Telecom (USD 1.1 Trill.) and Water and Sanitation (USD 0.4 Trill.). These large volumes could not be financed by most of the states in Asia of the existing development banks alone. The AIIB does not only want to mobilize capital from states but has the clear mandate to crowd in as much private capital as possible in order to make a difference for the member states.

The strategic focus could well be according to the current discussion in the bank on energy, transportation and modern cities. As I said the AIIB can provide a huge contribution to the Asian infrastructure development and given the great need there is no competition between the AIIB and other multilateral development banks supporting projects in Asia.

The cooperation between the AIIB and other financial institutions is very close. The AIIB has signed MOUs or cooperative agreements with a number of other development banks, like the World Bank, the ADB and the EBRD. The need for cooperation is immense, especially when it comes to financing of projects. It might happen that some countries are reaching the single borrowing limits of financial lending from one bank, so the AIIB can step in and co-finance projects with these institutions. Let's say a gas pipeline running through several countries easily costs several billion Euros. The financing is more secure if the costs are divided among several participants. But the AIIB will also develop and finance projects on its own, so called stand-alone projects. Out of the nine approved projects two are already stand-alone ones.

The present international financial architecture was founded after the Second World War and since then has developed a great framework of social and environmental standards, procurement regulations, transparency regulations and risk frameworks. The AIIB is fully committed to those standards and regulations as I mentioned earlier, one of the most important achievements is the implementation of the principals of lean, clean, and green in our daily work and in our projects.

The need for financing but also the achieved high international standards in procurement, environmental and social standards as well in governance of the AIIB have persuaded more countries to join. We currently have applications from more than 30 countries who want to join the AIIB. Economically powerful countries like Canada, Argentina, Peru, Columbia, Ireland, and Belgium have all applied for membership. We are looking forward to the applications of perhaps more countries in 2017 and an increase in the membership numbers.

You are talking about infrastructure projects, which is one of the main goals of the AIIB. The biggest infrastructure project in Asia is the "One Belt, One Road" initiative of the Chinese government. Is it the role of the AIIB to promote this project?

Actually, no. "One Belt, One Road" is an initiative from the Chinese government and the AIIB is an international multilateral bank with 57 member states. The management from the bank made it very clear, that there is no connection between the AIIB and the "One Belt, One Road" initiative. However, the



AIIB also promotes the idea of connecting both continents, Asia and Europe, via infrastructure projects and thus enhancing growth by connecting countries with each other.

Now if you look at the projects by the AIIB and infrastructure projects from the One Belt, One Road initiative, one might think that they are closely linked. Let me give you an example: The AIIB is co-financing a Pakistani infrastructure project to build a new motorway along the already existing North-South line. This project is part of a Pakistani infrastructure development program that has been up running for some decades. From the outset, this may look as it would be part of the "One Belt, One Road" initiative, but there has been no coordination or cooperation between the AIIB and the Chinese government to align the initiative with the projects of the AIIB. You can construct a lot of connections, but actually there is no connection at all. The Chinese initiative is financed by the Chinese government through the China Development Bank and the China Export and Import Bank. No funds from the AIIB will be used for One Belt, One Road projects.

What are the stakes and interests of the European actors in founding the AIIB?

The main purpose for European countries is to support Asian countries to develop their infrastructure. The projects of the AIIB will generate economic growth in Asia and can lift millions of people out of poverty, as China has exceptionally shown during the last decades. It is a huge endeavor and I am sure the bank has all the means to achieve its

goals. The existing multilateral development banks were established decades ago, the World Bank for example in 1944 and the Asian Development Bank in 1966. So you can say that they represent a certain area in time. Now, the AIIB is representing the 21st century and the European countries didn't want to miss the chance to shape the future in Asia through this new financial institution. I have mentioned the three principals of the AIIB, lean, clean, and green. The 'green' part is very important for the European member states. I would like to share an example of how they shape the work of the AIIB: One of our member states has vast coal reserves and at the same time great capacities for thermal energy plants. The country needs more energy for its further growth and an energy infrastructure project is under consideration by the government. So now the question was, if the AIIB will finance a coal plant or rather a geothermal power plant, which has a very different price tag. For my constituency, the green label clearly means that the AIIB should offer financing for a geothermal power plant rather than a coal power plant.

You have mentioned a few projects of the AIIB and a lot of German companies are participating in similar fields in Europe. Do you see that German companies/business have potential prospects in different projects of the AIIB in Asia?

Yes, definitely. During the founding process in 2015 one of the main goals of the AIIB was to have an internationally excepted procurement policy and directives that offer the chance for companies from all participating countries to apply for these projects. We see this open and transparent

procurement system as a means to eradicate competition with other financial institutions and to avoid a race to the bottom.

The AIIB has only been up and running for a year and the board has approved nine projects so far. Six of these projects are co-financed, the lead finance is either from the World Bank, the Asian Development Bank or the EBRD. They are responsible for the procurement process. At the moment the AIIB has two stand-alone projects where we have the lead finance. We will closely monitor the procurement process for those two projects and will adjust if necessary. President Jin asked the Board of Directors to encourage our national companies to apply for projects. The bank is very much aware of the situation and of the reputational risk, if after let's say three years we come to the conclusion that basically all the contracts went to Asian companies. That would definitely be an undesirable outcome for us.

Mr. Putscher, thank you very much for your time.



Mr. Nikolai Putscher, director of the AIIB and representing the European constituency with Mr. Sebastian Suci, executive chamber manager GCC | North China.

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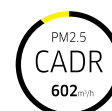
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Big Data, Cyber Security Law and other Legislative Developments

PRC Legal Update

by ULRIKE GLUECK and EMILY XU

In recent years, big data has become a hot topic. Big data means a large amount of available information, which cannot be collected, analyzed or transformed by traditional data processing applications. It aims to get value and information more economically and effectively from high-frequency, large-capacity, different structures and types of data. Big data comes from individuals and in the end, it is individuals that will benefit from the information provided by big data. In this high-speed developing society with a large amount of information, big data can be applied everywhere and helps to create a more convenient life for us.

However, before we widely use big data, we should first consider the issue of cyber security. Unfortunately, the network environment nowadays is not sufficiently secured. On the one hand, traditional cyber security problems such as hacker attacks and virus spread in networks still exist. On the other hand, big data brings new problems, like data abuse, data theft, lack of control over big data core technologies, data ownership, etc. All of these problems can restrain the development of big data and might also cause damage to the society.

In the past, China lacked a comprehensive legal framework designed to address the data protection and cyber security. Current rules regulating the above issues have developed in a piecemeal fashion and are scattered in different statutes and rules. It is obvious that these rules are far behind the development of the information technologies and big data. In response to the urgent needs of cyber security protection, on 7th November 2016, China promulgated the *PRC Cyber Security Law* (the "CSL") after three readings of its drafts. The new law will take effect from 1st June 2017. As China's first comprehensive legislation in the cyberspace, the CSL enhances cyber security protection in many aspects. Its key content is as follows:

1. Broad Obligations Imposed on Network Operators

Network Operators are widely defined in the CSL to include owners, administrators of networks and network service providers. Further, "network" is defined broadly to encompass any system, which is constituted by computers or other information terminals and relevant equipment to collect, store, transmit, exchange, and process information. There are reports that Network Operators are likely to include any business operating over networks and the Internet. I.e. all companies owning or operating network infrastructures in China (i.e. not only telecommunication companies but also "normal" manufacturing and trading companies, which have their own IT

network with several users) and those companies operating websites can be regarded as Network Operators. The CSL imposes broad obligations on Network Operators.

- First of all, the Network Operators shall fulfill obligations of security protection. According to the requirements of the classified protection system for cyber security, they must ensure that the network is free from interference, damage or unauthorized access, and prevent network data from being divulged, stolen or falsified. Network Operators have to take measures such as formulating internal security management systems and operating instructions, as well as technological measures to prevent computer viruses and network attacks etc.
- Other obligations imposed on Network Operators include the obligation of verifying the real identity of network users and formulating contingency plans for cyber security incidents. Network Operators shall also provide technical support and assistance to the public security authorities and state security authorities to lawfully safeguard national security and investigate crimes.

2. Stringent Obligations Imposed on Critical Information Infrastructure Operators

The CSL for the first time introduced the term critical information infrastructure. According to the CSL, critical information infrastructure refers to the key information infrastructures in important industries and sectors such as public telecommunication, information service, energy, transportation, water conservancy, finance, public service and electric government affairs as well as other infrastructures that in the event of damage, loss of function, or data leak, might seriously endanger national security, social or economic well-being of the nation, or the public interests.

The CSL imposes a more stringent degree of data security obligations on the critical information infrastructure operators ("CIIOs"). Among them, one of the most significant obligations on CIIOs is the data localization obligation. According to the CSL, CIIOs shall store personal data and other important business data within the territory of PRC. Such critical data is not allowed to be transferred out of the PRC unless it is "truly necessary" and specified security assessments have been conducted and satisfied. However, it is not clear what might constitute important business information and the exceptions to this

data localization obligation are vague. The security assessments, which will be released by the national cyberspace administration authorities (i.e. the Office of the Central Leading Group for Cyberspace Affairs and the Cyberspace Administration of China) (collectively "Cyberspace Administrations") at a later stage, might provide further clarification on this issue.

In the past, data localization requirements only applied to several industries with regulatory restrictions such as banking and mapping etc. The CSL has now introduced obligations on CIIOs in many industries. The relevant big data operators will potentially encounter new challenges triggered by these new requirements. In practice, many companies store information on offshore servers for better storage service, back up data, or in order to carefully store the data in their offshore headquarters. After the CSL comes into force, big data operators have to evaluate their IT infrastructure deploy, and may need to apply for a security assessment before any cross-border transfer. The Cyberspace Administrations together with the competent departments of the State Council will formulate the detailed measures for the security assessment later.

3. Restrictions on the Use of Network Products and Services

- a) The CSL imposes obligations on providers of network products, raising concerns for big data operators. Article 23 of the CSL provides that "critical network equipment" and "specialized cyber security products" (collectively as "Key Network Products") must satisfy the national compulsory standards and must be inspected or certified by a qualified institution before such products are permitted to be sold or provided in China. A catalogue will be published by the Cyberspace Administrations for specification of the key network products.
- b) Further, in order to prevent the disclosure of important and confidential information of the State, the supervision and control on the network products and services used for the critical information infrastructure is much stricter. According to Article 35 of the CSL, any purchase of network products and services by the CIIOs that may threaten the national security shall go through a security review conducted by the Cyberspace Administrations together with the competent departments of the State Council. In addition, the CIIOs shall enter into agreements with the providers of network products and services, where obligations and responsibilities of security and confidentiality shall be specified.

In the past, Chinese companies and authorities widely used foreign hardware and software in their IT systems. However, with the occurrence of a number of spying and hacking events around the world in recent years, the Chinese government was alerted to the potential risks that critical national information might be provided to foreign governments or companies through this foreign IT equipment. On the one hand, the Chinese government has already started to conduct security reviews on information system security products procured by government authorities especially at central-levels in recent years. On the other hand, more and more Chinese companies and authorities turn to domestically developed products and services and stopped using foreign IT equipment. The CSL is likely to expand the scope of the product security reviews to all Key Network Products, and probably to all CIIOs. The stringent control and supervision of the network products and services will help the Chinese government to develop a secure and controllable IT

infrastructure and system, safeguarding the state's critical data from leaking.

4. Enhanced Privacy Protection for Individuals

The protection of individual privacy is always a key issue to be considered in big data related legislations. In the past the PRC laws and regulations only provided general principles and non-binding guidance for protection of personal data. In the CSL, personal information is defined in Article 76, which refers to various information, which is recorded electronically or any other form and used alone or in combination with other information to recognize the identity of a natural person, including but not limited to: name, date of birth, ID number, personal biological identification information, address, and telephone number. According to the CSL, personal information must be identifiable, which means, if the information and the personal identity are separated, the information shall no longer be deemed as personal information.

The CSL stipulates rules for Network Operators to collect and handle personal information and imposes several restrictions on the use of personal information. I.e. Network Operators shall not disclose, distort or destroy personal information that it has been collected, or disclose such information to others without prior consent of the person. Notwithstanding the above, considering that big data has become one of the state development strategies, the law leaves some room for the development of big data. I.e. an exception is provided under the CSL that if such information has been processed to prevent a specific person from being identified and the processed information cannot be recovered, then the Network Operations shall be exempted from the restrictions. The exception aims at creating balance between personal privacy protection and public interests.

As a large platform that contains enormous data resources, big data platforms provide services to the government, enterprises and citizens on the basis of the network. However, the existing uncontrollable factors in the information infrastructure nowadays bring about a lot of risks. Against this background, the CSL, the first and fundamental legislation exclusively focused on network security protection has been enacted, aiming to solve the problems to some extent. The obligations of Network Operators and CIIOs as well as the restrictions on network products and services will have significant impact on the construction of a more secure big data network environment.

The law may bring a more secure network environment for big data, but also set restrictions, which might hinder its development. We will see the full influence of the law after it has been enforced in practice and the relevant interpretations to the legislative provisions have been enacted. The CSL will come into effect in 2017 and we will continue to pay close attention to further developments in the network security area.

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Clamoring for a Piece of the Pie

One Belt One Road amid China's Economic Transformation

by CHE (SHERYL) TANG and SRINATH RENGARAJAN

China's remarkable economic growth – over 10% annually, strongly backed by capital accumulation has been well documented in the past two decades. However, since 2010, China's GDP growth rate has slipped from double digits to a 20-year low of 6.9% in 2015. Facing issues including increasing labor costs, low efficiency in state owned enterprises, and stagnating productivity improvement, China is making efforts to advance its economic competitiveness with a range of domestic and international initiatives.

Buttressed by economic growth and accompanied by its comprehensive "Open Door" policy, China seeks to not only be a member of, but also a leader in, global networks like WTO, BRICS, and G20. Meanwhile, China is selective in building partnerships and doesn't push itself into all networks. For instance, China is not a part of Trans-Pacific Partnership (TPP), claiming that it is not ready to meet the requirements. In reality, this selective approach is one of the distinguishing concepts in China's foreign relationship policies. China has long been in favor of developing its own FTA platform, which not only allows it to leverage different factors when negotiating with different countries, but also allows more efficiency and flexibility, in contrast to multilateral partnerships. Given the resistance that such multilateral megadeals typically face, it is noteworthy that China's approach is especially pragmatic, fleet-footed, and effective.

One Belt One Road (OBOR)

Against this global geopolitical and economic context, building external cooperation plays an important role in domestic economic transformation of China. Dating back to early 1990s, FDIs helped China enjoy growth and benefit from the technological spillovers from these investments. Currently, faced with decelerating growth and over capacity, President Xi Jinping initiated the "One Belt One Road" (OBOR) initiative as China's international cooperation strategy. Very quickly, OBOR has become ubiquitous, with an overwhelming number of private and public sector enterprises clamoring for a piece of the pie. At this juncture, it is necessary to take a step back and see the big picture, before jumping onto the bandwagon.

Centuries ago, China was an important economic powerhouse on the ancient Silk Road, trading extensively with Asia and Europe. In tune with President Xi's "Chinese Dream" which envisions a moderately

prosperous society, OBOR was initiated in 2013. It envisages a network that radiates from China to not only Europe and Asia, but also other parts of the world, and not only as a connection over land, but also supported by maritime channels and naval infrastructure. According to National Development and Reform Commission (NDRC), OBOR is a system project that facilitates the connections of national strategies of countries along the routes.

Though fairly nascent, OBOR builds on China's foreign and domestic policies, incorporating ongoing as well as new projects under a comprehensive umbrella framework. For instance, in 1999 China introduced the "Go Out" policy to promote China's overseas investment, and in 2001, the "Go West" policy was introduced to advance the development of western China. By promoting Chinese investments abroad and putting focus on western China domestically, OBOR brings both these initiatives under its aegis. As an example, in one of the first OBOR projects, China will cooperate with Pakistan to further connect Gwadar Port to China's Xinjiang region. This project is a further development of the bilateral cooperation in Gwadar built by China during 2002-2006. It is now repackaged under the China Pakistan Economic Corridor (CPEC). At the same time, in line with China's bilateral approach towards FTAs addressing strategic strengths of each partner, OBOR projects strongly leverage on advantages of each country or region. For instance, under OBOR, China has nearly three times as many energy related projects as free trade projects with Pakistan, while China's cooperation with Association of Southeast Asian Nations (ASEAN) focuses on infrastructure connectivity and free trade.

Domestically, OBOR significantly benefits the development of central and western China. Western provinces are the interface with the neighboring Silk Road Economic Belt countries, while central provinces fulfill the roles of logistic hubs and connecting points between the coast and the western provinces. Consequently, projects contributing to energy corridors, transportation, connectivity, and trade ports are emerging in the west while economic zones and logistic hubs are forming in central China. Thus, OBOR directly boosts regional development by providing investment and infrastructure projects on one the hand, and improved connectivity and strategic importance of these less developed regions on the other. Therefore, we see increasing business opportunities in these parts of China.

Speed and Efficiency

NDRC marked 2015 as the starting year of OBOR, with over 15 billion US dollars invested from China into 49 OBOR countries. OBOR related FDI reached a year-on-year growth of 18% in this year and accounted for a significant 13% of China's total FDI. The speed and efficiency of OBOR is strongly facilitated by state visits of the Chinese leadership. A stellar example is the case of Iran. On 16th January 2016 the United States and EU lifted sanctions against Iran. Within a week, on 22nd January 2016 President Xi visited Iran and incorporated it into the OBOR map. According to agreements reached in this visit, China-Iran trade will reach USD 600 billion in 10 years. Compared to TPP, which took 7 years to accomplish, the speed and efficiency of OBOR has been extraordinary and laudable!

Besides intergovernmental agreements, financial infrastructures are being set up to further support the OBOR roadmap. Asian Infrastructure Investment Bank (AIIB) was first initiated by President Xi in autumn 2013, coinciding with the introduction of OBOR. Aiming to sufficiently finance development in Asia without being dominated by the western world, AIIB is founded by 57 founding members including non-regional players such as Germany and Brazil. The AIIB serves the target of building China-led international networks much like the OBOR.

The Middle Kingdom – Center of an Impact Map

We see China as the main but not the only beneficiary of the OBOR initiative. Even though governmental OBOR projects may prefer domestic and state owned players, international projects need contributions from foreign players, especially regarding international business knowhow. Compared to the overall efficiency and competitive difficulties that Chinese companies face, OBOR projects per se are only short term remedies, since there is no guarantee of unlimited projects supply. However, by cooperating with international players in OBOR projects, Chinese companies can learn from their partners and improve competitiveness, just as they have succeeded in leveraging joint ventures in China in the past decades.

China has searched for its optimal international position that fits both its status as a rapidly developing superpower and the second largest economy in the world. OBOR seems a step further towards such a position. With this initiative, China tries to turn its traditional, inwardly-focused mentality to an outward looking one, in order to position itself as a future global leader. OBOR puts China in the center of an impact map, in which it firstly reaches out to neighboring counties as well as Asia, and then radiates its power to the entire world. Such a format meets China's centuries-long self-definition as the 'Middle Kingdom'. Amid challenging economic transformation, this kingdom hopes to maintain control over how it would like to develop and where it wants to go.

Industries and businesses both in and out of China can not only be impacted by, but also smartly leverage the OBOR strategy. Take the infrastructure and construction industry as an example. The domestic construction industry is facing headwind because of overcapacity and stagnating real estate prices. With OBOR incentives, domestic capacity is redirected to overseas projects such as new industrial zones and transportation corridors. Chinese companies from related industries such as infrastructure design and construction vehicles can also benefit from increased demand because construction companies generally prefer familiar products and services that they

use domestically. Chinese investments in Africa over the last decade bear undisputable testimony to this approach and its benefits. Furthermore, downstream businesses such as logistics, transportation, and international trade are positively impacted as a result of the improved infrastructure. In this way, OBOR projects that seem to be in one specific industry trigger a domino of larger business opportunities.

On the other side of the coin, by cooperating with foreign companies, Chinese players will have access to local market knowledge abroad and international management knowhow. As a result, Chinese companies may have the capability of entering those markets with little help of governmental projects in the future. OBOR projects provide export and market entry opportunities for Chinese firms in the short term, which can become significantly profitable in the long term as China makes technological advances with policies like 'Made in China 2025'. In other words, we should realistically expect stronger competitors from China.

Economic and Industry Transformation

Without doubt, OBOR, emphasizing opportunities in developing economies, is not risk free. The projects that are based on inter-governmental agreements may be precarious because of political wrestling. For instance, in March 2016, the Thai Prime Minister cancelled an 845 km China-Thailand high-speed train project, which was introduced four months earlier because of a lack of agreement on investment sharing and development rights.

Viewing OBOR in the context of China's international relations and economic transformation, we see this initiative as an integrated and influential part of business ecosystem in China. From another perspective, incorporating policies, financial sector, as well as both supply and demand, OBOR is a significant part of economic and industry transformation. Therefore, being on board OBOR not only brings short-term opportunities, but also places the business closer to a powerhouse of future development. Since OBOR searches for international business partners that can bring knowhow to this platform, it can be a unique chance to position an international player into the Chinese business ecosystem as a strategic partner. Being an integrated part of Chinese business ecosystem, instead of being an unconnected player, is more likely to lead to sustainable business success in China.

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German Business in China

Results of the 2016 Business Confidence Survey

by JANA KUMPF

German companies have experienced 2016 as the most economically difficult of the last years. The overall outlook for 2017 is more positive, reflecting the faith of German companies in the Chinese market and its recovery. Of all industries, automotive is most optimistic, but is also the only industry to curb expectations for 2017. Machinery has had a difficult year in 2016: More than one in three companies (35%) report a worsening general outlook. Expectations for 2017 are more optimistic, but still remain slightly behind the all-industry average.

The German Chamber of Commerce in China conducted its annual Business Confidence Survey among German companies in China between 1st and 28th September 2016 and collected 426 valid responses. Machinery and industrial equipment together with automotive make up over 40% of German business in China. This ranking has remained stable over the last few years, with consulting and legal services following to form the top three. German business in China is characterized by small and medium size enterprises (SMEs), representing the economic importance of the "Mittelstand" in Germany. 73% of respondents have fewer than 250 employees in

their local operations in China, and turnover is less than RMB 250 million for two thirds of the responding companies.

The vast majority of German business is located in the main economic clusters in the Yangtze Delta (East), the Bohai Economic Rim (North) and the Pearl River Delta (South East). These are also the most important business regions for German companies. In addition to these main clusters, German companies also maintain close business relations with the Southwest (important hubs in Chengdu and Chongqing), the North (with Changchun as its economic center), as well as some of the central regions. One in six companies consider these areas to be among their main business regions, which illustrates their potential for further development.

HR Challenges, Legal Uncertainty and Internet Issues

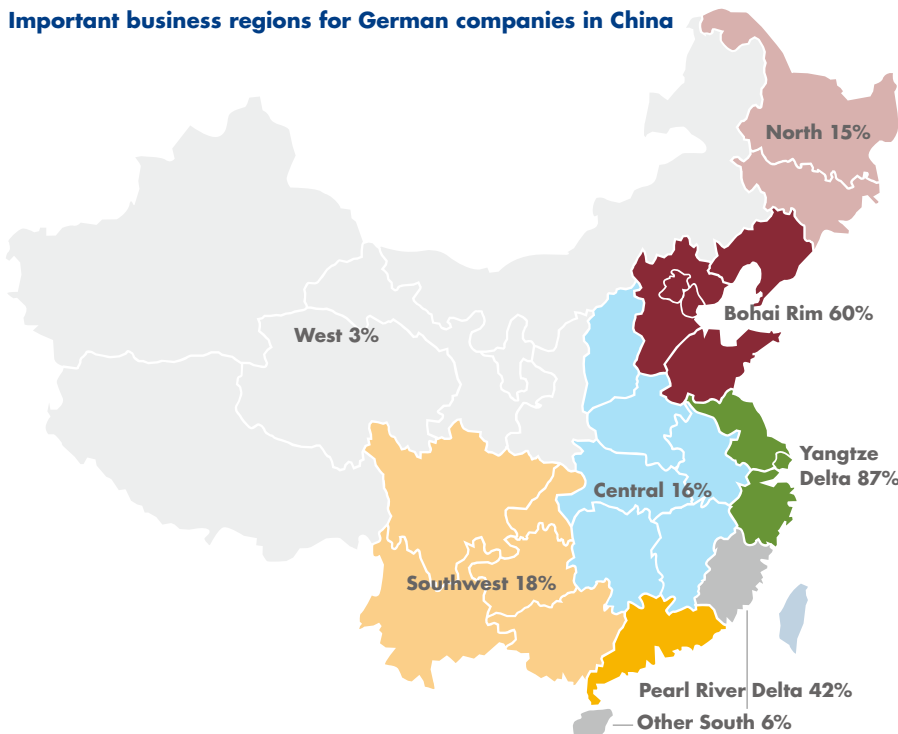
Increasing labor costs and shortage of qualified staff remain key challenges: Three out of four companies regard increasing labor costs and finding qualified staff as a problem or major problem. Retaining qualified staff has become less urgent in the last few years. The share

of companies seeing this as a problem has gradually declined from 75% in 2012 to 60% in 2016. This can be explained by more uncertainty in the labor market as the economy cools. Growing legal uncertainty and unclear regulatory frameworks move up in the rank of major business challenges for German companies in China. Bureaucracy/ administrative hurdles and intellectual property concerns also rank in the top 10 challenges, which further undermines that the regulatory environment remains a challenge for German business. Internet speed and access continue to be pressing issues for more than half of respondents.

Domestic Competition and Innovation

Newly included in this year's survey, over two thirds of companies voice concerns about China's economic situation as well as increasing domestic competition. Domestic competition ranks fourth in this year's business challenges. This

Important business regions for German companies in China



corresponds with 75% of German companies facing increasing competition from mainland China. The competition is growing more strongly than from other countries in Asia, the US and from Europe. As in previous years, only a small share reports not having Chinese competitors (4%).

In many industries, German companies produce goods relatively high up the value chain. However, German companies are also recognizing the innovative potential of Chinese companies: 35% of companies think it likely that Chinese companies can become innovation leaders (up from 30% in 2015). At the same time and despite increasing competition, nearly half of respondents think it unlikely that Chinese competitors can become innovation leaders within the next five years.

The share of German companies conducting R&D in China or considering to do so in the next two years has slightly increased from 2015. Key reasons are the need for local adaptation and innovation. However, the scope and intensity of R&D may vary widely. While 40% of all respondents are active in R&D, only 13% state it as one of their main fields of business in China.

Less Enthusiasm Regarding Economic Reforms, Investment more Hesitant

An overwhelming majority (89%) has no plans to leave China in the near future, but German companies have become more hesitant regarding their investments. The share of companies planning investments at new locations in China has reached a 3-year low. On a subjective level, a third of German companies state that they feel less welcome in China than before. This applies to 42% of companies that have been present in China for over ten years.

China's economic growth and reforms continue to be perceived as positive factors; however the initial enthusiasm observed in previous years has gradually decreased. Less than half of the companies expect positive impulses of economic reforms on the investment climate.

Industry 4.0 in Early Stages, but Expansion Under Way

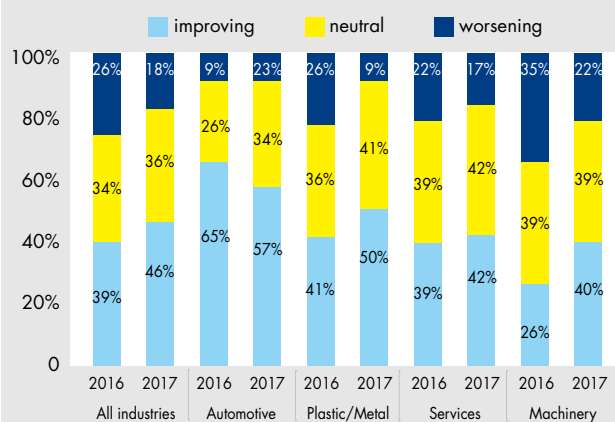
In a special part of the survey, German companies with production facilities in China evaluated status and potential of Industry 4.0 for their local operation in China. They are generally confident regarding the state of their facilities: More than three quarters assess their production facilities to be more advanced than those of Chinese competitors. The conditions for implementing Industry 4.0 are generally rated positively or neutral. While Industry 4.0 is still in early stages at the local production facilities of many German companies in China, planning and implementation of Industry 4.0 are under way to a wider extent: 14% of respondents state intensive or partial use of Industry 4.0 related technologies and one in two companies is currently implementing or planning for it. The automotive industry is furthest ahead in the development towards Industry 4.0.

German Business in China – Business Confidence Survey 2016

The full report is available for download from our website www.china.ahk.de

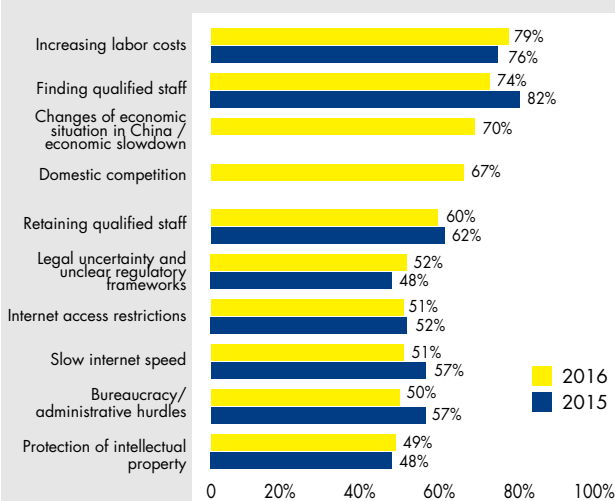


Expectations for own industry

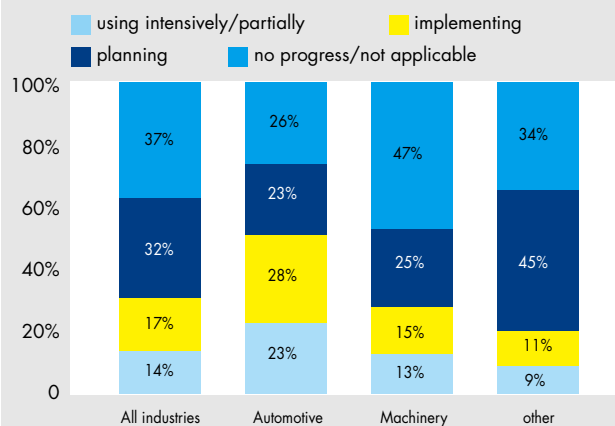


Source: German Chamber of Commerce in China

Top 10 Business Challenges



Status of Industry 4.0 at German companies' production facilities in China



Source: German Chamber of Commerce in China

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Prepare for Business Success

How to deal with State-Owned-Enterprises

by ARND SLEGGERS

When I first came to China in 2010 as general manager to start a company for the sale and implementation of industrial software, I was advised to only do business with Foreign-Invested-Entities. "Leave out the State-Owned-Enterprises [SOEs], they are too complicated to deal with, especially for a small start-up". With the full intention to follow this advice, it did not take long and I found myself in a Chinese meeting room in Qingdao full of people wearing the uniform of a large railway manufacturer, presenting our software solution for that industry.

With pressure from the headquarter to fill the sales pipeline with projects originating in China, temptation was high to follow up on those other leads from the SOEs. We met them at the fairs and received inbound inquiries. If those companies already had international suppliers from our industry (e.g. SAP), so why not give it a try?

Yes, SOE-projects were difficult: Sales cycles were very long, requirements oftentimes were vaguely defined and project implementation could sometimes be nightmare. However, if approached with respect for the Chinese culture, with an understanding of the business environment, and with the necessary resources, projects with SOEs generate the same desired business results as private sector projects.

Following recent statements made by president Xi Jinping, the necessary reforms of the Chinese public sector will be applied from within the Chinese Communist Party. Therefore, the importance of SOEs can be expected to remain large, if not to increase going forward. Successful go-to-market-strategies in China should target SOEs with a dedicated strategy, as opposed to being pulled into the projects by opportunity.

Chinese SOEs are in great demand for international know-how and technology. The reform pressure drives the management of the SOEs to acquire products and services or entire companies abroad, and to hire international experts. As a matter of fact, the number of international experts shows up in the reporting package of SOEs. Either way, for the international project manager or expert, working for an SOE is a genuine opportunity to excel as a professional in a developing environment and to dive head first into a real Chinese cultural experience.

Chinese Culture as a Learning Opportunity

Successful SOE-projects need a longer time line than often anticipated. The time allocation of international project managers to their China-based projects have often been too low. Five days of on-site presence every six weeks will not cut it. Many German companies sell high man-day rates justified with the involvement of German experts in the project. After the project kick-off, all that the customer gets to see on-site for weeks, is the supplier's local-Chinese team with highly motivated young but inexperienced professionals.

What is instead needed in these situations are experts who have a genuine interest in and respect for the Chinese culture. This will make the necessary time spent at the customer's site an interesting journey. Expectations concerning the availability of structured information about process descriptions, organizational charts, or quality guidelines should be low. Therefore, more time is necessary on-site. Project team members, from the own local team and the customer's team, need constant assurance to stay on track. The applicability of management by objectives is limited. Management rather takes the form of assigning tasks and following up on them.

Building Guanxi

The reward of the cultural involvement and the time spent on-site, and in-sight of the customer, are better relationships with the Chinese customers leading to smoother projects and better results. The foreigner in China on the other hand is rewarded with personal insight into Chinese society. Between work, there will always be someone to take them to dinner (the Chinese cuisine is a reward in itself), show them a nice place or a cultural treasure of the region.

Foreigners should tie their own Chinese network, the famous guanxi. The guanxi is a network of concentric circles with diminishing strength of relationship. The 'inner circle' consist of the family, then come friends, then trusted individuals, and finally acquaintances. Foreigners can enter the guanxi of Chinese people as acquaintances. The guanxi is used for solving problems of all kinds, mostly related to career a business, and is a two-way street.

For long-term assignments, practical problems arise. Finding living accommodation can be easily solved through a relocation agent.

The foreigner should pay close attention to the choice of the driver since self-driving can be done but bears risks (and why would you if you don't have to). Best-practice is to choose your driver yourself. The foreigner should go on a test ride with the driver, to get an idea of their behavior and attitude. A lot of time is spent in the car, and if chosen well, a driver can be a valuable gateway to the Chinese culture and language.

Too little time and effort is usually spent, on the selection of the translator. Since mastering Chinese is very difficult, the selection of a translator is crucial for the success of a foreigner in China. Ideally, in an SOE, a foreign expert assigned with a strategic management or consulting task should have two translators. One is specialized in the communication concerning administrative and technical processes. The second, and more important one, needs to be able to communicate with Chinese government officials. This requires special communication skills. The foreign expert in an SOE will deal with different levels of hierarchy, ranging from president, party secretary, general manager to shift leaders and line workers. The necessary communication skills to master all of these situations can very difficult to find in one person.

Understanding the Boundaries of Managerial Freedom

In a Chinese SOE, the manager's task is to implement government guidelines. The manager has the challenging task to optimize the requirements of the government and those of the market. Foreigners working with Chinese managers need to be aware of the resulting limitations and respect this. Criticism and suggestions, be it in public or in a private discussion, that compromises the status of the Chinese manager, should be avoided.

The management culture in China, especially in SOEs, is the opposite of western collaborative management styles. Managers in China lead by tasks and orders. Employees are not involved in the decision-making process. In daily morning meetings, managers give out the orders of the day. For foreign managers, this is often strange, but they need to adapt to that culture. Foreigners need to understand, that in a Chinese company, without rigorous command and control there will be no sustainable application of methods and procedures.

Hierarchy is a very important concept in Chinese society. The principle of hierarchy creates harmony by giving an order to the relationship between people. It is always about who is higher or lower in hierarchy. The ritual of exchanging name cards serves the purpose of identifying the order. Between two people, one is always higher. Equality only exists between close friends.

This principle of hierarchy means that the superior takes care of his subordinates. These owe him unquestioned loyalty in return for his care. The superior assumes responsibility for his subordinates, not only in the public domain of the company, but also in private matters. The foreign manager should listen to private problems of his subordinates as well.

The Behavior of the Foreign Expert in an SOE

At the beginning of a management assignment in an SOE, the foreign expert should take special care. The surrounding Chinese managers will put their personality and skills to a test. During this period, errors should be avoided. One such error is, that a manager reveals too much

of their plans and goals. Chinese managers will then try to anticipate and possibly sabotage them, if they are regarded to risky or critical.

For instance, one foreign expert in his inauguration speech announced the importance of software systems for quality management in a manufacturing enterprise. This prompted the quality department of that company to launch an informal supplier process for a quality system. The foreign manager found out after several months, that the quality department was trying to get ahead of him.

Current Limitations and Outlook of a Chinese SOE

The predominate limitations of SOEs are the presence and strength of informal personal networks in the company, which undermined any objectively optimal process landscape. Chinese managers often find the managerial space of new methods and processes too narrow and revert to the informal networks. Necessary organizational changes can hit on strong resistance. For the successful management of an SOE it is vital to attack such networks and to insist with strong authority on the compliance with the adopted process system.

Foreign experts can add a lot of value to Chinese organizations by applying their skills to a focused area of their expertise and working with dedicated teams. Their efforts will be answered by the Chinese community with strong gratitude and respect. The personal relationships developing under these conditions can be very personal and lasting. The cultural skills acquired are very valuable, and scarce in the western societies. This is because Chinese people know more about the western culture, than western people know about Chinese culture.

After an extensive sales process, the railway company in Qingdao understood the importance to automate their manufacturing and quality processes, and relied on an international supplier to do the job. After a successful pilot phase, the supplier continued with the further roll-out of their product. It gained a long-term customer in a strategic market. The Chinese railway industry can be expected to gain significant market share globally.

China and its SOEs will continue play an increasingly important role in the world economy. In the various industries, market pressure will drive consolidation and will force SOEs to adapt and improve. The western business community can have a stake in these developments and learn about this large but still ambiguous part of the world economy.

Arnd Slegers, CFA has 15 years of experience in Finance and Management. He founded the Chinese subsidiary for a German software company, which became a subsidiary of Siemens in 2015. His new book "Chinesische Staatsunternehmen verstehen" was recently published by Springer Gabler Publishing. Mr. Slegers can be reached via: info@arndslegers.de.

Profits are Important – but not at any Price

Interview with Professor Klaus Leisinger on Shaping the Future of Corporate Social Responsibility

by OLIVIA HELVADJIAN and ELLEN TATHAM

Klaus Michael Leisinger, founder and president of the Global Values Alliance is Professor of Sociology at the University of Basel, special adviser on business ethics to the Global Compact of the United Nations and on the post-2015 development policy agenda upon termination of the Millennium Development Goals period. He is a member of the Leadership Council of the Sustainable Development Solutions Network and of the steering committee of the initiative "Ethics in Action" of the Pontifical Academy of the Sciences. German Chamber Ticker had the chance to meet with him in Shanghai and to talk about his visit to China, and his views on the future of CSR.

What brought you to Shanghai today?

I am participating in a conference on the Confucian Entrepreneur that is organized by the World Ethics Institute Beijing, which is part of the Beijing University and financed by the German Karl Schlecht Stiftung. Such conferences have already been taking place for four years in Beijing and is now held in Hangzhou for the first time.

Can you tell us more about this conference?

We discuss questions such as "how can one apply the values that have been accepted and acknowledged over time by all religions and all cultures – Hans Kueng called it Weltethos – on business practices in the Confucian context of cultural China?" It is important that such a discussion does not stay "academic" but involves business leaders. Without practitioners, we might end up with philosophical insights that are not transferable to business thinking. This is one of the reasons that we held the conference in Hangzhou, this is an industrial place.

How do these ideas related to doing business?

All over the world there is a diffuse uneasiness on how business in general is pursued. There are things like corruption, exploitation of labor, environmental pollution and growing



disparities of income and wealth and we all know that in the long run, we can only thrive if the social and natural capital – that's the society and the environment – are not harmed. I hear from Chinese friends that many in the Chinese decision makers want a reflection on Chinese values becoming a more important element also for business.

Philosophy plays a key role in your approach to CSR, can you elaborate a little more?

I think there is definitely a place for philosophy in the sense that you want to reflect on your vision, your mission and your values at the very beginning of starting a business. "What are our basic values?" "How should the world that I want for my grandchildren look and what is the role of my company in society?" "If we face a dilemma, which values have priority?" In a second step one analyses the consequences of the first three answers: How do we hire what kind of people, how do we measure success, how do we do performance appraisals, how do we set targets or how do we give bonuses? This reflection is needed because philosophy without a context "down to earth" remains in heaven. Doing business without reflection is just muddling through. People deliver what gets measured and rewarded. You have to build a bridge between philosophy and business practice and this is what we are trying to do in our conferences.

Profits are important, but not at any human, social or ecological price. This is sometimes easier said than implemented, one cannot just turn the page or pull the plug. But it is important to start a reflection and discussion process. It is our role to support business people in such a process – but also to listen and learn from them.

How important is the cultural context for the understanding of CSR?

There are substantial cultural differences in the understanding of corporate responsibility. I am part of a Corporate Responsibility project at the university of Basel that interviews asks people in China what "do's" and "don'ts" they associate with Corporate Responsibility. We do the same in India, Germany, South Africa, Switzerland, and the United States. We are living in a pluralistic world society and Chinese citizens have all the rights to think their way, the Germans their way – and other in countries as well. To have a minimum of common understanding on "the right thing to do" we must define what we consider to be "Rome", and leave it up to the people of the different cultural contexts to find their "road leading to Rome". As long as we end up in "Rome", the roads are of secondary importance.

What are the differences between China and Germany in the way of approaching CSR?

Germany has a 100 years of CSR culture and an overall approach to its socio-economic and political governance that goes back to "der Rheinische Kapitalismus." In this context there are harmonious labor relations and the leaders' role is a "patron", not a "boss". China has had a unique development since 1979, and I would not expect Chinese business leaders to do exactly the same as their German counterparts, since we are dealing with different historical, political, social and economic circumstances.

But, having read the minutes of the 2015 party congress, it seems to me that there is high awareness about ecological and social externalities of business. I understand political and business leaders who see the necessity to implement a change of course in a way that doesn't create economic and social hardship. This is part of their responsibility. One cannot for example turn off all the small enterprises that pollute the air without creating mass

unemployment. There is great awareness about the issues and China's leaders are implementing a smooth process in small but consecutive steps.

Why should companies engage in CSR?

I try to see corporate responsibility as a matter of enlightened self-interest, as a long-term business case. If you talk to big companies, they say we want the best two percent graduates from the best one percent of universities. These graduates usually can get hired by any company at comparable conditions, so they basically can choose where they want to work. They will not go to a company with a bad reputation. Look at the international banks: as a result of past irresponsibility they have now problems in hiring good people. This is going to negatively impact their business over the next ten years, much more than the – high! – punishment fees they have to pay at the moment. "Responsible business companies" have lower fluctuation rates since they have a positive corporate culture. Also, companies who have a good responsibility track record possess an a priori credibility, that makes the public look at incidents, when they happen, in a more indulgent way.

Of course, every company still has to produce black figures. A CEO cannot go to the financial analysts and say "I didn't meet my profit target this year because we worked very responsibly". However, a high responsibility performance usually gives companies over time a competitive advantage: if the prices are competitive customers tend to buy from companies they have a positive association with. Overall it amounts to the art of management: If you can be among the market leaders turnover-wise but you have a good record with regard to being responsible, you are likely to be more successful over the next years because you will attract customers who are sensitive about responsibility issues.

So basically, it is all about the long-term perspective?

Yes, and this is the Catch-22. A lot of things we ask people to do today will not have an immediate positive impact – but will appear as costs in the quarterly report. If you do more environmental protection, it will cost you more, if you do more training for your people, it will cost you more. If that happens in a competitive environment where the majority of others look at business with a quarterly results perspective, you need strong convictions and a long breath. One must look at responsibility costs as an investment item – and decide wisely about timing and amount. But – this is at least my conviction – also in this field there is a "first-mover-advantage".

If CSR stands for upfront investment, how can companies be motivated to go beyond the legal minimum?

This is a value decision that has to be taken at the top of the company, where the strategy is set. It is from there where you have to communicate that these are globally valid non-negotiables. Of course, head-quarters must listen and understand the local context and you can be flexible in timing – but not with regard to the essentials: Values set for the whole company are not up for discussion in a local context. The motivation is that it is the "right thing to do". There is empirical experience that those who start early, e.g. with environmental protection that goes

beyond local regulation at a given time save money in the long run and earn acknowledgment and trust.

What is the best approach to implement these long-term plans?

One can e.g. look at the Agenda 2030 for sustainable development. It contains 17 goals and 169 targets to be achieved in 14 years from now. A company should know the goals and do a SWOT analysis. Then one commits to at least the goal of strategic importance and then go backwards from 2030: What has to be done today, where do we want to be in five years from now, where do have to be in ten years etc. A 15-year process is not something you start in the 14th year. You build your action plan up and implement it consecutively. In a reform process over 15 years, you can proceed in small steps that are not hurting. Big steps will always create disruption. Cut the process into 15 small pieces and look where the low hanging fruits are and go there first, because it motivates people to talk about success.

The "Agenda 2030" of the UNGC is concerned with the most important strategic courses of action regarding what will in the future be recognized as responsible action in our society. What is the main goal on the agenda?

The ultimate goal is a sustainable world – or in the words of Laudato Si' the sustainable development encyclical letter of Pope Francis: a world characterized by justice, peace and integrity of creation.

Is this achievable in 14 years from now?

Look back at what are the experiences we have made with the Millennium Development Goals. The world community was deciding in the year 2000 that by 2015 poverty would be cut by half, maternal and child mortality even more, etc. This was put into action by the governments and they had to come back to the UN General Assembly once a year and report on their progress. You might get away in the first year if you don't have any or very little progress, you might also get away in the second year, but you will not get away in the long run. After the third year, it will become very embarrassing...

So, the key was peer pressure. This will work the same way with sustainable development, except now, for the first time we have the situation, that from a sustainable development perspective, all countries are developing countries. There will be a differentiated approach between countries such as e.g. Germany, Britain or the US, compared to China, Brazil or Nigeria. The richer countries are expected to have more responsible investments and lower emissions, so that the poorer countries still have space to grow. We need a lot of technological innovation to prevent that sustainable development becomes a zero-sum game.

What in your opinion are the necessary tools to make this work?

I would expect that technology transfer becomes an item of development cooperation: If for example, we in Germany come up with innovation that represents a quantum jump for environmental protection, it makes sense to transfer these technologies to China or to India or to Nigeria or to Brazil at differential prices so that it is affordable. This has to do with

intellectual property and we can find innovative ways to make it available at prices different from market prices. One can think of tax incentives to companies or other incentives. Only if cutting edge technology is available at affordable prices can we prevent, that emerging countries are industrializing according to a pattern that we had in Europe in the 70s and 80s.

It is also a question of "Let's be creative, let's use the intellectual capacity we have". I am very optimistic in that regard. We have more engineers, social scientists, medical doctors, and biologists – we have more graduates than we ever had in world history. We have better computer facilities and more connectivity than we ever had in human history. We have so much more means and better understanding that I am optimistic that we will have technological break throughs in a lot of areas.

In the German Chamber's CSR Initiative, More than a Market, we aim to promote best practices of social engagement by German companies in China. What is your take on improving CSR awareness in China?

I am here in Shanghai to discuss and see how the 10 Principles of the UN Global Compact can be adapted to a "Shanghai Compact." I think such a Shanghai Compact is an ideal vector because it takes the Global Compact and asks what would that mean in the context of our work here in Shanghai and that's exactly what is important. Maybe we could also think about – in a next step – even going further and opening up the initiative to more people, even to competitors, because in the end, the Global Compact wants to create a level playing field, it wants to create a "competing with integrity" situation where the "good ones" do not get punished for doing the right thing.

A final question – Why did you choose to dedicate your career to CSR?

First of all: I love what I am doing, it is a fascinating, intellectual and practical work – and I want to contribute with whatever I can to making the world a better place. I also think that those who have broader shoulders should carry more. Being born at the right time and the right place, having not to suffer from war or poverty and getting the opportunity of a good education is a privilege – it is not earned. With privilege comes duty – or at least responsibility. Maybe this is one of the more philosophical points, that could also be applied to big profitable companies: They have more duties than small and medium sized borderline profitable companies.

Professor Leisinger, thank you very much for your time!

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HAVER Quality Management System Certified for ATEX



HAVER Technologies Tianjin (HTT) has received the ATEX certification for its quality management system from Dekra Germany. ATEX is the EU directive that defines the equipment and work standards allowed in an explosive environment. After successfully passing the audit, the HTT quality management system and machines design is certified to meet the European explosion proof standards so that locally-produced explosion proof machines can be provided without an additional external certification. HAVER gives high priority to international safety standards and is now the

only packing machine supplier with such a certificate in China.

J Art@Sofitel, Now OPEN

On 10th December 2016 at 10am, Sofitel Shenyang Lido inaugurated the opening of J Art@Sofitel a new art gallery, curated by Ms. Jenny Jiang (Jenny Jiang Art) for a magnificent exposure of artists' expressions of life. Mr. Marc Lamy, general consul of France in Shenyang, Mr. Harald Kumpferr chairman of the EUCCC, Shenyang Government officials and members of the US and German consulates were amongst the VIP supporters for the event together with the media and friends.



New ECOVIS Beijing Tax Manager



Since November 2016, ECOVIS Beijing Tax Team has had a new manager: Iris Wang. Ms. Wang has joined ECOVIS in 2014 and has done a tremendous job in advising our clients on payroll and individual income tax. Over the years, Ms. Wang has assumed more responsibilities and has served as a mentor for younger team members. In order to honor Ms. Wang's expertise, untiring work style, and her sense of responsibility, ECOVIS Beijing partners Grace Shi and Richard Hoffmann decided to promote her to the manager post of the payroll and IIT department. Ms. Wang will thus assume the challenging task of steering the tax team through an uncertain tax environment of a reforming China and an ongoing digitalization of the tax consulting services. She will also continue to serve and advise clients on all IIT related issues.

T-Systems New Appointment



Arkadiusz Czopor, has assumed the post of managing director of T-Systems South Asia from 1st October 2016. In his previous role as managing director of Greater China,

Arkadiusz has contributed significantly to T-Systems China market growth and brought it to a new level of excellence. In his new assignment as MD of T-Systems South Asia, Mr. Arkadiusz will be responsible for continued growth and consolidation of the company's market presence in Asia Pacific and to deliver greater business value in Information & Communication Technology services and solutions to Multinationals and public sector institutions. Mr. Arkadiusz has over 20 years of regional leadership experience in Information & Communication Technology industry. He has a track record of managing complex business portfolios, driving transformation of Multinational Corporations, private and public enterprises into cloud, digital computing and Deutsche Telekom network in Asia Pacific region.

Brandenburg's Business Delegation Trip to China in November 2016



In November 2016 Far Eastern Consulting was entrusted with the organization of the business delegation from the German State "Brandenburg," which visited the cities of Beijing, Shijiazhuang, Qingdao and Shanghai. Participating delegates were German SME companies from various industries such as: Surface treatment technology, steel production, software, virtual reality, food production etc. In each of the aforementioned four cities, Far Eastern Consulting organized matchmaking events as well as in-house business

meetings for the German delegates. Thus, many new cooperation projects between local Chinese companies and Brandenburg's enterprises were discussed and initiated. Furthermore, the official representatives of the Brandenburg State Government were given the opportunity to present the business location of the German Capital Region to potential Chinese investors at all four locations. The promotion events in Beijing, Shijiazhuang, Qingdao and Shanghai were each frequented by more than 100 Chinese potential investors.

Further Development at MTCH



MTCH will step to a new development era from 2017. Aiming at diversifying high quality products for different market demands, they will continue lean production management, and the investment for machines of different production process. With the help from our professional sales team, they will focus on Technical Textiles market development, as well as the increasing development in automotive industry. Meanwhile, optimizing the supply chain management for better service and faster delivery.

Changbaishan Friendship Award News

On 27th September, National Day reception of Jilin Province and Changchun Municipal Government held in Nanhu Hotel. During the reception, Jilin Provincial and Changchun Municipal leaders, Chinese and foreign people enjoyed a happy get-together, and all celebrated the National Day. And at the same time, government commended and saluted foreign experts who have been working and living in Jilin Province. Dr. Olaf Pannenbaecker, plant manager of Plant Jingkai, Continental Automotive Changchun and Mr. Richard Lim, plant manager of Plan Moonlake, Continental Automotive Changchun were awarded the "Changbaishan Friendship



Award" and the "Changbaishan Excellent Foreign Expert Award." Jilin Provincial Government leaders award foreign experts in order to thank them for their outstanding contributions for the development of Jilin Province.

Official Office Opening at Pacific Prime Beijing

On 16th November, Pacific Prime China held the official opening party for their newest China office in Beijing, Liangmaqiao area. The opening was a great success and a good opportunity for clients to mingle and network in a relaxed atmosphere. Stevie Erard, regional manager, noted that the impact has been very positive from both sides with great feedback from the attendees. Pacific Prime has been present in China for more than 14 years and the recent expansion to the Capital shows the strong commitment of the insurance broker in the country. With the new Beijing office, the regional manager hopes to further develop the Employee Benefits and Property & Casualty divisions, strengthen, and expand their local presence in the region as well as reinforce the resources necessary to better serve their clients locally. Pacific Prime Insurance Broker now has over 130 employees in China.

New Members North China

For full contact information and company profiles of our new and existing members, please visit www.german-company-directory.com

Ms. Roberta Lipson

CEO

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Mr. Robert Ploeger

Plant Manager

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CEO

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3rd
November 2016
Event: Young Professional
Topic: Healthy through the winter: Reduce Stress and Stop Anxiety
Venue: Raffles Medical, Beijing
Speakers: Dr. Claudine Hyatt | Psychologist



4th
November 2016
Event: 北京留德校友聚会 | Alumni Stammtisch
Venue: Schindler's Anelegestelle, Beijing **Benefit Partner**



8th
November 2016
Event: Praktikantenstammtisch
Venue: Schindler's Anlegestelle, Beijing **Benefit Partner**

8th
November 2016
Event: Kammerstammtisch Shenyang
Venue: LENBACH Beer House, Shenyang **Benefit Partner**

10th
November 2016
Event: Seminar
Topic: Doing Business in China – A Brief Introduction to the Most Important Chinese Regulations for Foreign Managers
Venue: Kempinski Hotel, Shenyang

Benefit Partner

Speakers: Dr. Martin Seybold | Attorney and Head of Roedl & Partner Consulting (Beijing) Co., Ltd.

Ms. Tanja Fuchs | Head of Business Process Outsourcing (BPO), Roedl & Partner Consulting (Beijing) Co., Ltd.



12th
November 2016
Event: German Ball 2016 Beijing
Topic: Berliner Luft
Venue: Kempinski Hotel Beijing Lufthansa Center, Beijing **Benefit Partner**

See special insert in German Chamber Ticker 2016 | 6 for pictures, quotes and stories from the German Ball 2016. Available online:



15th
November 2016
Event: Seminar
Topic: What you need to know about the Annual Audit and Compliance Review 2017
Venue: German Centre Beijing DRC Liangmaqiao, Beijing **Benefit Partner**
Speakers: Grace Shi | Partner Ecovis Beijing

17th
November 2016

Event: Member for member Training:
Topic: LEAN Assembly - Smart and low cost optimization through one-piece flow and cardboard engineering
Venue: Fehrer Automotive Shenyang
Speakers: Mr. Thomas Schmickler | Plant Manager, Fehrer Automotive Shenyang
Ms. Yaping Lu | Senior Consultant, STAUFEN Shanghai

On 17th November 2016 the German Chamber of Commerce | Shenyang organized another Member for Member Training in Shenyang. The LEAN Assembly training took place at the facilities of Fehrer Automotive in Wuerth Industrial Park and focused mainly on the subjects of cardboard engineering and one-piece flow, which are well-known LEAN manufacturing tools to create high efficient production systems.

The training was mainly attended by production managers, engineers and shift leaders from local member companies in Shenyang and was lead by Ms. Yaping Lu, an experienced Senior Consultant from Staufen Shanghai. During the highly practical training, Ms. Lu introduced Cardboard engineering is a tool of creativity and design, which is very useful for innovative operating processes. In the afternoon session participants were able to create optimized workplaces on their own and obtained new ideas which can be directly implemented into practice. In addition, Mr. Thomas Schmickler, plant manager of Fehrer Automotive showed investigative plant excursion insights in production processes of Fehrer Automotive to enable the attendees to see and discuss the practical implementation of optimized work environments in a real manufacturing environment.



19th
November 2016

Event: Special Seminar
Topic: China in Those Days: Journey to China
Venue: Book Bar & Restaurant, Tianjin
Speakers: Mr. Thomas Brandt | General Manager, German Chamber of Commerce and Industry Kuala Lumpur

German Chamber of Commerce | Tianjin, in cooperation with AmCham China Tianjin, invited to an exclusive journey back to China in the old times. The author Mr. Thomas Brandt, general manager of the German Chamber in Kuala Lumpur, took around 20 guests on a journey deep into Chinese history with the presentation of one of the world's greatest postcard collections. Illuminating explanations and information accompanied this journey of fascinating ancient Chinese culture and rituals. Mr. Brandt used pictures from his collection of around 49,000 postcards from 1890 to 1914. Along with snacks and warming drinks, participants had the chance to listen to stories of the past, learn about early international trade and cultural exchanges, or simply watch stunning pictures, lithographs and metal engravings from the 16th to the 19th century illustrating life in "China in Those days."



21st
November 2016

Event: Kammerstammtisch Beijing
Venue: Schindler's Anlegestelle, Beijing
Benefit Partner

22nd
November 2016

Event: Networking Event
Topic: Biz Socializer - Inter-Chamber Business Networking
Venue: China Bleu, Tangla Hotel, Tianjin

23rd
November 2016

Event: Breakfast Seminar
Topic: China's revised Transfer Pricing Documentation Rules
Venue: Westin Hotel Chaoyang, Beijing
Benefit Partner
Speaker: Ms. Winnie Di | Partner
PricewaterhouseCoopers

23rd
November 2016

Event: Webinar Series
Topic: Industry 4.0 in China – Opportunities and Challenges
Venue: Online Seminar
Speaker: Rene Galbavy | Senior Consultant, STAUFEN Shanghai

24th
November 2016

Event: Young Professional
Topic: Ameco Company Visit
Venue: Ameco Company



24th
November 2016

Event: Seminar
Topic: Aktuelle Rechtsprechung im chinesischen Arbeitsrecht – Eine Big Data Analyse
Venue: GCC, Tianjin
Speaker: Dr. Florian Kessler | Executive Director, WZR Consulting Ltd., Beijing

Dr. Florian Kessler, Attorney-At-Law at Wülfing Zeuner Rechel law firm and head of the Beijing office of WZR, held a seminar on the topic "Current Jurisdiction in Chinese Labour Law" in the German Chamber office in Tianjin. More than ten participants attended the event and gained deep insights into Chinese labour law on the basis of case studies from Tianjin. Dr. Kessler's presentation included topics like success rates and typical obstacles when it comes to employee termination, as well as consequences after illegal termination and important company-internal labour law procedures. After a very comprehensive presentation, participants of the seminar had the chance to ask questions and discuss ongoing law related issues.



24th
November 2016

Event: Seminar
Topic: A new era in China – How to invest and restructure your business in China from a legal and strategic perspective
Venue: Marriot Hotel Northeast, Beijing

Benefit Partner

Speakers: Christoph Hezel | Chief Representative, Taylor Wessing Beijing
Johnny Zhao | Senior Counsel, Taylor Wessing Beijing
Eduardo Morcillo | Managing Partner, InterChina

25th
November 2016

Event: Inter – Chamber Tax Seminar
Topic: 2016 Annual Tax and Regulatory
Venue: Renaissance Tianjin Lakeview Hotel, Tianjin
Speakers: Mr. Kelvin Lee, Director, China Tax & Business Advisory Services PwC, Tianjin
Ms. Zhanjun Wang, Senior Manager, China Tax & Business Advisory Services PwC, Tianjin
Ms. Sophia Li, Senior Manager, China Tax & Business Advisory Services PwC, Tianjin
Ms. Winnie Di, Partner, Transfer Pricing Services PwC, Tianjin
Ms. Xue Cong, Manager, Transfer Pricing Services PwC, Tianjin
Mr. Jeffrey Cai, Senior Manager, World trade Management Services PwC, Tianjin
Mr. Edmund Yang, Partner, International Assignment Services PwC
Mr. Hao Dong, Manager, International Assignment Services PwC
Ms. Catherine Shen, Partner, China Legal Services PwC
Mr. Thomas Gao, Manager, China R&D Tax Services PwC

29th
November 2016

Event: Seminar
Topic: Growing in a healthy market: MedTech in China
Venue: GCC, Beijing
Speaker: Mr. Marshall Chen | Manager, Fiducia Shanghai



Western Academy of Beijing

Gegründet am 1. September 1994 | Direktor Dr. J. Courtney Lowe

Die Western Academy of Beijing (WAB) ist eine gemeinnützige, internationale 'IB World School' die einen international renommierten Schulabschluss anbietet. Die Schule wird von einem ehrenamtlichen Aufsichtsrat überwacht. WAB hat sich für ihre innovative pädagogische Arbeit weltweit einen hervorragenden Ruf erworben. Hochgelobt werden auch ihre Spitzen Ausstattung, die hochqualifizierten Lehrer, die Umsetzung ihres internationalen Lehrplans (IB) sowie das warme Schulklima und das unterstützende Lernumfeld. Die Mission der Schule lautet, "Connect, Inspire, Challenge: Make a Difference." WAB Schüler sollen ihren Platz als verantwortungsvolle Weltbürger einnehmen, in dem sie ihre Umgebung mit kritischem Denken und positivem Handeln beeinflussen.

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Connect, Inspire, Challenge: Make a Difference

1st
December 2016

Event: Special Event
Topic: Charity Christmas Party
Venue: German Centre Beijing DRC
Liangmaqiao, Beijing

Benefit Partner

The German Chamber of Commerce | North China together with the German Centre for Industry and Trade Beijing Co. Ltd. invited their members and tenants to their annual Charity Christmas event on 1st December 2016 to celebrate the Christmas season.



At this annual event colleagues, business partners and friends are invited to mingle while having snacks and various Christmas drinks. An eyecatcher was the "Feuerzangenbowle" which was prepared while the 1944 classic movie of the same name was shown as one of the evening's highlights.

The collected donations from this charity event are going to charity project that supports migrant workers' children at the Hong Qi primary school. This year's charity event set a new record with total donations of more than RMB 12,000. The money will be used to cover the costs for urgent repairs of the school building, learning materials for the children and other school equipment, such as furniture for the classrooms.



2nd
December 2016

Event: Workshop
Topic: Change Management
Venue: Hilton Hotel Chaoyang, Beijing

Benefit Partner

Speaker: Mr. Marcus Klapdor | Manager, CPC Consulting (Beijing) Ltd.



4th
December 2016

Event: Special Event
Topic: German Christmas Market
Venue: The Ritz-Carlton, Tianjin

Benefit Partner

On Sunday 4th December the Sino-German community gathered at The Ritz-Carlton Tianjin to celebrate the upcoming Advent season with the traditional German Chamber Christmas Market. More than 100 visitors came to enjoy a day full of joy in festive ambience along with a buffet, including traditional Christmas dishes, delicacies and mulled wine. The colorful kids area and beautiful decorated Christmas selling booths made the event attractive for both young and grown-up visitors. Santa Claus also showed up, giving sweets and fruits to the children. Finally, all guests had the opportunity to win one of numerous prizes at the lucky draw.



6th
December 2016

Event: Roundtable Mittelstand
Venue: Haver Technologies, Tianjin

7th
December 2016

Event: Kammerdinner
Topic: Jahresrückblick 2016 und Jahresausblick 2017 mit dem deutschen Botschafter, Herrn Michael Clauss
Venue: Kempinski Hotel Beijing Lufthansa Center, Beijing **Benefit Partner**
Speaker: Mr. Michael Clauss | Ambassador of the German Embassy in Beijing, People's Republic of China



The German Chamber of Commerce | North China invited members and guests to the last Kammerdinner of the year on 7th December. Following a tradition of many years the German Chamber was delighted to welcome the German Ambassador Mr. Michael Clauss as guest of honor. Mr. Lothar Herrmann, chairman of the German Chamber of Commerce | North China welcomed the members and guests and opened the evening.

The ambassador gave a review of 2016 and presented an outlook for 2017 assessing the current situation foreign policy, China's economic situation as well as developments in German-Chinese relations. Following the speech with questions by the audience and an update about upcoming events of the German Chamber of Commerce, the guests were invited to join a buffet dinner with plenty opportunities to mingle and network.

8th
December 2016

Event: Special Event
Topic: Inter-Chamber Business Match-Making Event
Venue: Bavaria Beer Keller, Tianjin
Benefit Partner

For those who don't like the simple networking events or whose schedule is too tight the German Chamber together with the European Chamber again

invited to a Business Match-Making Event in Bavaria Beer Keller in Tianjin on 8th December. During these interactive sessions more than 15 participants had the chance to build up business contacts and socialize. The evening ended in a pleasant atmosphere with German beer and finger food.



8th
December 2016

Event: Workshop
Topic: Best Practice Day – Tools & instruments to optimize your manufacturing processes
Venue: Wuerth Industrial Park, Shenyang
Speakers: Mr. Jens Li | Director, Wuerth (China) Holding
Mr. Thomas Schmickler | Plant Manager, Fehrer Automotive (Shenyang) Co., Ltd.
Mr. Konstantin Schaefer | Senior Project Engineer, ingenics Consulting (Shanghai) Co., Ltd.
Mr. Georg Heuchert | Partner, CPC AG
Mr. Jeff Wang | EHS Director, Century 3 (Shanghai) Inc.

With the aim to support a knowledge transfer between technical experts and manufacturing companies in Shenyang the German Chamber of Commerce organized a Best Practice Day on 8th December 2016 at Wuerth Industrial Park in Shenyang. Several external guest speakers provided a deeper insight into instruments and tools that are widely recognized to support LEAN principles and change management in companies as well as helping to achieve higher efficiency and quality in manufacturing processes. During their presentations, all speakers shared best practices and provided valuable insights into implementing the continuous improvement approach in a company. Each presentation was followed by a Q&A session where participants had the chance to share their experience and ask questions.

The Best Practice Day was well attended and in particular supported by Fehrer Automotive and Mr. Thomas Schmickler, plant manager of Fehrer in Shenyang who shared his experiences in implementing the fundamental 5S approach in his own factory and provided the visitors with a guided plant tour. He also gave the attendees insights into guidelines, challenges and benefits of 5S as well as a basic understanding how to apply basic steps of the 5S methods as a necessary foundation for all other improvements.

Participants attending the event were mainly production experts, quality engineers, shop-floor managers and other professionals. During the subsequent lunch break, participants had also the opportunity to enjoy a lunch buffet and had quality networking time together.



10th
December 2016

Event: German Christmas Market 2016
Venue: ELEVEN Bar, Shenyang

The local and expat community in Shenyang gathered on Saturday 10th December for this year's traditional German Christmas Market at the ELEVEN Bar in Shenyang. Organized by volunteers from local German companies and for the first time supported by the German Chamber of Commerce, this Christmas highlight event once again enjoyed greatest popularity among the German community in Shenyang. Around 300 guests came to celebrate this beautiful season of the year and to enjoy the cozy Christmas market in a relaxed and familiar atmosphere. German delicacies such as the traditional German 'Gluehwein' (hot mulled wine), homemade Christmas cookies, German sausages, Fried potato pancakes with apple sauce and other seasonal offerings were available, thus following the tradition of an authentic German Christmas market. Santa Claus was also around to sing Christmas songs as well as to hand over sweets and little presents to the children. The earnings will be donated to support local charity projects.



13th
December 2016

Event: Automotive Roundtable
Topic: How to Deal with Trade Unions and their Impact on Foreign Companies in China
Venue: Arnold Fasteners, Shenyang
Speakers: Mr. Reiner Haberstock | General Manager, Arnold Fasteners (Shenyang) Co., Ltd.
Mr. Philip Lazare | Lawyer & Partner, Luther Law Offices Shanghai

On 13th December 2016, the German Chamber of Commerce | Shenyang organized an Automotive Roundtable event at the Arnold Fasteners plant in Wuerth Industrial Park in Shenyang. Mr. Reiner Haberstock, general manager of Arnold Fasteners Shenyang,



took the opportunity to welcome the guests personally, which were mostly managers from local OEMs and automotive suppliers. After finishing his introduction of Arnold as a globally operating, but still family-owned and recently fast-growing company in China, he guided the visitors through the spacious manufacturing facilities and provided them with information about the local manufacturing processes and the Arnold production system.

During the second part of the roundtable, external guest speaker Mr. Philip Lazare, lawyer & partner at Luther Law Offices Shanghai, presented the main characteristics of trade unions in China and their fundamental principles. The following lively discussion between the attendant managers about the impact of unions and worker committees on their business as well as possible future influences through the government on company decisions illustrated the different opinions on handling this topic in the future. Finally, Mr. Lazare gave suggestions of areas that managers should pay special attention to and shared his experiences as a lawyer. As a result, several general managers suggested an ongoing exchange between affected German companies on further developments in Shenyang.



13th
December 2016

Event: Praktikantenstammtisch
Venue: Schindler's Anlegestelle, Beijing
Benefit Partner

15th
December 2016

Event: Young Professionals
Topic: Interchamber Christmas Mixer
Venue: The Bar at Migas, Beijing



15th
December 2016

Event: Special Event
Topic: Charity Christmas Bazaar
Venue: WE Brewery, Tianjin
Benefit Partner

28th
December 2016

Event: Kammerstammtisch
Venue: Drei Kronen 1308 Brauhaus, Tianjin
Benefit Partner

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Some of the German Chamber of Commerce | North China events are hosted in venues that are also GCC Benefit Partners. These venues offer special rates for GCC members; providing big benefits and a better service experience for members.

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Training Highlights - North China

Creative Problem Solving and Decision Making

Date: 23rd – 24th February 2017

Objectives and Content

Facing the complex, open-ended, ever-changing challenges, organizations should realize that constant, ongoing innovation is critical to stay ahead of the competition. As a business leader, how effective you are managing these business difficulties? Can you break thought patterns and think differently? This workshop will feature you how to utilize tools to spark creativity, and enable you to develop comprehensive approach to solve problems with fresh ideas and make high quality decisions.

Powerful HR Skills for Top Leaders

Date: 14th – 15th March, 2017

Objectives and Content

- Understand powerful HR concepts to enhance leadership quality and success
- Increase the ability to motivate yourself and others
- Deepen your understanding of psychological factors
- Deal with HR essential issues as a non HR Manager: From recruitment, to conflict management and how to terminate contracts.

Beijing Training Calendar February – March 2017

Date

23rd–24th February

28th February

21st February– 8th June

20th February–17th June

21st February–18th June

20th February–17th June

22nd February–25th June

22nd February–5th June

3rd March

9th–10th March

14th–15th March

16th–17th March 2017

21st March

24th March 2017

Training

Creative Problem Solving and Decision Making (CN)

PowerPoint Essentials (EN)

Business German Course A1 (GER)

Business German Course A2 (GER)

Business German Course B1 (GER)

Business German Course B2 (GER)

Business German Course C1 (GER)

Advanced English in Business (EN)

Better Manage Your Data (CN)

Communication, Influencing and Negotiation Skills (CN)

Powerful HR Skills for Top Leaders (EN)

Effective Selling Skills (CN)

Smart Logistic and Supply Chain Management (CN/EN)

Presentations: Presenting with PowerPoint (EN)

North China contact:

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Regular Social Events in Beijing, Tianjin and North China

Beijing:

Kammerstammtisch – every third Monday of the month at 7.00pm in varying locations (Please visit the event calendar on our website or subscribe to our Newsletters and Invitations)

Praktikantenstammtisch – every second Tuesday of the month at Schindler's Anlegestelle, Beijing, 7.00 pm

Tianjin:

Kammerstammtisch – every last Wednesday of the month at Drei Kronen 1308 Brauhaus – Tianjin 7.00 pm

Shenyang:

Kammerstammtisch – every second Tuesday of the month at 7.00pm in varying locations

Note: Please always find the latest event calendar on our website: china.ahk.de/chamber/events/

German Christmas Market 2016

At the traditional German Christmas Market at the German Embassy on 26th November 2016, the German Chamber raised RMB 6,200 through selling handmade Gingerbread Houses, which are traditionally crafted by the employees and family members of the German Chamber. The Christmas Market is organized by volunteers of the German Community in Beijing. That day, the 6,300 visitors donated more than RMB 720,000. The money will be distributed among various charity organizations. The charities support a wide range of causes like intellectually challenged, sick, autistic, and disadvantaged children and young adults as well as children from delinquent parents, women in need and blind adults.



Business Confidence Survey 2016 Press Conference

The results of this year's Business Confidence Survey were presented to the media at a press conference in the German Embassy Beijing on 29th November 2016. The press conference was opened with remarks by German Ambassador Michael Clauss. Afterwards, Mr. Lothar Herrmann, chairman of the German Chamber of Commerce | North China, presented the results of the survey to the audience. The German Chamber was further represented by Ms. Alexandra Voss, executive director, as well as Ms. Jana Kumpf, regional manager Beijing. Nearly 40 Chinese and German media representatives attended the press conference. The event was held simultaneously with press conferences in Shanghai and Guangzhou and generated significant media coverage in China and Germany.



Successor in the Board of Directors of the German Chamber of Commerce | North China



After three years in China, Mr. Martin Broda, general manager of Commerzbank Beijing Branch has left China to assume a new position in Germany. His successor in the Board of Directors of the German Chamber of Commerce North China is Mr. Feng Xingliang, chief representative NRW/Invest Beijing.

The German Chamber would like to thank Mr. Broda for his engagement for the German Chamber and wishes him success for the future. The German Chamber welcomes Mr. Feng as a new Board member and treasurer of the German Chamber.

New Project Manager at German Chamber of Commerce | North China

On 3rd January 2017 Mr. Ge Wu joined the German Chamber of Commerce | North China as Project Manager Liaoning & Jilin to support the office in Shenyang. Mr. Wu graduated from the Furtwangen Hochschule University in Germany majoring in Computer Science for Media. In addition to his expertise in IT-development and



various online marketing skills, Mr. Wu has also gained wider experience in international and cross-cultural business development by communicating with customers and business partners in Europe and the Middle East as business development manager at Everspy, a listed IT-company in Dalian. His previous position before joining the Chamber was as project manager at Sino-German Equipment Manufacturing Industrial Park in Shenyang, being responsible for assisting European investors in optimizing their localization processes and managing relations with the local government by organizing events and networking. Mr. Wu speaks Chinese, German and English and can be contacted at 024-8111 3996 or wu.ge@bj.china.ahk.de.

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SINOSERV Moves Headquarter to New Location in Songjiang District, Shanghai



As its previous facilities could not be extended for future growth, the installation and relocation service provider SINOSERV decided to relocate its offices and warehouse to a new location in the Songjiang District. The new location is conveniently close to the Highway G15 as well as the Hongqiao Hub with the domestic airport and the railway station. "As our Technicians are working all over China, it is perfect for us to have easy access to public transportation and the major road networks" Mr. Steven Chen, general manager of SINOSERV, explained. "In line with our plans to add more installation tools and equipment to our portfolio in the future, we definitely needed more space. In addition, we now have the possibility of renting out some

temporary storage space for our customers' machines and equipment" Mr. Torsten Schermer, managing director, added.

2016 Best Brands China Award

On 1st December, the winners of "Best Brands 2016 – the Chinese brand ranking" were honored in Shanghai at The Waterhouse. 300 representatives across all industries and brands, agencies and media joined the gala and celebrated together with the winners. The Best Brands China award is organized by Serviceplan Group. It is the first brand ranking in China to take a comprehensive view of consumer's opinions, evaluating is based on both emotional and behavioral dimensions – creating transparency and objectivity. For the 2016 awards a scientifically designed and structured questionnaire was developed to gain

the real insights into how consumers feel and think. There were four different categories and the winners were as follows: Best Disruptive Brand: Airbnb; Best Emotionally Bonding Brand: BMW; Best Digital Economy Brand: WeChat; Best Consumer Electronics Brand: Huawei.

Shanghai United Family Healthcare Appoints New General Manager



Heather Smith was newly appointed general manager of Shanghai United Family Healthcare. Ms. Smith has over 30 years' healthcare experience and

joined the Shanghai team from Abu Dhabi, United Arab Emirates. Ms. Smith will lead Shanghai United Family Hospital and Clinics to provide comprehensive and integrated healthcare. She has a Bachelor of Science in Nursing, a Master's Degree in Healthcare Administration and a Master's Degree in Public Health. Ms. Smith is an American College of Healthcare Executives Fellow and is a Fellow in The Australasian College of Health Service Management.



Bilfinger Now Called Aqseptence Group

Starting from 14th October 2016, Bilfinger Water Technologies (Hangzhou) Co., Ltd. changed its company name to Aqseptence Group (Hangzhou) Co., Ltd. Aqseptence Group combines the words "aqua" and "separation," the name stands for its core businesses of water and separation technology while at the same time it evokes the idea of "competence" – the quality that it believes every single employee in the organization embodies and that people have associated with the brands.

Rheinmetall Automotive China New Office Grand Opening



Rheinmetall Automotive China is celebrating its new office opening at Vanke Hongqiao Center, the CBD of the important hub in Shanghai. The new office serves as the center to manage all the Chinese subsidiaries. The CEO of Rheinmetall Automotive Mr. Horst Binnig, CFO of Rheinmetall Automotive Dr. Peter Merten, president of Rheinmetall Automotive China, Mr. Lothar Schneider, Mr. Jia kaijin, Hongqiao CBD Director, and other leaders from the Rheinmetall Automotive Wholly Owned Subsidiaries and Joint Ventures were present at the ceremony for the ribbon cutting, celebrating this exciting moment with employees in China.

50 Years of RHEINZINK

RHEINZINK is turning 50 – and is looking back at an extraordinary company history. RHEINZINK was founded by the Grillo



Stolberger Zinc companies together with Vereinigte Deutsche Metallwerke in 1966 and is still owned by the Grillo family. On 9th December the workforce of over 1,000 people in its subsidiaries and sales branches in 30 different countries on five continents, celebrated the anniversary. The China subsidiary also organized a party for its staff.

Voith Industrial Services Renews Contract with Karl Mayer in China

Since 2013 Voith Industrial Services China has been providing technical facility management (TFM) services at Karl Mayer (China) Ltd. in Changzhou. In 2016 the contract was renewed. Voith Industrial Services has modified facilities to improve the uptime ratio and decrease emergency maintenance activities. Both companies benefit from continuing this cooperation: By outsourcing their TFM, Karl Mayer is able to focus on their core business, simplify management structures, increase the service quality and improve the environmental performance on site. Meanwhile, Voith Industrial Services realizes value maximization. *Under license of Voith GmbH. Voith Industrial Services terminated to be part of the Voith group of companies since 1st September 2016.*



Yusen Logistics Expands its European Network with Launch in Switzerland



Global logistics service provider Yusen Logistics is continuing to grow its network and opened its first location in Switzerland on 1st January 2017. Yusen Logistics will be represented in Switzerland with a branch office, which expands its European network to a total of 77 locations. The new operation, located close to Zurich Airport, will be offering its full range of integrated supply chain solutions. Clients of the new branch in Switzerland will enjoy full access to the company's total range of services.



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HARTING's CSR Programs in 2016



HARTING is highly committed to the local communities in China. Supporting programs with the elders or disabled in Hong Kong. HARTING China also sponsored scholarship programs to Shanghai Tongji University and Zhuhai JinDing Primary School in 2016. HARTING's summer camp to Tongji students aims to provide a valuable experience for their future work life. The scholarship project offered to primary students intends to inspire them to embrace their future with hope, motivate students to use their knowledge to help the vulnerable social groups like HARTING does today. Through the elderly caring program and charity fund raising project, HARTING delivers love and care to the elderly, who play a very important role in our society.

Continental Wuhu Expands Plant to Meet Growth in China

On 2nd November Continental Wuhu Longshan plant celebrated its new extension ground-breaking ceremony. Dr. Ralf Cramer, member of the executive board, president & CEO of Continental China; Christian Heinz, head of the BU ID China; Horst Breitwieser, plant manager of Longshan Plant, delivered welcome speeches at the event. The local management team and employee representatives participated in the celebration event and witnessed another development milestone of Wuhu Longshan Plant. "With the new extension, Longshan Plant becomes the first location within our worldwide BU ID Production Network with all 'core



technologies' for cluster production under one roof, which includes cluster production, Dial production, In-house Molding and Spray Painting even now PCBA production as well." said Mr. Breitwieser, Manager of Longshan Plant.

New General Manager at Melia Shanghai Hongqiao



With 15 years' experience as a Hotel General Manager, Mr. Marko Janssen has now been appointed the general manager of Melia Shanghai Hongqiao (the second Melia hotel in China). Mr. Janssen has been worked in three different continents and served in Melia Hotel International for over 17 years. He is loyal to this hotel brand and has always been passionate about the hospitality industry. His professional objective is to ensure hotel service quality and reach a higher level of guest satisfaction. Melia Shanghai Hongqiao is now on the right track of the pre-opening process, and plans to open in spring of 2017.

Interroll MSC 50 has its Asia Premiere at CeMAT Asia



On 1st November 2016, Interroll, a global supplier for key products and solutions for internal logistics, successfully presented its new magnetic speed controller MSC 50 to the Asian market for the first time at CeMAT Asia, held in Shanghai, China. "Interroll took three years to successfully develop the MSC 50. It is superior at functions, life, cost and all other aspects", said Dr. Ben Xia, executive vice president of Interroll Group and head of operations Asia.

New factory in Shanghai is Completed and put into Operation in 2016

The new Headquarters of NETZSCH (Shanghai) is invested by NETZSCH Group and covers an area of 17,300m². The whole project began in September 2015 and was put into operation in October 2016, consisting of three independent functional buildings. The functions of the new factory comprise



of assembly, technical R&D, sales and service, advanced application lab and related supporting administration. With the establishment of the new factory, the company scale of NETZSCH (Shanghai) Machinery and Instruments Co., Ltd. is two times larger than in the past, thereupon the production capacity is expected to double within the following three years.

Bluecom Group to Join Dentsu Aegis Network

Dentsu Aegis Network (DAN) has acquired ecommerce solutions provider Bluecom Group, which will be integrated into Isobar China Group and rebranded as "Isobar Commerce." Isobar Commerce will work with mobile commerce arm Verystar-Linked by Isobar to offer a full suite of ecommerce and mobile-commerce capabilities for clients' omnichannel strategies, according to DAN. Bluecom's managing directors, Patrick Deloy and Florian Legendre, will join the Isobar leadership team to drive strategy and business development for the rebranded group.

DEKRA Expands Portfolio and Wins Employer Excellence in Corporate Training Award 2016



To meet the growing demand and to address the technical challenges associated with Electric Vehicles (EV) and the Internet of Vehicles (IoV), DEKRA has expanded its service portfolio to cover all key EV components and materials. In 2016, DEKRA set up five state-of-the-art laboratories in East Asia and in January of 2017, DEKRA will open another new IoV laboratory in Hsinchu, Taiwan. DEKRA was also the winner of "Employer Excellence in Corporate Training" Award 2016 in China. Ms. Shen Yanmin, HR director of DEKRA Greater China, was invited to participate in the Employer Award Ceremony. DEKRA received the award for its successful human resources management.

energydesign Wins Second Platinum Award in China

energydesign (Shanghai) is proud to announce that German Enterprise Centre (GEC) was awarded the DGNB -German Sustainable Building- Certificate: Platinum for Mix-Use project, on 28th November 2016 in the Qingdao Sino-German Ecopark. It becomes the second DGNB Platinum certified project in China after Landsea Bruck PassivHaus, both of which were audited by DGNB auditor Joseph van der Elst and the energydesign team. GEC is the largest project with DGNB Platinum certification in Asia, and the largest DGNB mix-use project in the world with an area of 75,000m². Resulting from a process totally integrated in Chinese construction regulatory context, this DGNB Pilot Project successfully adapted the system into DGNB China, enhancing the building's engineering quality and optimization of energy efficiency, user comfort, and environment protection. energydesign will keep working on introducing and realizing integrated quality design and engineering in China, and devoting itself to implement the sustainable building in common practice.



Volvo Innovation Award for KUKA

KUKA Systems China received the Volvo Innovation Award at 2016 Volvo Asia-Pacific Annual Supplier Convention on 25th November. KUKA Systems China was rewarded for the excellent performance in Volvo's K426 project at Chengdu Plant. The project was highly challenging due to the



fact that the originally planned line had to be relocated from Daqing (Northeastern China) to Chengdu (Southwestern China) shortly after the project started, applying Volvo's Asia-Pacific strategy. The characteristics of high responsibility and flexibility towards customers were so well presented by KUKA Systems China. In-depth understanding of customer's requests and specifications, amending engineering design quickly to adapt new location's environment, delivered excellent performance on time according to milestones were all highly appreciated by Volvo.

Schmolz-bickenbach Awarded by CHINA DIE & MOULD INDUSTRY ASSOCIATION



2016 was a great year for Jiangsu Schmolz-bickenbach. Receiving the honor of excellent tool steel supplier (2014-2016) in China from CHINA DIE & MOULD INDUSTRY ASSOCIATION. The group has already become one of the main tool steel suppliers.

Siebenwurst Look Back on a Successful Year in 2016



More than 50 projects were realized at the maintenance site in Shenyang. Customers increasingly required our tool doctor service to avoid expensive standstill times due to problems with their tools and moulds. During 2016 it substantially strengthened its team with two mould-makers, a cnc-operator, a project manager, and a project assistance. Siebenwurst China looks forward to a fruitful year.

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Delegates Discuss Digital Supply Chains at 4flow



4flow, a provider of supply chain consulting, software, and 4PL services, recently welcomed a delegation from the Shanghai Municipal Commission to its headquarters in Berlin, Germany. 20 representatives from various sectors including education, business, manufacturing, and automotive toured Germany in 2016. During the visit in Berlin, Holger Clasing, vice president at 4flow held a presentation on supply chain and its role as a key driver of the fourth industrial revolution. While in Germany, the delegates gained insights about innovations in manufacturing and standardization, as well as digitization and smart networks. Moreover, 4flow recently hosted Logistics Day in Shanghai, which focused on achieving dramatic cost reductions in transportation. The event showcased industry experts from Bosch, Volvo and Weiss-Rohlig, who presented how IT-supported transportation management can reduce logistics costs in a changing Chinese economy.

Chiyoda Integre Co., Ltd. Opens Representative Office in Dusseldorf



Chiyoda Integre (CI) is one of world's largest die-pressing processors, and supplies components for automobile, smartphones, computers and other equipment under the brand name of SOFTPRESS. CI originated in Japan, and has a global network with 25 locations. In January 2017, CI established a representative office in Dusseldorf, Germany, to further develop the European market, especially in the field of automobile industry.

DURAG CHINA has Opened New Technical Center

2016 has been an important milestone for DURAG GROUP in China: With the opening of the first Technical Center DURAG CHINA has strengthened its product expertise and extended their customer services within the country. The whole team at the Technical Center is not only dedicated to helping the customer on request but also to supporting the customer throughout the whole project. Managed by the local subsidiary, the Technical Center of DURAG CHINA provides comprehensive technical support.



President and CEO of FRECH Group Wins Business Medal

For outstanding contributions to the economy, the State of Baden Württemberg has bestowed the Business Medal on Dr. Ing. Ioannis Ioannidis, president and CEO of FRECH Group. In her speech Dr. Nicole Hofmeister-Kraut, the Minister of Economy, emphasized the criteria to be met this year by the winners of the medal: Preservation and creation of skilled jobs, offering of apprenticeships, innovation, research and development activities, know-how transfer and efficient usage of resources. Under Dr. Ioannidis's leadership the FRECH Group has developed into a globally operating technology and leader in the field of high-pressure die casting technology. Dr. Ioannidis's wider commitment to this industry is reflected by his work for the VDMA Foundry Machinery Manufacturers' Association, which he chairs, as well as for the VDMA Additive Manufacturing Group where he serves as a member on the Board of Management and as President of DEMAFFON.



Aden Services Hosts New Round of "SMART Talks"



Numerous research demonstrate that the physical environment of workspace is one of the top factors affecting employees' health, well-being, performance and productivity. On 2nd December 2016 at ADEN Services Green HQ in Shanghai, ADEN Services-ALTEREA, an associated company of ADEN Services and a leading eco-engineering company, hosted "SMART Talks" about how a workplace green fit-out impacts the wellbeing and the performance of employees. This time, the event featured two distinguished speakers: Tony ARMSTRONG, the APAC Representative from International WELL Building Institute (IWBI), the first international standard that focuses on enhancing people's health and well-being in a built environment; and Aude FERTE, the HR director at Fred&Farid, a leading French creative digital agency, to share their lively insights on this topic. "SMART Talks" is a round of talks initiated by ADEN Services to exchange good practices for Green and Smart Facilities with corporate leaders, decision makers and facility management experts.

Nord-Lock Group Acquires Expander Group

Nord-Lock Group has acquired 100% of the Expander Group from owner Roger Svensson. Expander Group consists of Expander System Sweden AB and associated subsidiaries in Sweden, USA and Germany. Expander System Sweden AB was founded in 1986 by Roger Svensson, based on a product invented when addressing the constant wear and tear of the pivot areas on construction equipment. In 1987, the Expander System received the Alfred Nobel Foundation Development Award.



International Conference on Sustainable Manufacturing (ICSM) 2016 held Successfully



Organized by the Advanced Manufacturing Technology Centre (AMTC) of Tongji University, the Institute of Production Science of the Karlsruhe Institute of Technology (KIT), the Sino-German School for Postgraduate Studies (CDHK), the School of Mechanical Engineering of Tongji University, and the Vogel Business Media, the ICSM 2016 was held on 4th November 2016. Experts from leading universities and enterprises reported on the latest developments in Intelligent Manufacturing, and Sustainable Development to over 200 professional participants. The "AMTC Industrial 4.0 - Turnkey Solution Demo Line" has been presented, which demonstrates the in cooperation with

KIT, Bosch Rexroth, Schaeffler and other international companies. The conference was warmly received by the participants who all look forward to meeting again next year for further exchanges.

New Milestone for Precitec

Precitec launched All-In-Light EdgeTec in 2016 at German EUROBLECH show and China CIIF show. The ability to flexibly switch between different thickness ranges with just one cutting head makes this technology revolutionary. Wuhan Farley integrated EdgeTec into their laser cutting machine and presented it as "SuperCut," which can achieve flexible cutting process by cutting thick and thin material within one machine. This win-win cooperation drew lots of attention and they hope it will bring benefit to customers.



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1st
November 2016

Event: Suzhou Seminar
Topic: Vertragsgestaltung, Sozialversicherung und private Vorsorge für deutsche Expats
Venue: American Chamber Suzhou
Speakers: Klaus-Peter von der Eltz | Mag. Sinology and Insurance Specialist
 Dr. Iris Duchetsmann | Lawyer, Managing Director
Moderator: Johanna Spee | Regional Manager Zhejiang & Jiangsu Province, German Chamber of Commerce

On 1st November 2016, Mr. Klaus-Peter von der Eltz and Dr. Iris Duchetsmann gave valuable insights on social security, health insurance, and pension insurance for Germans living in China as well as the design of labor contracts of German expats living in China. During detailed discussions, the participants could take a closer look at their current insurance status and gain knowledge of insurance and labor contract design possibilities.

2nd
November 2016

Event: Workshop Machine Building & Plant Construction
Topic: Der 'Good Enough' Markt: Chancen und Risiken für Europäische Unternehmen
Venue: InterContinental Pudong
Speaker: Dr. Klaus Meyer | Philips Chair and Professor for strategic and international Management at the China Europe International Business School (CEIBS)
Moderators: Dr. Michael Kroll | General Manager, Schenck Shanghai Machinery Co., Ltd Filling and Testing Systems
 Mr. Daniel Tweer | General Manager, ROSLER SURFACE TECH (BEIJING) CO., LTD., Shanghai Branch

Dr. Klaus Meyer gave the participants a clear insight into the current situations of the market in China and explained the importance of the "Good Enough" Segment. The chances and risks for European companies were analyzed by means of case studies. Dr. Meyer shared his point of view on how Chinese companies perceive their German competitors and which approach can be feasible to enter and succeed as a German company in the "Good Enough" market. Standardization guidelines, communication with the headquarter or branding strategy were among the issues that were vividly discussed among the more than 30 workshop participants.



4th
November 2016

Event: Alumni Stammtisch
Venue: Hamburg House Restaurant

9th
November 2016

Event: Joint Workshop IT/ Finance & Controlling
Topic: Post-M&A Integration of Privately-Held Chinese Companies: Practical Solutions for Financial and IT Challenges
Venue: Grand Kempinski Hotel
Benefit Partner

Speakers: Mr. Chet Scheltema | Regional Director, Dezan Shira & Associates
 Ms. Jenny Liao | Senior manager of Corporate Accounting Service, Dezan Shira & Associates
 Dr. Oswin Hartung | Founder & CEO, hartung:consult
Moderators: Mr. Ahmed Tombul | General Manager, Vauman
 Mr. Alexander Prautzsch | Director, PwC

The workshop started with a presentation by Mr. Chet Scheltema and Ms. Jenny Liao. They together covered the financial aspects of a post M&A integration. Slides full of information and case studies were used to support the content. Mr. Chet Scheltema shared a wealth of insights with the participants covering points such as financial reporting in the post M&A process and particularly the fapiao issues and transaction risks.

The second part of the workshop was given by Dr. Oswin Hartung who was focusing on the IT related aspects of a post M&A integration. He started off by giving a definition of IT and thus setting a ground understanding for the subject at hand. According to his experience, IT/ERP systems are the "heart beat" for all business processes depending on the level of digitalization in a company. Dr. Hartung provided the audience with several M&A deal scenarios by means of which he illustrated the challenges IT could be facing related to post M&A integration.

During the Q&A session, questions raised to the speakers addressed complicated financial reporting issues and sharing of cases that participants in the audience had been dealing with themselves.





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www.china.ahk.de February - March 2017

10th
November 2016

Event: Workshop Production & Logistics
Topic: "Smart Manufacturing Intralogistics: 4.0 Industry & 4.0 Logistics"
Venue: Le Royal Meridien

Benefit Partner

Speaker: Mr. Claus Henkel | CTO, SSI SCHAEFER China

Moderator: Mr. David Mueller | General Manager, Staufen Shanghai

Dr. Claus Henkel gave the audience of over 40 participants insights into trends, best practices and new developments in the field of Manufacturing Intralogistics. He elaborated on the importance of automation and the implementation of industry 4.0 in the logistics segment. Based on case studies, in particular on the example of Brose, Dr. Henkel shared how to increase the efficiency of manufacturing intralogistics and gave insights into advanced technologies.



11th
November 2016

Event: Half Day Training
Topic: Strategic Talent Management "基于战略的人才管理"

Venue: German Centre Taicang

Speaker: Ms. Na Song

15th
November 2016

Event: Hangzhou German Chamber Corner
Venue: Angelos Restaurant Hangzhou

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15th
November 2016

Event: Workshop Business & Society
Topic: Corporate Responsibility in a World of Cultural Diversity and Pluralism of Values

Venue: Haworth Show Room

Speakers: Prof. Klaus Michael Leisinger | Founder and President, Global Values Alliance Foundation and Professor of sociology at the University of Base

Jun. Prof. Dr. Matthias Niedenfuehr | Vice Director China Centre Tübingen (CCT), Eberhard Karls University Tübingen

Moderators: Ms. Magali Menant | Co-Founder and Managing Partner Constellations International

Mr. Rolf Koehler | Member of the Board of the German Chamber of Commerce in China Shanghai

The German Chamber was honored to welcome Professor Dr. Klaus Leisinger who, as part of his engagement in the Global Values Alliance, visited Shanghai and contributed to the Business & Society Workshop of the German Chamber of Commerce together with his colleague Jun. Prof. Dr. Matthias Niedenfuehr. Prof. Leisinger provided the 60 participants who were representatives from the industry and of society organizations with a view on corporate responsibility in a world of cultural diversity and pluralism of values. He emphasized the importance of getting to know the market by taking up proper responsibilities and developing awareness for the fact that company culture constitutes the soft power of the company and the cross-cultural ability is a powerful means for gaining credit in a foreign land. Prof. Leisinger and Prof. Niedenfuehr engaged in a lively discussion with the workshop participants and together explored what's important in a world of cultural diversity and pluralism of values. The workshop was facilitated by Ms. Magali Menant and Mr. Rolf Koehler who also explained the "More than a Market" initiative of the German Chamber and how companies and organizations can get involved. Saucepan and Gre3n provided the participants with healthy food and drinks.



German Chamber Ticker had the pleasure to speak to Prof. Leisinger on shaping the future of CSR. Find the full interview on page 40.

24th
November 2016

Event: Workshop Automotive
Topic: "Change the way you move" – The Vision of a new Chinese E-Car OEM
Venue: InterContinental Pudong
Speaker: Mr. Freeman Shen | CEO, WM Motor
Moderators: Mr. Ke Wang | CEO, Porsche Consulting Ltd.
 Mr. Peter Bornschein | General Manager China, MSG

Mr. Freeman Shen explained the idea behind WM Motor of producing e-cars for the mass market. He shared his outlook of the automotive industry for the coming 5-10 years and explained his vision and understanding of "interconnected cars." He elaborated on the target group for WM Motor and explained that especially young people nowadays no longer equal usage to ownership and thus consumer's behavior with regards to mobility is profoundly changing. Mr. Shen analyzed the design of e-cars and explained the design approach of WM Motor which is based on end consumers' usage behavior. He compared the markets of Europe, USA and China and gave insightful answers to the questions raised by the audience of nearly 70 participants.


30th
November 2016

Event: Workshop Legal & Tax
Topic: Fraudulent Activities in Chinese Subsidiaries– What has happened and lessons learned
Venue: InterContinental Pudong
Speaker: Mr. Kenny Shek | Associate Managing Director, Investigations & Disputes, Kroll
Moderator: Mr. Roger Haynaly | Partner, Rödl & Partner Shanghai

Mr. Kenny Shek took a hands-on approach in his presentation and underpinned the information regarding fraudulent activities in Chinese Subsidiaries with real-life cases. He introduced and explained models for monitoring the companies' expenses and activities. Based on his own working experience Mr. Kenny Shek could provide the participants with first-hand information about various case studies and the respective problem solving approach taken. His presentation combined legal and tax considerations as well as cultural understanding with experiences with Chinese authorities. After the presentation participants seized the opportunity to ask questions and share their own experiences.



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30th
November 2016

Event: Nanjing Stammtisch
Venue: Secco Restaurant & Bar, Nanjing

30th
November 2016

Event: TAICANG: Building & Construction Workshop
Topic: Energy Efficiency 4.0 & Creating Work Spaces – Experts from Germany on Contemporary Construction Topics
Venue: German Centre Taicang
Speaker: Mr. Tobias Schaal | Head of Industry Engineering of the Headquarter of Drees&Sommer
 Ms. Rowena Johnston | Qualified interior designer in RBS Group Munich/Germany

1st
December 2016

Event: Special Joint Chamber Event
Topic: When Cheese Meets Wine
Venue: Swissotel Grand Shanghai

Benefit Partner

The German Chamber of Commerce in China | Shanghai and the SwissCham's Hospitality Committee, in cooperation and with the support of Sinodis and Benefit Partner Schuler Wine, were happy to invite their members to an evening all about cheese and wine.

This event was a great opportunity to taste and learn about different cheeses and wines and find out how they match together. In the first part, guests were offered four types of cheeses and four types of wines, followed by an explanation and presentation of each tasting.

In the second part of the evening, participants were offered over ten different cold cheeses plus hot cheeses including fondue and raclette. Along with this, came finger food, cold cuts and desserts accompanied by red and white wine.



2nd
December 2016

Event: Nanjing International Women's Leadership Forum
Venue: Dreamespresso Nanjing
Moderator: Sue Northcott, Admissions Director, Nanjing International School
Speaker: Caroline Pfeffer, General Manager, Merial Nanjing Animal Health

The Nanjing International Women's Leadership Forum (NIWLF) is Nanjing's first inter-chamber professional women's network and a collaboration between:

- European Chamber of Commerce in Nanjing
- German Chamber of Commerce in China | Shanghai
- American Chamber of Commerce in Shanghai Nanjing Center

The second International Womens' Leadership was held at Dreamespresso near the Presidential Palace on 2nd December from 9:30-12:00. Over 20 representatives from Western businesses attended. Following the speech of Caroline Pfeffer, Mirella Savegnago, Business Director, Chrysalis provided the attendees with an exercise using blue ocean strategy, in which participants were split into groups, and assigned to fill out ERRC (Eliminate, Raise, Reduce, Create) grids to better determine the future direction of the International Womens' Leadership Forum. Discussion also centered around executive career development and cross cultural leadership.

About the Forum: The Nanjing International Women's Leadership Forum (NIWLF) offers senior female executives in the international business community opportunities to connect with peers in the Nanjing community and broaden business experience across industries and cultures. NIWLF organizes regular events and is jointly organized by the European Chamber of Commerce in Nanjing, German Chamber of Commerce in China and American Chamber of Commerce in Shanghai Nanjing Center.



6th
December 2016

Event: Taicang Stammtisch
Venue: Mezzo Taicang



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6th
December 2016

Event: Inter Chamber Christmas Mixer 2016
Venue: Paulaner Brauhaus @ Expo Shanghai

Benefit Partner

On 6th December 2016 the Shanghai local and expat community gathered for the 12th anniversary of the Interchamber Christmas Mixer at the Paulaner Brauhaus @ Expo. Organized by the German Chamber of Commerce | Shanghai and European Chamber of Commerce Shanghai, 25 chambers of commerce, from all over the world came together to celebrate this multinational Christmas party.

The event enjoyed great popularity among the Shanghai community. More than 500 guests came to enjoy the cozy Christmas atmosphere with an extensive buffet offering a great variety of original German dishes. Everybody was happy to meet old and new friends from many different countries and dance to Paulaner's house band playing classic Christmas tunes.



8th
December 2016

Event: The First German Roundtable in Jinan
Venue: Loreley Beer Bar in Jinan

Since its establishment, AHK Qingdao Office has organized the "German Business Community Mixer" with the state of Bavaria Chinese Office every two months, so as to build a communication platform for local German Enterprises in Qingdao and its neighbouring cities.

From latter half of 2016, AHK teamed-up with the Jinan-German Fellowship Organization and planned to organize regular German Enterprise and Business activities in Jinan to further the communication of German Enterprises in Shandong.

On 8th December the first German Roundtable was held on the Loreley Beer Bar in Jinan, Shandong Province.

Mr. Christoph Angerbauer, GM of GIC Shanghai and Mr. Detlef Plegge, GM of Bosch Automotive Steering (Jinan) Co., Ltd. were there to greet the German companies.

Mr. Wilhelm Dittrich, head of Recruitment, Training & Vocational Training and Mr. Chunguang Wang, Party Secretary of Jinan Vocational College introduced the progress of AHK Dual Vocational Training Project in Jinan, which began in 2011. Under the cooperation of AHK, Jinan Vocational College and 9 German Productive Enterprises in Shandong, this project has already sent 125 professional technical staff to partner enterprises.

Mr. Jialun Zhou, deputy director of Bureau of Foreign Affairs spoke about the friendly relations between Shandong and Germany, and presented the communication plan of 2017, in which China and Germany will celebrate their 45th anniversary of diplomatic relations.

Together with inspiring conversations, the guests enjoyed an array of typical German food and local specialties, including of course, the famous German beer.



8th

December 2016

Event: Weihnachtskammertreffen 2016**Topic:** "Wie weit reicht die Liebe?"**Venue:** Grand Hyatt**Speakers:** Dr. Michael Bauer | Catholic Priest, Deutschsprachige Christliche Gemeinde Shanghai

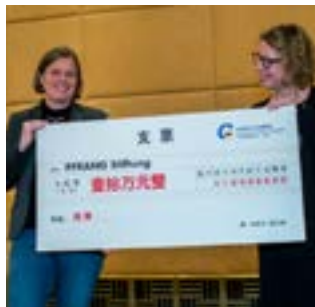
Dr. Annette Mehlhorn | Protestant Pastor, Deutschsprachige Christliche Gemeinde Shanghai

Moderator: Mr. Lothar Grad | Member of the Board of the German Chamber of Commerce China Shanghai

As in previous years, the December Chamber meeting had a festive character, underlined by the Christmas decorations and a traditional German Christmas menu. A special part of the evening was the choir of the German Christian Association of Shanghai (DCGS) who enriched this evening with their excellent performances of German Christmas music. This Chamber Meeting also introduced a "More than a Market" Social Market Place for the first time. Nine different social organizations and the representatives of the German Christian Association of Shanghai (DCGS) presented their organizations and products. The evening started with Mr. Grad emphasizing the meaning of Christmas and welcoming all the guests to this special evening. He also invited all the social organizations to come on stage and give a short presentation about the impact a company can make when working with their organization and about how companies can cooperate with them. One of the introduced projects was the Football Project, which offered a silent auction of 33 football t-shirts signed by German first league footballers. Throughout the evening, guests had the opportunity to place their bid for a chance to secure one of the unique football sports t-shirts. Among the introduced social organizations were Puki, a student association helping the hearing impaired; Enactus, an international nonprofit organization encouraging students to take entrepreneurial action; Business Ecology Studio, a team dedicated to promoting sustainable business; Inclusion Factory Taicang, which helps to integrate intellectually challenged people into the working life; Amity and Pfrang Foundation, who help impoverished and underprivileged adolescents; Stepping Stones, a charitable organization focused on improving education for disadvantaged children; Buy42, an organization which provides a 3-in-1 solution for reducing carbon emissions and helps employing the disabled. To learn more about the society organizations, contact morethanamarket@sh.china.ahk.de or visit www.morethanamarket.cn.

The speech of the evening was an amusing interplay between Dr. Michael Bauer, the catholic priest of the DCGS and Dr. Annette Mehlhorn, the protestant pastor of the DCGS. They addressed the concept of "Nächstenliebe" from the catholic and protestant point of view in an entertaining way. They also highlighted the importance of Christmas and love for each other. Their speech was intertwined with the choir performing Christmas songs, which added to the blissful atmosphere of the evening.

After the speeches, Christmas dinner was served and all the guests enjoyed chatting to each other and wished merry Christmas to their colleges and friends. At the end of the evening, Dr. Sigrid Winkler, executive chamber manager of the German Chamber in Shanghai presented a donation check of RMB 100,000 to Ms. Guesten from Pfrang Association, which helps raise funds to sponsor the 6-year high school education of underprivileged children in Jiangsu province.



12th
December 2016

Event: Young Leaders Workshop: Design Thinking
Venue: ANKEN Green Shanghai
Coaches: Mr. Anniwa Abulizi | Senior DT&BMI coach, SAP Labs China, Head of Design Thinking Volunteer Team, SAP
 Ms. Fei Xiaojing | Co-founder, IMPACT Hub Shanghai
 Mr. Nick Luo | Software QA engineer, Design Thinking Coach, SAP
Moderator: Mr. Jean-Luc Duong | Chief Representative East Asia, Radeberger Group

On 12th December 2016, the German Chamber of Commerce | Shanghai hosted an event at ANKEN Green with about 30 participants, targeting young leaders on the topic of "Design Thinking." Design Thinking (DT) is the working



skill and innovation methodology introduced into SAP by co-founder Prof. Hasso Plattner in early 2006. Design Thinking is all about solving problems under tight constraints. Unlike the traditional analytical approaches of solving problems that greatly rely on past experiences, Design Thinking is about embracing ambiguity with a learning mindset and by understanding the emotional journey of users.

The workshop began with Mr. Jean-Luc Duong's introduction of the Design Thinking volunteer team. After the brief introduction came the warm-up games hosted by Mr. Anniwa Abulizi, which led to the introduction of the Design Challenge. The guests were divided into four groups. After an active interaction, Mr. Abulizi emphasized the importance of getting user sight and defined the framing of the right question. After a short tea break, the design game continued. Some DIY accessories were assigned to the guests and they were asked to design something with existing materials. Everyone presented and explained their innovation. Then Mr. Abulizi revealed the key of coming up with best ideas and showing the solution in a tangible way.

During this event, the guests got to know each other, actively cooperated and understood the conception of Design Thinking.



13th
December 2016

Event: [Members Only] Excursion Construction & Building Operation to the BASF R&D Center II
Venue: BASF R&D Center II
Speakers: Mr. Rolf Demmler | Director, SoftGrid (Shanghai) Co., Ltd.
 Mr. Shouwang Ma | Senior Manager Marketing, BASF Construction Chemicals China and leader of BASF Industry Team Construction China
 Dr. Ji Zhang | Technical Adviser, Competence Centre for Sustainable Building in China (CCSBC)
Moderator: Mr. Joseph van der Elst | Deputy General Manager, Energydesign (shanghai) Co., Ltd.

On 13th December 2016, the German Chamber of Commerce | Shanghai organized an excursion to the BASF R&D Center II. 50 participants joined the excursion for an exclusive introduction and insights to a pioneering building prototype.

After a 45-minute bus ride to BASF R&D Center II, the participating German Chamber members listened to the presentations of the speakers. Mr. Shouwang Ma started the presentation session by introducing the activities of BASF. Mr. Rolf Demmler continued by elaborating in depth about the construction and design project of the BASF R&D Center II, explaining which considerations were involved with regards to the appropriate building certification and sharing the challenges encountered in the course of the project. Dr. Ji Zhang gave interesting insights into the activities and project of Competence Centre for Sustainable Building in China (CCSBC) and explained how it engages with companies in workshops and trainings. The presentations were followed by a tour around the BASF R&D Center II.

13th
December 2016

Event: Deutscher Stammtisch – Shanghai
Venue: PAULANER @ XINTIANDI
 Benefit Partner

13th
December 2016

Event: Deutscher Stammtisch – Suzhou
Venue: Casa Zoe, Suzhou
 Benefit Partner

On 13th of December, the first German Stammtisch in Suzhou was launched. The German Stammtisch Suzhou will take place every month on the second Tuesday in different locations around Suzhou.



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14th
December 2016

Event: [Members Only] AHK General Manager Roundtable Hangzhou
Venue: ZF Drivetechnik (Hangzhou) Co., Ltd.
Speaker: Dr. Karl-Ingo Schmidt | Vice President & General Manager, ZF Drivetechnik (Hangzhou) Co., Ltd.
Moderator: Johanna Spee | Regional Manager Zhejiang & Jiangsu, German Chamber of Commerce

The first AHK General Manager Roundtable Hangzhou was launched on 14th December 2016 at ZF Drivetechnik (Hangzhou) Co., Ltd. in Hangzhou. After the introduction of the new roundtable concept, Dr. Karl-Ingo Schmidt, vice president & general manager of ZF Drivetechnik (Hangzhou) Co., Ltd. gave the participants insight of the company's business as well as a thorough tour of the plant. During the roundtable discussions, general managers from Hangzhou had the chance to exchange their experiences and insights on labor market and wage developments. The roundtable will be organized once a quarter in different companies' locations.

20th
December 2016

Event: Hangzhou German Chamber Corner
Venue: Angelos Restaurant Hangzhou
Benefit Partner

21st
December 2016

Event: Deutscher Praktikantenstammtisch – Shanghai
Venue: Cotton's Shanghai

Training Highlights - Shanghai

16th February

Chinese Labor Law in a Nutshell – Explained to Foreigners EN

As a foreign manager, leading staff in China, if you want to learn about the structure and requirements of Chinese labor law, this training course is ideal for you! A profound knowledge about Chinese labor regulations, based on your understanding and experience of home country's regulations, enables you to ensure the legal feasibility of your HR decisions.

9th–10th March

Essential Leadership: Module One EN

- Increase the awareness of own management behavior
- Facilitate the transition from a high performer to a leader
- Learn how to motivate and manage for high performance
- Enhance the communication skills as a manager
- Learn how to build up team and improve team effectiveness
- Establish a leadership style that will gain acceptance
- Create a behavioral model that is in line with corporate values
- Draw up personal action plan of leading team
- Be a role model and live corporate values

Shanghai contact:
Ms. Zhang Yihui
021 6875-8536 ext. 1658 021 6875-8573 ext. 5658
✉ zhang.yihui@sh.china.ahk.de

Training Calendar Shanghai

13 th – 14 th February	MS Office Advanced Skills for HR
14 th February	Working with Excel Functions
15 th – 16 th February	Essential AutoCAD skills: 2D Drawing Intermediate
16 th February	Chinese Labor Law in a Nutshell – Explained to Foreigners EN
17 th February	Excel Data Management and Analysis
20 th – 21 st February	Working Smart with Microsoft Project
23 rd – 24 th February	China's AEO Customs Certification and Management, Enterprise Self-assessment and Response Regarding to Royalties Customs Inspection
23 rd – 24 th February	Design Thinking: From Ideas to Action EN*
23 rd – 24 th February	Quality Function Deployment
24 th February	Lean Leadership & Management for Executives EN*
28 th February	How to be a Professional Receptionist
1 st March	Time and Stress Management
2 nd March	Effective Meeting Management
2 nd – 3 rd March	Communication, Influencing & Negotiation Skills
2 nd – 3 rd March	Bikablo® Training – The world of visual language EN*
2 nd – 3 rd March	LEAN BOOTCAMP – Important Lean Know-how for Manufacturing Excellence in China*
3 rd March	Expatriate Employment – Dealing with* Legal Challenges EN
3 rd March	Preventive Quality Assurance – Design and Process FMEA
3 rd March	Hazardous substance management and control and supply chain management
6 th – 7 th March	Working Smart with Word
7 th March	Intelligent Factory – Lean meets industry 4.0 EN
9 th March	Say it with Charts: Presenting Data Graphically in Excel
9 th – 10 th March	Essential Leadership: Module One EN
13 rd March	High voltage safety of electrical vehicles LV1 new
13 rd – 14 th March	Bridging the Culture Gap – Living Working and Leading in China EN
13 rd – 14 th March	Working Smart with PowerPoint
14 th – 15 th March	Effective Communication and Presentation Skills
14 th – 17 th March	ISO 26262 Functional Safety Certification Program
15 th March	Successful Design with PowerPoint
16 th March	No fear of Brainstorming EN*
16 th – 17 th March	Effective Selling Skills
16 th – 17 th March	Lean production enabled by Industry 4.0
20 th March	Say It with Charts: Business Diagrams with MS Office
20 th – 21 st March	Supplier Management and Performance Improvement
22 nd March	Visualization 1.0*
22 nd – 23 rd March	Smart Team Leadership with professional facilitation skills*
23 rd – 24 th March	Building High Performance EA / PA / Assistants Training
24 th March	How to design your production line lean and intelligent?
24 th – 25 th March	Boosting your Business Success with Emotional Intelligence
27 th – 28 th March	Working with Excel Macro & VBA
27 th – 28 th March	LEAN ADMINISTRATION – Methods of Lean in Indirect Areas EN*
28 th – 29 th March	Strategic Performance Management – Application and Practice on Balanced scorecard*
30 th – 31 st March	Customs Management of Commodity Classification on Import and Export Cargo and the Analyze of its Processing Skill Relating to Technique
30 th – 31 st March	Strategic Thinking EN

* New course Unless otherwise specified all courses are conducted in Chinese.

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WeChat: Tim594244609
Web: www.engico.cc
Benefit: 15% discount on the products including custom made insoles, slipper and accessories. Free of charge foot consulting.



Paulaner Hangzhou Beerhouse Dining Management Co. Ltd
杭州普拉那餐饮管理有限公司
302, Building 20, No. 77 Zhongshan South Road, Shangcheng District, Hangzhou
杭州市上城区中山南路77号20幢302室
Phone: 0571-5666 8229 Email: pauline.zhang@paulanger-tj.com
WeChat: hzpaulaner
Benefit: 10% discount on any services and products 享受全单九折的优惠



Wade's Bar & Grill
Wensan Branch 问三点
Room 105, 1F, Building H, Dragon Vanke Center, No. 77 Xueyuan Road, Hangzhou
杭州市学院路77号黄龙万科中心H座1楼105室
Phone: 0571-8195 7668
Wulin Branch 武林点
3F, No. 163 Wuling Road, Xiecheng Mansion, Hangzhou
杭州市武林路163号杭州鞋城3楼
Phone: 0571-8701 1778 Email: 372248178@qq.com
WeChat: wade5132
Benefit: 10% discount on food & drinks, not applicable on existing discounts.



Suzhou

Casa Zoe Tex-Mex Restaurant
苏州工业园区爱舍西餐厅
Building 22, Xindu Square, No. 38 Xinghan Street, SIP, Suzhou
苏州工业园区星汉街38号馨都广场22幢
Phone: 0512-6253 4118
Email: 15648870@qq.com
WeChat: 13881849250
Benefit: 12% discount on food (excludes set menu).



The Camel (Suzhou)
B1 No. 188 Xinghai Street
Phone: 0512-6547 9759
Email: Ling@camelhospitality.com
WeChat: CHG-Gourmet
Web: www.camelhospitality.com
Benefit: 15% discount on dinner (FULL PRICE FOOD ONLY) from Monday to Thursday nights (not valid for set menus or special deals). Membership card should be presented upon payment.



Taicang

Nolita Italian Restaurant
诺莉塔意大利餐厅
No. 86-10 Hai Yun Di Road, Taicang
太仓市海运堤路86-10号楼
Phone: 0512-3306 0170
WeChat: nolita17714082007
Benefit: 10% discount Monday - Friday



Pam Pam Restaurant
睦嘉西餐厅
shop 2-11 Century Plaza, No. 86 Shanghai East Road, Taicang
太仓市上海东路86号世纪广场商铺2-110号
Phone: 13776291804
Benefit: 15% discount 8.5折扣



Sino-German MOBO Business Centre

中德MOBO商务中心

中德MOBO商务中心
Sino-German MOBO Business Centre
2F, No. 319 Middle Zhenghe Road, Taicang
太仓市郑和中路319号兰德东亭大厦2F
Phone: 0512-5377 1999
Email: MOBOChina@mobo-connect.com
Benefit: 1. 30% discount on food (beverages and buffet not included) 2. 50% discount on conference room and multifunction room (cannot be used together with any other discount)

Taicang Moli Food and Beverage Co., Ltd
太仓莫利餐饮有限公司
Jingcang Lake East Gate Taicang
江苏省太仓市金仓湖公园东门
Phone: 0512-5383 5518
Email: tc_moli@126.com
WeChat: No1Moli
Benefit: 1. First drink for free 2. 10% on full bill

No.1 Moli
莫利西餐厅

Taicang Schindler Food & Beverage Co. Ltd
太仓申德勒餐饮有限公司
No. 86-9 Hai Yun Di Road, Taicang
太仓市海运堤路86-9号楼
Phone: 0512-5383 8588
Email: schindlerttc@163.com
WeChat: TCTS53838588
Benefit: 10% discount on A La Carte menu for all food and beverage (not applicable on special promotion, buffet, event and offers as well as catering and corporate packages).

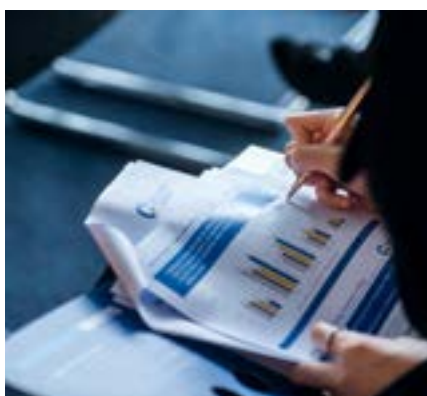


MD Join V
MD日越生辉
Building 8, East Wing, No. 86 Haiyunti Road, Taicang City
太仓市海运堤路86号8号楼东幢
Phone: 0512-5355 7716
Benefit: 10% discount except on drinks



Press Conference on the Results of the Business Confidence Survey 2016

Journalists from 14 different Chinese and German newspapers attended the press conference on November 29th 2016, where the results of the German Chamber of Commerce's Business Confidence Survey 2016 were presented. Ms. Bettina Schön-Behanzin, Chairwoman of the Board and Mr. Alexander Seitz, Vice Chairman of the Board summarized the key findings of the survey conducted in September 2016. Results show that the majority of German companies in China have no plans to leave China within the next year, however companies are being more hesitant towards investments at new locations. Growing legal uncertainties and regulations are some of the biggest challenges for German companies in China, as well as increasing labor costs and finding qualified staff. Automotive is the most optimistic industry and the leading industry in implementing Industry 4.0 in China. The findings of the survey triggered a big interest of the audience in the Q&A session. Topical questions on foreign investment in China and Chinese investments abroad were addressed by the journalists. Attendees were also interested in going more into details regarding the forecast for 2017, showing that most companies are optimistic about the coming year. The high interest shown by all attendees proved again that the results of the Business Confidence Survey came at the right time and addressed the most pressing and relevant topics on German business in China.



New Project Manager Social Responsibility



On 9th January Ms. Ines Sieckmann (李丽思) joined the German Chamber as project manager social responsibility. She is a Political Scientist with post-graduate education in Sociology and Sinology. Having spent a year in China with the German Academic Scholarship Foundation in 2004,

Ms. Sieckmann first worked in anti-discrimination at the Hamburg Authority of Justice and as a university lecturer in international politics. Eager to reconnect with China again, Ms. Sieckmann conducted extensive field research on Chinese NGOs for her doctoral thesis and supported EU-China projects of German foundations. She is now looking forward to strengthening Sino-German business-society partnerships. Ms. Sieckmann can be contacted in Chinese, English, French and German via:

+86 (0)21 38585259 or sieckmann.ines@sh.china.ahk.de



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 E-mail: service@kochs.com.cn
 Website: www.kochs.com.cn



Exhibition Calendar of Main City in China, April-May 2017

Date	Name	Venue	Link
Beijing			
06.04-08.04.2017	Beijing International Jewellery Fair – Beijing International Jewellery Fair	CIEC	http://www.newayfairs.com/EN/Index.asp
06.04.-08.04.2017	CISILE – China International Scientific Instrument and Laboratory Equipment Exhibition	CNCC	demo5.yiersan.cn/wqona_2206/en/index.html
06.04-09.04.2017	B I Jewel – Beijing International Jewellery Fair	CNCC	www.newayfairs.com
17.04.-22.04.2017	CIMT – China International Machine Tool Exhibition	NCIEC	www.cimtshow.com
17.04.-19.04.2018	CIHE – China International Home Medical HealthCare Recovery Products & Instruments Expo & Chinese domestic medical device industry status quo and future deve	CIEC	www.mdexpo.com.cn
21.04.-23.04.2017	HOBBY EXPO CHINA – Trade Fair for Model Industry	BEC	hobbyexpochina.com/
22.04.-24.04.2017	CIMAE – China International Modern Agricultural Exhibition	CIEC	www.cimae.com.cn
27.04.-29.04.2017	Nuclear (CIENPI) – International Exhibition on Nuclear Power Industry	CIEC	www.coastal.com.hk/nuclear/
04.05.-06.05.2017	INTERTRAFFIC CHINA – International trade fair for infrastructure, traffic management, safety and parking	BEC	www.intertraffic.com/china/
09.05.-13.05.2017	CHINAPRINT – International Printing Technology Exhibition	NCIEC	www.chinaprint.com.cn
10.05.-12.05.2017	Industrial Automation BEIJING – International Trade Fair for Process Automation, Factory Automation and Industrial Building Automation	BEC	www.industrial-aut.com ; omation-beijing.com
10.05.-12.05.2017	Concrete China – China International Concrete Technology & Equipment Expo	BEC	www.concretechina.org ; econcrete.ccipbtm.org
12.05-14.05.2017	China Franchise Expo – China Franchise Convention & Exhibition	CNCC	www.chinafranchiseexpo.com bj.chinafranchiseexpo.com/
13.05.-15.05.2017	ISH China & CIHE – China International Trade Fair for Sanitation, Heating, Ventilation and Air-Conditioning	NCIEC	www.ishc-cihe.com ishc-cihe.hk.messefrankfurt.com/beijing/en/visitors/welcome.html
17.05.-19.05.2017	BusTruckExpo – China Beijing International Exhibition on Buses, Trucks & Components	NCIEC	www.bustruckexpo.com
20.05.-22.05.2017	CIPATE – China Int. Exhibition on Police Equipment and Anti Terrorism Technology and Equipment	BEC	info@cipatechina.cn
24.05.-27.05.2017	CHINA GLASS – China International Glass Industrial Technical Exhibition	NCIEC	www.chinaglass-expo.com
Shanghai			
11.04.-14.04.2017	SinoCorrugated – Internationale Messe für die Wellpappenindustrie	SNIEC	www.sino-corrugated.com
11.04.-14.04.2017	SinoFoldingCarton – China International Packaging Industry Exhibition on Folding Carton	SNIEC	www.sino-foldingcarton.com ; www.cartonexpo.com
12.04.-14.04.2017	CHINA REFRIGERATION/CR EXPO – International Exhibition for Refrigeration, Air-Conditioning, Heating and Ventilation, Frozen Food Processing, Packaging and Storage	SNIEC	www.sino-corrugated.com
18.04.-27.04.2017	Auto Shanghai – Shanghai International Automobile Industry Exhibition	NECC	www.auto-fairs.com ; autoshanghai.auto-fairs.com
19.04.-21.04.2017	SNEC PV Power Expo – International Photovoltaic Power Generation Expo	SNIEC	www.snec.org.cn/
20.04.-22.04.2017	CSITF – China (Shanghai) International Technology Fair	SWEECC	www.csitf.cn
20.04.-23.04.2017	SWTF – Shanghai World Travel Fair – World Travel Fair China	SEC	www.worldtravelfair.com.cn
25.04.-27.04.2017	NEPCON China	SWEECC	www.nepconchina.com/en/
25.04.-27.04.2017	EMA China – Electronics Manufacturing Technology China	SWEECC	www.nepconchina.com/en/About/Electronics/
26.04.-28.04.2017	C-star – Shanghai's International Trade Fair for Solutions and Trends all about Retail	SNIEC	www.c-star-expo.com
26.04.-28.04.2017	Ecobuild China (im Rahmen des Shanghai Int. Interior Design Festival) – International Exhibition for the Building Industry	SNIEC	www.expobuild.com
26.04.-28.04.2017	China Clean Expo	SWEECC	www.chinacleanexpo.com/
26.04.-29.04.2017	CIBS – China International Boat Show	SWEECC	www.boatshowchina.com
04.05.-06.05.2017	IE expo Presented by IFAT CHINA + EPTTE + CWS – Asia's Leading Trade Fair for Environmental Technology Solutions: Water, Waste, Air and Soil	SNIEC	www.ie-expo.com
04.05.-06.05.2017	China EPower Expo 0- China International Electric Power & Electric Engineering Technology Exhibition	SNIEC	www.china-epower.cn/en/
04.05.-06.05.2017	W-Power (CWEE) – China (Shanghai) International Wind Energy Exhibition and Conference	SNIEC	www.china-wpower.com/en/
04.05.-06.05.2017	G-POWER (China Power) – China International Power & Generating Sets Exhibition	SNIEC	www.china-gpower.com/en/
04.05.-06.05.2017	INTERTRAFFIC CHINA – International trade fair for infrastructure, traffic management, safety and parking	SNIEC	www.intertraffic.com/china/
06.05.-09.05.2017	China Cycle – China International Bicycle & Motor Fair	NECC	www.e-chinacycle.com/WebSiteEn/Default.aspx
10.05.-12.05.2017	HORTIFLOREXPO IPM – International Plants Expo Asia	SNIEC	www.hortiflorexpo-ipm.com
10.05.-13.05.2017	Bakery China – International Trade Fair for the Baking and Confectionery Industry	SNIEC	www.bakerychina.com/
15.05.-18.05.2017	CMEF Spring – China Medical Equipment Fair	NECC	www.cmf.com.cn
16.05.-18.05.2017	API China & PharmaPack & SINOPHEX – The Specialised Show for Pharmaceutical Packaging and Processing Machinery	NECC	www.apichina.com.cn
18.05.-20.05.2017	SIAL CHINA – International Food Product Trade Show	SNIEC	www.sialchina.com
22.05.-25.05.2017	IBCTF – International Building & Construction Trade Fair	NECC	www.wes-expo.com.cn
23.05.-25.05.2017	CHINA BEAUTY EXPO 0- International Beauty & Cosmetics Expo	SNIEC	www.chinabeautyexpo.com
25.05.-27.05.2017	BIOFACH CHINA – International Organic Trade Fair	SWEECC	www.biofach-china.com
31.05.-03.06.2017	Kitchen & Bath China – Fachmesse für Küchen- und Badausstattung	SNIEC	www.wes-expo.com.cn
Guangzhou			
08.04.-10.04.2017	Toy & Hobby China – Guangzhou International Toy and Hobby Fair	PWTC	www.chinatoyfair.com
08.04.-10.04.2017	Baby & Stroller China – Guangzhou International Stroller and Baby Product Fair	PWTC	www.chinababyfair.com/
14.04.-16.04.2017	AAC China – China (Guangzhou) Int. Automotive Air-conditioning & Equipment Exhibition	CIEFC	www.84t.cn/kt
15.04.-19.04.2017	CIEF Phase 1 – China Import and Export Fair Phase 1 – Electronics & Household Electrical Appliances, Lighting Equipment, Vehicles & Spare Parts, Machinery, Hardware & Tools, Building Materials, Chemical Products	CIEFC	www.cantonfair.org.cn
17.04.-19.04.2017	CIHE – China International Home Medical HealthCare Recovery Products & Instruments Expo & Chinese domestic medical device industry status quo and future deve	CIEC	http://www.jianbohui.com/
23.04.-27.04.2017	CIEF Phase 2 – China Import and Export Fair Phase 2 – Consumer Goods, Gifts, Home Decorations	CIEFC	www.cantonfair.org.cn
01.05.-05.05.2017	CIEF Phase 3 – China Import and Export Fair Phase 3 – Textiles & Garments, Shoes, Office Supplies, Cases & Bags, and Recreation Products, Medicines, Medical Devices and Health Products, Food	CIEFC	www.cantonfair.org.cn
16.05.-19.05.2017	CHINAPLAS – International Exhibition on Plastics and Rubber Industries	CIEC	http://www.chinaplasonline.com/CPS17/Home/lang-simp/Information.aspx
16.05.-19.05.2017	CHINAPLAS – International Exhibition on Plastics and Rubber Industries	CIEFC	www.chinaplasonline.com
19.05.-21.05.2017	CIFE – China Int'l Foodstuff (Guangzhou) Expo	GIFEC-PZ	www.cifexpo.org
25.05.-27.05.2017	Interwine China	CIEFC	lina.liu@interwine.org
26.05-29.05.2017	AQUARAMA incorp. PET ASIA – International Aquarium Fish & Accessories Exhibition inc. International Exhibition on Pet & Accessories	CIEFC	www.aquarama.com.sg
31.05.-02.06.2017	SHOES & LEATHER – International Shoes & Leather Exhibition	CIEFC	www.shoesleather-guangzhou.com
Hongkong			
06.04.-09.04.2017	HKTDC Hong Kong International Lighting Fair (Spring Edition)	HKCEC	hklightingfair.com www.hktdc.com/hklightingfairae
11.04.-14.04.2017 October 2017	Global Sources Electronics Show	AWE	www.chinasourcingfair.com
13.04.-16.04.2017	HKTDC Hong Kong Electronics Fair (Spring Edition)	HKCEC	www.hkelectronicfairse.com

13.04.-16.04.2017	HKTDC International ICT Expo - International ICE Expo	HKCEC	www.hktdc.com/ictexpo
18.04.-21.04.2017 October 2017	Global Sources Gifts & Premiums	AWE	www.chinasourcingfair.com
18.04.-21.04.2017 October 2017	Global Sources Home Products	AWE	www.chinasourcingfair.com
20.04.-23.04.2017	HKTDC Hong Kong Houseware Fair	HKCEC	www.hkhousewarefair.com
27.04.-29.04.2017 October 2017	Global Sources Fashion Apparel & Fabrics Show - including Fashion Accessories & Footwear, Fasion Apparel & Fabrics, Underwear & Swimmwear	AWE	www.chinasourcingfair.com
27.04.-30.04.2017	HKTDC Hong Kong Gifts & Premium Fair	HKCEC	www.hkgiftspremiumfair.com www.hktdc.com/hkgiftspremiumfair
27.04.-30.04.2017	Hong Kong International Printing & Packaging Fair	AWE	www.hkprintpackfair.com
08.05.-11.05.2017	Hofex - International Exhibition of Food & Drink, Hotel, Restaurant & Foodservice Equipment, Supplies & Services	HKCEC	http://hofex.com/
16.05.-18.05.2017	HKTDC HK Int'l Medical Devices & Supplies Fair - Hong Kong International Medical & Health Care Fair	HKCEC	hkmedicalfair.com/
Chongqing			
26.05.-29.05.2017	CWMTE - Chongqing Lijia International Machine Tool Exhibition	CIEC	www.cwmte.com.cn
Dalian			
May 2017	CHINA FURNITURE & WOODWORKS - International Furniture & Woodworking Machinery and Components & Raw Materials Exhibition	DSCEC & DEP	www.dlfur.com
Foshan			
18.04.- 21.04.2017	CeramBath - China Int. Ceramic & Sanitaryware Fair Foshan	CCC, CCIH + FICEC	www.eccc.com.cn
Fuzhou			
23.05.-25.05.2017	China Sport Show - China International Sporting Goods Show	FSICEC	www.sportshow.com.cn
Harbin			
April 2017	World Dairy Expo & Summit - Fachmesse für Molkereitechnik	HIECH	www.dairyexpo.com
Jingdezhen			
18.05.- 20.05.2017	ECC -Expo Central China - Universal- und Mehrbranchenmesse	Great China Museum	www.chinaicf.cn/
Hefei			
18.05.-20.05.2017	China Jingdezhen International Ceramic Fair	HPETEC	expocentralchina.mofcom.gov.cn www.expocentralchina.org.cn/
Macao			
16.05.-18.05.2017	G2E Asia	TVMRHCSCEC	www.g2easia.com
22.05.-25.05.2017	APDC - Asia Pacific Dental Congress & Exhibition	TVMRHCSCEC	www.apdc2017.org/
Nanjing			
26.05.-28.05.2017	CMT China - The Holiday Exhibition for Tourism and Caravan	NIEC	www.njtf.com.cn
Qingdao			
28.04.-30.04.2017	China Qingdao Int. Building Energy-saving & Renewable Energy Utilization Fair and Int. Building & Decoration Materials Exposition (InterBuild Qingdao)	QICC	www.cbe-qd.com
Shenzhen			
29.03.-01.04.2017	SIMM - Shenzhen International Machinery Manufacturing Industry Exhibition	SZCEC	www.macaomiecf.com
29.03.-01.04.2017	CITE - China Information Technology Expo	SZCEC	www.ywexpo.net
04.05.-06.05.2017	CE China - Consumer Electronics China	SZCEC	www.messe-berlin.de
19.04.-21.04.2017	SIUF - International Brand Underwear Fair	SZCEC	www.siuf.com/en
19.04.-22.04.2017 14.09.-18.09.2017	China International Gold, Jewellery & Gem Fair Shenzhen	SZCEC	exhibitions.jewellerynetasia.com exhibitions.jewellerynetasia.com/szj/
19.04.-22.04.2017 October 2017	Gifts & Home Shenzhen Spring - China Shenzhen Int. Gifts, Handicrafts, Watches & Houseware Fair	SZCEC	www.chinagiftsfair.com
May 2017	ICIF - China International Cultural Industry Fair	SZCEC	en.cnci.net.cn/
Tianjin			
17.05.- 19.05.2017	Wire & Cable Expo - International Exhibition for the Production of Wire, Cable, Fasteners, Springs and Wire Products	MCEC	www.wirecable-expo.com/home.php
Xi'an			
May 2017	West Forum - The Trade & Investment Forum for Cooperation between East & West China	XQICEC	vcxsid@googlemail.com
Xinjiang			
18.05.-21.05.2017	The Silkroad International Food Exhibition Fair and Urumqi International Featured Catering Expo	XICEC	www.xjicec.com
Yiwu			
24.05.- 27.05.2017	CITCF - China International Tourism Commodities Fair - The Leading Trade Fair for the Tourism Commodities and Consumtions in Asia	YIEC	www.tourismfair.cn
Taiwan			
12.04.-14.04.2017	Secutech - International Exhibition and Conference for Electronic Security, Info Security, Fire and Safety	TWTC Nangang	newera.messefrankfurt.com www.secutech.com
12.04.-15.04.2017	TILS - International Furniture and Lighting Show	TWTC	www.furnituretaipei.com.tw/ www.tils.com.tw/
19.04.-22.04.2017	AutoTronics Taipei - Taipei International Automobile Electronics Show	TWTC Nangang & TWTC	www.autotronics.com.tw
19.04.-22.04.2017	TAIPEI AMPA - Taipei International Auto Parts & Accessories Show	TWTC Nangang & TWTC	www.taipeiampa.com.tw
20.04.-23.04.2017	EV Taiwan - Taiwan Int. Electric Vehicle Show	TWTC	www.evtaiwan.com.tw
20.04.-23.04.2017	MOTORCYCLE TAIWAN - Taiwan International Motorcycle Parts & Accessories Show	TWTC	www.MotorcycleTaiwan.com.tw
26.04.-29.04.2017	Giftionery Taipei - Taipei International Gift and Stationery Show	TWTC	www.giftionery.net
30.05.-03.06.2017	COMPUTEX TAIPEI - Taipei International Information Technology Show	TWTC & TICC & TWTC Nangang	www.computextaipei.com.tw
24.05.-28.05.2018	INTERWOOD TAIPEI - International Woodworking Machinery & Supplies Show	TWTC	www.interwoodtaipei.com.tw

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Guangzhou Office



Chengdu Office



Shenzhen & West PRD Office



Official Ceremony and Workshop Acceptance of Herrenknecht Tunnel Boring Machine for Metro Expansion in Chengdu

The expansion of the metro network in Chengdu is progressing rapidly. For Line 18 to the future new Tianfu International Airport, the contractors ordered seven large tunnel boring machines from Herrenknecht. On 10th November 2016, the technical acceptance of the first fully completed and ready-to-use Earth Pressure Balance Shield at the Herrenknecht plant in Chengdu by Contractor SinoHydro Bureau 7 Co., Ltd. and the Group's parent company Power China Railway Construction Co., Ltd. was celebrated with an official ceremony. Together with numerous media representatives, the Mayor of Chengdu

Mr. Luo Qiang and his delegation as well as representatives of Chengdu Metro Co., Ltd. and the German Consulate General in Chengdu and high-ranking guest former German Federal Chancellor Dr. Gerhard Schroeder admired and inspected the project-specific tunnel boring machine. Dr.-Ing. E.h. Martin Herrenknecht, founder and Chairman of the Board of Herrenknecht AG, presented the company, projects and technology to the guests. Dr. Schroeder and Dr.- Herrenknecht congratulated the project partners and thanked them for their constructive cooperation.



New Members South & Southwest China

For full contact information and company profiles of our new and existing members, please visit www.german-company-directory.com

Mr. Andreas Justkowiak
General Manager
Hilton Shenzhen Futian
☎ 0755 2130-8888
✉ andreas.justkowiak@hilton.com
www.hilton.com

Mr. Olivier Larcher
General Manager
Sofitel Foshan
☎ 0757 2836-6706
✉ olivier.larcher@sofitel-foshan.com

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Ms. Kitty Lu
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Hays Recruiting Experts Worldwide
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www.hays.cn

Mr. Daniel Manso
General Manager

CNIM Transport Equipment (Foshan) Co., Ltd.
☎ 0757 8862-0303
✉ contact@cte.cnim.com
www.cnim.asia

Mr. Marc Rohner
General Manager
Marti EPC Ltd.
☎ 0769 8730-0230
✉ marc.rohner@marti-epc.com.cn
www.marti-epc.com.cn

1st
November 2016
 Shenzhen

Event: Wage Survey Result Presentation
Venue: GCC Office Shenzhen
Speaker: Mr. Juanjo Cardona | Marketing Manager, Direct HR



2nd
November 2016
 Guangzhou

Event: Wage Survey Result Presentation
Venue: GCC Office Guangzhou
Speaker: Mr. Juanjo Cardona | Marketing Manager, Direct HR



Wages in China are constantly rising at an incredible pace as a "war for talents" continues among international and Chinese companies. Therefore, every year the German Chamber of Commerce in China conducts its Wage & Salary Survey among its members. On 1st & 2nd November the results of this year's survey were presented in Shenzhen and Guangzhou respectively. The presentations offered an in-depth insight into the wage and salary developments of GCC member companies, current developments on the job market and an outlook into the wage and salary developments in 2017. In his presentation, Mr. Juanjo Cardona focused on aspects such as general labor market environment, wage developments of German companies in China in general and regional differences in these developments, as well as wage and productivity developments across Asia. The presentations were followed by an active Q&A session and we hope that every participant was able to take home some new knowledge and insights to use in their companies.



3rd
November 2016
 Chengdu

Event: International Emergency Industry Equipment & Technology Product Exhibition & Forum
Venue: Century City New International Convention and Exhibition Center

3rd
November 2016
 Chengdu

Event: Sino-German Business Conference
Venue: Chengdu Century City International Convention Center



What does **Benefit Partner** mean?

Some of the German Chamber of Commerce | South & Southwest China events are hosted in venues that are also GCC Benefit Partners. These venues offer special rates for GCC members and thus provide big benefits and a great experience. More information about the special discounts can be found online: <http://china.ahk.de/chamber/benefit-partner/> For more information about the Benefit Program or to become a Benefit Partner, please contact Ms. Simone Deng via deng.simone@gz.china.ahk.de or 0755 8635-0485.

3rd-12th
November 2016
Shenzhen

Event: 11th German Oktoberfest 2016
Venue: The Venice Raytour Hotel Shenzhen
Benefit Partner

The German Chamber of Commerce in China | South and Southwest China co-organized another successful Oktoberfest in Shenzhen together with the Venice Raytour Hotel from 3rd-12th November 2016. Around 4,000 local and foreign guests came together to celebrate this beloved German tradition with cold imported German beer and delicious German food. Members and friends enjoyed the Oktoberfest atmosphere in the traditional beer tent together with their colleagues, clients and business partners. Band leader Mr. Joerg Dellacher and his Muenchner Musikanten – an Oktoberfest band flown in all the way from Munich entertained the audience with their impressive yodelling skills, an array of German, Austrian, Chinese and even Cantonese songs, as well as their versions of modern pop songs. The highlights of the evenings were yet again the active participation of the audience playing the alphorn, a traditional instrument from the Alps, ringing musical cow bells and learning the traditional Schuhplattler dance.

The German Chamber of Commerce in China | South and Southwest China would like to sincerely express its appreciation to all the participating guests of the 11th Shenzhen Oktoberfest. GCC would like to thank their organizing partner the Venice Raytour Hotel, the sponsors that supported this amazing festival: tulip sponsor Guangdong Zama Precision Industry Co., Ltd., orchid sponsor Shenzhen BYD Daimler New Technology Co., Ltd., airline sponsor Lufthansa German airlines; cargo sponsors Fiege and Quick Cargo as well as all other supporters of the Oktoberfest.



7th
November 2016
 Guangzhou

Event: Business Breakfast with Former Chancellor Gerhard Schroeder
Venue: Grand Hyatt Guangzhou
Benefit Partner



8th
November 2016
 Shenzhen

Event: General Manager Roundtable
Venue: The Langham Shenzhen
Topic: Sino-German Cross Border Investment Flow – Advantages & Risks
Chair: Ms. Melanie Lindstaedt | Regional Manager Shenzhen and West Pearl River Delta, GCC | South & Southwest China



10th
November 2016
 Guangzhou

Event: Stammtisch for Young Professionals and Students
Venue: The Happy Monk

13th
November 2016
 Dongguan

Event: Martin's Goose Dinner
Venue: Martin's **Benefit Partner**

On 13th November, the German Chamber of Commerce in China | South & Southwest China in cooperation with Deutsches Treffen Dongguan invited its members and friends to a traditional



Martin's Goose Dinner at Martin's in Dongguan. Guests could enjoy a traditionally prepared Martin's Goose (a roast goose dish served on Saint Martin's Day) with braised red cabbage and potato dumplings. Almost 70 guests, many of them with their families joined the event and spent an evening eating, chatting and catching up with old friends. All the participants of the dinner enjoyed the meal, the pleasant atmosphere and the opportunity to network. We would like to thank Martin and his team as well as Britta and her team for the pleasant evening.





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22nd
November 2016
 Guangzhou

Event: General Manager Roundtable
Venue: GCC Office Guangzhou
Topic: What influence will the election of Donald Trump as the next US president have on business in China?
Chair: Mr. Jens Hildebrandt | Executive Director, GCC | South & Southwest China

22nd
November 2016
 Guangzhou

Event: German Happy Hour
Venue: Hooley's Irish Pub and Restaurant
Benefit Partner

23rd
November 2016
 Shenzhen

Event: That's PRD Food & Drink Awards
Venue: B. Park-Art, OCT-Loft

24th
November 2016
 Shenzhen

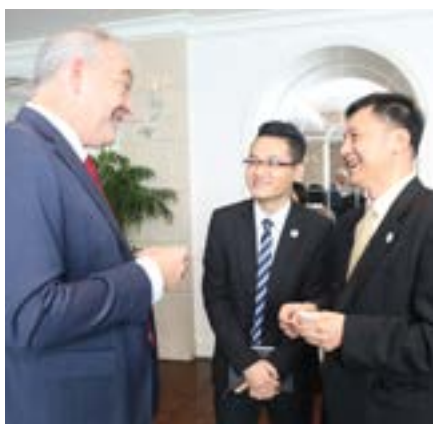
Event: Guanxi – Connecting Shenzhen's Young Professionals
Venue: The Brew Bar & Bistro Shenzhen
Benefit Partner

2nd
December 2016
 Guangzhou

Event: That's PRD Food & Drink Awards
Venue: China Hotel, A Marriott Hotel

2nd
December 2016
 Guangzhou

Event: 20-year AHK Anniversary Luncheon
Venue: White Swan Hotel, Guangzhou
Benefit Partner



On 2nd December 2016, the 20 years' anniversary celebration of the German Chamber of Commerce in China | South & Southwest China was held at the White Swan Hotel in Guangzhou.

Since the founding of the Delegation of German Industry & Commerce in October 1996 at what was then the new business district of Guangzhou, Tianhe North, the German Chamber of Commerce in China | South & Southwest China has provided German companies with a dependable source of information and support to successfully carry out their business activities in South & Southwest China. It was the second office to be founded in China by the DIHT (now DIHK).

To celebrate these twenty years of hard work, development, change and innovation, about 120 guests gathered to review the course of the AHK Guangzhou over the past 20 years. Among the guests were high-ranking Chinese government officials, representatives from the German business and political scene, German Consul General Mr. Helmut Lueders, representatives from the Chamber's members, as well as other cooperation partners and media. To start the event, GCC's executive director Mr. Jens Hildebrandt gave an opening speech to welcome the guests and presented a brief introduction of the German Chamber of Commerce in China | South & Southwest China and its history. GCC's chairman Mr. Stefan Rosenbohm highlighted the developments of the Chamber during the past years and thanked its members, sponsors and partners who have supported the work during the past 20 years.

Deputy chief executive officer of DIHK Dr. Achim Dercks gave a keynote speech about the important role the German Chamber of Commerce in China plays in the global AHK network. With three offices in Guangzhou, Shenzhen and Chengdu, the GCC | South & Southwest serves as advisor, information provider and networking partner, by catering to the needs of German companies and an increasing number of Chinese companies in the seven provinces of the South and Southwest region. In his speech, Dr. Dercks wished the Chamber all the best for the next years to come and thanked all employees for their great work and commitment.

Mr. Li Jing, associate councilor representing the Department of Commerce of Guangdong Province, pointed out in his speech that the German Chamber of Commerce in China | South & Southwest China has done a lot of fruitful work for deepening the economic and trade cooperation between China and Germany. Both countries have obtained plentiful and substantial cooperation achievements and have increased bilateral understanding during the past two decades.

Afterwards GCC's board members held presentations on the various tasks and activities the AHK is involved in, explaining how the Chamber's work supports and facilitates business for German companies in China and how Germany and German trade is promoted to Chinese companies.

The event was concluded with a delicious buffet and an opportunity for networking among the guests.

8th
December 2016
Shenzhen

Event: General Manager Roundtable

Venue: Hilton Shenzhen Futian

Topic: Results of the GCC Business Confidence Survey & Outlook and expectations for 2017

Chair: Mr. Stefan Rosenbohm | Chairman, GCC | South & Southwest China

The last Shenzhen General Manager Roundtable of 2016, was held at the Hilton Shenzhen Futian on 8th December. GCC's Chairman Mr. Stefan Rosenbohm and GCC's Executive Director Mr. Jens Hildebrandt met with the general managers in the Shenzhen area to review and discuss the results of the 2016 GCC Business Confidence Survey. While actively engaging in an exchange of views, ideas and experiences, participants enjoyed a sumptuous western breakfast in a private setting. The results of the survey also led to a discussion on how German companies see the development of China's business environment for 2017 and what to expect for their own business operations here. One of the conclusions was that despite the slowdown of the Chinese economy in 2016, most German companies are generally still optimistic about the economic future in China and will continue their business here.



8th
December 2016
 Guangzhou
Event: Stammtisch for Young Professionals and Students
Venue: The Brew Zhujiang
 Benefit Partner

8th
December 2016
 Shenzhen
Event: Stammtisch
Venue: Bierhaus Shekou
 Benefit Partner

9th
December 2016
 Guangzhou
Event: HR Roundtable
Venue: GCC Office Guangzhou
Topic: Reaction & Risk Control of the Amended Maternity Leave Policy
Speaker: Ms. Joyce Huang | Legal Director, Witmaster

On 9th December, the German Chamber of Commerce in China | South & Southwest China held its first HR Roundtable. This newly created roundtable provides an opportunity for HR managers to gain insights on newest developments and regulations regarding HR questions. This time, the HR Roundtable focused on the amended maternity leave policy. Ms. Joyce Huang, legal director of Witmaster provided information & discussion on: Revising company regulations based on the new amendments; possible solutions of maternity leave & maternity compensations; management of female employees during pregnancies & maternity leave. The Roundtable will be held quarterly in 2017 and focus on a different topic each time, featuring expert guests and providing a platform for exchange for HR managers of international companies in the Pearl River Delta.



10th
December 2016
 Chengdu
Event: Interchamber Christmas Party
Venue: Crowne Plaza City Center Hotel
 Chengdu

Bad Santa was in the house – Over 200 guests celebrated with the American, Australian, British, European, French, German, Hong Kong & Singaporean Chambers of Commerce at the Crowne Plaza City Center on 10th December 2016. Lots of networking opportunities, dancing, a lucky draw and a fundraiser for charity made this evening Chengdu's greatest international Christmas party. Thanks to all supporters, including the lucky first prize winner, sponsor Qubit Coffee and all our members and guests for joining.



13th
December 2016
 Chongqing
Event: Meet the German Chamber Board Roundtable
Topic: Results of the 2016 German Chamber Business Confidence Survey
Venue: Lotus Hotel Chongqing
Chair: Mr. Jens Hildebrandt | Executive Director, GCC | South & Southwest China

Along with the board of directors of the German Chamber of Commerce in China | South & Southwest China, members and friends of the Chamber gathered in Chongqing on



13th December to join a roundtable discussion on the recently published German Chamber Business Confidence Survey (BCS). GCC's chairman Mr. Stefan Rosenbohm and GCC's executive director Mr. Jens Hildebrandt summarized the results of the survey and illustrated how German companies see the situation in Southwest China. According to the BCS report the region around Sichuan and Chongqing has become China's third most attractive investment location for German businesses in 2016. The roundtable then provided a platform for company representatives from the area to engage with our visiting board members from the Pearl River Delta and to exchange their views and outlooks for the coming year.

13th
December 2016
Chongqing
Event: GCC Insight

Venue: Chongqing – Duisburg Railway
 Connection Train Terminal, Tuanjie Village

Inspired by the "One Belt, One Road Initiative," the German Chamber of Commerce in China | South & Southwest China invited members and friends to visit the CR Intermodal Chongqing Terminal for its "YuXinOu" (Chongqing – Xinjiang – Europe) interrail to Duisburg on 13th December



2016. According to local government, it is currently Chongqing's most important Sino-German project and center of international trade in Southwest China. Until June 2016, the terminal dealt with an export volume of 156 shifts plus 101 for inbound cargo. A bonded warehouse connects e-commerce platforms for nationwide distribution and offers import and export trade out of Chongqing's future Free-Trade Zone. After our visit to the area, details and further collaboration potentials were directly addressed to the Chongqing Logistics City management.

13th
December 2016
Chongqing
Event: Christmas Dinner 2016

Venue: The InterContinental Hotel

Christmas time is the best time in a year to gather your friends and celebrate together. The German Chamber of Commerce and the British Chamber of Commerce, supported by Rotary spent an evening in a cosy, warm and happy atmosphere at the InterContinental Jiefangbei Hotel Chongqing on 13th December 2016. Guests enjoyed drinks, games, charity, and great food – all in all a wonderful evening for networking and enjoying this special time of the year with old and new friends. We thank all our guests, friends and sponsors for their support.



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13th

December 2016
Shenzhen

Event: Interchamber Christmas Dinner 2016
Venue: Shangri-La Hotel Luohu Shenzhen

On 13th December 2016, the German Chamber of Commerce in China | South & Southwest China together with the French, Italian, Spanish, Australian and Benelux Chambers of Commerce



organized an Interchamber Christmas Dinner in the Shenzhen Luohu Shangri-La Hotel. Around 100 participants enjoyed the Christmas buffet, wine and special German beer during this event. The evening was started by a children's choir from the Shekou International School singing German Christmas carols – much to everyone's delight. Each child happily received a bag of Christmas cookies provided by Les 5 Chefs after their performance. Besides the adorable children's choir, guests also enjoyed a live band performance, an interactive Christmas quiz and a lucky draw. The German Chamber of Commerce would like to thank the generous sponsors of this event: Les 5 Chefs for their traditional German dishes and special German beer, Silex Liquor and Asia Sparks for an assortment of wine, French Touch Kitchen and Le Poulet for delicious French-style food and our prize sponsors Harmonicare, InUtopia and Laurel for providing lucky draw prizes. Most importantly, the German Chamber would like to thank all guests for making it an unforgettable night for everyone!



14th

December 2016
Guangzhou

Event: Visa Seminar – New Visa, Residence and Exit-Entry Policies for Foreigners
Venue: GCC Office Guangzhou
Speaker: Ms. Helen Hu | International Exchange Department Manager, CIIC Guangzhou

The recent changes of visa, residence and exit-entry policies for foreigners implemented in Guangdong have been followed with much interest from expats and companies hiring foreigners here. The German Chamber of Commerce in China | South & Southwest China held a visa seminar regarding these important changes on 14th December. Ms. Helen Hu, International Exchange Department Manager of CIIC Guangzhou, gave a summary of the new visa policies in Guangdong and highlights of the changes for foreign employees. During the Q&A session, the audience showed a strong interest in the new visa policies for foreigners and used the opportunity to ask Ms. Hu for her expertise, advice and opinion. The German Chamber will keep its members updated on the new regulations and policies as they progress.



15th

December 2016
Guangzhou

Event: Interchamber Christmas Dinner 2016
Venue: Hilton Guangzhou Tianhe
Benefit Partner



Sino-German Business Conference held at the Western China International Fair in Chengdu

On the occasion of the visit of Vice Chancellor and Minister of Economics Mr. Sigmar Gabriel and Germany's "Guest-of-Honor"-participation at the 2016 Western China International Fair (WCIF), the German Chamber of Commerce in China successfully held a high-level Sino-German Business Conference in Chengdu on 3rd November 2016.

Supported by the Federal Ministry for Economic Affairs and Energy (BMWi), the conference featured the three topics Industry 4.0, Regional Co-operations & Structural Changes, as well as Urbanization, followed by an individual matchmaking session with Chinese companies and company presentations.

We were delighted to welcome more than 400 participants, including numerous special guests. Mr. Yin Li, governor of Sichuan Province, warmly opened the conference by introducing Dr. Eric Schweitzer (president of the Association of German Chambers of Industry and Commerce, DIHK), Mr. Wang Dongming (KPCh party secretary of Sichuan Province), Vice Chancellor Mr. Sigmar Gabriel, Mr. Wang Yong (member of the State Council), Dr. Hubert Lienhard (chairman of APA), and Mr. Qian Keming (vice minister of MOFCOM). Among our keynote speakers, Dr. Herbert Jakoby (head of the Department for Foreign Economic Relations at the Ministry of Economics/Energy/Industry/SMEs and Handicraft of the Federal State of NRW) and Dr. Michael Groschek, (Minister for Construction/Living/Urban Development and Traffic of the Federal State of NRW) provided valuable insights into Sino-German cooperations with a focus on structural changes and urban design.

Along with the keynote speeches, panel discussions added very specialized knowledge to the conference, for which we had the honor to talk to key opinion leaders of relevant industries including Mr. Roland Busch (Siemens AG), Mr. Oliver Winzenried (WIBU-Systems), Dr. Frank-Michael Baumann (EnergieAgentur.NRW), Mr. Rainer Becker (car2go), Mr. Frédéric Ripperger (RSAA GmbH) and Mr. Deng Xiang (Techcent Environment Industry).

In order to leverage knowledge and potentials of participating German and Chinese companies meeting in Chengdu, the conference was concluded by a special matchmaking event and company presentations that attracted more than 40 companies to meet and exchange, which stimulated companies to direct collaboration agreements during the session.

All in all, the Sino-German Business Conference received great appreciation and created countless business opportunities to increase collaborations between German and Chinese enterprises in Western China. We thank all our partners, teams and supporters to make it happen.



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/// simply more

Business Breakfast with Former Federal Chancellor Gerhard Schroeder



The German Chamber of Commerce in China | South & Southwest China organized a business breakfast with former Federal Chancellor Gerhard Schroeder, who was visiting China on invitation by Herrenknecht – Tunnelling Systems at the Grand Hyatt Hotel in Guangzhou. During his welcome remarks, Mr. Stefan Rosenbohm, chairman of the German Chamber of Commerce | South & Southwest China and general manager at Hamanu (Shenzhen) Trade Co. Ltd. outlined the shift of the Pearl River Delta's economy towards innovation and sustainability. Moreover, he illustrated the difficulties experienced by German companies in catching up on the dynamic development of the mainland's Pearl River Delta.



In his presentation, Dr. Martin Herrenknecht, founder and president of the board of Herrenknecht AG, introduced the inspirational success story and corporate values of Herrenknecht. As a high-flying SME in China, Herrenknecht is repeatedly proving that the German "Mittelstand" is still a force to be reckoned with in the Chinese market and that despite the slowdown of the Chinese economy, there are still countless opportunities for SMEs in China.



Former chancellor Gerhard Schroeder gave the participants a profound statement about the current economic and political situation in Europe. After drawing parallels between the German and Chinese economic framework, he outlined the importance of German SMEs like Herrenknecht as the still indisputable backbone of the German economy. Mr. Schroeder concluded his inspiring speech by emphasizing the importance of sophisticated management decisions in the Chinese market, which is one of the main factors of a successful business model in China. As the Chinese market is becoming increasingly competitive and complex, the need for diligent forecasting and a sharp judgement by managers is inevitable for the future success of German businesses in China.



During the concluding Q&A session, guests showed vivid interest in the future political development of Europe. Especially given the recent right-wing shift in various countries around the globe, the participants were eager to ask Mr. Schroeder about his perspective and personal opinion on matters in Europe, North America – all in relevance to what it might mean for their business in China of course.



Regular Social Events

German Happy Hour Guangzhou – every last Tuesday of the month at various exciting venues in Guangzhou
Stammtisch Shenzhen – every first Thursday of the month at alternating exciting venues in Shenzhen
Stammtisch for Young Professionals and Students Guangzhou – every second Thursday of the month
Guanxi – Connecting Shenzhen's Young Professionals – every last Thursday of the month

Training Calendar February & March 2017

Date	Training
15 th February	Pyramid Principles – PowerPoint Logic Writing
16 th February	Excel Productivity Café
4 th March–15 th July	Business German A1
10 th March	Task Based Risk Assessment in Hazard Zone and Prevention of Equipment Unexpected Start-up
24 th March	Effective Interpersonal Communication
30 th – 31 st March	Supervisory Management Skills

South China Training Highlights

15th February 2017 (GZ): Pyramid Principles – PowerPoint Logic Writing

This training will focus on developing a stringent line of thoughts, expressing your ideas completely and effectively and conveying the key points while leaving out unimportant information. After The course, you will be able to use the Pyramid Principle to structure your presentation's frameworks and contents logically.
 Training Language: Chinese

16th February 2017 (GZ): Excel Productivity Café

Are you starting a new job that requires advanced Excel skills? This workshop-style activity covers advanced Excel features and commands for Excel users who wish to deepen their knowledge for this business application. The key points of this course will be: Exploring time-saving and effective Excel techniques, taking command of Excel like never before and boosting your spreadsheet productivity.
 Training Language: Chinese

4th March – 15th July, 2017 (GZ): Business German A1

This course will elevate your German proficiency to a level at which you can understand and use familiar daily expressions and basic phrases aiming at satisfying concrete needs in daily life and at your workplace. You will be able to handle simple conversations including introducing yourself and others or asking and answering common questions about details. You will become capable of interacting in a simple way provided the other person talks slowly and clearly and is prepared to help. During the language learning, you will get a better understanding of Germany and German culture.
 Training Language: Chinese/German

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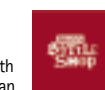
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