

Ticker

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THE ELECTRIC AGE

E-MOBILITY
AND
BEYOND

**ASEAN: Economic Dynamism
Regionally and Globally**

Interview with Mr. Peter Kompalla of
the German ASEAN Business Council

China's New Energy Vehicle

Understanding the Market, Policy &
Consumers

The Booming Electric Age

China's Policies for E-mobility
Manufacturers & Legal Responsibilities



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Electro Mobility – The Industry of the Future?

The automotive industry proceeds rapidly with the development of cars with alternative propulsion systems, like plug-in hybrid and battery-electric vehicles. By surpassing the United States as first global leader on the New Energy Vehicle (NEV) market in 2015, China plays a major role in driving the further development of the electric vehicle industry. According to data from the China Association of Automobile Manufacturers (CAAM), with a production of more than 517,000 NEVs in 2016, China has established itself as a power to be reckoned with.

China has the ambitious plan to have five million electric vehicles on the streets by 2020 and become the leading market and provider for e-mobility. National government programs like "Made in China 2025" have defined NEVs as well as intelligent and connected cars as a top priority. State funding with supply and demand side incentives is encouraging rapid market development. Indeed, state subsidies mark the backbone of the whole sector, but the government is cutting back on the financial support and strives to develop a long-term strategy.

The fast development of e-mobility in China opens up a broad field of activity where German proficiency is in demand. There is a strong need for high quality standards and solutions, including advanced drive technology, energy-efficient components, testing and certification, charging infrastructure as well as battery recycling. In previous years, the German and Chinese government already started actively promoting the international exchange in the field of e-mobility: The "Sino-German EV Charging Project" was initiated by both countries in 2013 to act as a foundation for the development of solutions regarding charging infrastructure constructions in Chinese cities. The "EMOChina" project was implemented by the AHK Greater China Beijing on behalf of the Federal Ministry for Economic Affairs and Energy for a two-year term through 2017 to support German companies establishing cooperation in the field of e-mobility in China. These important projects have positive signal effects for further Sino-German cooperation.

In this issue of the German Chamber Ticker, we will also take a closer look at smart manufacturing, the Internet of Things, smart technologies and their effects on the automotive industry, but also on our daily life and our connected or even "smart homes." Furthermore, experts will share their insights on growing trends in the Chinese transportation industry, in particular the fast development of the enormous high-speed railway network in China. We hope you enjoy reading it.

Yours sincerely,
Alexandra Voss



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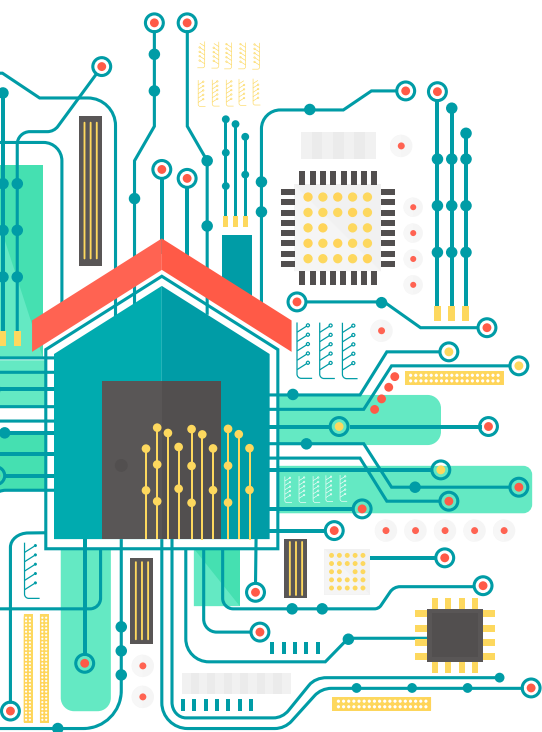
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Record Number of Hongbaos Sent via WeChat



During this year's spring festival, a record 46 billion electronic red packets were sent via the mobile social media platform WeChat. Traditionally, red paper envelopes filled with money, called hongbao, are distributed to children and workers to celebrate Chinese New Year. Nowadays, an increasing number of Chinese are switching to the digital version of it by transferring money electronically via WeChat. From 27th January to 1st February 2017 the number of hongbaos rose by 43 percent compared to last year. On 27th January alone more than 14 billion electronic red packets were transferred on the app, which has more than 800 million users. However, the amount of money contained in those red envelopes was not revealed.

China's "Toilet Revolution"



Since 2015 China has made large progress in improving lavatory facilities across the nation. The central government set an official target of adding 33,000 restrooms and renovating another 24,000 in the period from 2015 to 2017. A total of 50,916 toilets have been already installed or renovated in the past two years (some provinces even surpassed their target), leaving 19,512 toilets to be built and 6,685 to be renovated this year. The Chinese government assigned around RMB 10 billion to accomplish this target in order to improve China's tourist sites and rural areas, since the hygiene of public restrooms has a poor reputation there.

Number of Foreigners with Permanent Residency on the Rise

According to the Ministry of Public Security, the number of foreigners who became

permanent residents in China in 2016 has increased by 163 percent up to 1,576. Since September 2015 China has eased its residence and entry policies for foreigners to help attract more talent from overseas and to boost international exchanges. In Shanghai, the annual number of Chinese "green card" applications increased six times, while the number in Beijing soared 426 percent. This year, China will further update its green card policy to make daily life easier for foreign residents. The new card will not only be designed for entry and exit borders, but will also guarantee the same rights as Chinese citizens have in areas such as investment, housing purchases and schooling.



Air Quality Improvement through Vertical Forest Building

Italian architect Stefano Boeri designed a Vertical Forest Building that consists of a set of two towers comprised of 1,100 trees and a combination of over 2,500 shrubs and plants, which will produce around 60 kilograms of oxygen every day. After Milan in Italy and Lausanne in Switzerland, Boeri decided to build his third Vertical Forest Building in Nanjing, Jiangsu province, which is expected to be completed next year. The two towers will have different heights: While the smaller one will be 107 meters and house a Hyatt hotel, the taller one will be 199 meters and house a museum, offices and an architecture school. Boeri has also planned similar projects for Shanghai, Chongqing, Shijiazhuang and Liuzhou.

Stronger Support for Traditional Brands

With the rapidly changing domestic market, China's government has decided to increase



policy support for traditional Chinese brands. A general plan was published to preserve and improve traditional techniques, improve online and offline integration and strengthen brand protection. Currently, the Ministry of Commerce is supporting 1,128 traditional brands, of which only about ten percent can compete in the modern economy. Tongrentang, a pharmaceutical firm founded 1669 in Beijing, restored their former glory by introducing modern technology to traditional Chinese herbal medicine production. Therefore, transformation and reorganization is the key to preserve those time-honored brands that represent China's traditional culture.

China's Leftover Men?

Currently, China's ratio of male to female newborns is the highest in the world. Since the Chinese traditionally prefer sons over daughters, more male babies have been born every year since the mid-1980's. Despite a decline in recent years, China's sex ratio is still far higher than in other countries. The number of males born for every 100 females was at 113.5 in 2015, while a normal range would be between 103 and 107. The implementation of the second-child policy as well as social and economic development is expected to lower the ratio to 107 in 2030, it is predicted that in 2050 adult men will outnumber adult women by 30 million. In addition to this huge number of surplus men, many Chinese women are choosing not to get married, leaving millions of men to remain single.

China: World Leaders in Online Shopping



The second annual study conducted by the International Post Corporation (ICP) reveals that worldwide Chinese consumers are more likely to shop online. According to the study, 36 percent of Chinese purchase from online shops at least once a week, a frequency that is higher than in any other country. China is also the most popular market to order from, accounting for 26 percent of cross-border purchases. While the elderly and men prefer to order from Germany, younger people and women tend to purchase goods from China.

The top four categories for online transactions are clothing and footwear (33 percent), consumer electronics (21 percent), books, music and media (14 percent) as well as health and beauty products (13 percent).

China to Launch World's Largest Carbon Market

China is going to launch its national emission trading system by the end of this year, creating the largest carbon market in the world. Beginning in 2013, China has already set up seven pilot regional carbon trading markets in Beijing, Tianjin, Shanghai, Guangdong, Shenzhen, Hubei and Chongqing. Their cumulative trading volume reached 160 million tons by the end of 2016, worth nearly RMB 2.5 million. It is expected that there will be 19 carbon trading systems in the world by the end of this year, covering about 7 billion tons of emissions. However, China's national carbon market is still in its early stages of development so it is likely that it will take several years of growth before it reduces emissions.

China's 4G Users Double in 2016



In 2016, the number of 4G users in China nearly doubled from 386 million in 2015 to 770 million, with more than 58 percent of mobile users using 4G. Although China already has the largest 4G network in the world, it still wants to add 2 million 4G base stations for townships and villages by 2018. Additionally, China is also researching and testing 5G technology with the aim to use it by 2020. 5G will be faster, more reliable and will support virtual reality technology, ultra-high definition video transmission, autopilot and smart manufacturing.

China Sees Biggest Overseas Returning Wave in Recent Years

Since the national "Recruitment Program of Global Experts" was introduced in 2008, more than 40,000 high-level talents came back to China, forming the biggest overseas returning wave since the founding of the People's Republic of China. The number of returnees at professor level has increased more than 20 times in comparison to the total number of returnees between 1978 and 2008. While the ratio of students going abroad and then returning was at 3.15 : 1 in 2006, the ratio in 2015 has fallen to 1.28 : 1. An increasing number of overseas students are attracted by the favorable policies, exploding high-tech industry, innovative atmosphere and sustainable investment in China. Therefore, it is predicted that China will transform from the biggest country of outflowing talents to one of the main returning countries in five years.

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ELECTRIC VEHICLES IN CHINA

Sales Volume of Passenger Plug-in Vehicles for 2016:



773,600 units

This accounted for only 0.86% of global vehicle sales



351,000 units

This accounted for 1.45% of China's vehicle sales



159,000 units

This accounted for 0.8% of the US vehicle sales



148,000 units

This accounted for 1.3% of European vehicle sales

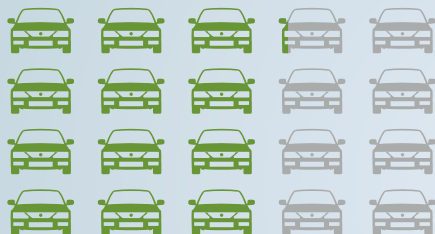


25,000 units

This accounted for 0.75% of Germany's vehicle sales

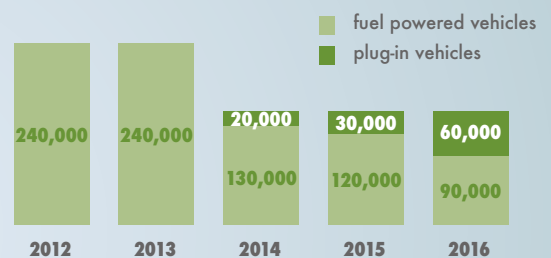
2.03 MILLION passenger plug-in vehicles were in use in 2016. This accounted for only 0.2% of cars worldwide.

61% are pure electric vehicles



39% are plug-in hybrids

Beijing's Annual License Quota:



Number of China's Charging Points:

2016:



150,000 is the total number of public charging points in China

Planned for 2017:



To build a total of **800,000** charging points, including **100,000** public charging stations



In China, a total of **14,000 km** of highway is covered with fast-charging stations

48.6 km

is the average spacing between two charging stations





China's New Energy Vehicle

Understanding the Market, Policy & Consumers

by YALE ZHANG

2014 and 2015 were stunning years for the New Energy Vehicle (NEV) development in China. In 2014, China produced nearly 85,000 plug-in hybrids and EVs, which is 265% higher than in 2013. In 2015, the production volume hit 379,000 units, rocketing by 345%. In 2016, the volume grew further 35% up to 510,000 units.

China's global rank of the NEV market increased from number four in 2013 to number two in 2014, right after the US. One year later, China jumped to number one, far higher than the US market size of 123,000 units. In 2016, China's NEV volume has outpaced more than double of the rest of the whole world.

Notably, this type of growth, especially the leap forward in 2015 was not the result of natural market demand, instead, policy and subsidy played major roles in this hike.

In January 2017, the NEV sales decreased by 50% year-on-year, an alarming signal that NEV market may become shaky when subsidies begin fading.

The Policy Carrots

In China, NEVs are defined as plug-in hybrids and EVs (including battery EVs and fuel cell EVs), whereas full-hybrid cars, like the Toyota Prius, are not regarded as NEVs and therefore are not eligible for subsidy around the world.

The State Council released an Energy Conservation and New Energy Vehicles Plan on 18th April 2012, which stated the target for the number of electric and plug-in hybrid vehicles in operation should have reached 500,000 units by 2015, and by 2020 it should rise to five million units.

China's new energy vehicle development formally began in 2009, when China started the pilot project *Ten Cities, Thousand Vehicles*. That year, the central government first selected ten cities as pilot cities while in late 2010, the list was expanded to over 25 cities. By the end of 2012, the NEV volume was targeted at 30,000 units.

This three-year pilot project, which is called *Stage-1 NEV Demonstration* can hardly be defined as successful, since most of the cities were not interested in spending their local funds to subsidize NEVs made elsewhere. In a very difficult manner, the targeted 30,000 units was eventually met, mostly due to the push by the central government in the second half of 2012.

With this far-from-perfect experience, the central government did not immediately launch Stage-2 demo project until September 2013. From that time on, 88 cities were selected to purchase nearly 330,000 units by the end of 2015.

More than 50% of those 88 cities have issued local policies to subsidize individual consumers, mostly by matching the central government subsidy amount. Thus, EV subsidies reached nearly RMB 110,000, and PHEV reached about RMB 65,000.

On top of the direct subsidy, central government decided to waive the 10% vehicle purchase tax of NEV from September 2014 onwards. This makes total subsidy value almost 40-45% of most NEVs retail prices.

Additionally, large cities with license plate control policies, such as Beijing, Shanghai, Shenzhen and Hangzhou all give free license plates to NEVs, a value of about RMB 50,000-90,000 respectively based on which city you live in. With this additional benefit, the total subsidy ratio would hit 60-65% of the NEV retail prices.

Although charging facilities are still far from being sufficient, the large subsidy amount, and more importantly, a free license plate, motivates individual consumers to purchase NEVs. Since 2014, the individual demand of PHEVs boomed, now accounting for nearly 75% of total PHEV sales, although individual demand of EV is much more moderate, accounting for less than 30% of EV sales.

Even with such high subsidies from the central government, similar to Stage-1, local cities are not keen in purchasing non-local NEVs using local city budget. Again, similar to Stage-1, the second half of 2015, local cities were reluctantly busy with reaching their assigned targets. The sales of Q4-2015 alone accounted for more than 50% of the targeted 379,000 units for that year.

The Problem with Policy Carrots

Although the US and Japan also subsidize NEVs, they control the ratio of subsidy against retail prices between 10% and 25%, while China's subsidy ratio of 40-65% is much higher, resulting in unreasonable NEVs retail pricing by some OEMs. In general, China's NEV retail prices are 30-50% higher than the NEV prices in the US or Japan market.

Due to the high subsidies in China, there was rampant subsidy fraud in coastal regions. The MIIT and Ministry of Finance jointly started investigations in early 2016, and already punished more than ten companies related to cheating. This explained why there were many rental companies emerging from nowhere in 2014 and 2015, purchasing large amount of EVs in 2015. These "rental companies" were often established by car makers, who first sold EVs to its own rental companies or a related third party, and after getting the subsidy, disassembled the EVs and took back the battery for the next round of "EV manufacturing."

With too many fraud cases, the government realized that they cannot make an industry grow into a mature business only through subsidizing, therefore the Chinese government is determined to phase out the subsidy by the end of 2020. With the 2016 subsidy amount as a base, the 2017 to 2018 subsidy will only be 80% of that in 2016, and the subsidy between 2019 and 2020 will only be 60% of that in 2016. In addition, the central government decided there will be no third stage pilot project.

Since current NEV sales are mostly achieved by policy stimulus, OEMs will have much bigger pressure to reduce their costs after the government's subsidy reduction. OEMs need to be on their own by end of 2020. Those who priced their EV too high will lose market share, while those who can reduce costs in the coming five years will quickly gain market share.

Unfortunately, most OEMs are not responding quick enough to lower their costs and prices, instead, it seems that they would rather peel as much as they can from the current NEV pricing strategy. For instance, BYD's Qin was RMB 189,800 in 2014, but in 2016, BYD did not lower the Qin's price, instead, it increased the price to RMB 209,800.

But why are OEMs not as enthusiastic as they act? The answer is simple: because the government gave out too many carrots, but no sticks. In other words, they gave them the incentive (carrot) but didn't enforce the restrictions by moving the incentives further forward (stick).

The Policy Stick

The main stick so far is fuel efficiency limits of passenger cars, or Chinese version Café. By the end of 2020, average fuel consumption of traditional car of an OEM will be 5L/100 km, while that of energy-saving vehicles should be 4.5L/100 km.

To hit this target, the industry needs to produce around 7% NEVs of total passenger cars produced in 2020, or around two million units of total 26 million car sales. With the current pricing structure and lower subsidies, it is less likely that consumers are willing to buy that many NEVs in 2020.

On 1st May 2013, China's government issued the *Passenger Vehicle OEM Average Fuel Consumption Accounting Method*. It defined the punishment of OEMs in case they fail to meet the standards. Thus, OEMs will be fined up to RMB 12,000 for each vehicle they produce that does not meet the requirements. So, if a car maker produces one million vehicles, the fine will be around RMB ten billion. Obviously, this penalty seems to be too strict and unrealistic.

Since then, four updates and modifications have been imposed, including the introduction of a credits trading system into the auto industry and a gradual reduction of the punishment. Even now no one really knows how this policy should be enforced.

The whole industry believes that the government cannot punish every firm, since too many cannot meet the given standards.

For the time being, it seems like the stick is not big enough!

The Consumers

To better understand NEV consumers, KPMG China and AutoForesight have conducted a joint research concerning the needs of current and future Chinese NEV

owners and potential NEV buyers in Q4-2016.

Motivation and Rationality

70% of Chinese NEV owners and potential buyers have an average need for mobility of up to 40km/day. The share for weekends are a bit lower at 65%. Primary use of electric vehicles is for commuting to workplaces. The research found that for both groups, their perception on electric vehicles is that they – compared to Internal Combustion Engine (ICE) cars – are more economic and environmental friendly, followed by the fact that state subsidies are an important factor to buy/own an EV, especially in dense cities with license plate quotas.

The motivations for purchasing an electric vehicle are manifold. While owners claim that they benefit the most from free car license plates paired with state subsidies, the potential buyers believe that the lower maintenance costs, the environmental protection, followed by the free license plate aspect are the key drivers to purchase an EV.

However, classical concerns on NEV remain. Particularly the battery range and technology, the slow speed of battery charging, as well as the availability of charging pole infrastructure are seen as the main drawbacks of owning an electric vehicle. Currently, the majority of NEV owners are primarily charging their cars at home or at their work places (if charging infrastructure is provided). However, 45% of the current NEV owners are still willing to buy another NEV, demonstrating customers' belief in the future of NEV.

Both, Chinese NEV owners and potential owners have similar expectation concerning the drive range. Over 70% expect the range of an EV to be at 350 km, since that would sufficiently cover their mobility needs. Regarding the battery charging time, more than 53% of NEV owners would accept a charging time of up to four hours (potential owners 73%), while the majority of NEV owners (84%) expect a maximum fast charging time within one hour (potential owners 61%).

Brand Awareness and Preference

As the Chinese government is encouraging customers to buy locally produced NEV brands through tax incentives, subsidies, and free license plates, it is not a surprise

that most sales come from domestically produced NEVs. According to a customer survey, Chinese brand awareness and preference are especially strong for BYD, Roewe and BAIC. Interestingly, the major foreign brand that features brand recognition (but only for potential customer) is Tesla, which is ranked right behind BYD and Roewe. Following the brand awareness, product quality and professional service are the other two reasons EV owners purchased their vehicles. Also for potential customers, the brand awareness is a key factor, followed by industry leadership in the NEV field and the maturity of their EVs technology.

Beyond EV

The Chinese society, especially their younger consumers, embrace new technologies that ease everyday life, e.g. mobile banking, social media, and e-commerce. Since convenience is a key factor, NEV owners and especially potential owners are evolving new expectations towards what an NEV should include in the future. Foremost, semi and/or fully autonomous features should be included in every NEV. From autopilot to parking assistant to other ADAS features, all are ranked high amongst both customer groups. 49% of NEV customers would expect NEVs to have autonomous driving Level 3 (eyes-off), 32% expect Level 2 (hands-off), while a robust 68% of potential customers expect both, Level 2 and 3 of autonomous driving included in their future NEV. Both groups agreed that Level 3 would highly improve the quality of mobility and thus improvements to life quality overall.

NEV owners and potential owners have quite a positive attitude towards the sharing economy when it comes to electric vehicles. Although 65% of all respondents would use a sharing service, most of them acknowledged that they would still want to own their own car.

The China Perspective

With the EV getting traction in the Chinese market and gaining more acceptance in the society as a real alternative to traditional ICE vehicles, Chinese consumers raise the bar of expectations on how EVs should fulfil their mobility needs. Of course, Chinese consumers realize that technology still needs a lot of improvements in order to provide safety and quality.

However, they have a very clear concept of how EVs should be for themselves, but also for society. In a nutshell, EVs should not only meet their mobility needs of commuting and reasonable charging speed, but should also be environmental friendly and revolutionize the way future mobility will shape the society and equip them with advanced technology (autonomous and sharing). Furthermore, it should bring new life style to its users.

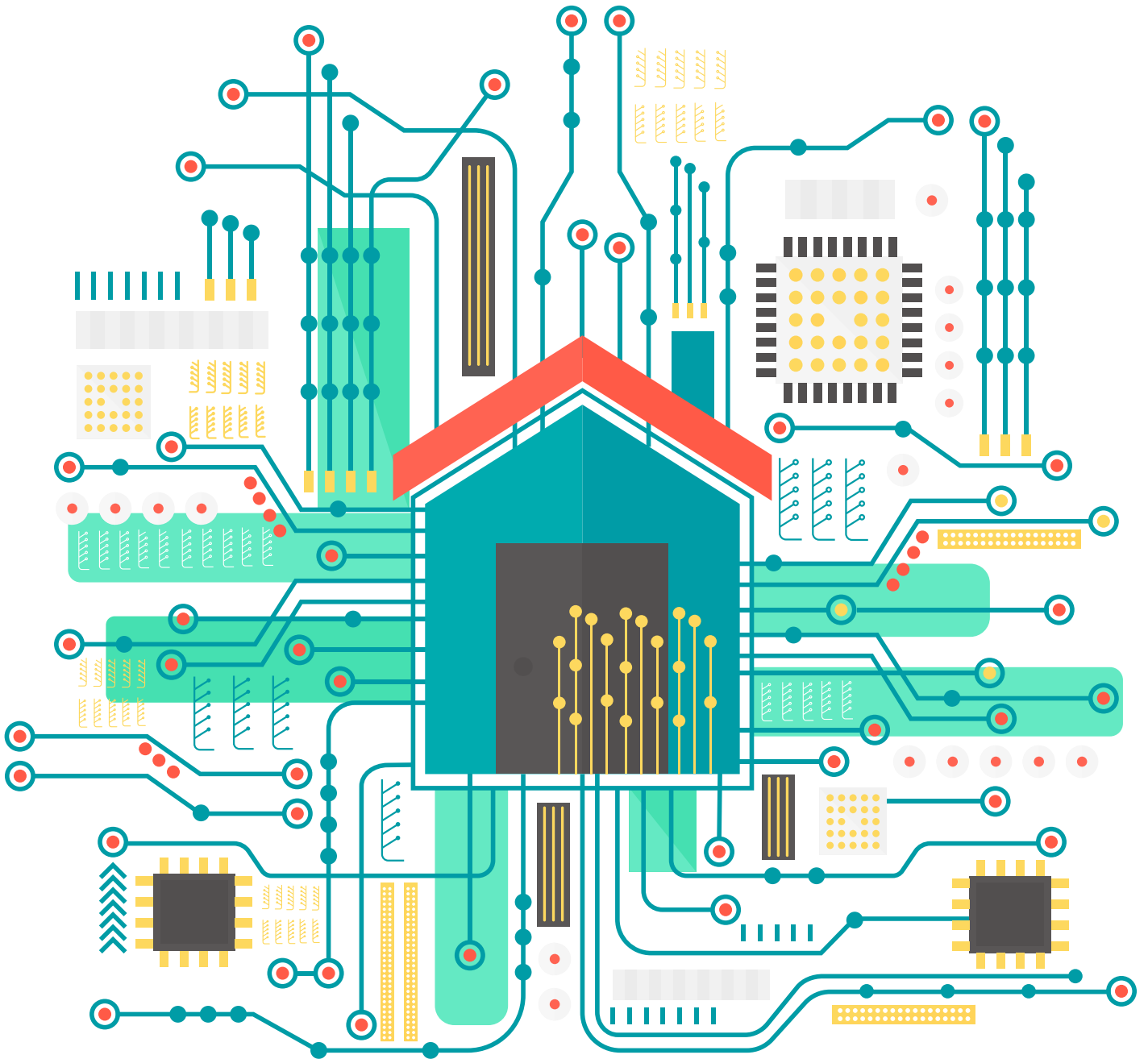
Short Term Solution, Not a Long-term Strategy

Even though consumers are always practical and willing to pay a fair cost for new technology and environment protection purposes, yet they definitely will not purchase any costly NEV when there is no subsidy at all.

Besides, subsidies cannot become a car maker's excuse to keep the NEV product price at high level for too long. Relying on government subsidies and fleet purchases is only a short-term solution, not a long-term strategy.

The key here is, after giving out too many carrots, the government may shift to holding out a stick and force the OEMs to follow the market rules. Though no one knows how big this stick will be, it will still pressure OEMs to reduce their costs quicker. If electric vehicle prices can be reduced to 30-50% higher in comparison to a same sized traditional car, there is no need to worry about achieving the 7% target set for NEV sales by 2020. Otherwise, it will be difficult to even maintain 2016 volume by 2020.

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Changing How We Live?

Connected Homes and Integrated Technology

by ELLEN TATHAM

Less than a decade ago the idea of remotely controlling devices in your home felt like something from a science fiction novel, today it feels normal. In order for smart homes to function effectively you need a central "hub" from which everything can be controlled, and smartphones or tablets seem to be becoming the obvious choice. The global adoption of smartphone technology has been faster than that of any other consumer technology in history. The developments in Smartphone technology have empowered the consumer and provided them with greater capabilities, ushering them into the realm of science fiction.

Simple. Smart. Connected.

Today's user wants a simple interface, smart technology, and the ability to connect their devices. In theory, any device or appliance that uses electricity can be added to a home network and can be controlled remotely. The earliest forms of smart homes used electrical wires to communicate and were controlled via a fixed central hub, which was like a big keypad. Modern smart homes connect to radio waves and can be controlled locally or remotely via a smartphone or tablet, providing far greater flexibility.

If you're unsure if you turned off the air conditioner in your house you can simply check your app to make sure. If you're at work and you notice that the air is particularly polluted you can remotely access your air purifier and check the pollution level at home, turning on the device so that you will return to a clean home. Motion sensors can tell the difference between a pet and an intruder at your home and notify you immediately if something is not right. With technological developments, the possibilities are continually increasing. This technology is no longer reserved simply for the elite; it has entered the mainstream market at affordable prices.

Of course, the cost of a smart home varies depending on *how* smart the home is. If it is a case of the user simply slowly updating their appliances and devices with smart ones that can be done over time and at a lower cost, if they choose to build in sophisticated systems, the costs will rise significantly.

Connected but not Smart

While the term Internet of Things (IOT) has been around since the 1980s the last three to four years has seen a huge increase in use and understanding. Nowadays IOT has morphed to mean integrated and connected devices such as smart homes and smart cars. Most experts agree that within the next five years, homes will be a lot smarter but we're not quite ready to make a *truly* smart home yet.

Many argue that what we have now is merely a connected home not a smart home. How do we differentiate between them? For a home to be really smart the devices need to not only be connected but also be able to seamlessly communicate with each other. So, if you were coming home earlier than usual your car or other connected device could communicate with your house to make sure that heating levels and other settings were the way you liked them. However, a connected home requires more input on your side.

Ideally, living in a truly smart home would be the equivalent of living in a service apartment – the washing, temperature regulation, security and even grocery shopping would all be done for you. It is the belief of many tech companies that in a smart home the technology should be able to just fade into the background so that you are no longer aware of it.

Interviews with Bill Gates in the 90s revealed that people who entered his home were provided with a chip, which was customized to their preferences for lighting, music, and art. As they moved through the house everything would change accordingly. While this seemed so radical at that time, we are now making more inroads towards the average person being able to recreate this.

Lack of Connectivity

Another major issue with smart or connected homes is lack of connectivity of devices. The manufacturers of the smart hubs need to increase partnerships with electronics and tech companies that produce the end-user devices and thereby improving the opportunities for connectivity.

Chinese manufacturers such as Xiaomi are focusing on creating one-stop-shops: Manufacturing devices and appliances that are all connectable via its app. The Xiaomi model means that there isn't the need to find brands to team up with since it is already producing the products and just needs to integrate them with the existing app. As they add more products the app will update to add the additional features and settings. It manages to do so at very competitive prices but perhaps losing some of the sophistication or quality that people are looking for.

Use Words Not Action

Many companies are testing the waters of smart home voice recognition devices but two of the most talked about are: Amazon Echo and Google Home. So far, the reviews seem to be strongly swinging in favor of Amazon. It is continuously adding new third party apps to its Echo app store and the device's functionality keeps evolving and improving, far surpassing that of Google Home.

The companies make no secret about the fact that the device is "always on" and the microphone is continually recording, but the recording function only kicks in when the "wake word" has been used. Occasionally something that sounds similar could cause the record function to begin by mistake.

In December 2016 Amazon refused police access to the data from the device in a murder suspect's home. Mistaken recordings as well as the timing of recordings could both be of use to police investigations. In this particular case after the police issued a warrant they went on to extract some information from the device.

In recent years, such "smart tech" has been used in court cases to prove or dispute claims; this has been particularly true of wearables. Of course, the development of smart tech and wearables will lead to the necessity for new guidelines and laws to deal with the moral, ethical and security implications but the security concerns alone could fill a whole issue of GC Ticker, so it seems best not to go into too much detail here and focus on the uses for wearables.

Are Wearables the Future of Smart?

When people hear wearables they likely think of watch or bracelet type devices because that is what they have most experience with so far. Wearables produced so far haven't been particularly popular and studies show that 50% of consumers lose interest and stop use within six months.

Jen Quinlan, V.P. of marketing for gesture recognition company Rithmio compares the current generation of wearables to a "boombox on your wrist." The potential for wearables in the future is great and many advertisers are looking forward to the possibility for greater targeted ads, but this also brings us back the topic of security/privacy.

Predictions indicate we could be using customized and individualized smart clothing, shoes, earrings, contact lenses, glasses, buttons or even nail polish. Much like the chips in Gates' home, wearables provide potential for seamless integration and communication between smart devices.

Smart Energy Saving Solutions

As the number of devices in our houses increases, naturally so would our energy consumption, but with the surge in smart energy saving solutions the amount doesn't need to be so great. Today the highest performing LED light bulbs consume 85% less energy than incandescent light bulbs. The other developments already existing or in the pipeline could have a profound effect on our energy consumption in our homes including anything from: Magnetic refrigerators that cool by changing the magnetic field and thereby reduce carbon emissions and energy bills, to fluorescent reflective roofing pigments that can help with cooling by reflecting more than four times more sunlight than other pigments.

Game Changing Technology

The above mentioned "smart" or "connected" solutions also have another great advantage and that is the impact they have on the lives of people living with disabilities. The World Health Organization estimates that one billion people worldwide have a disability; in Europe and the US that is equal to one in five people. Smartphone or tablet controls for lighting, fans, window blinds, heating, or other home devices can provide greater freedom to people with mobility issues, and for people with muscle atrophy tapping a button on a smart device is much easier than fumbling with small switches. Voice controlled devices such as Amazon Echo or Google Home also provide many possibilities especially as the list of third party apps increase.

Embrace the Advances

As everybody becomes busy, connected and smart homes could help people use their time and energy more efficiently and free them up to focus on other things, as well as profoundly improving the lives of people living with disabilities.

With any major technological change, we need to make developments and technology needs to advance and this can be a lengthy process. We may not be at the stage that we can call them smart homes, but even looking at what has become possible in the last ten years thanks to mobile technology is incredible. While it's true that the technology the Gates' house was using decades ago is not yet available to the general population, it also the case that any technological advancement requires an innovator to lead the way before it becomes popularized and mainstream and we're getting much closer.

It's easy to be critical of smart tech and what we have now is far from perfect, but technology is what we make of it – so let's embrace the advances and look forward to the development of truly smart homes and fully customizable wearables and all the other possibilities that we still can't even imagine.

Ellen Tatham holds a BA in Chinese (modern and classical) from SOAS (the School of Oriental and African Studies). Until April 2017, Ms. Tatham was a member of the German Chamber Ticker team as well as project manager for the German Chamber Benefit Program. After seven years in China she moved back to the UK. If you would like to say Hello to Jason Isaacs, you can reach her via ellentatham@gmail.com.



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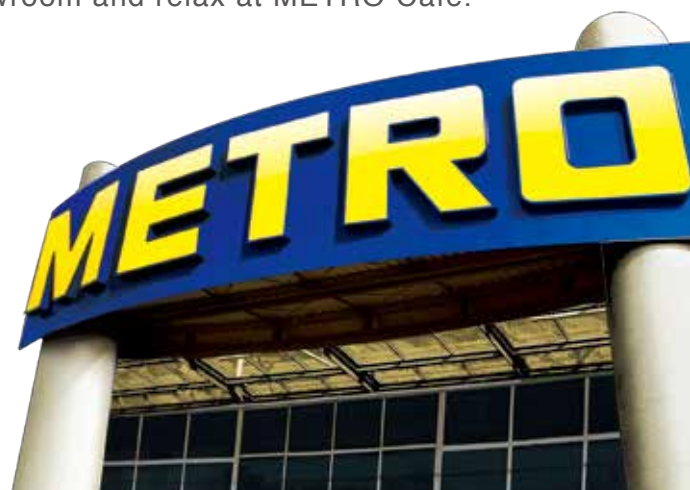
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Re-shaping the Pattern of Mobility

A Brief Analysis of the Growing Trends in the Chinese Automotive Industry

by FREEMAN SHEN

There is essentially no difference between what we drive now and a car invented by Carl Benz a hundred years ago. So, I have been thinking that if Android and IOS can be considered the second invention of the mobile phone, then when will we truly reinvent the car?

This is the opportunity seen by the Chinese automotive industry today. We believe that the next three to five years will be crucial: The car will be re-defined and the technology singularity for the automotive value chain is approaching. The accelerated speed for future automotive developments will significantly pick up and display an increasing level of intelligence.

New Energy and Intelligence

Intelligent cars represent the evolving trend of auto intelligence, they can offer free mobility and comprehensive solutions, which are safer, more energy-conserving, environmentally friendly and convenient, and therefore internationally are considered to be the strategic height for development of the automotive industry in the future. At present, all major developed countries attach great importance to intelligent cars and continue to increase their input. Data shows China has outnumbered the US to become the world's largest country for the manufacturing and sales of cars and electric vehicles. In 2015, the State Council of China released Made in China 2025, in which intelligent connected cars were prioritized as a national strategy for the first time. Intelligent cars are likely to become a strategic opportunity for the rise of China's automotive or even the entire manufacturing industry.

Energy Conservation and Environmentally Friendly Solutions

Nowadays, auto related social problems, such as energy shortages and deteriorating environmental conditions impact the future development of industries. In 2015, China's import of crude oil totaled 328 million tons, with external dependence up to 60.6%: Far higher than the international red line, with half of the imported petroleum being consumed by cars. Environmental protection is part of people's livelihood, it is both a political and economic issue that must be seriously addressed. Although there remain disputes about the specific impact of the auto industry on environmental pollution, cars are without doubt a major pollution source. This means China's auto industry must follow a more energy conserving and environmentally friendly path.

Intelligent connected cars that integrate multiple future new technological applications, will provide the auto industry with all manner of new possibilities for effectively solving energy and environmental protection problems, including: Optimization of fuel consumption and emission control under intelligent vehicle running, energy conservation and emission reduction under intelligent travel modes, and remarkable increase of car sharing utilization under new business patterns, etc. All these potential applications will ensure that the auto industry meets the needs of the national economy and people's wellbeing within the framework of energy and environmental protection.

Re-shaping the Pattern of Mobility

Recently the sharing economy has been frequently mentioned, with the emergence of bike sharing models such as OFO, Mobike and many other brands. Sometimes we cannot help asking ourselves, will we really need to buy a car in the future? Usually we buy a car to drive to work in the morning and back home in the evening, and the car is left unused most of the time in between, which is actually a waste of resources. Then wouldn't it be possible for the car of the future to serve consumers in a sharing pattern as such Car2Share or other models? As mobility pressure becomes heavier in mega cities and there is an increase in people appealing for energy saving, improved environment, and enhanced efficiency on a daily basis, sharing transport will definitely be the choice made by more and more people.

Taking car sharing as an example, intelligent connectivity can support the popularization of car sharing, but only intelligent cars with autonomous driving capability can thoroughly "liberate people," allowing 24/7 car sharing to become a true possibility and realizing the "idealism" of car usage, i.e. no ownership, usage on demand, usage on call and handy return. This kind of sharing economy characterized by "priority on usage instead of ownership" will remarkably enhance the utilization of cars, making it possible to combine the people's needs for cars and an energy-conserving auto society. Now, China's sharing economy is developing at a growth rate of about 40%, far higher than the 4.7% growth of auto sales, so it's safe to say the future of car sharing is bright.

Cars of the Near Future

The development of intelligent cars is a time-consuming and arduous mission. What we can focus on is the predictable future, i.e. what to

expect from the car in three to five years. First of all, we can be sure that complete autonomous driving Level 4 in engineering sense cannot be fully achieved and on a large scale within the next few years. Yet, vehicles in three years will be equipped with a growing number of increasingly mature driver assist technologies. We can imagine such a scenario, with connections to cloud-based data, so that one day when you drive into your community, your car will automatically remind you that: "You have done insufficient exercise today, please walk home." After you get out of your car it will automatically drive back to its parking spot and begin charging.

Next, along with reduction in the cost of batteries and development of a Battery Management System, purely electric vehicles with a driving range under 250km will be rapidly phased out, and a driving range of 500km will become more common. Fast charging technology will develop together with battery management and charging networks; eventually consumers will be offered convenient fast charging solutions. Charging in 15 minutes, Driving Range of 400km will no longer be fancy catchwords.

IoT will Generate Further Possibilities

According to previous estimations by Google and Tesla, by 2016, there will be over 6 billion connected objects in the world, including around 62 million vehicles, which will be the third major internet carrier after computer-based internet, mobile phone-based mobile internet. Growth of Internet of Things will bring many more new application scenarios to connected vehicles, and cars will become a key hardware carrier linking cities and families, and its platform role will become more obvious. More new opportunities will be generated focusing on City-Mobility-Family chain.

China will Lead the Race

Smart manufacturing based on internet and IoT is developing rapidly, we can imagine the scene of future automobile plant: Users customize the vehicle model and configuration online, and the system provides real-time assessment for its production cycle and price change. After confirmation, a variety of sharing, financial and logistics plans will be delivered based on the credit evaluation. In the back end, the information system will not only be connected with the vehicle factory, but also data of upstream and downstream firms. With cloud access to equipment maintenance, equipment will automatically seek related experts and take initiative to get maintenance while the end also reflects the changes to the maintenance time. The whole process can get a very quick modular optimization and adjustment based on market feedback.

Nike and Haier have already been showing great progress in this field and we are going to realize this in the vehicle industry where a very sophisticated supply chain already exists. Moreover, we are going to create more interesting methods and possibilities, which are limited in industries of clothing, home appliances and IT, etc. Great changes are going to sweep across global vehicle industry in the coming three to five years. And this time, China will lead the race and champion the world!

Freeman Shen holds master's degree of AMP at Harvard business school. He joined GEELY Group at age 39 and led his team successfully completed the largest oversea acquisition in the Chinese automobile history – GEELY's takeover of VOLVO. Mr. Shen established WM Motor in 2015 and is the founder, Chairman and CEO. WM Motor is China's emerging EV products and mobility solution provider. WM is abbreviation of "Weltmeister" (world champion).



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The “Sino-German Electric Vehicle Charging Project”

How to Meet China's Challenges in the Electric Vehicle Charging Infrastructure

by SANDRA RETZER and HAOPING WANG

In recent years, E-Mobility has become a major topic for several countries worldwide. Due to challenges in the field of energy security, climate protection and air pollution in urban areas, the governments of Germany and China push the development of alternative propulsion systems in vehicles. The goal indicated in Germany's "National Electro Mobility Development Plan" is to have one million Electric Vehicles (EV) by 2020 while China's goal is to reach five million in New Energy Vehicles (NEV) production and sales by the same year. EV development has become a vital part in China's national "Energy Saving and New Energy Vehicle Industry Development Plan (2012–2020)" and an essential area in the national development strategy "Made in China 2025." A well operating and interoperable charging infrastructure is crucial for the promotion and development of EVs. The Chinese government and the German government have been actively promoting the international exchanges and the cooperation in the field of Electro Mobility. In June 2013, both countries initiated the "Sino-German EV Charging Project" (SGEVCP), aimed at discussing solutions for EV charging and advancing EV market promotion and commercialization.

The SGEVCP is a scientific research project, which is conducted in several phases. The first phase focused on challenges in charging infrastructure facing private EV users; the second phase dealt with charging infrastructure construction and operation in semi-public areas; at present, the project is in its third phase, which will emphasize the applied research between future long-range Battery Electric Vehicles.

The project is approved and supported by the China National Development and Reform Commission (NDRC) and the German Federal Ministry for Economic Affairs and Energy (BMWi) as well as the German Federal Ministry for Environment, Nature Conservation, Building and Nuclear Safety (BMUB). The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and the China Automotive Technology and Research Center (CATARC), the German Association of the Automotive Industry (VDA) as well as automotive companies like BMW, Daimler and Volkswagen contributed to the project implementation.

Research Objectives

While Beijing was chosen as SGEVCP's research site, the results of the studies as well as the policy proposals of this project are envisaged to support cities interested in improving conditions for a larger electric

vehicle market. The project shall also serve as a basis for policymaking and the development of practical solutions to optimize conditions for the EV uptake in China.

Privately accessible EV charging infrastructure is complex from both a construction and operation point of view. The various responsibilities are borne by different stakeholders, and specific real estate conditions have a profound impact on the feasibility of establishing and maintaining charging infrastructure, particularly private charging infrastructure. Thus, the first phase of the SGEVCP evaluates the real estate situation for private EV users in Beijing. It examines the real estate situation in Beijing and investigated the attitude of Property Management Companies (PMCs) toward private charging, as well as the installation process of private charging facilities.

The second phase of the project focuses on charging solutions in semi-public areas to provide feasible charging approaches for those EV users not having access to private charging. An in-depth research on the status quo of EV charging in semi-public areas has been conducted to select typical semi-public EV charging areas, e. g. public parking spaces of residential communities, office buildings, government, and public institutions, as well as public commercial properties. Furthermore, practical problems of building and running charging stations in semipublic areas were analyzed by focusing on site selection of buildings, EV user behavior as well as empirical research on business models of operating charging stations.

Since the results of the third phase have not yet been finalized, the author focuses in the following of the main findings as well as the recommendations of the first two project phases.

Findings

Sound real estate infrastructure is the first precondition for installing and operating EV charging stations. Following the detailed investigation into the real estate situation in Beijing, the following can be concluded in the context of EV charging issues:

- Access to private charging facilities is the basic enabler for the market introduction and broader market penetration of EVs in China. However, private charging facilities faces numerous challenges, including significant shortage in private parking spaces: In Beijing, for instance, only 7% of the residential communities fully meet the requirements in terms of parking, charging and property conditions. Further challenges for private charging is

the lack of support from the property management, complex management and coordination before and after installation and limited electricity load in residential compounds.

- Public parking spaces in residential communities, office buildings, public commercial properties, as well as government and public institutions are the typical semipublic areas. In Beijing, it is more feasible to install charging facilities in government and public institutions because of their sufficient parking spaces and the clear distribution of responsibilities of the property management.

In order to evaluate the demand of potential EV customers with regard to charging and related services, the project team conducted several surveys and interviews; additionally, driving and charging behavior data from certain test-drive vehicles has been analyzed. The results illustrate that:

- Limited driving range is users' greatest concern when driving an EV. Almost all users charged their vehicle overnight and more than one-third of the users charged their vehicle almost every day regardless of the remaining battery.
- Private charging facilities are essential for purchasing EVs. However, semipublic charging facilities are an important supplement to the private charging facilities.
- PHEVs are practical for consumers during the transition phase towards fully developed charging infrastructure.
- The density of semipublic charging facilities should be enhanced and the charging facilities of different power capacity should be adjusted accordingly. In order to guarantee customers price stability, semipublic charging fees should be controlled. The total fee shall not exceed RMB1.5 per kWh.

For the successful development of the charging infrastructure, the establishment of sustainable framework conditions are essential. Currently, potential investors face challenges entering the market due to financial risks in operating EV charging stations. The project team conducted empirical research for business models of charging infrastructure and came to the following conclusions:

- The payback period for a potential operator of charging pillars is very long. Governmental subsidies for the operator's electricity costs are more effective to decrease the payback period than subsidies for investment costs.
- The utilization rate of charging pillars and the price of charging services are two of the most important factors, which affect the operator's payback period.
- For users, the expenses for semipublic charging would be significantly higher than that for private charging due to different power tariffs and additional parking costs.

Recommendations

In light of these findings, the project team derives recommendations to the following stakeholders in order to improve the regulatory framework and accelerate the development of the charging infrastructure in China:

1. Government authorities

- For compounds built in the future, the government should ensure that parking spaces for EV charging will be reserved to ensure efficient implementation of standard charging pillar installation in newly-built parking spaces in residential compounds. Moreover, the government needs to facilitate and accelerate parking space expansion and parking resource integration in existing compounds. The Chinese government in particular has taken this into

consideration since the "EV Charging Infrastructure Development Guideline (2015-2020)" requires the parking spaces of all newly constructed residential buildings to be EV-charging compatible.

- The government needs to support the development of fast charging technology especially for public and semi-public charging facilities since users do not accept long waiting times and request the possibility to charge their EVs on the way.
- Results of business model empirical inquiry show that the payback period for the operator is relatively long. If the government would subsidize operators on relevant expenses, the general costs for the operator will decrease and its payback period will be shortened, therefore making investment in charging infrastructure much more attractive.

2. Automotive industry

- The limited driving ranges of EVs are one of the main bottlenecks. EV manufacturers should focus on the development of EV technology, especially to improve the battery capacity of EVs.
- Under the current circumstances of range limitations and charging facility deficiencies, PHEVs have practical benefits for customers in order to promote overall NEV development and to reduce adverse environmental impacts.

3. EV Charging Operators

- Customer research shows that when EV users have to share charging facilities with other users, they need timely feedback on the charging status of those charging stations. An intelligent charging network, which includes users, charging facilities and vehicles, is necessary for the acceptance of semipublic charging stations. In the future, based on the intelligent charging network, virtual payment of charging fees, real-time updated information systems, charging facility reservation, navigation etc. can be realized and semipublic charging facilities will be more convenient to use.
- In order to meet the charging demands of EV-users, the density of semipublic charging facilities should be increased accordingly. Meanwhile, fast, and normal charging facilities should be distributed in a reasonable proportion in semi-public charging areas.

Sandra Retzer serves as Head of "Sustainable Urbanization, Transportation and Energy" of GIZ China and is responsible for Sino-German policy dialogues and technical cooperation projects in the field of energy, electro mobility, low carbon transport and sustainable urbanisation. In the past 20 years, Ms. Retzer has been primarily based in Germany and China working for different transnational companies in large-scale infrastructure, airport, renewable energy and energy storage projects.

Haoping Wang works in GIZ since 2012 and is mainly responsible for the Sino-German Cooperation Project on Electro Mobility. Within this project, experts from both countries under coordination of GIZ work together on issues like market development of electric vehicles, norms and standards as well as charging infrastructure. Haoping holds a PhD in economics from the Darmstadt University of Technology.

The Future of Electric Vehicles and Industry 4.0

Something Old, Something New, Something Borrowed and Something Green

by QIAO LIU

There are so many new words popping up each day: Electric Vehicle, Industry 4.0, Artificial Intelligence, Human-Robot Collaboration, UAV etc. probably sound familiar. This article seeks to further explain them to the reader.

Something Old

Technically, electric cars are not completely new, since the major parts of a car remain the same, except the power source. It is well-known that a car, automobile, or auto, whichever name you prefer to use, is actually a wheeled, self-powered motor vehicle that you would choose for transportation. For the near future, no matter how the automotive industry changes, vehicles will still have wheels, engines, and similar car bodies. Also, the production will remain the same.

The auto industry has developed rapidly over the past decades. In 2016, more than 28 million cars were produced and sold in China. However, this massive production is also accompanied by environmental issues. It has been argued that vehicle exhaust is a major pollution source and electric cars are brought forward as a solution to help with this situation.

Something New

The electric vehicle industry began at the turn of this century and has been rapidly developed internationally. As you are already aware, the power system of electric vehicles is different from petroleum or gas powered cars. For electric cars, the energy stored in a series of batteries is used for vehicle propulsion. Electric vehicles are known to enjoy faster acceleration but shorter driving range than conventional engines. Although electric vehicles do not produce exhaust fumes, they require long charging times. Pure electric vehicles can drive about 150 km before it needs to be recharged for six to eight hours. There are companies focusing on improving the battery capacity and service life, and this is where the super battery comes in. The application of new material has greatly enhanced the charging rate. Therefore, greatly improving the user experience of electric vehicles, conducive to the diffusion of electric car.

In June 2016, the International Energy Agency (IEA) released the report 2016 Global Outlook for Electric Vehicles, which included an analysis of the electric vehicle's development and the market potential. The report highlighted that over the past decade the cost of electric cars has fallen fast while performance has been continuously optimized. Since 2008,

the cost of batteries declined four times and the energy density has been a fivefold increase. Although technological advances will enable a cost reduction in future years, in 2016, electric cars still only had a market share of 0.1% of the global auto market share. However, there is a rapid growth in this field, which means more opportunities for this "new" industry. According to China Association of Automobile Manufacturers (CAAM), a total of 517,000 new energy cars were produced and 507,000 units were sold by the end of 2016, which is a 51.7% and 53% growth respectively compared with the previous years. Among these vehicles, the pure electric vehicle production and sales were 417,000 and 409,000 respectively.

Auto giants and newcomers in automotive industry, such as Tesla, not only see those opportunities, but also use them to become an important player in this field, while some traditional players still struggle with cutting price to fight for a bigger market share in the old power system car market. Of course, the traditional players know more about manufacturing car bodies, wheels and interior design, and they will not simply let their shares been taken away by the newcomers. As for these traditional auto giants, Toyota has brought out the Mirai (Japanese for future) hydrogen electric car which they call the future; Chevrolet came up with the Bolt pure electric car which has more space in the back than Tesla's Model X and costs half the price; BMW's i3 electric car came out carrying a pure electric motor system with maximum power 170HP. There are 11 new licenses given out by China's government for electric vehicles production qualification/permission and this number keeps going up.

Something Borrowed

Industry 4.0 is all about creating transparency and being connected. Since this concept certainly fits well with electric cars, it is not surprising that the electric vehicle industry has begun to embrace Industry 4.0. This should be considered something "borrowed."

Currently, auto giants are doing manufacturing experiments under the Industry 4.0 concept. For instance, by connecting robots and other equipment via tablets they can monitor manufacturing statuses and to be informed ahead of time if a machine needs to be changed.

The last step of Industry 4.0 is to let machines and systems work intelligently: By using cloud technology and all connected machines customized electric cars can be realized.

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How will we buy electric cars in the future? Imagine you want to buy an electric car with your name on it. Since you may have a preferred car brand you visit that brand's website and order system. After you have found your preferred car shape, door size, seating material etc. you put them all in your shopping cart and don't forget to input your name before you finally click yes to order.

Before the manufacturing of your customized electric vehicle begins, the manufacturer checks your order and gives the permission to start the production via their phone. While different raw materials go through certain working stations to be pressed into certain shapes, welded into certain parts before being connected with each other, suddenly, the Automated Guided Vehicle that carries certain parts of your car discovers in its system that the next station will break down in five seconds because one of the ten machines is going to be maintained. The AGV quickly searches through its system and finds another station will be ready in ten seconds. The system automatically redirects the vehicle parts to the other station, which is a Human-Robot-Collaboration with five machines and one human. Step by step, your customized electric car is being shaped by your preferred manufacturer. Of course, your name was also painted the way you wanted before it even went to the distribution center.

The next day, your car will be delivered to your door. Before you sign the final acceptance, you are allowed to carry out a test run. Your car not only drives itself but also has a built-in artificial intelligence system, which can tell which road has less traffic and more convenient stores. Even though as a customer you may not really care about Industry 4.0 or how your car is being manufactured, choosing your preferred car and your preferred drive power system certainly make you satisfied, right?



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|--|--|-----------|-------|------|---|
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Subsidy for New Energy Car, the subsidy is counted via pure electric range, thus "R" in the table

The manufacturing system is so smart that your car is going to be delivered right on time before you know there was a shutdown of some parts in your car manufacturer's factory.

Something Green

Since smog became a big topic among the Chinese, China's government has started to monitor the air quality on a daily basis and publishes it on public channels. It is crucial and urgent to use new energy sources. Beijing is ready to gradually replace fuel and gasoline taxis with new energy vehicles. Hopefully, the surrounding provinces will follow this example help to popularize electric vehicles.

For 2017, the Chinese government plans to add 800,000 new charging stations in order to support the continued growth of the new energy vehicle market, in which public and non-public charging stations are, 100,000 and 700,000 respectively; those charging stations are mainly used to meet the recharge demands from taxis, buses and commercial vehicles to recharge. These new charging stations will mainly be placed in cities and on highways.




The Chinese government funds traditional auto giants in order to increase their interests in producing more electric cars while general rules are given to lower the exhaust as well. Battery power is the heart of electric vehicles, the new national subsidy policies show that the pure electric car power batteries system mass and energy density shall not be less than 90Wh/kg, but subsidies are 1.1 times higher for vehicles greater than 120Wh/kg.

In the meantime, China is increasing its limits on auto emission standards including average fuel consumption, emission standards and emission warranty. The new regulation requires not only new cars, but also cars with emissions exceeding certain national thresholds be returned to the factory.

As the EV industry scales up, cost for manufacturing batteries, motors and power electronics are going to decrease. In the future, the focus will be less on internal combustion engine vehicles than in the past 20 years. The industry can look forward to a fast developing and successful future. We can all hope to see a greener future soon with the help of the rise of the electric car industry.

Qiao Liu has a master degree in advanced management from the University of Bath, one of the top five business schools in the UK. She has been working for KUKA Systems for five years, in England and China. KUKA Systems China is a leading automation solution provider and plays an important role in leading Industry 4.0. She can be reached at qiao.liu@kuka-systems.cn

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The Time is Now

E-Mobility in China

by PROF. DR.-ING. TONG ZHANG

With a production of more than 517 thousand New Energy Vehicles in 2016, China was clearly the Number One worldwide regarding E-mobility.

Fig.1. Production of New Energy Vehicle in China

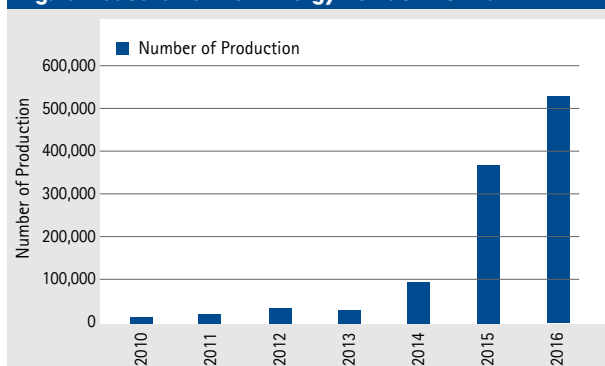
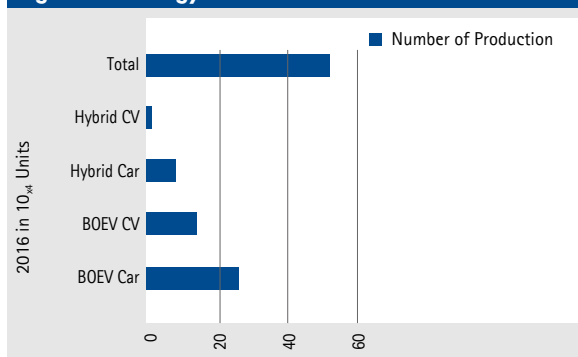


Fig.2. New Energy Vehicle Production in 2016



Data Source: The Ministry of Industry and Information of China

Compared with 2015, the number of battery only electric vehicles (BOEV) has increased dramatically with a gain rate of more than 84% for passenger cars and 4% for commercial vehicles. The situation for the hybrid, incl. plug-in hybrid vehicle was mixed with a plus and minus of 27% for passenger cars and commercial vehicles respectively.

The market trend reflects the Chinese New Energy Vehicle development strategy, starting with full electrification, first in commercial vehicles before moving to passenger vehicles. By maintaining the dominant market position of the new energy commercial vehicle, the gain of battery electric

car in 2016 also shows the long anticipated entry into the private car market. Although the private purchase of electric cars was mainly driven by the strict license regulation of traditional cars in big cities like Shanghai, Beijing, and Shenzhen, it still could be seen as the real beginning of the electric passenger car era. The scandal of the false subsidy fraud by a handful of vehicle manufactures and the resulting uncertain government support policy last year were the main cause of gloomy sales results in the electric commercial vehicle sector.

Addressing Major Roadblocks

Before we could believe that China would continue this stunning E-mobility development speed, Chinese private customers raised the major road blocks for the widespread use of E-cars:

- not enough public charging pillars and stations;
- lack of charging conditions at home;
- not interested, need to charge too often;
- long charging time, driving range anxiety.

For the years ahead, China has already set a very ambitious target: The average fuel consumption of new passenger cars has to be:

- 5.0L/100km by 2020,
- 4.0L/100km by 2025,
- 3.2L/100km by 2030.

Based on 2015, the decrease of the average fuel consumption for commercial vehicles must achieve:

- 10% by 2020,
- 15% by 2025,
- 20% by 2030.

This radical fuel consumption goal, coupled with the panic caused by smog and haze that currently dominate the Chinese weather forecast, result in further intensive and heavy investment in the pure electric vehicle development and production in China. A final successful market of E-Mobility also depends on the government subsidy policy, charging infrastructure and, last but not least: Changing the mindset of the private customer. Only the social responsibility, eagerness of younger generations for future technology, car sharing and readiness to move towards other traffic tools for long distance travel will finally secure a sustainable E-Mobility Boom.

Defining the Coming Trends

In 2016, the Chinese government published about 18 policies and regulations. Accelerating the battery charging infrastructure construction

becomes crucial and the automobile companies must give up their dependency on government subsidies. In general, based on the positive sales figures in 2015 and 2016, in the coming years, the following trends will be seen in the development of Chinese new energy vehicles:

- a confirmed national strategy focused on new energy vehicles;
- fuel consumption limitations and new energy vehicle credits for passenger cars will operate in parallel;
- stricter regulations for battery performance and production with the purpose of consolidation;
- greater focus on battery recycling;
- strict entry threshold for production and enhanced monitoring, especially for safety, will be in place for all operation periods of new energy vehicles.

Back to the original demand for developing new energy vehicles worldwide, independence from fossil fuels and reduction of CO₂, China has an additional third requirement: The domestic automobile industry transition. For many years, the foreign automobile industry has focused on the hybrid vehicle concept. Starting with Toyota's successful model "Prius," Japanese, American, and European OEMs have launched various hybrid vehicle models on the markets. Building their core technology superiority and expanding their advantages over the Chinese automobile industry for decades. For the internal combustion engine (ICE), advanced transmission and the combination of ICE and an electric motor, sophisticated technology is essential.

Smart Strategy

By realizing and acknowledging the foreign advantage, China set out with a smart strategy to start work on BOEV. The BOEV concept is relatively simple and the technology threshold for Chinese OEMs and suppliers is low. Beginning in 2000, and continuously supported through three "Five Year Plan[s]," the joint efforts by government, OEMs and suppliers leads to the number one electric automobile industry and market. The hybrid vehicle, despite its clear economic advantages and independence from charging stations, is excluded from the government subsidies and rarely seen on Chinese roads.

Based on the dominant market position and profit return of BOEV, by further expanding their market share and the domestic suppliers becoming more mature, the Chinese manufactures then began to enter the hybrid vehicle sector, beginning with plug-in hybrids, and moving on to normal hybrids. They also see the charging infrastructure will not admit a limitless market share of the BOEV, especially for private owners.

With more and more public charging pillars and stations in place and also easy access to charging at home, as well as the Chinese government's virtually mandatory policies, China will remain the number one market for the electric vehicles, incl. BOEV and the plug-in hybrid vehicles. With further economic growth and urbanization, coupled with cash subsidies, and the restriction or even total ban of non-electric cars from entering the inner city, will all play even a bigger role in promoting the market entry of electric cars.

The Time is Now

A prosperous electric car market in China is also good for whole automotive industry worldwide. Just like what happened on the traditional car market, E-Mobility in China will also offer opportunities to foreign car manufactures. Unlike the situation of Chinese car market and industry 20 year ago, the foundation of an electric car boom is happening now.

For the foreign manufactures, **now is the best time to enter the Chinese electric vehicle market.** Based on the OEM's global brand, strong integration technology and a high-quality supply chain, the western car manufactures have good chance of gaining a share of E-Mobility in China. The focus should first be on the passenger car, where a fair competition with the local manufacturer could be secured due to the higher demand on technology and stricter car approval procedures. If they start with plug-in hybrids, where they already have strong knowhow and long manufacturing experience, the western car manufactures could capture, even dominate the middle and high segment car market. Of course, unlike most existing foreign models, the car must have a pure battery driving range higher than 50km, to be able to acquire a variety of incentives in China.

In the field of BOEV, the competition with local OEMs will be more intense. The Chinese manufactures have already built their own technology system, manufacturing process and a pretty complete Chinese supplier chain.

To be able to repeat success equivalent to the traditional car market, the foreign automobile manufacturer has to focus on the **model policy, supplier chain and cost.**

Middle and High Quality Electric SUVs

Foreign OEMs in China have already experienced success by beginning with the plug-in hybrids, then expanding into BOEV, the opposite of the Chinese strategy: Starting from BOEV, then moving into plug-in hybrid, if they continue to follow the different model policies success will continue. Starting with the top-down principle, the high and middle class model is also appropriate for electric vehicles. The dominance of SUVs on the Chinese car market in 2016 must also be considered. In 2016, for every 1,000 cars produced in China, there were 375 SUVs, an increase of 45.7% against 2015. This trend is expected to continue and a fast electrification of the SUV is very likely. The foreign OEMs in China need to rethink their model portfolio and launch the right model mix on the Chinese market. A high-quality middle or high class electric SUV, plug-in hybrid or BOEV, will certainly polish the OEM's brand and promote the market share.

Foreign manufacturers are going to face further challenges with the supply chain in China. Until now, western OEMs in China have mainly relied on big global suppliers, especially for high technology and quality systems and components. All big suppliers have already set their local manufacturing plants near the OEM in China, but not for parts needed for hybrid and electric vehicles. A quick localization needs the investment and the time. An accelerated assessment of Chinese suppliers and a selective patient collaboration locally seem to become inevitable.

When compared to the traditional vehicle, the never-ending efforts to reduce costs for electric vehicles need to be further strengthened by foreign manufactures. The foreign suppliers and OEMs must defend their high quality and high costs against the local Chinese attitude of "good enough" as well as their low costs. In the future Chinese car market, especially for the electric cars in middle and low segment, an intensified competition between foreign and Chinese manufactures will come, and sooner than most of us could expect.

Prof. Dr.-Ing. Tong Zhang studied and worked in the automobile industry Germany for twenty years. He has eleven years' experience in New Energy Vehicle research and development in China. Prof. Zhang is now the Director of the Academic Committee, College of Automotive Studies of Tongji University in Shanghai. He can be contacted via: tzhang@tongji.edu.cn

The Invisible Benefit

High-speed Mobility in China

by MAJDI ALHMAH

With an estimated 130,000km of rail lines, China ranks second in the world behind the USA for the longest railway length with Germany weighing in at 41,315km.

However, when it comes to high-speed railway length, China ranks first globally and exceeded 22,000km railway length in September 2016, Spain comes second in the world with 3,100km and Germany third with 3,038km. The length of China's high-speed rail is greater than the combined length of all high-speed railways in the world. This staggering achievement was made just in ten years, and my tenure in China has started since then.

In the past decade, China has been building an extensive high-speed rail network to upgrade its existing railroad network. The plan was to build eight high-speed rail corridors, four verticals and four horizontals with a total length of 12,000 km. Later this plan was revised to sixteen high-speed rail corridors, eight verticals and eight horizontals, to be completed before 2025. The average length per corridor line is around 1,500km and the actual length could range between 800km to 2,500km.

The high-speed railway network in China is divided into two major categories:

1. Electric Trains or EMU Trains: With operational speed at 200km/h with 250km/h as the maximum.
2. High-speed Rail: These trains run at 300km/h operational speed with a maximum of 350km/h.

The Operator

This huge rail network is managed by China Railway Corporation (CRC), the predecessor of China Ministry of Railway, which was split into two, a transformation that took place in 2013 with the aim of liberalizing the industry and increasing the efficiency, and to deal with a USD880 billion of debt. CRC has two million employees on its payroll and manages assets valued at around USD one trillion. CRC spends around USD100-130 billion annually mainly on constructing new rail lines. In 2017, the budget is RMB 800 billion equal to USD117 billion.

The High Cost of Mobility

The big push for bullet trains evoked criticism since except for the Beijing-Shanghai line, most of the other high-speed lines were not found to be profitable. While the vast network has enhanced connectivity in the country, construction of lines lags in the less-developed western regions. To address this gap, much of this year's planned projects will happen in central and western regions, to support the wider poverty-relief campaign.

The ticket price for high-speed rail in China is set very low, among the lowest in the world. For example, to travel between Beijing and Shanghai using the 300km/h high-speed train – a distance of around 970km the ticket price for a standard seat is RMB500 or around USD80, for business class it's RMB930 and RMB1,750 for first class. Using the slower 200km/h high-speed train or the electric train, the ticket price significantly decreases to RMB300 or around USD44. The same trip distance in Europe might cost double or triple this ticket price or even more.

When traveling on a high-speed train in China, it's common to see students carrying their luggage moving from one city to another, it's also common to see villagers carrying large bags of fruits and vegetables exploring storage places for their belongings.

The Invisible Benefit of High-Speed Mobility

This affordability has made large contributions to people's mobility and economic efficiency. In 2016, China high-speed rail logged a record ridership of 1.44 billion. Assuming an average trip duration of 6 hours (a conservative estimate for China), such a trip could have lasted 18 hours using conventional trains or public transportation. This could mean more than 17 billion hours were saved and those who traveled had more time to spend elsewhere rather than riding transportation or on a traditional train. In monetary value, this fast mobility can contribute toward greater economic efficiency. If half of these passengers were part of the country workforce, and the economic cost per labor hour

is set conservatively at RMB25 per hour, it means China has saved its economy an astonishing RMB216 billion compared to using trains with speed of 80-120km. While this value isn't directly shown under CRC financial achievement, but it's certainly contained in other industries in the overall national economy.

This convenient mode of transportation has given China improved workforce mobility between cities and distant regions. A 72-hour train trip can now be made in just 12 hours. The mobility can play a major role in stimulating intra-nation economic competition.


Several new generations of high-speed trains are under the R&D work. New trains will have WiFi service, some trains will come with beds. New non-stop lines are being introduced on major rail lines. For example, the trip between Changchun city, the industrial hub of Northeast China, and Beijing is around 1,000km and usually takes 4-4.5 hrs, with a non-stop line the time will be cut down to three hours. The 3,000km trip between North and South China can be made in around 12 hours. It's all about speed, the speed of transportation can accelerate the speed of economic growth,

The high-speed rail contributed largely in the development in different industries. The construction of a high-speed rail line required the combination of more than twenty core technologies and many of these technologies could be utilized in other industries like: Aviation, automotive, and construction. A huge amount of technical railway construction and manufacturing know-how were brought into China from different countries around the world including: Germany, France, Italy, Canada, and Japan.

The Future

The rolling stock builders' R&D departments are racing toward building faster trains that can operate safely at speeds around 400km/h. In one computer-aided experiment, the goal was to achieve 600km/h speed and it was successfully done via a computer simulation, though some technical issues were reported regarding the durability of some of the mechanical structural parts. I know this might sound beyond the laws of physics, but I wouldn't jump to conclusions too quickly. These ultra-high-speed trains can connect continents. Maybe after a decade or two, you will have to choose between taking the ultra-high-speed train or a flight for your China-Germany trip.


Majdi Almah, is General Manager of BFG International China, a major OEM equipment supplier for China high-speed trains and rolling stock. One of the few foreign executives who has witnessed the whole development of China High-speed rail industry. Mr. Almah is also the founder of JobTube, China's leading international recruitment platform. In 2013 he received the China Government Friendship Award from the China Deputy Premier for his contribution in the development of China economy through his railway factory and the contribution of the recruitment platform in attracting foreign talents to come to work in China. He can be contacted via majdi.james@bfginternational.com.cn



Who Am I?

Ninghai Intelligent Automobile Town is located at the southern tip of Ningbo and the south flank of the Yangtze River Delta. It has a planning area of 3.47 square kilometers and a core area of 1.5 square kilometers. Intelligent Automobile Town is the specified area featured in intelligence, which focuses on new energy vehicles industry, is based on projects and has the function of a tourist resort integrated the culture of new energy vehicle.


Transportation Advantages



It is about 100 km from Ningbo, Taizhou and Yiwu, about 200 km from Hangzhou, Shanghai and Wenzhou. As the expressway of Ningbo-Taizhou-Wenzhou and the high-speed railway of Ningbo-Taizhou-Wenzhou have been constructed, the High-speed Double Track Highway of Shenyang-Haikou and the Sanmen Bay Bridge will be formally opened in 2018, the Intelligent Automobile Town will be a new hub of traffic.

Industrial Advantages


There are five functional blocks which are manufacturing area, R&D and living area, amusement experience zone, intelligent life demonstration zone and business management & service zone. The Intelligent Automobile Town will have the new energy vehicle production base, the global headquarters of new energy vehicle, the global technology center of new energy vehicle, the key components production base of new energy vehicle, the theme park of new energy vehicle and so forth.



Goals:

International Research & Development and Manufacturing Base for New Energy Vehicle Industry Base for the Presentation, Sightseeing and Experiencing of New Energy Vehicle Industry

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ASEAN: Economic Dynamism Regionally and Globally

Interview with Peter Kompalla, Executive Director of the German-Philippine Chamber of Commerce and Industry and of the German ASEAN Business Council from the Philippines

by SIMONE POHL and OLIVIA HELVADJIAN

The Association of Southeast Asian Nations, or ASEAN is a major hub of manufacturing and trading and one of the fastest-growing consumer markets in the world. As the region develops its economic profile, rising wages and labor costs in neighboring countries like China also help ASEAN to gain momentum. On the occasion of the ASEAN breakfast organized by the German Chamber of Commerce in China | Shanghai, German Chamber Ticker had the opportunity to speak to Mr. Peter Kompalla, Executive Director of the German-Philippine Chamber of Commerce and Industry and of the German ASEAN Business Council from the Philippines, on the potential, trends, and challenges in the region.

[You have recently published the AHK ASEAN Business Climate Study, can you share the key findings? What are the main challenges for German companies in the region?](#)

In our recent survey, more than 250 companies from 13 industries such as automotive, chemicals and pharmaceuticals, engineering, extractives, consulting and other services were surveyed, out of which 88% have business activities in ASEAN. According to the results, the three deciding factors for engaging in business activities in ASEAN are the economic stability (91%), skilled labor (88%), market growth rate (86%), followed by factors such as level of corruption, pricing trends, market size and demand variability (all of these are over 60%).

In a nutshell: Companies already present in ASEAN are very positive about the prospects: 53% expect an improvement of the business outlook, 60% expect more sales, and 77% are planning to expand their businesses in the next five years. Generally, Foreign Direct Investments (FDIs) doubled in ASEAN in the past ten years and German FDIs are lagging behind with currently USD 1,287mn.

However, inhibiting factors for more engagement are the perceived increase of bribery and corruption, which rose from 17 to 21% (from 2015 to 2016), the lack of skilled and qualified labor, rising from 5 to 18%, and the political or regulatory instability, which did not change (17%). Overall, a majority of 80% is disappointed by the much-anticipated ASEAN Economic Community 2015 because a deeper integration was expected. The harmonization of standards is still an ongoing process, only 20% of the respondents agree that the market access and inter-regional trade was simplified.

Further challenges are the rise of non-tariff barriers and infrastructural challenges, but the succeeding agenda of the AEC Blueprint 2025 shall improve a more seamless move of investments, bring improvement in terms of skilled labor, and more integration and cooperation in science and technology and better governance and connectivity.

[What are the main characteristics of the ASEAN market? What generates its attractiveness?](#)

In comparison to their emerging peers, ASEAN countries have been remarkably stable amid the global slow down, the ASEAN GDP is equivalent to two thirds of Germany's and bigger than India's and the volume of FDIs is approaching that of China. One of the factors for the region's attractiveness as a low-cost manufacturing hub results from the wage increases in China (40% in the past 5 years) and their stricter implementation of environmental regulations. Internal factors such as improvements in the Ease of Doing Business and investment incentives have also contributed to the attractiveness of the region. The diversity of ASEAN countries in their manufacturing sophistication and in their wage levels allows the split of high end and low end production, so the region potentially

becomes one large production base. Vietnam and Philippines in particular draw the attention of manufacturers with growth rates above 10% in manufacturing, but generally, all ASEAN countries increased in their global rankings of Ease of Doing Business.

Unlike the EU, most of regulatory changes for the Ease of Doing Business in ASEAN

We hope that in the long term, the ASEAN region will be a single market of vibrant exchange and equalization.

are on country-level. On the one hand, a fast harmonization for regional standards in order to improve the business climate is rather unrealistic, due to the no-intervention tradition. This tradition, on the other hand, makes ASEAN-interpolitical turmoil rather improbable. It would be unlikely that one of the member states leaves the trade bloc. Having a very young workforce, with half of the population below 30 years old, is clearly an advantage but this means that ensuring solid education according to the industry's needs is also of utmost importance, because finding qualified and skilled people

is increasingly perceived as a challenge by companies (a rising concern from 5-18% from 2015 to 2016). Therefore, the further development of dual vocational training in the region is a valuable contribution to support the demand in skilled labor.

What can ASEAN countries do to attract more foreign investments? What are the risks?

Currently, national protectionism remains an issue. Even though tariff barriers have largely been removed, non-tariff barriers still make trading in ASEAN a complex matter. In the year 2000 there were 1,800 non-tariff barriers and in 2015 they had increased to 6,000 leading to increased cross border red tape. Therefore, greater efforts in policy-making with the goal of unifying the systems and bringing in simplified online processes are necessary. Also, custom surcharges, advanced import deposits or cash requirements need to be removed.

On a positive note, majority of tariffs have been removed. 70% of total trade among ASEAN is done with zero tariff and only a 10% tariff applies to 5% of the total trade.

As mentioned, trading can be challenging due to extreme bureaucracy and excessive administrative processes, such as requirements making governmental agencies the sole importer of goods, but also in terms of weak infrastructure and connectivity such as streets and ports, ASEAN still needs to support the development of its supply chain. Especially when compared to China, which has extensively developed supply chains and is still considered the workbench of the world making it an interesting and competitive investment location.

Considering the large share of SMEs of the overall German economy, which opportunities does the ASEAN market hold especially for SMEs? What are the most successful German product areas in the ASEAN region?

It is important to point out that ASEAN economies are structured differently, consisting of a large set of players, ranging from very big ones to also very small businesses, in comparison to Germany which is characterized by its large share of SMEs representing the backbone of its economy. Nevertheless, there is a lot of potential for many German SMEs, especially those with state of the art niche products, in the field of technology solutions, environmental technologies and in infrastructure and in areas in need of further development such as energy and mobility. Urbanization and population aging are also gaining importance in ASEAN and need sustainable solutions. The growing health industry, and increased consumption in food and luxury goods (fifth biggest car market globally), all represent valuable opportunities for German SMEs.

We all appreciate a good success story. But do you perhaps have an example of a failed attempt of entering the ASEAN market? What were the lessons learned?

There is the necessity for adjusting products to the ASEAN markets, as well as the need to create or "educate" the market - particularly for innovative solutions, comprehensive explanations, trainings of partners and continuous support of customers is crucial. What can be challenging when entering the market, is to make the right choice among the various ASEAN countries, some being very advanced in their development but also

characterized by fierce competition or others, being less developed with fewer competitors on the market. Therefore strategies should vary, also because of the diverse cultures and languages. This is where the local AHK is a strong partner to support businesses in their market entries.

How do you define the ASEAN consumer? As a point of comparison, the Chinese consumer market is currently dominated by e-commerce and an increased thirst for luxury items - what's the situation in the ASEAN region?

Consumer spending in ASEAN increased by 30% from 2009-2014, as a single market the ASEAN is the eighth largest globally with 633mn people and will have a middle-class population of around 400mn by 2020, hence consumer spending is higher than in Italy, Brazil and India and is expected to increase within the next five years with the GDP per capita to rise by 6.5% in purchasing power. However, ASEAN countries can be grouped into two categories; the lower developed ones will clearly increase their purchasing power, while the developed countries are rather slow in this regard, but will still be interesting in global economic terms.

As mentioned earlier, the ASEAN region is very varied and so is the ASEAN consumer market. It cannot be generalized or compared to the homogeneity of the US or China. It is characterized by different cultures, religions, tastes, laws and history. Diversity not only applies among ASEAN members, but also domestically among economic classes and regional differences, urban vs rural, religious, and cultural differences within a single country. So, there is a high necessity to localize products. Generally, we can say that it's the middle and upper class that is





consumption-oriented and aware of trends and brands. One thing in common are the three main trends in consumption, which are the same across all countries: Leisure, luxury products and education. Maybe the following description of the ASEAN consumer market could be: "big, young, and interested in innovative service providers or technology," since digital penetration is soaring with regard to gadgets like cellphones and internet usage.

Looking ahead and considering the diversity of the ASEAN region, who will be the key players in the ASEAN region in the next two decades?

We hope that in the long term, the ASEAN region will be a single market with a deep integration, not only trading in goods, but also in the free movement of service, labor, and capital – a single market of vibrant exchange and equalization.

We are aware that in comparison to the EU, the ASEAN integration process will be a slow development, partially due to the no intervention tradition and because of its nature as an interest group. However, the whole region develops strongly with a benefit to all FTA partners like China, India, Japan, or South Korea. More specifically, Singapore remains the important financial and logistics hub in the region. Based on the current competitiveness and market size the countries with emerging interest could be Indonesia, Philippines, and Vietnam since together they account for the majority of population. Also, due to recent economic reforms, the Philippines and Vietnam, have witnessed exceptional improvements in global rankings of Ease of Doing Business.

Based on your extensive experience in the ASEAN region, what's the perception of

ASEAN countries of China and its role in regional and global trade?

On the one hand China and ASEAN countries are traditional trading partners. ASEAN opened their doors for Chinese investments, for example in infrastructure, boosting the regions competitiveness further. China is also committed in enhancing the infrastructure in the region, especially by spearheading the Asian Infrastructure Investment Bank and pushing forward the One Belt One Road initiative.

On the other hand, there is of course ambivalent relation with China as a new global power. Nevertheless, more pragmatism from ASEAN through economic bonds than political concerns can be expected since the ASEAN region wishes to benefit from its strong neighbor and looks up to China's strong initiative and vision.

Conversely, in which ways is the ASEAN region interesting for China?

ASEAN's overall economic growth and China's own rapid expansion are contributing to economic dynamism on both a regional and global scale. Both are experiencing rapid integration into the global economy, and are quickly being absorbed into the evolving global supply chains and taking on the role as factories to the world. Therefore, there is a natural gravitation towards each other as production bases with geographical proximity, historical ties, and shared cultural affinity. ASEAN can be seen as a geopolitical oasis, helping to support peace and stability in the region, which again is beneficial to China. Lastly, 2017 is also the year of the ASEAN-China Tourism Cooperation, reflecting the interest of China's middle and upper class tourists in the region.

Geared towards our German and international readers, what misperception(s) regarding the ASEAN region would you like to clear up?

The simplification of ASEAN as one market. ASEAN is not the EU in many ways: There is no customs union in place, and also will not be in the near future. When EU companies export to ASEAN, each state applies its regulations, unlike when ASEAN exports to the EU. Another unlikely development is a monetary union. All these differences to the EU should be taken note of. However, these aspects do not lower ASEAN's potential. Looking at the positive developments in China-ASEAN relations and a deeper integration in Asia in general with the negotiations of the Regional Comprehensive Economic Partnership (RCEP), it is important that German companies do not fall behind and miss the vast awaiting opportunities

Mr. Kompalla, many thanks for your time!



Mr. Peter Kompalla, Executive Director of the German-Philippine Chamber of Commerce and Industry and of the German ASEAN Business Council from the Philippines speaking with Ms. Simone Pohl, Delegate and Chief Representative of the Delegation of German Industry & Commerce and Executive Director of German Chamber of Commerce in China | Shanghai and Ms. Olivia Helvadjan, Communications Manager German Chamber of Commerce in China | Shanghai and Editor-in-Chief, German Chamber Ticker.

The Booming Electric Age

China's Policies for E-mobility Manufacturers and Legal Responsibilities

by DR. ULRIKE GLUECK and EMILY XU

The automotive industry in China has become the largest in the world. The fast development of the automotive industry has brought considerable benefits to consumers, but also contributed greatly to environmental pollution. As reported by the media, automobile exhaust contributes a fair share to air pollution in most big cities. Therefore, the development and promotion of new energy vehicles (NEV) has been put high on the agenda in China. In the 13th Five-Year Plan, the government plans that by 2020 the annual production of e-mobility shall reach 1 million units. In order to realize this goal, the government has implemented or drafted various policies and rules to support and speed up the development of e-mobility, e.g. exempting Vehicle Purchase Tax on certain kinds of NEVs, developing e-mobility infrastructure nationwide, paying subsidies for the private purchase of NEVs etc. It is expected that, China will become the largest market for e-mobility in the future and that the booming electric age is coming.

However, with the rapid development of the e-mobility industry at the same time people begin to pay attention to the quality and safety of e-mobility. According to statistics from the Ministry of Industry and Information Technology ("MIIT"), there have been altogether 31 NEV safety accidents since 2009 and the frequency is increasing. For e-mobility the situation is even worse. The most common problem of e-mobility, which consumers have to face, is the safety and stability of batteries, for example the battery runs out too quickly, heats up or catches fire.

Lack of Recycling

Other than problems of product quality and safety, the recycling of products, especially of batteries, also constitutes a big problem for the environment. Originally, e-mobility was environmentally friendly, but if waste batteries cannot be recycled in an appropriate way, it will still bring a lot of damage and pollution to the environment. Compared with the research and development of e-mobility itself, the management of its recycling system in China is still at the starting phase.

All of the aforementioned problems have become an obstacle for the development of e-mobility. To solve the problems and realize the goal of the 13th Five-Year Plan as scheduled, the Chinese government has recently issued some circulars and regulations to alert e-mobility producers to put more efforts into product safety and environmental

protection, which means that e-mobility producers shall undertake more responsibilities in the future.

1. Enhance Product Safety Responsibilities

On 11th November 2016, the MIIT issued the *Circular on Further Enhancing the Safety Oversight of New Energy Vehicle Promotion and Application* ("Circular"). The Circular for the first time introduced a supervision mechanism for the quality and safety of NEVs, which imposes specific obligations on manufacturers from three perspectives: (i) NEV manufacturers shall bear the primary responsibilities of product quality and safety, (ii) local governments shall effectively supervise the safety of NEVs, and (iii) industrial associations such as China Association of Automobile Manufacturers shall enhance the supervision of NEV manufacturers and technical support to NEV manufacturers. Obviously, e-mobility producers have to undertake more responsibilities than before and have to pay much more attention to product quality and safety. The Circular emphasizes the following obligations imposed on e-mobility producers:

- (1) E-mobility producers shall improve product quality and safety. More efforts shall be put into the research and development of NEVs, with special focus on product quality. E-mobility producers shall also reinforce the management of suppliers in order to control the quality of automobile parts. The Circular expressly states that from 1st January 2017, for the time being, all new energy buses manufactured thereafter shall be subject to the requirements of the *Safety Specifications for Electric Buses* attached to the Circular, until a national standard for electronic buses has been introduced.
- (2) It must be possible to supervise the safety status of e-mobility at any time. From 1st January 2017, all new NEVs manufactured thereafter must be equipped with in-car IT terminals so as to upload the information related to the safety status of vehicles to the monitoring platforms. Further, the enterprise monitoring platforms shall also be able to be accessed by the state monitoring platform so that the Chinese government can supervise and inspect it at random.
- (3) For NEVs that have been sold, e-mobility manufacturers shall provide free services to upgrade and transform in-

car IT terminals, communication protocols and other related monitoring systems according to national standards, and strive step by step to connect such systems with monitoring platforms.

- (4) In addition to the aforementioned obligations, e-mobility producers shall also take measures to improve the quality of the after-sales services, especially the regular examination and maintenance of the battery and its related parts. E-mobility manufacturers shall set up relevant filing systems to record the safety status of the e-mobility that has been sold. For e-mobility that has been sold, the manufacturers shall provide free services to upgrade the charging interface according to the national standards.

2. Extend Manufacturer Responsibility System

On 25th December 2016, the State Council approved the *Plan for Promoting the Extended Producer Responsibility System* ("Plan"), which contains the manufacturer responsibilities of automotive products and emphasizes the establishment of electric vehicles' battery recycling system.

- a) The Plan imposes an Extended Producer Responsibility (EPR) System on manufacturers, which means that a manufacturer's responsibility to the environment for its products is extended from the production stage to the entire life cycle including the product design, circulation and consumption, recycling and waste disposal.
- b) In addition, according to the Plan, e-mobility producers have two responsibilities, one is the recycling of discarded vehicles and the other one is the recycling of waste batteries.

- (1) First, all vehicle manufacturers, including e-mobility producers shall have responsibility for the recycling of discarded vehicles. E-mobility producers will be encouraged to use after-sales service networks to establish a reverse recycling system with qualified dismantling enterprises and re-manufacturers in order to recycle discarded vehicles more efficiently.

- (2) Secondly, the state is going to establish an electric vehicles' battery recycling system. The manufacturers of electric vehicles and power batteries shall be responsible for the establishment of a waste battery recycling network. E-mobility producers shall use after-sales service networks to recycle used batteries, collect and publish the recycling information, and ensure that the used batteries are recycled according to standards and safely disposed. Power battery manufacturers shall establish a whole life cycle tracking system for tracking and recycling electric vehicle power batteries. This recycling system will first be implemented in Shenzhen on a trial basis, and then shall be gradually extended nationwide.

With the rapid development of the e-mobility industry the Chinese government will pay more attention to the quality and safety of e-mobility. According to the abovementioned circular and plan, the Chinese government will issue more specific measures, regulations and standards in the near future to facilitate the implementation of the circulars. This means that in addition to taking advantages from this booming electric age, e-mobility producers will also face challenges and will face more responsibilities with respect to product safety, quality and environmental issues.

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The Inner Race of Influence

For many Executives Influencing Others Comes from within their Character

by WARWICK JOHN FAHY

One of the greatest challenges facing leaders in China today is the compulsion to drive rapid change in a complex, high-pressure environment. The world we live in is increasingly volatile and unpredictable as social media, financial technology (fintech), and mobile commerce shake up the business world. As the global economy becomes more uncertain, business leaders feel under greater pressure to deliver results. We have observed that leaders with a strong executive presence to leverage their credibility, respect, and reputation inside the company are better equipped to lead this change.

What do we Mean by "Influence"?

By influence, we are talking about the habits that lead someone to become influential through the spoken word. As the German philosopher, Hannah Arendt observed, *"We live in language,"* and business leaders who can describe the future in a way that engages people's hearts and minds are in high demand. This ability to unite people comes from creating shared identities.

Renowned researcher on influence, Dr. Robert Cialdini talks about an influencing principle called the "unity principle:" The more we identify ourselves with others, the more we are influenced by these others. If you create a bond with your audience so that it creates a shared identity, this will become a great asset in your ability to sway this group of people. So how can you create such a connection? Well as one German executive said, *'It takes patience and stamina' to be influential in China.* First, we need to understand what influences and what doesn't.

Emotions Control Decisions

I believe influence is transferred through emotions. Like the age-old sales proverb advises, *"People buy on emotions and rationalize their decision with logic."* A decision is triggered automatically, like a photograph being taken once the camera button has been clicked. Then a person uses their intellect to come up with reasons, facts, and figures to justify the already-made decision. It's important that we emphasize this point, because most people today still believe that they are in control of all their decisions. Since the 1930s, books like *Propaganda* by Edward Bernays and *Hidden Persuaders* by Vance Packard have laid out the principles driving influence seen in advertising and marketing. While technology has changed a lot in 80 years, the way people make decisions has not. Companies like Facebook have taken influencing behavior to a level almost beyond our comprehension. In 2014, a secret study by Facebook involving 689,000 users proved filtering a person's news feed could influence their mood. Even given this evidence, people stand adamant about not

being influenced by these factors. But how does technology actually influence our behavior?

Technology "Tricks" us into Believing we're in Control of our Decisions

When it comes to adopting the mobile internet, China is leading the way with The Wall Street Journal reporting that over 90% of China's 620 million web users have mobile access to the internet. These massive changes have created huge benefits and opportunities for people to run businesses, keep in touch with friends, and make payments easily. However, there has been a cost in the rapid adoption of smartphones. People's attention spans have fragmented and lessened their ability to focus. Computers are becoming adept at changing our behavior. This phenomenon was researched by Stanford University Professor B. J. Fogg, who coined the word "captology," which shows how the field of persuasion and influence overlaps with computer technologies in a manner in which computers can change people's thoughts and behaviors in predictable ways. We are mostly unaware of how we are influenced to take certain actions.

We are Not Vulcans

Even the "rational" field of finance is driven by emotions. The legendary investor John Templeton, reflecting on his successful 45-year-career, admitted that most decisions are made emotionally. So, what does that mean for business leaders? I have worked with many business leaders who come from technical disciplines like engineering, finance, research, IT, and medicine. Many of them, of course, use facts and figures to influence people. If we lived in a world of *pure* rationality, we would be like Sherlock Holmes, Mr. Spock, and the Vulcans communicating purely through ideas, but that is not the world we live in. The 2016 US Presidential election showed how emotions play a large part in the outcome of hugely important events. So, if people are driven through their emotions, the influencer's role is to make an emotion-to-emotion connection in order to be successful.

Connecting to Emotion and Deeper Meaning

In 1999 Jordan Peterson, a clinical psychologist and tenured professor of psychology at the University of Toronto, published *Maps of Meaning: The Architecture of Belief* to devise a deeper understanding of how we construct meaning. He found that archetypes, like the mythical hero, have deep implications on how we make decisions. Peterson has also contrasted how the plots of popular Disney movies contain clear connections with myths and stories based on thousands of years of human storytelling. Clearly, our ability to create meaning through our decisions are guided by many large (and mostly hidden) forces.

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/// simply more

The more light that we can shine on these forces, the more proficient we can become at understanding ourselves, in terms of how we are influenced and how we can apply such forces to influence others.

In today's global business world, the best business leaders are able to tap into these ancient world myths, like the hero's journey, while communicating to their people. They create a shared bond using Cialdini's unity principle. The power of myth is not only for movies, books, and telling children's stories. It plays a fundamental part in how all business leaders represent themselves to the world. Every leader needs to create their own archetype, one that people can buy into. Xiaomi founder, Lei Jun, played up an image of being "the Steve Jobs of China" before he gained mass popularity. In politics, Angela Merkel has been known as "Iron Lady" and "Mutti" indicating how archetypes can change over time.

Expand our Circle of Competence

My hobby is triathlon. When I started out in this sport, my first objective was to "complete" a race. In other words, just get through a swim, bike, and running race—and crawl across the finish line. The first few races I did were definitely "completions." I was so happy simply to finish the race. Later, as I learned more about sports nutrition, effective training techniques, and race pacing, and as I got fitter and stronger, my results improved. I started moving from the bottom 20 percent of my age group to middle of the pack, then gradually moving to the top 10 and then top 5 percent. I reached podiums and won four races. My goal was now to "compete." I had moved from complete to compete. I had expanded my circle of competence gradually.

The wheel is one of the most enduring of human inventions. Over 15 years working with executives around China and Asia Pacific, we have devised a framework, using the wheel as a metaphor, that codifies the influencing qualities we have observed in the most impactful leaders. We call this framework, the Wheel of Influence.



The Wheel of Influence has a central hub called your Inner Core, which comprises character and credibility. The rim that makes the Wheel of Influence move is called your Outer Edge, consisting of message and spoken delivery. The inner core habits refer to character qualities. This is very important for China-based leaders, like Gerwin Gaedigk, managing director of Voith Industrial Services. Mr. Gaedigk explains the importance of Role Model, "Walk the talk, since Chinese will not trust so much what they hear but what they see. Always respect the chain of command, don't talk to people over the head of



their superior or be cautious about this." It's refreshing to hear that even in a world where "alternative facts" are used to cover up lies that integrity, consistency and taking responsibility are still important for influential leaders.

Peter Wolkowicz, deputy general manager at TRIAD China, a German creative agency focused on spatial communication, points to the power behind Contribute, "What business leaders in China lack are socio-cultural role models, people who show social responsibility and respect, people that truly commit and "give back" to society and country rather than just adding another charity event that obviously serves PR reasons." This is very much in tune with the zeitgeist in China today with Alibaba holding its first philanthropy conference in Hangzhou in 2016 to inspire a new generation of Chinese to make a positive social impact on the world. Mr. Wolkowicz also comments that genuine influence is built on sustainable and responsible actions from leaders to foster respect and collaboration amongst a team that goes beyond just pushing for the next growth numbers.

These inner core qualities reinforce the outer edge qualities, like Simplify and Uplift. These traits are most often linked to a leader's public persona. Steve Jobs was a master at simplifying a clear message and almost every Jack Ma talk uplifts the people around him. However, rhetoric alone does not create an influential leader. Flowery words are not enough to please today's demanding internal and external stakeholders. As Mr. Gaedigk observes, "The Chinese will try to see beyond your "public persona" to see what kind of person you are and whether they can trust you. You are under surveillance of thousands of eyes and ears every day. If your message is not consistent or is not aligned with your actions people will notice and your influence will dwindle."

Business leaders can enhance their influencing abilities by considering how well their inner character-based habits are lining up with their words and actions. The most influential leaders are not only walking their talk, but they live and breathe it too.

Warwick John Fahy is a professional facilitator and trusted advisor to executives who wish to improve their communication and executive presence. He has authored several books including *Influence: The Jack Ma Way*. For more information, please visit www.warwickjohnfahy.com



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The Football Project



by STEFAN AHRENS

Imagine when you were young, all the long school days of sitting and listening to classes. Physical education provided an opportunity to relax, to leave the congested classroom and storm onto the playground to let some steam off. Aside from the fun it provided, sports education is a vital part of a child's development of all sorts of useful skills. However, in Shanghai, especially schools that educate migrant worker's kids face harsh scarcity of resources and are often unable to provide qualified sports teachers to help these kids develop basic movement skills and enjoy some healthy exercise.

In fact, sometimes they can only provide one teacher for 600 kids. Or the math teacher delivers sports classes. The consequences of a lack of exercise and physical education are far and wide, as sports can also support the development of intellectual and social skills such as team spirit, tolerance and respect for each other. It is also particularly important from a health point of view, since child obesity is rapidly becoming an issue in China.

With Germany being one of the major football nations in the world and many Germans – even in Shanghai – fervently supporting football, German companies as well as committed professionals from all areas of business teamed up and threw resources together to develop a Football Project that aims to support these schools in delivering qualified sports education with up to date and age appropriate training schedules and methods. After all, football is a true team sport and requires all the basic movement skills many children are lacking.

Financially supported by the companies Kaercher and Kuka, equipped by Adidas and with the know-how supplied by vega sports, the venture was ready to move.

To make it sustainable, Chinese coaches must train Chinese kids. Therefore, an experienced football coach, Thomas Ochs, was hired. Mr. Ochs had previous work experience at Chinese schools and knew what was needed to help these children succeed physically but most of all, with fun! A special curriculum was developed to teach the basic movements while focusing on football.

15 students were chosen from the sports university in Shanghai and they were offered with the tools both theoretical and practical, to educate large groups of children in small spaces, since some schools only have a basketball court to play on. An afternoon football program was created and coached by the trained university volunteer students.





During day time the coach and his Chinese assistant took over regular PE classes at the school, the students trained the children of third grade in the afternoons, always assisted by the German coach to ensure methods are consistent with the values of children's sports education. A very strong team has developed and they have managed to achieve great progress at the 6 schools that participated in this pilot project using their very limited resources.



Through the support of Evonik the football project convinced Borussia Dortmund to send two professionals and three youth coaches for a one day football camp at one of the schools during their China Tour 2016.

The outlook is bright! Two Chinese organizations have joined the project, adding local resources to the portfolio. In the next step the project is targeting another 20 schools to be included into the program, also setting up an intra-school league to offer the kids a possibility to use their acquired skills in a competitive environment. The vision is to include all 200 migrant schools in Shanghai and even move beyond.

A joint training and exchange program between the two German schools in Shanghai and the Chinese schools will start soon and should further enhance Sino-German ties.

To get involved in the football project or to find out more information please contact Mr. Stefan Ahrens via stefanahrens@mac.com

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Lohmann Tapes Turn Around Business & Pave the Way for 2017

Lohmann tapes Greater China 2017 sales kick-off meeting & Training was held in Tianjin before Chinese New Year. With big efforts and hard team work, it successfully closed substantial incremental business, which was reflected in the almost 10% growth over 2015. Hundreds more actions and initiatives have been taken and executed, which all support improving the business in a sustainable way.



MCON China is Cloud Infrastructure Partner in China



MCON has been running hosted infrastructure in China since 2008 and has successfully established partnerships with major Cloud providers Amazon Web Services, Microsoft Azure and Alibaba in China – bringing benefits like cost effectiveness, highest levels of privacy and security to China. Recently a strategic partnership was established with Ventum Consulting, extending MCON's service offered by global Enterprise Architecture Management, advanced Data Science and Predictive Analysis expertise. MCON's Engineers are

running IT infrastructure 24x7, based on an international team which is located both in China and Germany. With more than 10 years of experience in China MCON is the communication bridge between customer IT in China and Germany. Constantly ensuring that the clients' requirements for privacy, security and compliance are met in China – and that IT responsible persons in China as well as in Germany are supported on an IT and business level.

STM Kunshan Cheng Tongming Metal Orders from Tenova LOI Thermprocess HPH

Right at the beginning of 2017, Tenova LOI Thermprocess GmbH from Essen, Germany



and its Chinese subsidiary company Tenova LOI Thermprocess (Tianjin) Co. Ltd. received an order for a wire annealing plant from STM Kunshan Cheng Tongming Metal Co. Ltd. from Kunshan City, Jiangsu province. Start of production is scheduled for fall 2017.

German-Chinese Collaboration at its Best



The Shenyang branch of the German company imat established itself as a qualified partner of car makers. German brands, like BMW and Daimler, and their suppliers in China trust imat's expertise in engineering and testing. There is a regular exchange of knowledge between the headquarter and the offices. Employees from Germany visit several times a year to train their colleagues in Shenyang and give them on-site support. Yannan Cui and Christoph Adametz are convinced that this is the key to the company's success: "We believe that the trustful and strong relationship between the German and Chinese colleagues is the core of imat. We work as one team, wherever we are." The next target for imat Shenyang is the approval by Daimler for several test methods, which have already been certified for other imat branches worldwide. Therefore, imat Shenyang increased the permanent staff to 12 employees.

Reanda China Beijing Headquarters Successfully Held Charity Activity for Child Education

The general party branch and the League branch of Reanda Certified Public Accountants LLP has organized a charity activity for showing love and concern for migrant children in Beijing Tongxin Experimental School. Partners and employees of Reanda China Beijing headquarters actively supported this activity



and successfully raised donations of close to RMB 30,000 for children's education. Reanda has been rated as the capital unit of civilization for several consecutive years based on its high initiative in taking social responsibility and joining hope project and commonwealth activities. This charity activity has attracted lots of attention and recognition.

Celina Chew Makes 2017 Forbes China List of 100 Top Businesswomen



Ms. Celina Chew, President of Bayer Group Greater China, was selected for inclusion on this list. Back in 1997, Celina Chew started her Bayer career in Hong Kong by joining the legal department of the Greater China Region. Today, she manages over 10,000 employees. They are dedicated to their mission of improving the health of humans, animals, and plants through their hard work in the life sciences fields, including healthcare and agriculture. Within Bayer, Celina vigorously advocates diversity and inclusion programs to improve the company's understanding of society and of its clients. Forbes not only takes into account the business value of the enterprises, but also the female executives' roles in the enterprise management, and their actual control and influence to the growth of enterprises.

Expanded Specialist International Standard Infertility Care in Beijing



Beijing United Family Hospital now has a dedicated infertility service. Currently three doctors – Dr. Masoud Afnan, Dr. Liu Chunmei and Dr. Theresa Wen run a specialist infertility clinic three days a week, with a Saturday clinic soon to be added. Further infertility sessions will be made available in the coming months in the BJU satellite clinics, making infertility care easily accessible. Working to international guidelines, the diagnostic process is quick and straightforward, with a diagnosis reached usually within one month (2-3 visits), at which point patients will have a working diagnosis, and know their chances of getting pregnant naturally, as well as the chances with the available treatment options.

Changchun Plant Moonlake Sends Warmth to Nantong Company 315 Team



On 10th January 2017, Mr. Richard Lim, Plant Manager of Plant Moonlake along with the management team donated warmers, cushions and safety instructions for 24 buses of Nantong Company 315 Team. On the handover ceremony, Deputy General Manager of Nantong Company and Head of 315 Team thanked Continental for the warm care. According to statistics, the 315 bus fleet carries about 8,000 passengers a day. This heart-warming activity is one of Plant Moonlake CSR (Corporate Social Responsibility) activities. During its development journey, Plant Moonlake hasn't forgotten to give back to society and show their responsibility and warm hearts to the society.

AICHELIN China Donates Computers to School for Migrant Workers' Children in Beijing

On 8th February 2017, Mr. DU Shengyong, CEO of AICHELIN China presented 55 computers to Yanjing Little Swan School of Public Welfare. The heat treatment system provider AICHELIN intends to provide the children better access to online learning. According to Mr. Yan Zhaozhi, the primary school principal since 2010, parents of his pupils are mostly migrant workers without social insurance required for their children's admission to the public schools. Without Mr. Yan's school or the like, these children would have two options, to be dropout children in Beijing, or to be left-behind children in their hometown. Either would evoke social risks like juvenile delinquency. To fulfill its corporate social responsibilities for philanthropy, AICHELIN China has been donating desks, chairs and cabinets etc. since July 2015 to help the little swans soar into the sky.



New Establishment of Behringer Branch Company in Shenyang

Behringer GmbH is a leader in sawing machine. At the end of 2016, Behringer further extended its business in China with the establishment of a new branch company located in Shenyang – Behringer (Shenyang) Machinery Co., Ltd. This is a huge leap forward as it continues to introduce its products to the Chinese market. It also plays an important role in providing Asian customers with optimal support. The new company is led by Mr. Dongdong Tao, executive director and general manager. Behringer has decades of documented success in some major industries as Aluminum, Automotive, Mold-making, Forging and so on. A professional team of engineers looks forward to be your best partner for sawing system in China.

ECOVIS Beijing Welcomes Tianjin Clients at New Year's Welcome Dinner



On 17th January, ECOVIS Beijing founders and partners Richard Hoffmann and Grace Shi invited their Tianjin-based clients to a New Year's Welcome Back Dinner. At the Restaurant MammaMia in Joy City around 30 people followed the call and enjoyed a nice evening in a serene and joyful atmosphere over New Zealand steak and burgers. Anne Li, manager of the ECOVIS Beijing Tianjin office and her staff mingled with foreign expats and managers from all kind of industries. The positive reaction to this event has not only encouraged them to hold similar activities in the future, it also shows how important Tianjin has already become for foreign companies and the German community.

Shanghai Tower: The Secret to its Stability

The world's second highest building Shanghai Tower is an imposing highlight in the skyline of the Chinese metropolis. To keeping the building stable, withstand tough conditions like powerful storms, besides its special architectural design—a tuned mass damper plays a key part and is based on



a frame structure from item, the famous German manufacturer of factory equipment and fixtures.

On the 126th floor, there is an eye catching art sculpture "Shanghai Insight," below which the damper is located. The damper is based on plates of pure copper (weight 20 ton) that are fastened to the reinforced concrete floor using item profiles. The device team was happy to choose item after comparing it with other brands. It came out top for quality in the comparative tests, CAD software of item as well as the advantages of aluminum profiles: Lighter than steel, extremely strong and no force of attraction from the permanent magnets (on the cooper plates) without weakening the damper.

Regent Beijing Welcomes the Guerzenich Orchestra of Cologne

Mr. Uli Altrichter, Director of Sales and Marketing was thrilled to welcome Guerzenich Orchestra of Cologne's Maestro and conductor François-Xavier Roth and the entire Orchestra for a stay at Regent Beijing on Sunday 11th February 2017. The Guerzenich Orchestra of Cologne's origins trace back to 1827. Since 1986 the ensemble's home has been at the Cologne Philharmonie, where it performs about 50 concerts annually, simultaneously giving over 160 performances a year at the Cologne Opera. Born in November 1971, Parisian François-Xavier Roth is one of the most charismatic and enterprising conductors of his generation. A man with many hats, Mr. Roth is General Music Director of the City of Cologne, head of both the Guerzenich Orchestra and the Opera, and Principal Conductor of the SWR Sinfonieorchester Baden-Baden and Freiburg.



Mackevision China finalist in Mercedes China Supplier Awards



Already in the first year of cooperation, Mackevision CG Technologies was nominated at the 2016 Mercedes-Benz China supplier award in the category "Best in Innovation". The team's outstanding work in image and film creation as well as real-time applications earned this honor. Moreover, the fact that Mackevision was the only CGI vendor amongst the 15 nominees, out of a field of over 2000 suppliers, underlines the importance of this field of business. The nomination will serve as encouragement and motivation to strive for continuous improvement and further innovation of all services provided by the whole Mackevision Group to the automotive industry. The challenge is set for a win in 2017.

Redefining European Luxury in Beijing



The long-awaited renovation of Kempinski Hotel Beijing Lufthansa Center has begun. It started off with a bang! Literally. It is currently reinventing the hotel to better serve the guests. The new look is inspired by the evolution and culmination of European design and Asian decor. The collection of design renderings now on display throughout the hotel are reflective of what is to be expected with the upcoming new look. The Kempinski appreciates your continued support and looks forward to posting further news, updates, and pictures. Get set to experience the new Kempinski as soon as this summer!

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5th
January 2017
Event: Special Event
Topic: Deutscher Filmabend: Colonia
Venue: Paulaner, Tianjin
Benefit Partner

The German Chamber invited guests to a Movie Night and showed the German, Luxemburg and French production "Colonia," released in 2015. Based on true events the movie is set in Chile during Pinochet's military coup in 1973. Lena (Emma Watson) and Daniel (Daniel Bruehl), a young German couple become entangled in the Chilean struggle of power. Daniel is abducted by Pinochet's secret police and Lena tracks him to a remote area in the South of the country, called Colonia Dignidad. Together they try to escape.

During the event, the visitors watched the exciting movie together while enjoying German food from the menu of the Paulaner Restaurant Tianjin. The purpose of the movie night was to bring together German and Chinese colleagues and friends and provide a platform for cultural exchange.

6th
January 2017
Event: 北京留德校友聚会 | Alumni Stammtisch Beijing
Venue: Degas, Beijing



10th
January 2017
Event: Praktikantenstammtisch
Venue: Schindler's Anlegestelle, Beijing
Benefit Partner

11th
January 2017
Event: Networking Event
Topic: Biz Socializer - Interchamber Business Networking
Venue: Tangla Hotel, Tianjin
Benefit Partner

11th
January 2017

Event: Special Event
Topic: Kammerdinner – Asian Infrastructure Investment Bank (AIIB): What Does It Mean for the International Financial Architecture and German Business?
Venue: Kempinski Hotel Beijing Lufthansa Center, Beijing **Benefit Partner**
Speaker: Mr. Nikolai Putscher | Executive Director, Asian Infrastructure Investment Bank



On 11th January 2017, the German Chamber of Commerce in China | North China invited members and friends to the first Kammerdinner in 2017 about the Asian Infrastructure Investment Bank (AIIB). Ms. Alexandra Voss, Executive Director of the German Chamber of Commerce, welcomed all guests and introduced Mr. Nikolai Putscher, Executive Director of AIIB as well as Minister Counselor at the German Embassy. In his presentation Mr. Putscher explained the background of the AIIB and what the bank means for international financial architecture and for German business. Mr. Putscher talked about the state of play after the founding of the AIIB and where it will progress. Moreover, he addressed how it is connected to the "One Road, One Belt" initiative of the Chinese government and what the potential prospects for German business participating in projects of the AIIB are. After the Kammerdinner the guests enjoyed a buffet and spent time to further talk about the topic and to network.

12th
January 2017

Event: Kammerstammtisch Shenyang
Venue: Bacijs Restaurant & Bar, Shenyang
Benefit Partner



13th
January 2017

Event: Breakfast Seminar
Topic: How the Cyber Security Law Will Affect Foreign Companies in China
Venue: WESTIN Beijing Chaoyang Hotel, Beijing **Benefit Partner**
Speakers: Ms. Anne Lambert | Intellectual Property Lawyer, DS Advocats
Ms. Philippa Jones | Managing Director, China Policy
Mr. Ben Dooley | China Correspondent, AFP



16th
January 2017

Event: Kammerstammtisch Beijing
Venue: Paulaner Bräuhaus, Beijing

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As one of the first batch of national development zones of China, Tianjin Economic-Technological Development Area (TEDA) was established in 1984, upon the approval of the State Council. TEDA is the champion among its domestic peers in terms of major economic indicators and comprehensive economic strength since 1997. Step by step, TEDA has been enjoying fast growth together with its partners all over the world. As a special zone of great potential, TEDA now is ready to facilitate the success of new clients.

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Fax: 00886-2-8101 6079
E-mail: weijy@teda.gov.cn

18th
January 2017

Event: Special Event
Topic: German Chamber New Year Reception 2017
Venue: Kempinski Hotel Beijing Lufthansa Center, Beijing **Benefit Partner**
Speakers: Mr. Lothar Herrmann | Chairman, German Chamber of Commerce | North China
Ms. Alexandra Voss | Executive Director, German Chamber of Commerce | North China



The German Chamber of Commerce | North China invited its members and partners to the traditional New Year's Reception 2017 to welcome the new and promising Chinese New Year of the rooster. More than 80 guests joined the celebration, which started with a drinks and snack reception, followed by an address by Mr. Lothar Herrmann, Chairman of the German Chamber of Commerce | North China. Mr. Herrmann reviewed 2016 as a relatively challenging year. However, German companies maintain a mostly positive outlook into the near future as China remains one of the most important markets for German companies and still enjoys high potential in sustainable growth and development. He also reported on the positive development of the German Chamber's activities in North China with a new office that opened in Shenyang in the summer of 2016. Following the address, the guests enjoyed an exclusive dinner buffet. This first high-level get-together of the year was a successful start to a promising new year full of interesting events and new services and projects for members of the German Chamber of Commerce.

25th
January 2017

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

9th
February 2017

Event: Kammerstammtisch Shenyang
Venue: Il Forno, Grand Hyatt, Shenyang
Benefit Partner

9th
February 2017

Event: Executive Workshop
Topic: What Does Successful Global Leadership Really Look Like?
Venue: Hilton Beijing Hotel, Beijing
Benefit Partner
Speakers: Ms. Elisa Mallis | China Country Director and Head of Executive Development, Management Development Services Ltd.

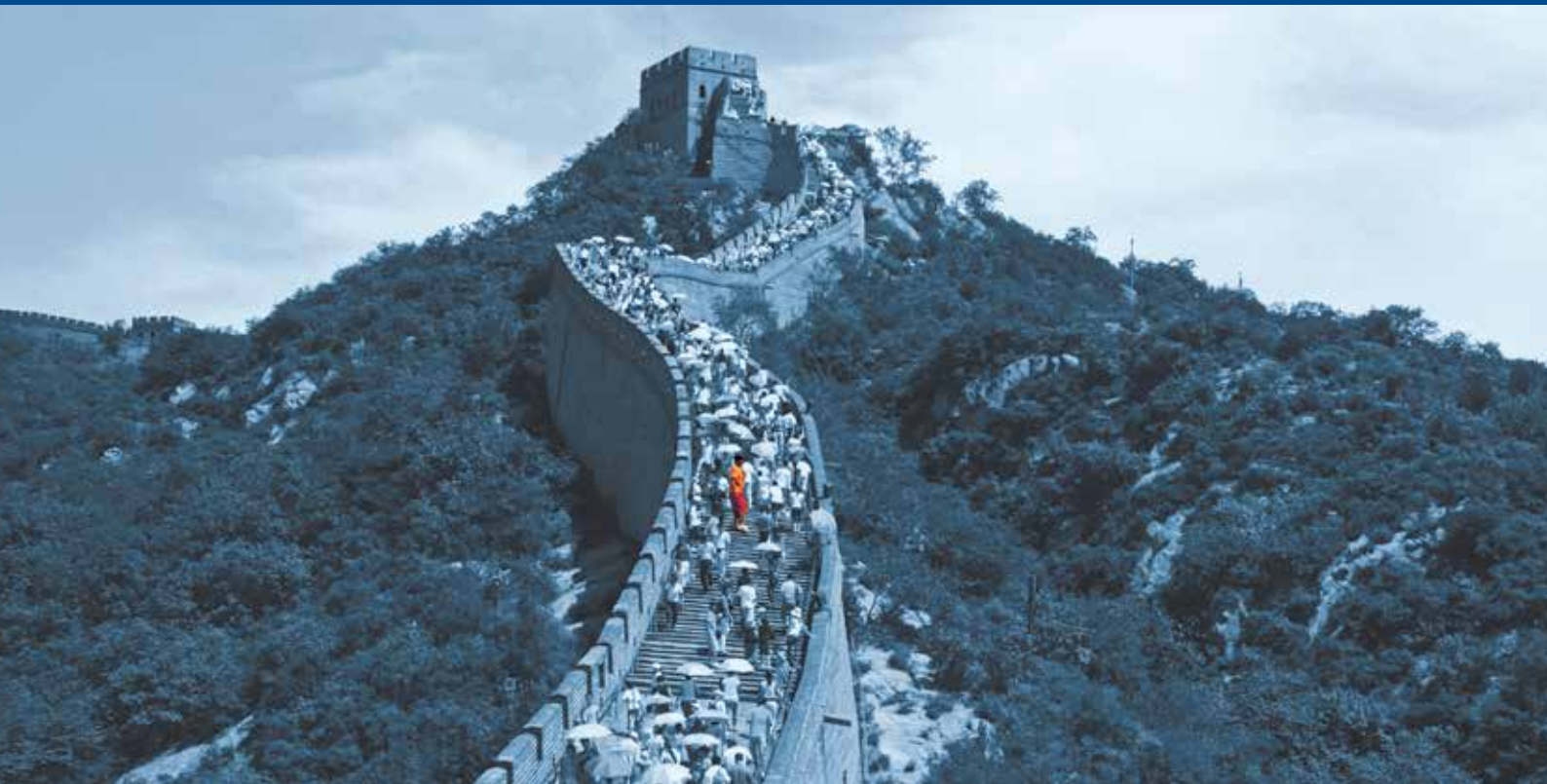


14th
February 2017

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

14th Sino-German Job Fair, Beijing

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16th
February 2017

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

Since our first joint-chamber business match-making evening in May 2016, it has become a popular signature series-event, which takes place on a quarterly basis.

The interactive one-to-one session can help our attendants establish a first contact with other guests and set up a business Match-Making in a pleasant atmosphere. The second-round free networking session gives the participants a great opportunity to get in touch with more people while enjoying drinks and finger food.

On 16th February, more than 30 professionals from different industries and fields came together to join this special networking event in its unique "match-making-style."



20th
February 2017

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

21st
February 2017

Event: Seminar
Topic: HR Compliance: Payroll and Benefit
Venue: Shenyang Lido, Shenyang
Benefit Partner

Speakers: Ms. Sheila Zhang | Director of Global Mobility Service, KPMG Beijing Office
Ms. Connie Wang | Assistant Manager of Global Mobility Service, KPMG Beijing Office



21st
February 2017

Event: Roundtable CSR
Topic: Looking Ahead - 2017 Top 10 CSR Trends in China
Venue: Embassy of the Kingdom of the Netherlands, Beijing
Speakers: Dr. Guo Peiyuan | Co-founder and General Manager, SynTao



22nd
February 2017

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

23rd
February 2017

Event: Special Event
Topic: InterChamber Business Networking Night in Shenyang
Venue: Shangri-La Hotel Shenyang, Café Liao, Shenyang
Benefit Partner

On 23rd February 2017, the German Chamber of Commerce in Shenyang together with AmCham, the European Chamber, the British Business Council and the International Club of Shenyang organized an InterChamber Business Networking Night in Shenyang. More than 120 guests enjoyed the evening at the Café Liao in Shangri-La Hotel Shenyang with dinner buffet and drinks in a cozy and relaxed atmosphere. This get-together offered the perfect opportunity to mingle with colleagues, business contacts as well as meeting new international friends and build new networks with chamber members, professionals and like-minded people in Shenyang.



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23rd
February 2017
Event: Special Event
Topic: All-Chamber Welcome Back Networking
Venue: Marriott Hotel Northeast, Beijing **Benefit Partner**



24th
February 2017
Event: Roundtable Corporate Real Estate
Venue: German Chamber of Commerce Office, Beijing
Speaker: Mr. Markus Lauber | Head of Project Management, Capital Land Development Co., Ltd.
Moderator: Mr. Mathieu Miossec | Head of Real Estate China/Asia, Volkswagen Group China



28th
February 2017
Event: InterChamber Seminar
Topic: Value Added Tax (VAT) Transition Practice and its Impact on Your Business
Venue: Kempinski Hotel, Dalian
Speakers: Mr. Robin Zhang | Director of China Tax & Business Advisory Services, PwC Dalian Office
Ms. Xinxin Ma | Senior Manager of China Tax & Business Advisory Services, PwC Dalian Office

What does **Benefit Partner** mean?

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. 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. Corinna Schlapps via schlapps.corinna@bj.china.ahk.de or 010-6539-6664.

Sixth German Soccer Championship in Beijing on 20th May 2017



The sixth German Soccer Championship will take place on 20th May 2017 from 8.30 am at Si'de Park (Lido) under the patronage of the German Embassy. The event will feature Sino-German companies competing for the Beijing Cup.

We cordially invite you to enjoy a great day with colleagues, family and friends with German BBQ and Chinese specialties, an exciting kids program, music and other fun activities. Try your luck at the target shooting competition "Torwandschießen" and win prizes provided by the participating companies and the German Chamber Benefit Partners.



Come and join this all-day soccer tournament, cheer for your favorite team and witness who takes home the trophy this year. Companies interested in sponsoring the event are welcome to contact Ms. Corinna Schlapps at: schlapps.corinna@bj.china.ahk.de

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German Ball 2017 in Preparation

Since 2000, each year the German Chamber of Commerce in China | North China hosts the largest social event of the German business community in Beijing: The German Ball.

The event attracts around 750 guests including business executives and leaders from politics with connections to and interest in Germany. The German Ball will take place on 18th November 2017.

Companies interested in sponsoring the German Ball should contact Ms. Corinna Schlapps at schlapps.corinna@bj.china.ahk.de or Ms. Sarah Chen at chen.sarah@bj.china.ahk.de before 30th June 2017. Ticket sale begins in September 2017.

Beijing Training Calendar April - May

| Date | Event |
|--|--|
| 11 th –12 th April 2017 | Powerful HR Skills for Top Leaders (EN) |
| 13 th April 2017 | Mind Mapping (CN/EN) |
| 18 th – 19 th April 2017 | Attractive Speech Onstage - Training for Public Skills (CN) |
| 20 th – 21 st April 2017 | Project Management Essentials (CN) |
| 25 th – 26 th April 2017 | Empowering Your Executive Assistant (EN) |
| 27 th – 28 th April 2017 | Leadership Skills for Line Managers (CN/EN) |
| 10 th May 2017 | Smart IT Infrastructure (CN/EN) |
| 11 th –12 th May 2017 | German Business Culture- Successful Cooperation with German Colleagues and Business Partners (CN/EN) |
| 18 th – 19 th May 2017 | Leadership Skills in the Changing Era (CN) |
| 23 rd May 2017 | Industry 4.0 Strategy (CN/EN) |
| 24 th May 2017 | E-Commerce: How To Sell Your Products Online (EN) |
| 30 th – 31 st May 2017 | Recruitment Excellence for Successful Hiring (EN) |

Regular Social Events in Beijing, Tianjin and North China

Beijing:

Kammerstammtisch – every third Monday of the month at 7.00 pm 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 7.00 pm in varying locations

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

Training Highlights

Smart IT Infrastructure

Date: 10th May 2017

Internet of Things finds its way to factory (FAZ)

In a digital, globalized world, the requirements of business models are dynamically evolving. In this context, a factory must create added value for many years and also stay flexible. This is where innovative planning comes in. It begins with shaping a forward thinking corporate strategy and includes digital planning skills as well as best practices and future knowledge. Creativity and process efficiency can be raised dramatically. Therefore, IT (top) managers will not only play a role as business facilitators, but, they are drivers of business. They must be aware of the challenges and opportunities of a smart IT infrastructure. Other functional leaders and top management should realize the importance of IT and support establishing smart IT infrastructure as fundamental success factor for future enterprises.

Leadership Skills in the Changing Era

Date: May 18th – 19th 2017

Managers are people who do things right, while leaders are people who do the right thing. – Warren Bennis, PhD. In the challenge of today's highly competitive business world, the only way to success is to reshape to the needs of the rapidly changing world. Resistance to change will ultimately lead you and your organization to fail. Customers not only demand excellent service, they are also demanding more. If you do not supply it, your competitors will. Organizations are reshaping themselves to change quickly in order to meet the needs of their customers. As a leader, you need to emphasize action to make the change as quickly and smoothly as possible.

North China contact:

Mr. Zhuoyi Ji

☎ 010-65396685

✉ ji.zhuoyi@bj.china.ahk.de

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- 为期三天的展商技术交流论坛

Highlights

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Shanghai Office



Prof Andreas Voegelé New Partner at EAC- International Consulting



EAC International Consulting is happy to welcome Prof. Dr. Andreas Voegelé, a versed expert for Supply Chain Management, as a new partner in the Munich office. Prof. Voegelé joined the EAC team in January 2017. Prof. Voegelé, a specialist for procurement and production, has considerable experience in the industry as a consultant, partner, and CEO of well-known strategy consultancies. His comprehensive range of experience in e-procurement, purchasing 4.0 as well as the implementation of new Supply-Chain-Systems will be a highly valuable addition to EAC. His industry competence ranges from automotive, mechanical and plant engineering to infrastructure, healthcare,

pharmaceuticals and aviation. EAC is happy and privileged to have him on the team as an expert, who perfectly complements the 20 years of Supply Chain Management EAC has gained.

JP International & W+S Engineering CO., Ltd., Relocate to the German Centre

JP International, a licensed executive search firm mainly supporting German SMEs and W+S Engineering Co., Ltd., a German Construction Consultant Company and distributor of the Nicocyl Floor Material in China, continue their further expansion in China. On 7th December more than 80 guests gathered and celebrated the office opening ceremony in the new premises in the German Centre in Shanghai. Both companies look



forward to supporting and serving their clients from this convenient and prestigious location.

Another Successful BAU Exhibition



BAU 2017, a leading exhibition for architecture, materials and systems opened on 16th January. With an area of more than 2,400 m², the Schueco exhibition stand was once again the largest at the exhibition. This year, the slogan was "We know How," trying to build around the message "The future of construction" with industry elite. Therefore, Schueco named six top studios (Work, Life, Home, Intelligent, Flexible and Digital) at the exhibition, trying to showcase multiple product applications from different perspectives. During the 6-day exhibition, ca. 22,000 visitors visited Schueco booth.

New Lohmann Global Management Meeting Format



Recently, the Lohmann Global Management Meeting (GMM) 2017 took place in Neuwied. During the two days, colleagues from all over the world met in the TEC-Center to discuss various topics. For the first time, the GMM had a completely different structure, which was well received by all. Following the motto: More Action, More Dialogue, the participants took part in different workshops, a so-called world café. Mr. Hans Hendrickx – General Manager of Lohmann Asia presented applications of smartphone technology during the workshop and displayed with tape samples and a die-cutting demo.

GKN Commence All-wheel Drive Disconnect Production in China



GKN Driveline's Chinese Joint Venture partner SDS has commenced production of its complete all-wheel drive (AWD) Disconnect system for small to medium-sized vehicles in China. The move marks another milestone in the growth of GKN's AWD business in China. SDS successfully localized production of PTUs and RDMs for Jaguar Land Rover models in 2015 as well as localizing production for two further automakers last year.

Balluff Expands its Plant in Chengdu

Ten years after completing the first construction phase, Balluff has enlarged



their plant in Chengdu by 50 percent. After nine months of construction time the new 2000 square meters of production space on two levels and a 400 square meter multi-purpose area are the visual evidence of the growing importance of the Chinese facility in the global production network of the automation specialists. The new construction creates the basis for building highly modern, semi-automated production lines and for significantly expanding the engineering expertise at the Chinese location. Balluff invested EUR 2.1mn in the plant expansion.

Aleris Aluminum (Zhenjiang) Celebration of the Lantern Festival



On 9th February Aleris Aluminum Zhenjiang successfully held a riddle guessing activity to celebrate Lantern Festival in its Canteen. The event was accompanied by a joyous and warm atmosphere. Everyone actively participated in guessing and all winners won their own reward with their brilliant minds. The participants could also enjoy Tangyuan. This Lantern Festival event was widely welcomed, everyone's happy expression and satisfactory feedback was the best reward for Aleris Zhejiang.

OIL Rebrands to Vistra

On 13th February 2017, Vistra announced that Asia's leading company formation specialist – OIL, has rebranded to Vistra. The rebrand heralds an exciting new chapter for Vistra and is the culmination of five years of successful integration that began with the merger of OIL and Vistra in 2011. Following an alignment of the respective corporate identities in 2015, the re-branding of OIL to Vistra completes the final step in operating as one united business. With over 30 years of history, OIL has become the leader in international incorporations and related services; working with both end clients and intermediaries to support their cross border aspirations. Moving forward, the OIL business will form the basis of Vistra's Company Formation division to complement the broader service offerings available under the Vistra brand.

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Altran and eMapgo (EMG) enter Strategic Partnership for ADAS & Autonomous Driving in China



Altran, a global leader in Engineering and R&D services (ER&D), announced that it has entered into a strategic partnership with EMG (eMapgo), a China-based leading service provider of high quality LBS (Location Based Services) data for the automotive industry, to offer car manufacturers the full range of Altran's VueForge services for ADAS verification solution in China. This joint verification solution will benefit from Altran's ADAS design development support and capability to manage large amounts of data from on-road vehicle evaluations. It will also provide simulations to support autonomous vehicle development, leveraging SiL simulation and facilitating the data fusion of all sensor data to ensure a consistent view of the traffic situation at all times.

Strategic Cooperation between KSB and NGC

KSB Group Shanghai Company and NGC Group signed strategic cooperation agreement under the care of senior leaders from communications protocol on 8th February 2017. The strategic cooperation of both sides is of profound and far-reaching significance with spring approaching under the macro situation of great adjustment for China energy structure. The strategic cooperation between KSB Shanghai and NGC is a strong and win-win one. Both parties make jointly efforts to promote the energy-saving and emission-reduction of



water pump unit in the thermal power plant. KSB Shanghai will significantly promote cooling pump market of cooling system in wind power installation, especially for the development of offshore wind power by taking advantage of NGC customer relations and the famous brand effect. They look forward to a successful cooperation.

Coherix Celebrates 13th Anniversary

"This is an exciting time for Coherix and every team member. I'm proud to see Coherix has remained strong through the hard economic times since 2008, and the achievements we made in recent years," said Dwight Carlson, CEO and Chairman of Coherix, in his toast to the whole team. Founded on 30th October 2003, Coherix has grown into an industry leader in supplying high-speed, high-definition error proofing solutions to customers over the past 13 years.

Management Consultancy UNITY Wins Award from Wirtschaftswoche



UNITY was presented with the "Best of Consulting" Award by Wirtschaftswoche. The award distinguishes UNITY in the category "Project Excellence – Competitive Strategy" for its successful project in developing innovation management at Lufthansa Technik. UNITY won over the prestigious jury through its extraordinary high level of customer satisfaction. "Together, we took our existing, but fragmented innovation management to a new level. UNITY's expertise was crucial to the strategic development and structured execution of a master plan for Lufthansa Technik. The teamwork in this project's conception and implementation was critical to its success" said Dr.-Ing. Helge Sachs, Head of Corporate Innovation Management, and Product Development at Lufthansa Technik. "We are extremely pleased about this high-level award, with which the success of our project was honored once again, above and beyond our customer's recognition," thanked Dr.-Ing. Daniel Steffen, Partner at UNITY and head of the awarded project.

New Managing Director for Helukabel Shanghai



Mr. Christian Schotmann was recently appointed the new Managing Director of Helukabel Int. Trading (Shanghai) Co., Ltd. A long-time resident of Shanghai, Mr. Schotmann originally hails from

Hamburg, where he graduated in Sociology and Computer Science. Helukabel is one of the leading German suppliers of industrial cables, wires and accessories. The family-owned enterprise opened a trading company in Shanghai in 2002, and a manufacturing unit in Taicang in 2013. With his many years of experience doing business in China, Mr. Schotmann is looking forward to leading Helukabel Shanghai on towards the next steps of localization and growth in the Chinese market.

Continental Plants Win First Ever "China Factory of the Year/ Excellence in Operations" Award



Initiated by A.T. Kearney and the Auto Business Review Magazine, the first ever "Factory of the Year/ Excellence in Operations" awards were officially announced on 19th January 2017 in Beijing. After the primary selection and evaluation over half a year, Continental Automotive Systems Changshu Plant was given the award of China Factory of the Year 2016, Continental Automotive Systems Shanghai (CAS Shanghai) was presented the award of China Factory of the Year/Excellence in Digital Competition and Hefei Tires Plant won the award of China Factory of the Year/ Excellence in Production Network. These accolades demonstrate the capabilities and excellence in production and operations of the plants in China.

Voith Industrial Services is now Leadec

Voith Industrial Services has a new name. The company, which operates in the automobile and automotive supply industry, is now called Leadec (Chinese Name TBD). In fall 2016 Voith sold its industrial services division to private equity firm Triton. Since then Leadec has been one of Triton's portfolio companies. Under its new owner, Leadec operates as an independent service company capable of aligning itself fully to the needs of the service sector and providing customized solutions. This autonomy has now also been deliberately reflected in the new company name, which is derived from the words "lead" (leadership/leading edge) and "tec" (technology). Based on the laws and regulations of the People's Republic of China, Voith Industrial Services (Shanghai) Co., Ltd. will stay unchanged until the registration process is finished in China.

New Business Development Manager at Keller Environmental Equipment Shanghai



Keller Environmental Equipment welcomes Mr. Mario Borst as the new Business Development Manager in Shanghai. Mr. Borst will be responsible for building up close relationships

particularly within the plastic industry in China as well as support the existing Keller team in Shanghai. The aim is to improve industrial exhaust air quality as well as safety performance for employees with regard to fire and explosion protection. Further a KfW supported Private Public Partnership Project has been set up together with the University of Nanjing and EHS Center to develop specific standards on air pollution and implement a broad-based training and information program for managers and plant operators in the plastic industry in China.

Mazars China Records Historic High in the Latest National Accounting Firm Ranking after the Merger with Zhongshen Zhonghuan

Mazars China, after the merger with the leading Chinese accounting firm Zhongshen Zhonghuan, has leaped to No.13 among all 6,000 accounting firms in China, according to the latest ranking report issued by CICPA (Chinese Institute of the Certified Public Accountant). Mazars China is present in 24 cities and belongs to Mazars

Group, the integrated and independent international organization specializing in audit, accountancy, tax, legal and consulting services. As of 1st January 2017, Mazars operates throughout the 79 countries that make up its integrated partnership. Mazars draws upon the expertise of 18,000 professionals led by 950 partners worldwide.

Faurecia Renames one of its Business Groups to Align with Automotive Megatrends and Strategy for Clean Mobility



To align with the industry megatrends and boost its long term growth, Faurecia Emissions Control Technologies (FECT) has reoriented its strategy and becomes Faurecia Clean Mobility (FCM).

As air quality becomes a major concern for cities in particular, regulations are increasing the need for electrification and new technologies. In this context FCM will focus on energy recovery and monitoring of real time data for thermal and hybrid cars, marine and power generation for commercial vehicle market as well as the global off-highway and high horse power market. It will focus on lightweight solutions including composites and battery thermal management for electric vehicles.

4flow Wins Prestigious German Supply Chain Award

BVL International, a Germany-based association for supply chain professionals, has honored a collaborative initiative of fourth-party logistics provider 4flow and AGCO. AGCO a leading agricultural tractor and equipment manufacturer and 4flow worked together to digitize AGCO's inbound supply chain. In just 18 months, the cooperation partners implemented the AGCO Smart Logistics initiative and successfully managed to reduce AGCO's costs by more than 25 percent for the entire inbound supply chain and increase on-time delivery performance by 10 percent. 4flow continuously plans, manages and optimizes the network for AGCO, which includes 1,500 suppliers and 70 logistics service providers, using 4flow's standardized, integrated Transportation Management System (iTMS). BVL International annually honors companies that have successfully implemented a new and innovative logistics concept. The award winners were announced at a gala event during the 33rd International Supply Chain Conference in Berlin.



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LEONI Turning 100

Leoni celebrates its 100th anniversary in 2017. Under the motto of "100 years – 100 faces," the Company will demonstrate its diversity and show that tradition and progress go together. Videos, multifaceted advertising as well as public relations work, festivities and interactive pursuits for staff will bring the Company's history to life. With the 100th anniversary, Leoni sets a new strategic vision and wants to significantly expand this portfolio as a system partner with customer-specific services and expanded business models.

Manz AG forms Strategic Cooperation with Shanghai Electric Group and Shenhua Group

Manz AG has entered into a strategic cooperation with Shanghai Electric Group Co., Ltd. and Shenhua Group Co., Ltd. in the field of CIGS thin-film technology. In the course of that, Manz AG received two bulk orders: One for a CIGS production line with a capacity of 306 MW and another one for a CIGS R&D line with 44 MW capacity. This CIGSfab, which will be the largest CIGS production line in China and the second largest worldwide, will be built in Chongqing. The installation will start in 2017 and will be finished in the following year 2018.

Knauf Energy Management Center Official Launch



Energy saving and consumption reduction are the sources of environmental protection strategy. In order to further reduce energy consumption and waste, Knauf Dongguan started to build an energy

management center in 2016 to face intensive market competition. The energy management center can extract real-time energy consumption data which integrated network, database and mobile communication technology use to monitor and analyze the production status. Now, the energy management center has been successfully put into operation after a year of construction. With its official launch, Knauf Dongguan realized the historic data storage, statistics and analysis of energy and production data to provide more efficient tools for plant production management. The comparative analysis improves the energy saving projects' technological upgrading. It's a strong guarantee for realizing the effective management and implementation by more precise and effective accurate efficiency valuation.

SNEIC Experienced Success in 2016



Despite China's economy entering a "new normal" in recent years, China especial Shanghai has been accelerating its pace to adopt an innovation-driven and transformational development model. Dedicated efforts have been made to facilitate the development of convention and exhibition industry onto a fast track of growth. In terms of the number and area of exhibitions, Shanghai is No.1 in China and top-ranked in the world. Shanghai New International Expo Centre (SNEIC) is the No.1 in Shanghai succeeded in increasing sales in 2016. SNEIC hosted 114 quality exhibitions of all kinds, and the exhibition area amounted to 6 million square meters. They will continue to focus on improving its service, believing that exhibitions are the key to succeeding and winning over future competitors.

CEIBS & Prof Zhao Xiande Lead Operations Management Research Says Study

China Europe International Business School (CEIBS) Professor of Operations & Supply Chain Management Zhao Xiande was named among Asia's top scholars in Operations Management, and CEIBS one of the leading Asian institutions in this field, according to the findings of a recent study titled "Emergence of Asia and Australasia in Operations Management Research and Leadership" published by the International Journal of Production Economics. Prof Zhao, who is Director of the CEIBS-GLP Centre of Innovation in Supply Chain Services and Co-Director of the CEIBS Centre for Automotive Research, was ranked first in terms of his connectedness to other scholars in the field, and most papers published, and third in the ranking of most influential scholars. CEIBS was fifteenth on the study's ranking of institutional connections and being "in the know," and eighteenth in the ranking of most influential institutions.

New General Manager for Suzhou SILU Production Engineering Services Co., Ltd. (KIT-GAMI)



Tobias Arndt was newly appointed General Manager of Suzhou SILU Production Engineering Services Co., Ltd. (KIT-GAMI). He completed his industrial

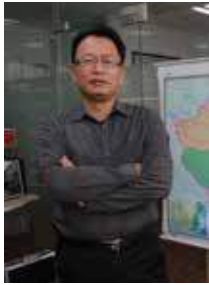
engineering studies at RWTH Aachen University (Germany) with a diploma in 2012. During that time, he also received his Master of Science at the Tsinghua University in Beijing. He has been working as research associate and project manager at Karlsruhe Institute of Technology (KIT) for more than four years. Mr. Arndt conducted several research and consulting projects with industries related to production, logistics, and supply chain optimization. In his PhD thesis, he focused on quality control strategies in global manufacturing networks. For the upcoming years, Mr. Arndt and his team aim for the establishment of fruitful Sino-German collaborations between industry and research in the field of smart manufacturing.

METRO "Box of Love" Held for Six Years

Prior to 2017 Chinese New Year, METRO China launched the "Box of Love" campaign again to express its care for the disadvantaged children. METRO and its employees in the headquarters and 87 stores contributed a total of nearly 20,000 boxes of snacks with a value of RMB 700,000. Since the "Box of Love" campaign was initiated in 2012, METRO China has donated 70,000 "Boxes of Love," with a total value of RMB 2.9 million. Tens of thousands of children from more than 100 welfare homes for children, schools for the children of migrant workers, as well as schools in remote regions have benefited from the program.



New General Manager for Fronius China Trading Co., Ltd



From 1st November 2016, Mr. Tong Yanjun was newly appointed as the general manager of Fronius China Trading Co., Ltd. China is a very important market for Fronius brand. As

the only wholly-owned subsidiary of Fronius international GmbH in China, Fronius China Trading Co., Ltd. focused its business on automotive manufacturing industry in China. Mr. Tong has more than 16 years working experience in the industries of metallic raw material and automotive. He also has deep knowledge of the market and the welding business. He got the SIMBA (Shanghai International MBA) from IFCIM established by Tongji University and ENPC. Mr. Tong looks forward to leading Fronius China to provide professional solutions and services for Chinese customers and hopes to win more market shares for the Fronius brand in China.

TUEV SUED Lays Tracks for Train Companies Eyeing Europe



TUEV SUED Greater China awarded Technical Specification for Interoperability (TSI) certificate to China Railway Signal and Communication Co., Ltd (CRSC) for its Radio Block Center system. The RBC, as core equipment of high-speed railways' operations and control system, is the "guardian", ensuring the safety of trains moving at high speeds. This certificate is not only the first EU TSI certificate of control command and signaling system equipment in China, but also a significant success for China's high-speed railway signal products to enter the world market including EU, which has laid a solid technical foundation for national HSR (high speed rail) "going global" strategy. With

more than 50 years of global experience, TUEV SUED has one of the world's largest professional teams in train transit testing, inspection, and certification, particularly in functional safety. It also sets certain relevant standards in the industry.

New Managing Director at Nefab Packing Engineering Wuxi



Dennis Kleine Arndt was newly appointed Managing Director of Nefab Packaging Engineering Wuxi. Mr. Kleine Arndt will lead the business activities in East China to amplify the integration with existing customers and develop new markets. He has a Master in Economics from the University of Cologne and is an Alumni of the German Academic Exchange Service (DAAD). Before moving to Shanghai in 2013 he spend one year at the Beijing University of Foreign Languages to study Chinese.



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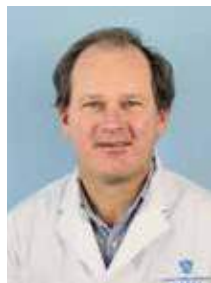
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Shanghai United Family Hospital Welcome New Section Chief of Sports Medicine and Orthopedist



Dr. Derk Rietveld received his medical and resident orthopedic surgery degree from Leiden University Medical Center in 1994 and 2002. He did his Fellowship training at the Reinier de

Graaf Hospital in the Netherlands and in Switzerland, specializing in sports orthopedics and traumatology. Dr. Rietveld speaks English, Dutch, German, and (conversational) French. Dr. Rietveld has over 20 years of clinical experience, and his vision is that surgery is not always necessary. Therefore good cooperation with the rehabilitation team is important. Additionally, Dr. Rietveld is a medical entrepreneur and orthopedic surgeon, having founded and managed five orthopedic and sports clinics with more than 100 employees in the Netherlands. He is also the founder of XpertHealth in China which is a sport and health performance platform through which he works together with United Family Healthcare.

HOEGL Opens its 50th Store in Beijing SKP



HOEGL crossed another milestone in its international expansion with the opening of its 50th store in one of the most successful shopping malls in China – SKP Beijing. The Store opened on 1st April 2017.

The Austrian family owned shoe manufacturer, established in 1935 has an export quota of approximately 90%. The look forward to further showcasing their wide range of footwear.

New COO and New CFO at StrikoWestofen Asia

StrikoWestofen Asia is pleased to announce the appointments of Mr. Carl Montague as COO and Mr. Tommy Wu as CFO. With



16 years international experience as a General Manager and Operations Director in the field of advanced technology equipment, manufacturing and servicing, Mr. Montague brings a fresh perspective to StrikoWestofen Asia. While, Mr. Wu with a strong background in the area of accounting and finance will be in charge of the financial operations of the company. "We are glad to welcome in our team Carl and Tommy, and we strongly believe their rich experience will further support the continued growth of StrikoWestofen within Asia" said Mr. Rainer Erdmann, Managing Director at StrikoWestofen Asia.

New Managing Director at Hettich China



Stanislas de Ferrieres took over from Matthew Magers as Managing Director of Hettich Hardware Accessories (Shanghai) Co., Ltd. on 1st January 2017. Stanislas de Ferrieres benefits

from extensive experience in management positions in the construction industry and at German outlets for fastening systems in China. Commenting on his appointment, Mr Stanislas said "I am excited to bring my knowledge and guidance to this big team, [and] I am really excited about my new role in such a globally operating company." Hettich China thanked Mr. Magers for his great contribution to Hettich.

Dr. Ulrike Glueck Named One of 2017 ALB China Top 10 M&A Lawyers – International Law Firms



Dr. Ulrike Glueck, managing partner of CMS, China, was named one of 2017 ALB China Top 10 M&A Lawyers – International Law Firms by Thomson Reuters Asian Legal Business. The award

elects lawyers who are based in mainland China and had outstanding achievements in M&A deals in 2016. After practicing law in Germany for several years, Ms. Glueck has been working on-site in China since 1998 and has over 20 years' experience in China-related work. As Head of Corporate Practice Area Group of CMS, China, she has advised companies in various industry sectors in projects relating to M&A, foreign direct investment and restructuring. Her clients include companies from various industry sectors such as manufacturing, automotive, machinery and engineering

Testo Celebrates 60th Anniversary



2017 is the 60th anniversary of Testo Instruments, and also the 15th anniversary of Testo China. In the past 15 years, Testo China has developed into the world's second largest subsidiary after the headquarters. They will hold a charity campaign all round the world – run, bicycle, help others! To make a positive social impact while having fun the exercise. Testo will hold anniversary celebrations in October world widely. They would like to express their thanks for the support over the years.

Baugeist Group Shanghai Exclusive Partner for BYOK Lighting Systems in China

German lighting company BYOK GmbH (formerly known as K.B. Form) selected the Shanghai based German office furniture manufacturer Baugeist as their exclusive agent to enter the Chinese and South-East Asian markets. BYOK is one of the leading lighting producers in Germany, providing innovative lighting solutions/products for commercial and residential projects. All products are designed and produced in Rellingen/Hamburg.



Atradius Announced the Completion Major Merger



After the merging of Atradius Credit Insurance N.V. and Compañía Española de Seguros y Reaseguros de Crédito y Caución, S.A.U. into one single legal entity on 30th December 2016

the company was renamed Atradius Crédito y Caución S.A. de Seguros y Reaseguros. The merger was approved by the Spanish Dirección General de Seguros (DGS) and De Nederlandsche Bank (DNB). Isidoro Unda, Chairman and CEO of Atradius commented, "The new organizational structure will enable Atradius to reduce the complexities of having two European insurance carriers, different regulatory environments and dual governance frameworks, without impacting our successful business model or established brands. It will further improve the effectiveness of our value proposition of providing unrivalled customer service in the global Credit Insurance and Bonding markets."

Voehringer Joins Forces with Bayern Muenchen



On 29th December 2016, Shanghai Vohringer Wood Product Co., Ltd. held a signing ceremony with FC Bayern Muenchen AG, became the official partner of Bayern Muenchen in China. This cooperation will not only be limited to promotion using brand of the club, but will also conduct multi-customized promotion plans. They will together create a "new" century-old legend.

New Members Shanghai

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

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James Wei

Company: NOK-FREUDENBERG (CHINA) (NFC)

Job Title: CEO

Year of Foundation: 1992

HQ: Shanghai

Main Business: Sealing products and solutions for automotive and general industries

What is your personal and business background?

After completing my bachelor/master study in Tsinghua University, I joined Freudenberg Group in 1997. During the last 20 years, I lived and worked for five years in Germany. I joined in NOK-FREUDENBERG (CHINA) (NFC) in 2015 and took over the CEO position in October 2016.

Tell us a little about your company and activities in China

NFC is a joint venture between NOK Corporation from Japan and Freudenberg Sealing Technologies from Germany, serving the growing Chinese automotive and industrial markets with our outstanding sealing products and solutions since the beginning of 1990s. Today, the network of NOK Corporation and Freudenberg has factories in 30-plus countries with globally standardized manufacturing

technologies, processes and quality procedures, which synergize us to become a market leader of sealing business in automotive segment and also being in a leading position in other industrial segments.

With 3,000-plus employees, we've been engaging with international and local customers with highly qualified seals for all value added technical solutions. We've continued to strengthen the depth and breadth of our product portfolios especially tailored to Chinese market.

What has been your strategy in terms of localization: of staff, R&D, production, etc.

My answer is simple: As much as is possible and plausible. China is the most globalized market: There are customers and competitors from all over the world as well as local Chinese

ones. Simply speaking, China is significantly globalized. Obviously, we are getting strong support from NOK and Freudenberg, to help us fulfill customers' demands. But only depending on HQ it is insufficient if we expect long-term success. Today more and more local requests are generated in China – from both local and international players. Meanwhile, we should never forget China is characterized by its unique SPEED. We need to promptly react to the market changes and customers' requests – much faster than in other markets. The only solution to this reality is to build sufficient local competency close to the customers and market. E-mobility is the best example. All experts expect China to become the biggest market globally within the next ten years. Currently we're joining an internal global project to study this market and define our strategy. A dedicated local team will work closely with our customers.

What are your aims and hopes for the future? (What are your short- and long-term objectives, especially in China?)

Japan and Germany are the two strongest industrial countries. As a joint venture from these two countries, NFC is rooted in China. It is our mission and long term commitment to combine our global strengths and become more competent locally in order to better serve our customers in China.

NOK-FREUDENBERG

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10th
January 2017 **Event:** Deutscher Stammtisch – Shanghai
Venue: PAULANER @ XINTIANDI
Benefit Partner

10th
January 2017 **Event:** Deutscher Stammtisch – Suzhou
Venue: FAMILIA, Suzhou

10th
January 2017 **Event:** Taicang Stammtisch
Venue: River Side

11th
January 2017 **Event:** German Chamber Open Day for Members and Members-to-be
Venue: German Chamber of Commerce in China | Shanghai Office



The German Chamber of Commerce held its Open Day to welcome all members and members-to-be at the office on 11th January 2017. The German Chamber of Commerce in China | Shanghai kicked off 2017 with a warm welcome to German Chamber Members by offering them the opportunity to learn more about how to better utilize the membership benefits and services. The event was also open to companies and individuals who were considering becoming a member of the German Chamber of Commerce and wanted to receive more in-depth information about membership conditions and benefits. Each of them had opportunities for one-on-one discussions with representatives of multiple departments throughout the afternoon. Furthermore, attendees engaged in active networking among each other and the representatives of the GCC and GIC. Delicious refreshments were provided by Benefit Partners Abendbrot and Edward's Sausage shop. The event culminated in a lucky draw with participants having the opportunity to win prizes provided by Benefit Partners: Abendbrot, Edward's Sausage Shop, Epermarket, Green & Gorgeous, Kebabs on the Grille, Schuler Wine, and Swisshotel. The German Chamber in Shanghai would like to thank the Benefit Partners for their support at the event.



12th
January 2017 **Event:** Joint Chamber Workshop Business and Society: "Top 10 CSR Trends – Perspective, Insights and Case Sharing"
Venue: Naked Hub Taixing Road
Speakers: Dr. Guo Peiyuan | General Manager of SynTao and Chairman of SynTao Green Finance
Moderator: 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
Mr. Hui Zhang | Chair of the CSR Forum of the European Chamber

Which will be the most important upcoming trends in the Chinese CSR landscape in 2017? Dr. Guo Peiyuan and his team at SynTao have been analyzing the latest and upcoming CSR trends for many years now and shared their inspiring insights at the Joint Chamber Workshop Business and Society hosted by the German Chamber of Commerce together with European Chamber about. The speaker, Dr. Guo, holds a Ph.D. in Management from Tsinghua University and is a leading CSR expert in China. His peak review on the latest CSR trends in China looked into various national and international factors that currently impact on Chinese CSR development trends, boiling these trends down to ten key insights. Dr. Guo emphasized enterprises' need for "positioning" themselves by engaging in CSR and developing new cooperation patterns i.e., embracing cooperation with the Government and social capital. The government encourages the concept of green consumption, therefore, Dr. Guo suggested seizing this window of opportunity and joining hands with non-governmental groups, other private stakeholders and individuals to transform society and business. Green finance is a concept crowned as the forefront of green transformation and was discussed as a key agenda at the G20 Summit. Combined with actions such as the carbon emission transaction system, a proper legal system must be forged. Environmental and Social Governance (ESG) report pressures are growing and stock exchanges tighten their requirements. A new





Chinese version of GRI Standards will also impact on enterprises. Furthermore, new laws are said to be reshaping the landscape of philanthropy and impact on future cooperation with international NGOs operating in China. On the technology side, attention must be drawn to the ethical consequence for internet and new tech regarding user friendly technological, Internet platform responsibility and engineering ethics education. The last three trends discussed were the prominent goal of poverty alleviation in China, value chain partnerships and the use of social media for story telling about CSR activities. In sum, the top trends covered aspects from the strategic and political context of CSR to compliance & risk management, project design and communication. The inspiring presentation was followed by group work on pinpointing the relevance of these trends from a perspective of workshop participants.

13th

January 2017

Event: Alumni Stammtisch**Venue:** Haxnbauer German Restaurant17th

January 2017

Event: Hangzhou German Chamber Corner**Venue:** Angelos Restaurant, Hangzhou

Benefit Partner

17th
January 2017**Event:** Workshop Human Resources: "China Employment, Compliance and Visa Updates: Trends & Developments for 2017"**Venue:** German Chamber of Commerce | Shanghai Office**Speaker:** Mr. Ralph Vigo Koppitz | Chief Representative / Partner, Taylor Wessing Shanghai Representative Office**Moderator:** Joerg Heil | General Manager, hartung: consult

The first event of the HR workshop series for 2017 welcomed Mr. Ralph Vigo Koppitz who works as a lawyer and is chief representative/partner at Taylor Wessing Shanghai Representative Office. After an introduction to the topic, Mr. Koppitz presented an outlook on the legislative issues for 2017. Besides medical insurance, he advised paying attention to the fields of work safety and e-commerce for which the legislative drafts have already been published. Furthermore, he considered the labor contract law and China's bilateral insurance agreements. Agreements with Finland, Switzerland, Netherlands and France are already signed but not taken into force yet. In the next step, the speaker talked about formalities and documentation by explaining how to avoid issues with employees. Besides a Chinese written labor contract, Mr. Koppitz highly recommended an employee handbook or a code of conduct, which



are not just guidelines for the employees, but is also a tool for the company to protect itself from future incompliance claims. Also, the visa regulations for foreign employees as introduced to the city of Shanghai in November 2016 will come into effect nationwide in April 2017. Visas and residence permits are split into three categories A, B and C, of which category A receives favorable treatment, such as no age restriction, no work experience requirements or shorter processing time by the authorities. The different visa categories can be determined in three ways: Qualifications (either the employee's own or of the employer), graduates (younger than 35) from Top 200 foreign universities or domestic universities with doctor degree, etc. for category A) and scores. The scoring system has different criteria, each has an amount of points, the sum of all points accumulated is the score (85 points or higher for category A). The frequent questions addressed to the speaker after the presentation were an indicator for how salient these issues were among the attendees. The ensuing snacks provided further opportunity to consult Mr. Koppitz as well as to exchange experiences.



Manfred Schmoelz

Company: The Warranty Group
Job Title: Executive Vice President, Asia Pacific
Year of Foundation: 1964
HQ: Chicago, US
Number of Employees: 1,600

What is your personal and business background?

As EVP for The Warranty Group's Asia Pacific team, I have overall management responsibility for all business operations of the group in this region. I drive market development through strategic business initiatives and programs in the region, and I oversee client relationships and new business opportunities in Singapore, Australia, China, India, Japan, South Korea, and New Zealand.

I have over 25 years' experience in the finance industry, and I've worked extensively in the region, particularly China, India, Singapore, and Thailand.

I have been a member of the German Chamber of Commerce for many years, and served as President and Treasurer in Singapore, Thailand, and Hong Kong.

Tell us a little about your company and activities in China?

The Warranty Group China was established in 2006. We work across four core industries: Auto, appliance and technology, finance, and home services. The solutions we provide for our clients, be they extended warranty programs or accidental damage solutions, ultimately allow us to demonstrate our business intelligence and data analytics capabilities support to clients. We offer enhanced customer convenience, service, and loyalty solutions to deliver an improved client experience and brand loyalty for our clients.

How long has your company been active in China? Have there been any major shifts in strategy in that time and why/why not?

The Warranty Group China was established in 2006, initially providing warranty services to the auto industry. Since then, we have expanded the business offerings to analytics support, business intelligence and loyalty programs.

Why did your company choose to locate where it did?

China is the largest auto market in the world. The industry continues to grow, especially with government support, i.e. extended tax breaks and subsidies on new energy vehicles. Increasingly, we also see more informed customers who want a better level of service from their auto dealers both in terms of the after sales service they provide as well as the peace of mind they have for the car they have purchased, be it new or used. The China offices are in Shanghai, which puts us in close proximity to our target clients. The location also allows for easy travel throughout China.

What is your competitive advantage/selling point, what kind of benefits can companies using your products/services in China get?

The Warranty Group invented the extended warranty, and has been at the forefront of the industry for over 50 years. We offer our clients the benefit of this expertise and experience, as well as customized solutions based on the extensive data

and business intelligence that we have accumulated in our service to OEMs, manufacturers, and others over the course of half a century. As an example, we work with one of the biggest insurers in China in managing a new car portfolio. Our capabilities in data analytics and business intelligence allowed us to both accurately price the risk as well as offer innovative customer convenience solutions.

What are your aims and hopes for the future?

The Chinese auto market is a key focus for The Warranty Group, and we will continue to offer tailored solutions to our clients in order to bring significant added value to the manufacturers, dealers and their consumers. Our products and services encourage customers to come back to the manufacturers and dealers time and time again, establishing significant brand loyalty and customer satisfaction. We also intend to offer consumers service and convenience that is unsurpassed in the China market.

What made you decide to go overseas?

Primarily because of work. I started my career as relationship manager at Deutsche Bank in Munich. I then moved to Asia where I held a number of banking roles with regional and country-level responsibilities, management of large sales organizations, and regulatory affairs. I joined Royal Bank of Scotland in 2011, and served as managing director and Head of Transaction Services and Global Network Banking for Asia Pacific.

The One by the numbers:

50+

Years of experience

100+

Million active contracts

\$11+

Billion claims paid

50+

Countries

500+

Million contracts sold

The Warranty Group is one of the leading single-source providers of warranty solutions and related services to the world's premier manufacturers, distributors, and retailers of automobiles and consumer products.

We partner with our clients to provide business intelligence and customer experiences that drive program performance and increased brand loyalty.



the warranty group®

For more information, please contact:

Christopher Lim (Head of Sales, China) at +86 21 3861 7601 | Christopher.Lim@thewarrantygroup.com
Suite 703-707 UC Tower, No.500 FuShan Road, Pudong Shanghai 200122

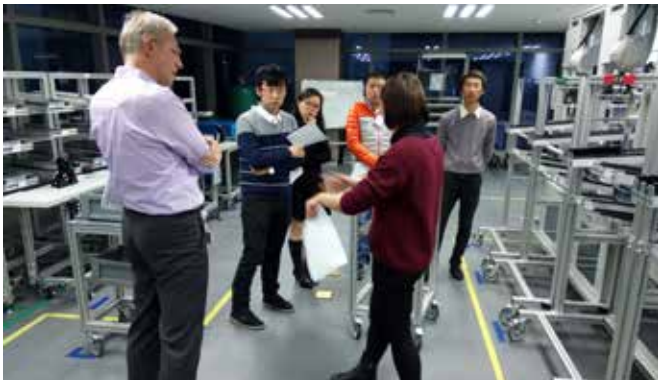
18th
January 2017

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

19th
January 2017

Event: Suzhou: Industry 4.0 Workshop
Logistics 4.0 – Assessment and
Implementation Planning
Venue: Global Advanced Manufacturing
Institute

During this innovative workshop, GAMI offered a different workshop concept to support customers in the decision making and implementation process of Industry 4.0 in logistics. Within this workshop participants could analyze the actual Industry 4.0 performance level of GAMIS Industry 4.0 Demonstration Center's logistics using process analysis and assessment tools. The participants defined performance targets and developed smart logistics concepts based on creativity techniques and benchmark approaches for the Demonstration Center. Finally, the participants derived a detailed action plan and transferred the results into a structured implementation roadmap. Throughout the whole workshop experienced project engineers and industry experts from GAMI guided the participants.



19th
January 2017

Event: Chamber Meeting January:
"Deutschland und China 2017 – Gemeinsam
in einer Zeitwende?"

Venue: InterContinental Shanghai Pudong
Benefit Partner

Speaker: Peter Rothen | Consul General for
the Republic of Germany in Shanghai

Moderator: Ms. Bettina Schoen-Behanzin |
Chairwoman of the Board, German Chamber
of Commerce



The first chamber meeting of 2017 was held on the 19th of January and was attended by almost 170 participants. The topic of the speech, held by Mr. Peter Rothen, Consul General of the Republic of Germany in Shanghai, was "Germany and China – Together in a Turning Point?" Following a short introduction by moderator and Chairwoman of the Board Ms. Bettina Schoen-Behanzin, a feature video of the "More than a Market" initiative was shown. Mr. Rothen began his speech by appealing to the audience to take part in the "More than a Market" initiative, especially small and medium-sized companies.

After giving a review on the most important events of 2016 Mr. Rothen outlined the political developments that could be important in 2017 and depicted the impacts that those developments might have for the Sino-German collaboration. With populist, nationalistic forces getting more and more popular and powerful, western democracy is in a changing process of which the results are still unforeseeable.

Despite the changes in the western democracies the Sino-German relations remain solid and strong. However, Mr. Rothen is convinced that the economic relations between Germany and

China will undergo a transformation. China is not only becoming Germany's competitor in many aspects, it has also converted from an importer to exporter of capital investments.

Mr. Rothen concluded that with China catching up quickly, Germany has to work harder to protect its interests, but the trust and friendship that has been built over decades will allow a continuously close collaboration between China and Germany. In the following Q&A session the audience showed a strong interest concerning the level playing field problem, as well as the increasing Anti-EU forces by questioning Mr. Rothen about his assessment towards these topics.

Concluding, Ms. Schoen-Behanzin thanked Mr. Rothen on the behalf of the German Chamber for the long-lasting cooperation with the General Consulate and wished everyone a happy new year of the rooster.



7th
February 2017
Event: Taicang Stammtisch
Venue: River Side

15th
February 2017
Event: Deutscher Stammtisch – Suzhou
Venue: Lenbach, Suzhou

16th
February 2017
Event: Human Resources Workshop:
"Implementing German HR Standards in China: Mission Impossible or Success Story? A Field Report with Exchange of Experiences"
Venue: Le Royal Meridien **Benefit Partner**
Moderator: Ms. Grace Wang | Human Resources Manager, MGB METRO Group Buying (Shanghai) Co., Ltd
Speaker: Mr. Stefan Goessl | HR Manager China, Rödl & Partner

On 16th February 2017, the Le Royal Meridien hosted an event in the field of Human Resource carrying the title "Implementing German HR Standards in China: Mission Impossible or Success Story? A Field Report with Exchange of Experiences." The event was moderated by Ms. Grace Wang from MGB METRO Group Buying. The speaker Mr. Stefan Goessl started his presentation by introducing his company Roedl & Partner. As professional services firm, they have a wide range of different business lines and employees, such as lawyers, tax consultants and accountants. Naturally, they carry very strict regulations and values. The greatest challenge was to adapt German processes to Chinese frameworks. Mr. Goessl talked about the integration of German standards in Employment Contracts and the Corporate Handbook, whilst constantly asking the audience about their experience and opinion. Thus, the exchange was steady and interesting questions came up. It turned out, that the issue of annual leave differences between Chinese and foreign employees is difficult to handle for foreign companies. Roedl & Partner solved the problem by establishing the concept of seniority, as promotions are regularly expected in China, instead of distinguishing between nationalities or expat status. Nevertheless, he admitted, that promotion often comes faster than experience. Mr. Goessl also addressed the issue of dress code and compared standards of the German headquarter and offices in China. The exchange of office employees between Germany and China helps to better understand and interpret the corporate culture. Afterwards the guests enjoyed some canapés and had the chance to network.



21st February 2017 **Event:** Deutscher Stammtisch – Shanghai
Venue: PAULANER @ XINTIANDI
 Benefit Partner

21st February 2017 **Event:** Hangzhou German Chamber Corner
Venue: Angelos Restaurant Hangzhou
 Benefit Partner

21st February 2017 **Event:** AHK General Manager Roundtable Hangzhou
Venue: Hangzhou Wulf Chain Co., Ltd.

The second session of the AHK General Manager Roundtable Hangzhou took place at Hangzhou Wulf Chain Co., Ltd. As well as an in-depth introduction and plant tour at Hangzhou Wulf Chain Co., Ltd. the after effects of the G20 summit were discussed in the open discussion round.

The German Chamber of Commerce has begun to regularly organize a General Manager Roundtable in Hangzhou. The main objective of this event is to establish a regular platform for the local management to exchange information, build up a network and provide external expertise for topics of interest. The roundtable will be organized once a quarter, preferably on the day of the German Chamber Corner (every third Tuesday each month). For further information please contact Ms. Johann Spee via spee.johanna@sh.china.ahk.de.

22nd February 2017 **Event:** Young Leaders Workshop: "Meet & Mix"
Venue: Chair Club Benefit Partner
Moderator: Ms. Vivien Newrzella | Head of Business Development & Training, PRP Solutions



21st February 2017 **Event:** Special Breakfast Event: Praesentation des EU Handelskammer „Positionspapiers 2016/2017“

Venue: German Chamber of Commerce in China | Shanghai Office

Speaker: Dr. Ioana Kraft | General Manager, European Union Chamber of Commerce
 Mr. Marcus Wassmuth | Head of European Corporate Coverage, UniCredit S.p.A.
 Mr. Andreas Odrian | Director, Deutsche Bank



On 21st of February 2017, a Special Breakfast Event carrying the title "Praesentation des EU Handelskammer Positionspapiers 2016/2017" took place.

The event was held in cooperation with the European Chamber of Commerce, Dr. Ioana Kraft presented the most recent Position Papers. She talked about the new Chinese government notice, challenges for European companies in China and the requests that the Chamber makes for the benefit of its members. Topics included for example China Manufacturing 2025, which gives hope but also shows very clearly, that Chinese companies are still preferred. Foreign companies have to cooperate and transfer technologies to Chinese companies if they want to run a business in China, whilst Chinese companies can easily invest in Europe.

Concerning the Shanghai Position Paper, attracting Global Talent is a difficulty for companies right now. Not only regulatory problems like complicated visa applications occur but also soft factors as attraction of the city calculated by life and air quality, healthcare or educational system.

Due to tax and HR related issues Shanghai cannot decide on its own but nevertheless use its economic power to influence politics on national level. The speakers propose a stronger integration of the Yangtze River delta to increase stability and planning security. After the presentation, the audience had the opportunity, to ask questions to all three speakers. Mr. Wassmuth and Mr. Odrian explained the current situation of Chinese financial markets and global monetary flows. The interest was very big, as uncertainty about future economic developments has an impact on all European run businesses in China.

Before and afterwards the guests enjoyed a breakfast and had the opportunity to network.



Markus Schultz 馬科斯

Company: ViscoTec Greater China Office

Job Title: General Manager Greater China

Year of Foundation: 2013

HQ: Toeging am Inn / Bavaria

Main Business: Systems required for dosing, filling, conveying, emptying, and applying medium to high viscosity fluids mainly used in the Electronics and Automotive industry.

What is your personal and business background?

I was born in the beautiful and green east-end of the German Ruhrgebiet, educated in the field of electronics I have gained extensive experience in the machinery field. Working all the way up from Technical to Sales and finally managerial level with nearly 20 years of Asia experience, mainly Southeast Asia, Korea and Japan. For the last 15 years I have been living and working in Greater China in locations such as Hong Kong, Beijing and now in Shanghai. During this time I successfully set-up and boosted different kind of foreign business structures, from RO to WFOE with deeper knowledge of Chinese Legal, Taxation and HR. My linguistic skills in Mandarin and Cantonese have helped me to master those tasks.

Tell us a little about your company and activities in China?

We (the Company and myself) want to see a world where everyone associates the idea of complex dosing with the name ViscoTec. With over 30 years of dosing experience, ViscoTec is the pioneer in precision dosing systems and components for semi and fully automatic production lines and assembly processes, all Made in Germany. We offer our customers precise, reliable, fast, and sophisticated technology, which belongs to the premium market segment. To this end, we continuously further develop our products, bring new and innovative ideas to the market and place the utmost importance on quality and service. Dosing is our playground.

How long has your company been active in China?

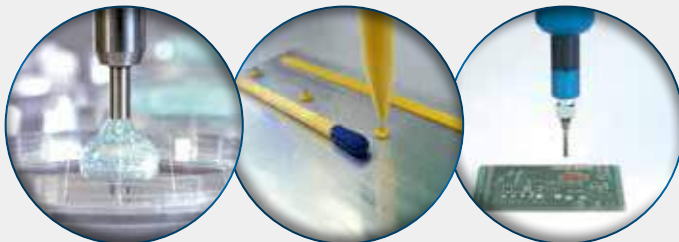
This year ViscoTec celebrates its 20th anniversary in Germany and has more than ten years of sales history in China, in 2013 ViscoTec set-up the ViscoTec Greater China Sales and Service Center in Shanghai. From this very central location we offer local test possibilities to our customers and "off the shelf" product availability.

What are your aims and hopes for the future?

Currently we are observing the initiative "2025 – Made in China" and the Central Government's power to pull this one through. China needs to improve its manufacturing capabilities and the most reliable way would be with the help of automation. ViscoTec is well known as the leading expert in dispensing technology for precise glue applications in manufacturing e.g. mobile phones, handheld devices, car safety-relevant components and touch-screen displays. Many of our customers already began the transition from the manufacturing centers filled with thousands of migrant workers doing labor-intensive assembly steps to the modern age with adding our products integrated into the robots for semi or fully automated lines.



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23rd

February 2017

Event: Chamber Meeting February: "Strategy 2025 – Megatrends of the Future"**Venue:** Grand Kempinski Hotel Shanghai **Benefit Partner****Speakers:** Mr. Karel Eloot | Senior Partner, McKinsey

Mr. Clas Neumann | Senior Vice President, SAP China

Dr. Yilin Zhang | CEO, Schaeffler Greater China

Mr. Wei Zhou | Founder and CEO, The Xnode

Moderator: Ms. Brigitte Wolff | Member of the Board German Chamber of Commerce in Shanghai; President, EIM Executive Interim Management Ltd., China

Mr. Michael Maeder | Member of the Board German Chamber of Commerce in Shanghai; Managing Partner, Ward Howell International

This year's second Chamber Meeting dealt with the future megatrends in China and was attended by almost 180 participants. After a warm welcome by Ms. Brigitte Wolff and Mr. Michael Maeder, who both together guided through the evening, one of the panelists, Mr. Karel Eloot gave an introductory speech on the topic of the evening. In Mr. Eloot's introduction, he presented four disruptive forces that are breaking the trends and outlined their impact on China. He explained that whether it is the industrialization and urbanization of emerging countries, disruptive technologies, an aging world or greater global interconnections, every force has its own challenges and opportunities.

Before the buffet was opened for the guests, the moderators referred to the introduction of an interactive part for the audience. For the first time, participants should not only listen to the topic, but also discuss it over dinner. Every table was assigned with an industry sector or a specific subject and a corresponding question to which the guests were encouraged to express their thoughts and ideas. After a nice dinner combined with individual topic discussions, the moderators introduced the four panelists of the evening, who each began by shortly presented their own companies. Then, Mr. Maeder opened the panel discussion with a question concerning how the previously mentioned megatrends impact their business and how their business strategy is built on those trends. Dr. Zhang explained that climate change has the most impact on his business, since there is a clear trend towards electrification, autonomous driving and sharing economy. Therefore, they have fundamentally changed their company by analyzing those trends and developing new mobility for tomorrow. He noted that this will need a lot of investment and that they still have not yet reached their but are on a good way. Mr. Eloot pointed out that it is not sufficient anymore to just have a framework or provide

ideas, but that the future will be more asset based consulting. Also, there will be a bigger focus on building and guiding businesses and finding solutions. Often these disruptive forces are seen as very technical, but they are still implemented by people, meaning that it is not a complete technical transformation but also a management transformation.

Next, Mr. Neumann stated that there is no industry that is not affected by technological improvements, since more and more machines are taking over. However, the development of new products based on those megatrends will be an opportunity for most companies. The last panelist, Mr. Zhou was able to give an insight on the topic from a Start-up's perspective. He indicated that Start-ups like his firm will definitely play an important role in the future, being one of the main disruptive forces together with corporate companies. By the end, every panelist agreed that Germany's industries are well prepared for those discussed megatrends.

Nevertheless, it is still important to be on the ground in China to fully understand the trends, since megatrends develop slightly different in scale and speed in every other country. Following the panel discussion, participants were able to share their views on megatrends after an intensive discussion over dinner. The opinions on a total of six subjects, including automotive, service industry, young leaders, machine building & industrial goods, general innovation as well as general globalization, were presented by selected speakers for each subject. The Chamber evening was closed with a Q&A session where the guests had the opportunity to further express their opinions on China's megatrends for 2025 and asked about how the aging population matches with the development of innovation, since the younger generation is the innovative generation.





Ming Cheng Chien

Company: LANXESS
Job Title: CEO of LANXESS Greater China
Year of Foundation: 2005
HQ: Cologne, Germany
Main Business: Chemical
Number of Employees: 16,700
Sales/Revenue: 79 billion EUR in 2015

What is your personal and business background?

I started my career after I received my undergraduate and graduate education in chemical engineering in the U.S.A, and I joined LANXESS in 2008 as managing director of LANXESS Buna GmbH in Marl, Germany. In February 2013, I was relocated back to Shanghai, taking over the responsibility as CEO LANXESS Greater China for this increasingly important market of the global business.

In April 2016, LANXESS and Saudi Aramco launched a joint venture company, ARLANXEO, for synthetic rubber businesses. I additionally took up the role of managing director for ARLANXEO in China as well.

Tell us a little about your company and activities in China?

LANXESS Chemical (China) Co., Ltd. officially started its operation in 2005. Today, we have ten subsidiaries including three joint ventures, as well as eight R&D centers in China, with about 1,700 employees in Greater China. LANXESS is committed to sustainable development by combining safety, environmental protection, social responsibility, and commercial efficiency together in our business operations. We have always been adhering to the philosophy of "Good for business, good for society" in our daily operations. Over the past decade, we have offered scholarships to several hundred students in universities and high schools. We initiated "Clean Water for Better Life"

University Students Research Competition in 2015, when the State Council issued the Water Pollution Prevention Action Plan.

This project aims at encouraging college students to present their original and inspiring proposals to protect water resources and solve water related issues. LANXESS funded 10 teams of totally 49 students from five universities to carry out research in 2015. After the big success in the first competition, expanding the competition scope, it continued to provide funds for 15 teams of totally 67 students from 9 universities in 2016 competition.

LANXESS led the project and united forces from various parties including its LPT (Liquid Purification Technologies) business unit, Ministry of Environmental Protection, Association of Environmental Protection Industry, Shanghai Municipal Education Commission, Shanghai Association of Enterprises with Foreign Investment, and China Education Press Agency and etc. Up until now, 25 teams of totally 116 students from nine universities have participated in this competition and benefited from it. Eight volunteers have contributed to the project, devoting 410 hours in total.

In the future, LANXESS will continue hosting this competition. The participation scale will be further expanded in 2017, and we look forward to cooperating with more partners to tackle water challenges in the coming years.

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WORKS.**

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Energizing Chemistry

24th
February 2017

Event: Suzhou Workshop HR: "Dispatching and Outsourcing: What's in there for your Blue-Collar Business"
Venue: Suzhou International Financial Center
Speakers: Ms. Lin Swik | HR consultant, FESCO Adecco
Moderator: Johanna Spee | Regional Manager Zhejiang & Jiangsu, German Chamber of Commerce

In this interactive workshop, Ms. Lin Swik, HR consultant at FESCO Adecco, explained the Chinese legal framework, offered solutions, and focused on blue-collar staffing through an outsourcing model. Some business cases and models of operations were presented. The participants learned how they could apply those models to their own business. Precise examples were given to the audience in order to gain practical knowledge on this topic. During the discussion round, the participants had the chance to share their experiences and gain insights and solutions on human resource management.



24th
February 2017

Event: Taicang Workshop HR: "Dispatching and Outsourcing: What's in there for your Blue-Collar Business"
Venue: Dong Ting Building
Speakers: Ms. Lin Swik | HR consultant, FESCO Adecco
Moderator: Johanna Spee | Regional Manager Zhejiang & Jiangsu, German Chamber of Commerce

28th

February 2017

Event: Changzhou Finance & Controlling Workshop "Update: China Customs Audit Measures and Key Trends"
Venue: Sheraton Changzhou Xinbei Hotel
Speakers: Ms. Queena Lau | Senior Manager, PwC Worldtrade Management Services
Moderator: Mr. Lukasz Mehl | Senior Manager at PwC China, Tax & Business Advisory Services

This event was jointly organized with the German Chamber of Commerce in China | Shanghai and Changzhou International Managers Forum (CZIMF). During this event Ms. Queena Lau, Senior Manager at PwC introduced key changes under the new regulations and new administrative structure within Customs audit departments. She also highlighted which hands-on measures enterprises may take to improve customs compliance under the new circumstances.

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 Website: www.kochs.com.cn





Andreas R. Voegele

Company: EAC International Consulting

Job Title: Partner

Year of Foundation: 1992 (in Germany), 1995 (in China)

HQ: Munich

Main Business: Top Management Consulting in Strategy, M&A and Operational Excellence

What is your personal and business background?

I am a doctor of industrial engineering and have focused on operations management in industry and consultancy for over 25 years. I started my career at Andreas Stihl, then became Senior Partner at Roland Berger Strategy Consultants and Managing Director at ConMoto Consulting Group. Overall, I have a lot of experience in operational excellence with an increasing focus on new areas, such as industry and purchasing 4.0, design2value, as well as the implementation of supply network strategies. I was also a board member of the BME e. V. for 24 years and hold MBA teaching assignments at international universities, for which I was awarded professor in 2006. At the beginning of this year I joined EAC as partner and together with Uwe Haizmann, a partner who has been based in China for 17 years,

I will manage EAC's Operational Excellence practice globally.

Tell us a little about your company and activities in China?

EAC was one of the first management consultancies to specialize in Asia, especially China, and is among the leading consulting firms for internationalization strategies, M&A and Operational Excellence today. Our Shanghai office was founded in 1995 and has grown to become our largest office with a team of 40 local and international consultants who serve our clients in this important growth market. Our target is to sustainably improve the competitiveness of our clients through innovative globalization solutions, ranging from hidden champions and Mittelstand (SMEs) to large MNCs.

What is your competitive advantage/selling point, what kind of benefits can companies get from using your services in China/Asia Pacific?

EAC's 25 years of consulting experience in Asia means access to an extensive network of local decision-makers, as well as an invaluable pool of experience in emerging markets and in-depth knowledge of the local 'rules of the game' from 1,500 completed projects so far. We seek individualized and innovative solutions for our clients, who often look for cross-border concepts, particularly in Greater China, South East Asia, Japan and South Korea. Our regional consultants guarantee 'support from under one roof'.

What do you see as the future trends in operational excellence in China and Asia Pacific?

I am convinced that companies have to continuously boost their performance to manage the challenges and competitive pressure in this region – that is the only way to ensure sustainable competitive advantages. Regarding this, operational excellence has to be much more than just cost cutting. In operations, successful companies need to focus on innovation within the entire supply network and work out product innovation, design2value, value-oriented purchasing, lean production and lean administration in cross-functional teams.

MUNICH / SHANGHAI / MUMBAI / MOSCOW

EAC
INTERNATIONAL CONSULTING



EAC International Consulting is one of the leading management consultancies for internationalization strategies in growth markets. With a local presence in China for 25 years and over 1,500 completed projects, EAC offers an incomparable pool of experience, comprehensive sector know-how, an extensive network of local decision-makers and a keen sense for implementable solutions.

2nd March ASEAN Breakfast A Look into the Region's Key Drivers and Challenges



The ASEAN Breakfast at the Shanghai Intercontinental Hotel in Pudong was all about looking ahead while making the most of the resources available to our member companies in Shanghai and beyond.

One key question that permeated the event was: What are the next twenty years going to be like for our member companies here in China? The large majority of respondents to our annual business confidence survey (over 90%!) are already in China and here to stay, underlining the continued significance of the Chinese market for our member companies. However, as wages and labor costs are rising in China, some German companies are shifting part of their functions to the ASEAN region – be it for restructuring and tax purposes or to create additional sales hubs that are not too far off from their HQ in the Greater Shanghai region.

To that end and by maximizing the larger AHK network with 130 locations across 90 countries with about 45,000 member companies, the German Chamber of Commerce in China | Shanghai had the pleasure of hosting four AHK chief delegates from across the Association of Southeast Asian Nations (ASEAN) to shed light on the opportunities and risks of investing in the region. Mr. Peter Kompalla, Executive Director of the German-Philippine Chamber of Commerce and Industry and the German ASEAN Business Council from the Philippines, Dr. Tim Philippi, Chief Executive Officer, Singaporean-German Chamber of Industry and Commerce, Mr. Marko Walde, Chief Executive Officer, German Industry and Commerce Vietnam and Mr. Jan Rönnefeld, Chief Executive Officer, German-Indonesian Chamber of Commerce and Industry offered the exclusive group of over sixty participants not only insights into the recently published AHK ASEAN Index (in cooperation with Ernst & Young) but also gave their personal view from across the region.

The panelists covered a wide range of topics, such as the composition of the labor force, special tax incentives and economic zones as well as recent political developments in their respective areas of expertise. The first piece of good news that all panelists agreed on was that Germany,

"ASEAN provides the possibility of optimizing your value chains and gives an attractive complement to the Chinese market"

Peter Kompalla, Chief Executive Officer, German-Philippine Chamber of Commerce and Industry and the German ASEAN Business Council from the Philippines

and German businesses enjoy a very good reputation across the region. Coupled with relatively lower labor costs, high global competitiveness, and ease of doing business ranks as per a study by the World Bank the stage is set for increasing engagement between German businesses in China and the ASEAN region. Of course, there are challenges – overall corruption is still perceived to be quite high, while the overall infrastructure leaves room for improvement (for example, weekly power outages in the northern part of Vietnam are not uncommon).



The panelists also agreed that the ASEAN region is not a monolithic market – for one, this is evident in the key industries of the various locations represented at the ASEAN Breakfast – while Singapore is focused on financial services and trade, Indonesia is focused on electronics and the automotive industry, Vietnam is home to textiles and machinery, whereas the Philippines focus on Food & Agribusiness. This variety also spreads to the day-to-day realities on the ground: Locations such as Singapore are naturally more advanced (with concurrent higher labor and property prices) whereas countries like Vietnam and Indonesia are thus primarily engaged in simple manufacturing and will need time to transition to innovation-driven

economies. There are currently plans underway to demarcate a single market in the ASEAN region, the ASEAN Economic Community (AEC), which would be an additional draw to the region, especially in light of the shifting global trade agreement landscape.

Following the presentations and a brief but lively Q&A round, the ASEAN Breakfast offered well-fed participants a chance to stretch their legs and partake in our exclusive one-on-one consultations with our ASEAN experts. The fully booked round of one-one-one consultations allowed company representatives from the financial, automotive, pharmaceutical and services industries the chance to discuss their future prospects across ASEAN.



Indeed, what is next for German companies in China? Judging from the ASEAN Breakfast and the high level of engagement of participants with the panelists, the opportunities across the ASEAN region have reached the shores of Shanghai and beyond. The German Chamber of Commerce in China | Shanghai will continue to foster exchanges, connect businesses and highlight opportunities for our members.



Thank You to Our Sponsors 2016/17

The German Chamber of Commerce in China | Shanghai is proud to have gained the support of eight Yearly Sponsors for 2017/2018.

We would like to thank Brose, Commerzbank, Kempinski, Kuka, Porsche Consulting, Roesler, Testo and Alfmeier for supporting the German Chamber office in Shanghai.

For their support and cooperation throughout the past year, we would also like to give our warm thanks to our Sponsors 2016/2017:

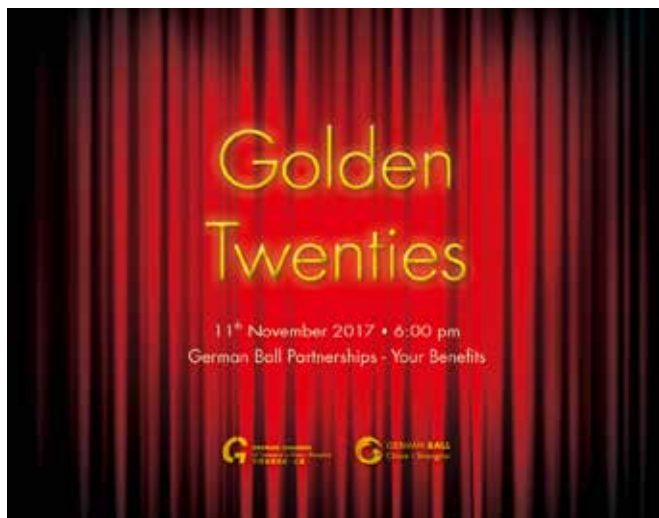


Porsche Consulting



BALLUFF

KUKA



20th German Chamber Ball Shanghai Partnership Opportunities Available

In 2017 the German Chamber of Commerce in China | Shanghai will host the 20th German Ball. In honor of this the special occasion theme "Golden Twenties" has been chosen.

Each year this is the largest social event of the German business community in Shanghai and attracts around 1,200 guests including business executives and leaders from politics with connections to and interest in Germany.

The German Ball will take place on 11th November 2017. Companies interested in the German Ball partnership opportunities should contact Ms. Daisy Zhu via zhu.jingjing@sh.china.ahk.de or 021- 5081 2266 ext. 1630

Job Fair Review

On 10th and 11th March 2017, the German Industry and Commerce Greater China | Shanghai, in cooperation with the German Chamber of Commerce in Shanghai and German Center Shanghai successfully held the 18th Sino-German Job Fair. With the support of sponsors Continental, Direct HR and Hilti, the event again attracted more than 1500 job seekers and students. 46 German companies presented themselves and their available 400 jobs in 52 booths.

The well-educated candidates left a very positive impression among the companies, with 90% rating the overall qualification as either excellent (53%) or very good (37%) and judging their overall job suitability very positively.

The 19th Sino-German Job Fair (Shanghai) will be held in Shanghai in October 2017. Look out for further information at www.sino-german-jobfair.com





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Training Calendar Shanghai

| | |
|--|--|
| 6 th -7 th April | Performance Management and Effective Coaching Skills |
| 11 th -12 th April | Working Smart with Microsoft Project |
| 11 th -12 th April | Authenticity and Individualism – in Leadership new EN |
| 11 th -14 th April | High Voltage Safety of Electrical Vehicles LV2A new |
| 13 th -14 th April | Project Management |
| 14 th April | Flexible Production Planning: The Key to Competitive Edge |
| 17 th April | SharePoint 2013 for Efficient Team Collaboration |
| 17 th April | LEAN LEADERSHIP & MANAGEMENT FOR EXECUTIVES |
| 18 th -19 th April | HR Training for Non- HR Manager new |
| 18 th -19 th April | Working Smart with Excel |
| 19 th -20 th April | Working with Excel Macro & VBA |
| 18 th -19 th April | MS Office Advanced Skills for HR |
| 19 th -20 th April | Supplier Quality Management new |
| 19 th -21 st April | Controlling in 5 Stages: Stage 1 "Controlling & Controller" |
| 19 th -21 st April | Essential AutoCAD Skills:2D Drawing Basics |
| 19 th -21 st April | ISO/IEC17025 Internal Auditor Training new |
| 20 th April | Unveiling the Secret of Data: PivotTable in Depth |
| 20 th -21 st April | German Business Culture |
| 20 th -21 st April | Developing Sales Strategy new |
| 21 st April | Application of 5S Principle and Visual Management into Demonstration Line of Industry 4.0 |
| 24 th -25 th April | Crash Course Controlling for Non-Financial Managers & Professionals |
| 24 th -26 th April | High Voltage Safety of Electrical Vehicles LV2B new |
| 25 th -26 th April | Basic Management Skills |
| 25 th -26 th April | Convincing & Influential Power – Persuade Others and Sustain Impact new EN |
| 27 th -28 th April | Design of Experiment (DOE) new |
| 28 th April | Systematic Approach to Failure Prevention – Poka-Yoke |
| 28 th April | APQP Practice new |
| 5 th May | Say It with Charts: Presenting Data Graphically in Excel |
| 8 th -9 th May | LEAN ADMINISTRATION – Methods of Lean in Indirect Areas |
| 9 th -10 th May | Excellence in Customer Service |
| 9 th -10 th May | Leadership Coaching Skill (LCS) |
| 9 th -10 th May | MS Office Advanced Skills for HR |
| 9 th -11 th May | BRC – Food (British Retail Consortium – Food Technical Standard) (7th edition) Internal Auditor new |
| 10 th May | Fundamentals of Access Database |
| 11 th -12 th May | Creative Problem Solving & Decision Making |
| 11 th -12 th May | Advanced Application of Access Database |
| 11 th -12 th May | How to Upgrade Your Internal Logistics to Lean and Smart? |
| 15 th -16 th May | Working Smart with PowerPoint |

Training Calendar Shanghai

| | |
|--|--|
| 16 th -17 th May | Recruitment and Interview Skills Training Camp new |
| 16 th -17 th May | Human Skills and Leadership (HSL) – BASIC MODULE „ME“ |
| 17 th May | Successful Design with PowerPoint |
| 18 th May | Excel Data Management and Analysis |
| 18 th -19 th May | Customs Clearance Efficiency and Cost Control |
| 18 th -19 th May | Leading for Creativity new EN |
| 19 th May | How to Analyze Your Product Cost Structure Systematically? |
| 22 nd -23 rd May | MS Excel Advanced Skills for Finance |
| 23 rd -24 th May | Project Management |
| 23 rd -24 th May | Human Skills and Leadership (HSL) – BASIC MODULE „YOU “ |
| 25 rd -26 th May | How Team Leader Build High Performance & Cohesive Teams? |
| 25 rd -26 th May | Optimization of Value-streams by IT Shopfloor Solutions |

Unless otherwise specified all courses are conducted in chinese.

Training Highlights - Shanghai**Personal Branding**

In an information-driven economy, professionals are often judged more by what others think of their brands than by their objective achievements. Employees must see, understand and respect their managers' brands in order to follow them with conviction. Customers trust and engage fully with salespeople, whose brand is clear, consistent and adequate. Suppliers may give that extra discount to the buyer, with whom they have built a relationship over time and whose brand they know intimately.

Therefore it is crucial that you understand yourself to send the right messages to the world and connect with your audience in valuable ways. You can have a strong impact on your business, based on a strong personal brand. How others perceive you and your organization is thus one of the key drivers of your success.

Essential Leadership: Module On

- 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:

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021 6875-8536 ext. 1658 021 6875-8573 ext. 5658

✉ zhang.yihui@sh.china.ahk.de

New Benefit Partners Shanghai & Neighboring Provinces

For a detailed description about our Benefit Partner Program, please visit our website: <http://china.ahk.de/chamber/benefit-partner>

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web: www.papershanghai.com
Benefit: 10% discount for rental of office/event space



Shanghai

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Email: coburger@gsausage.com
WeChat: coburger
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Phone: 13776291804
Benefit: 15% discount 8.5折扣



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Email: tlshx.fnbinfo@langhamhotels.com
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Web: www.langhamhotels.com/shanghai
Benefit: 15% discount for food and beverage consumption at Cachet Restaurant, Cachet Al Fresco, Martini Bar, Lobby Lounge, XTD elevated and private rooms of T'ang Court. Blackout dates: 14th February and 24th December 2017

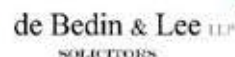


Thanks to Our Yearly Sponsors 2016/17

Guangzhou Office



Chengdu Office



Shenzhen & West PRD Office



Balluff Plant Expansion in Chengdu

Ten years after completing the first construction phase, Balluff has enlarged their plant in the Chinese city of Chengdu by 50 percent. After nine months of construction time the new 2000 square meters of production space on two levels and a 400 square meter multi-purpose area are the visual evidence of the growing importance of the Chinese facility in the global production network of the automation specialists from the

German town of Neuhausen near Stuttgart. The new construction creates the basis for building highly modern, semi-automated production lines and for significantly expanding the engineering expertise at the Chinese location. Balluff invested 2.1 mil. Euros in the plant expansion and sees China as a rapidly growing market in automation for production facilities.



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. Johnson Lin
General Manager
Guangzhou Compton Zhigao Building
Materials Co., Ltd.
☎ 020 - 8484 9888
✉ johnson@cmc-ceilings.com
www.cmc-ceilings.com

Mr. Herbert Haas
General Manager
Heinkel Drying And Separation (Foshan) Co., Ltd.

☎ 0755 - 3391 9136
✉ h.haas@heinkelchina.com
www.heinkel.de

Mr. Jens Wycisk
Director of Food & Beverage
Four Seasons Hotel Guangzhou
☎ 020 - 8883 3301
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www.fourseasons.com/guangzhou/

Ms. Blandine Cressard
General Manager
Residence G Shenzhen
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residencegshenzhen.com

Mr. Joerg Ruhland
Sales Director
Jiangmen Steel & Style Metal Craft Co., Ltd.
✉ j.ruhland@steel-style4life.com
www.steel-style4life.com/

12th
January 2017
Guangzhou

Event: Stammtisch for Young Professionals and Students
Venue: Arbat



17th
January 2017
Guangzhou

Event: General Manager Roundtable
Venue: Hilton Guangzhou Tianhe

Benefit Partner

Topic: 1. Results of the GCC Business Confidence Survey / 2. Outlook and expectations for 2017

Chair: Mr. Ulf Reinhardt | Treasurer, GCC | South & Southwest China



17th
January 2017
Guangzhou

Event: German Happy Hour

Venue: McCawley's **Benefit Partner**



19th
January 2017
Shenzhen

Event: Guanxi - Connecting Shenzhen's Young Professionals

Venue: TAPS Cocopark

On 19th January, the German Chamber of Commerce in China | South & Southwest China invited Shenzhen's young professionals and students to get together at our monthly Guanxi networking event. With this event, we explore different locations around Shenzhen to provide a networking opportunity for young professionals residing in this modern city in Southern China and to exchange on current topics as well as make some useful new business contacts. This time the new TAPS bar and brewery at COCO Park was the venue of choice and provided guests with special food & drink offers as well as a unique event atmosphere. The German Chamber would like to thank TAPS' team for being such a welcoming host for this event.



16th
February 2017
Shenzhen

Event:ammtisch Shenzhen
Venue: Bionic Brew Shekou Pop-Up Bar
Benefit Partner

On 16th February, the German Chamber of Commerce in China | South & Southwest China welcomed members and friends to their monthly ammtisch, this time at the new Bionic Brew Shekou Pop-up Bar. Already a very well-known name among Shenzhen's craft beer lovers, Bionic Brew's new Shekou outlet provided a cozy yet sophisticated atmosphere for members and friends of the Chamber to expand their personal and business network within the German, Chinese and international community. Special drink offers on their hand-crafted beers were provided by the team at Bionic Brew while guests were also able to enjoy some handmade bagels and other delicacies from HH Gourmet, which were also available at a special discount for the event. All guests were pleased with the wonderful evening and the German Chamber would like to thank the teams from both locations for being such generous hosts for this event.



21st
February 2017
Chengdu

Event: General Manager Roundtable and Factory Visit
Venue: Balluff Sensors Co. Ltd.
Topic: HR and salary structures
Chair: Ms. Sabine Yang-Schmidt | Regional Manager, GCC | South & Southwest China



23rd
February 2017
Guangzhou

Event: German Chamber Spring Reception
Venue: Qiao Shiguang Art Museum, Shamian Island



With a new year just starting and people returning from their Spring Festival holidays, the German Chamber of Commerce in China | South & Southwest China welcomed its members and partners with a spring reception at a very special venue in Guangzhou: the Qiao Shiguang Art Museum on Shamian Island.

GCC's executive director Mr. Jens Hildebrandt welcomed all guests before giving an introduction into the Chamber's plans and activities for the coming year while pin-pointing some highlights such as upcoming new event formats and a further reach into the regions outside of the main business hubs. He then continued to introduce the Chamber's new executive chamber manager Mr. Marc Piesbergen who had joined the Chamber team in the weeks prior to the event and thanked Ms. Melanie Lindstaedt for her hard work during the time without an executive chamber manager.

He also gave some introduction to the museum, which mainly features Chinese artists but this time included a temporary exhibition by five German modern artists. Guests later had the opportunity to gain more in-depth insights into the artworks if they chose to join the guided and bi-lingual tour that was provided especially for this evening.

For the first time, this event also gave a platform to the Chamber's newest members who took the stage to briefly introduce themselves and their companies before joining in the networking that followed the speeches.

The Chamber would like to thank all guests that attended the first German Chamber Spring Reception. The Chamber would also like to extend a special thank you to the Qiao Shiguang Art Museum for the special atmosphere and to Yearly Sponsor the Hilton Guangzhou Tianhe for providing the delicious food and outstanding service throughout the evening.



28th
February 2017
Shenzhen

Event: Guanxi - Connecting Shenzhen's Young Professionals
Venue: MOD



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 our Chamber team via chamber@gz.china.ahk.de or 020 8755-2353.



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Thank you to our Yearly Sponsors 2016/17

The German Chamber of Commerce in China | South & Southwest China would like to express their sincere appreciation to their Yearly Sponsors 2016/17. Only with their support and cooperation throughout the past year were we able to achieve such a successful year.

We would like to thank Commerzbank, Hilton Guangzhou Tianhe, Merck Serono and TUV Sued for supporting the German Chamber office in Guangzhou. We also greatly appreciate the support of Commerzbank, Direct HR, Mazars, Merck Serono and TUV Sued for supporting the Chamber office in Shenzhen as well as Commerzbank, de Bedin & Lee, Fona, Merck Serono and TUV Sued for supporting the Chamber office in Chengdu.

Guangzhou Office



Shenzhen & West PRD Office



Chengdu Office



Chamber Event Calendar April & May 2017

| Date | Event |
|------------------------|---|
| 6 th April | Manufacturing Roundtable Dongguan |
| 11 th April | General Manager Roundtable Shenzhen |
| 19 th April | Government Seminar One Belt-One Road Chengdu |
| 21 st April | Government Seminar One Belt-One Road Chongqing |
| 21 st April | GCC Insight: Guangzhou Aircraft Maintenance Engineering Co. Ltd. |
| 25 th April | General Manager Roundtable Guangzhou |
| 9 th May | General Manager Roundtable Shenzhen |
| 10 th May | Manufacturing Roundtable South China |
| 10 th May | Europe Day Chongqing |
| 16 th May | Seminar "Insurance in China – basics for foreign enterprises" Chengdu |
| 18 th May | General Manager Roundtable Chengdu |
| Mid-May | HR Seminar Dongguan |

Regular Social Events

German Happy Hour Guangzhou – every last Tuesday of the month at alternating exciting venues

Stammtisch Shenzhen – every first Thursday of the month at alternating exciting venues

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

South & Southwest China Training Highlight

11th April 2017 (GZ): Cross Cultural Effectiveness

This course builds critical business skills to adapt to different cultural working styles, build greater trust and communicate clearly with global teammates and business partners. This workshop balances between cross cultural theory and easy to apply business skills and tools that can be taken directly back to work. By the end of the one day workshop, participants will be better able to manage projects, identify potential conflicts and adapt to unexpected situations.

Training Language: English

18th – 19th May 2017 (CD): Effective Selling Skills

This program will teach you how to increase your self-confidence and develop a positive attitude towards selling, improve your selling and communication techniques, convert objections into sales opportunities and improve your sales planning and pre-sales preparation. You will be able to achieve win-win sales and customer relationships, increased call and presentation effectiveness, and improved company image.

Training Language: Chinese

26th May 2017 (GZ): Difficult Customers & Complaint Resolution

This training program helps you build a positive attitude and confidence towards complaints and difficult customers. You will better understand the causes of complaints and learn how to avoid unnecessary frustrations. Through practices and interactive communication, you will be equipped with skills to handle angry customers, and turn crisis into a service opportunity.

Training Language: Chinese

Training Calendar April & May 2017

| Date | Training |
|---|---|
| 11 th April | Cross Cultural Effectiveness |
| 21 st April | Harmonious Labor Relationship Foundation and Management (Labor Law Related) |
| 18 th – 19 th May | Effective Selling Skills |
| 26 th May | Difficult Customers & Complaint Resolution |

New Executive Chamber Manager at the German Chamber of Commerce in China | South & Southwest

On 6th February Mr. Marc Piesbergen joined the German Chamber as the new Executive Chamber Manager for South and Southwest China. Mr. Piesbergen graduated from Humboldt University in Berlin with a master's degree in economics and cultural studies. He has been living in Guangzhou with his family for the past three years. Before joining the Chamber, he had worked as a business-consultant including business-development and project-management for Chinese businesses and institutional clients. Mr. Piesbergen can be contacted via Piesbergen.marc@gz.china.ahk.de or 020 8755-8203.



New Benefit Partners South & Southwest China

For a detailed description about our Benefit Partner Program, please visit our website: <http://china.ahk.de/chamber/benefit-partner>

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广东省深圳市福田区深南大道1003号大中华国际金融中心B座 518000
Tel: 0755 2130-8888
Email: shenzhenfutian.info@hilton.com
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Email: shenzhenshekou.info@hilton.com
Web: <http://www.hilton.com.cn/zh-cn/hotel/shenzhen/hilton-shenzhen-shekou-SZXSSTH/index.html>
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深圳宝安华苑希尔顿花园酒店
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Tel: 0755 2771-8888-7688
Email: reservation.hgisz@hilton.com
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Email: doubletreeshenzhenlonghua.reservations@hilton.com
Web: <http://doubletree.hilton.com.cn/zh-cn/hotel/shenzhen/doubletree-shenzhen-SZXDJDI/index.html>
Benefit: 18% discount on the best available rate of the day, including breakfast and internet.
* With discount code: 000019638 and in the name of "German Chamber"
* Rooms can be booked by visiting: <http://www.hiltonlocalbiz.com/> or calling hotel's reservation department



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广州市天河区珠江新城平月路南国一街1-7号206
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Web: www.suiantang.com
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