

# Ticker

German Chamber

04 | Winter 2020

Business Journal of the German Chamber of Commerce in China

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## Innovation Ecosystems & Digital Transformation

### COVER STORIES

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The Rise of China's Innovation Ecosystem

Open Innovation in China

### FEATURE

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Tightened Environmental  
Protection Legislation and Recent Trends  
in Enforcement in China



Industry Report: China's New Retail: Emerging Consumer Trends Post-COVID-19







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### Contact:

Anni Chu (褚晓晨) Mob: 0086 182 6833 8811  
E-mail: 18268338811@139.com  
Tel: 0086 0573 85620128

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### Contact

➤ Name: Hu Xi	➤ Name: Reggie Yu	➤ Name: Fiona	➤ Name: Cao Hui
Mob: 13511345881	Mob: 15990316032	Mob: 15706705080	Mob: 18367346421
Email: huxi103@126.com	Email: ylj0204@126.com	Email: fiona_cheng0319@126.com	Email: fishgogoch@sina.com





**Ms. Olivia Helvadjian**

Chief Editor German Chamber Ticker  
Senior Communications Manager  
German Chamber of Commerce in China | Shanghai

Dear readers,

An eventful year with unprecedented challenges is coming to an end. The pandemic put national and global systems under enormous strain, testing companies' resilience and community ties.

Business continuity and short-term actions were the top priority when the pandemic first hit. Throughout the year, companies had to develop long-term strategies to combat the situation, adapting their business models to meet changing demands. Meanwhile, many used the pandemic as a catalyst for digitalization, realizing that agility is essential in order to remain competitive.

2020 may be coming to an end, but the challenges we faced this year will continue — aside from the ongoing pandemic, political tensions and the economic slowdown will also shape the months to come.

With the "New Normal" reshaping the way we do business, innovation and digital transformation are already at the top of most companies' agenda, regardless of their industry, maturity, or geographic location. As we move forward, businesses will have to brace themselves for a prolonged slowdown and strategize for an uncharted tomorrow.

In this issue of the German Chamber Ticker, our contributors share tangible and invaluable insights on China's innovation ecosystem. You will learn how to create sustainable models for digital businesses, dive into China's fast-paced transformation into an innovation giant, discover platform-based manufacturing solutions, and much more.

Looking into 2021, we are happy to announce that next year's issues of the German Chamber Ticker will focus even more on future trends and the movers and shakers of the German business scene. We will give the German Chamber Ticker a fresh new look and focus our content on business, tech, and legal stories from China. All Chamber-related topics will move to our digital platforms.

Stay tuned and enjoy this issue of the Ticker!

Olivia Helvadjian



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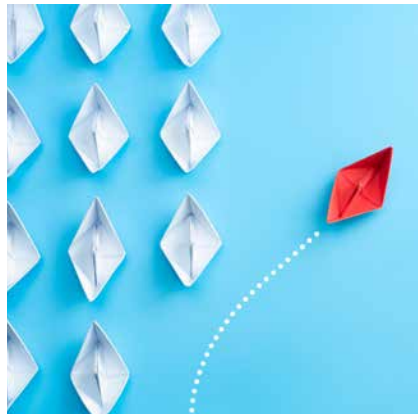
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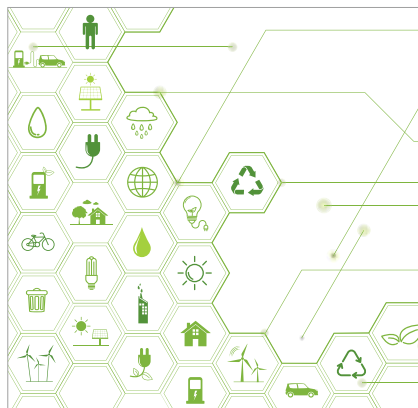
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Email: hernandez81@gmx.de

Karen PENG (German)  
Mobile: 0086-18029274903  
Phone: 0086-0757 86360173  
Email: pengling416@hotmail.com

Zhi SHEN (English)  
Mobile: 0086-13509957755  
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[alexander.albers@deutsche-leasing.cn](mailto:alexander.albers@deutsche-leasing.cn)

**Cheng Yang**

Phone +86 21 8032 3115

Mobile +86 185 2177 0017

[cheng.yang@deutsche-leasing.cn](mailto:cheng.yang@deutsche-leasing.cn)

**Deutsche Leasing (China) Co., Ltd.**

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# The Rise of China's Innovation Ecosystem



**Hexin (Helen) Xie**  
COO of SAP Labs  
China



**Flat Chen**  
Head of SAP  
Technology and  
Innovation Solution GTM



**Kate Shen**  
Corporate  
Communication  
Professional at SAP



Innovation is at the top of most companies' agenda, regardless of their industry, growth stage, or geographic market. It is vital to the performance and survival of businesses. Visual Capitalist, a well-known financial website, has pointed out that R&D investment is the principal driver of business innovation. As mentioned in UNESCO Institute for Statistics, the four countries with the highest R&D Spending (PPP – Purchasing Power Parity) around the world are the U.S. (USD 476.5 billion), China (USD 370.6 billion), Japan (USD 170.5 billion), and Germany (USD 109.8 billion). Collectively, they account for nearly two-thirds of global expenditures on R&D. The expenditures may not have a direct correlation to the market success of products or services, but it can be considered as a crucial indicator to monitor resources that countries or companies devote to innovation.

### **Business Innovation Practices: Early Adoption in the West**

Historically, western countries started with modern business innovation practices earlier than China. Andy Bechtolsheim, the angel investor of Google and the co-founder of Sun company, invested USD 100,000 dollars in Google in 1997, before it was even officially established. After years of capital market development, western countries have developed time-tested mechanisms to spur and support innovation through access to capital and global talent. Furthermore, a system of intellectual property protection (including copyrights, patents, trademarks, etc.) was proven to be particularly useful. The mature mechanism also catalyzes the development of innovation. There are many obstacles on the road from an idea to a market-ready product: inventors often fail at the 'last mile,' the market's battlefield. However, with a mature mechanism, incubators will help entrepreneurs find their niche, which considerably raises the success rate of early innovation and activates the integrated innovation ecosystem.

### **Post-Reform China: Innovation as the Primary Growth Engine**

How does the innovation system in China compare to the western world? One clear distinction is the role of the government as the key promoter of innovation. Since the economic reform and opening-up in 1978, the Chinese government has made innovation in different fields a national priority and introduced a broad range of policies. At the very beginning, the innovation ecosystem was primarily supported by government funding; later, it was funded by the joint investment of the government and the capital market. In recent years, there is a significant shift toward investment from private investors, funds, and corporations.

In 2016, the China Innovation Ecosystem Report was jointly released by the China Council of the world economic forum, Tsinghua University, and Stanford University. This report systematically summarized the landscape, existing problems, and countermeasures of China's innovation ecosystem construction. It also describes the footprint of the innovation system from the booming coastal cities to the hinterland.

### **The Evolution of China's Innovation Ecosystem**

**Government Orientation:** While innovation became increasingly important after 1978's market reforms, the top-down poli-

cy-driven innovation efforts came with merits and disadvantages. Often, observers describe China's innovation system as a 'big fat tech dragon,' referring to the slow pace and relatively low outcome of many policies compared to the input factors. But it is only a one-sided interpretation. A good example here is Guizhou, which is known as the current leading big data pilot zone. In 2014, Guizhou Big Data Industry Development Co., Ltd. was officially set up. To promote the big data industry, Guizhou Province has implemented supporting policies regarding land, electricity, finance, taxation, and talent attraction. As China's first national pilot zone, Guizhou's big data industry has been developing rapidly. Eight of the world's top ten Internet companies are developing there, and since 2013, the annual growth rate of the number of big data companies in Guizhou has reached 71%. Guizhou's GDP growth rate in 2019 was 8.3% – the highest in China. While this success can be partly attributed to the favorable policy framework and execution, such policy may not come without drawbacks. For example, by pouring all the funds into big data, the province may one day enjoy a high accumulation of data centers of an enormous scale. Nevertheless, this comes at the cost of a healthy ecosystem downstream and upstream, e.g. companies focusing on cloud infrastructure or AI/ML and applications for businesses.

**Capital Market Orientation:** Catalyzed by the rapid development of China's economy and the high concentration of capital, 'blue oceans' – untapped new market spaces ripe for growth – will be created quickly, providing innovators with broad growth space. For instance, the new energy car and automobile ancillary services have attracted massive venture capital companies to invest, bolstering the valuations of some Chinese startups as Unicorns, or private companies valued at over USD 1 billion. In some remarkable investment highlighted in the KPMG Report, USD 596 million was raised by Guangzhou-based Xpeng in a series-B round in 2018, forming a new unicorn out of a startup just four years old. Other Chinese companies, such as Nanjing-based electric car company Byton and Beijing-headquartered Singulato Motors, raised around USD 500 million and USD 474 million respectively in the same year. Such intense interest is expected to continue over the years, as investors observe China's strong position to produce electric vehicles that are more cost-effective than gasoline-powered vehicles. They predict that the market is ready to adopt the new ideas driven by the massive investment as China's dominance in electric cars is already startling. In 2019, Chinese manufacturers sold about 1.2 million electric vehicles, accounting for over half of global sales. The above demonstrates that in China, venture capital, capable startups, and the market with purchasing power can form a virtuous circle and drive industry innovation.

**Enterprise Innovation Orientation:** More than four decades after the opening of the Chinese economy to the rest of the world, one can clearly observe that most Chinese enterprises have understood the role that innovation plays for their business success in China and the global marketplace. At the same time, world-class innovation processes that rely on fostering creativity, like the design thinking methodology, are adopted to push business processes to the next stage. The success can be clearly seen in IT, telecommunication, and the internet-based industry, where consumer-centric innovation has fueled the creation of some of the world's leading companies within 15 to 20 years. A case in point is Xiaomi: Xiaomi was founded in April 2010, initially focusing on smartphones, Internet TV, and other hard-

ware devices. To generate better products and user experience, Xiaomi did not follow the traditional business model – separating corporate functions like R&D, supply chain management, and customer relations, but rather orchestrated an ecosystem of innovation around its users. Xiaomi's strategies include: (1) allowing users to participate in product ecology through online community; (2) providing a full range of intelligent devices connected by routers; and (3) supporting a mobile Internet platform based on its MIUI system. Until now, it has established an open innovation ecosystem with more than 270 companies. Xiaomi's success speaks for itself: by the third quarter of 2020, Xiaomi has become the 3rd largest smartphone vendor in terms of shipments, after Samsung and Huawei – and its sales surged 19% compared to the previous year's Q3.

## Future Outlook

There is a famous saying in China's Innovation Circle: China's innovation is chaotic and vigorous. Creating order out of chaos might be the direction Chinese innovation chooses in the future. Here are some predictions on the future of China's innovation ecosystem, based on our studies:

- **Innovation will remain a priority in China's 14th 5-year plan (2021–2025)**

China's recently-released 14th five-year-plan has a strong focus on quality growth, moving away from the focus on high growth rates. In the initial 22-paragraph communique, the term 'innovation' appeared no less than 15 times. As the example of Guizhou's big data industry has shown, government policy can be an effective way to promote technology innovation.

It's no surprise then, that technology self-reliance plays a major role in the upcoming plan, as does foster more socially and environmentally sustainable development and the dual circulation strategy. All those plans will be supported by policies and push for further innovation in multiple fields of technology, whether it is semi-conductors, manufacturing, e-mobility, or green tech.

- **Companies to utilize government policies and scientific institutions for their innovation ecosystem**

The policy guidance of the government is the foundation of building an innovation ecosystem. Chinese companies and multinational companies (MNC) alike are invited to take part in the innovation ecosystem in China. It requires speed, a good sense of business opportunities and well-established contacts to key players in the scientific world to leverage all the opportunities the ecosystem has to offer. MNCs will have to play an active role by innovating in China, not only for China but for the world marketplace.

- **China's innovation ecosystem will continue to rise but will face headwinds. Global integration will become a key challenge.**

Decoupling, circular economy, indigenous innovation and self-sufficiency in technology are all buzzwords floating around in media and business circles, that seem to be counter-intuitive to an open, global innovation system. In the long

run, the most impactful innovation will happen if the best minds across the globe work together, whether they sit in Silicon Valley, Shanghai, or Stuttgart. It will be the challenge and role of all stakeholders in this world to continue to work toward an open community of research and innovation, where knowledge is shared and inventions build on one another. China has to play a crucial role in this global system, and if we do it right, everyone can benefit from it.

**Hexin (Helen) Xie** is the COO of SAP Labs China. Xie runs the operation for the organization with 3600+ talents in 7 cities. She devotes time and energy to the innovation ecosystem, leading startup programs in Labs China. Before joining SAP, Ms. Xie worked in Accenture for 8 years as a SAP management consultant in the chemical and discrete manufacturing industries, helping customers implement digital transformation.

**Flat Chen** is Head of SAP Technology and Innovation solution GTM. Chen is responsible for strategic customer success and partner ecosystem, including customer co-innovation, partner recruitment, enablement, and joint GTM strategy meant to build intelligent technology & platform customer/market success. With over 10 years working at SAP, he has broad experience from Product Management to Customer/Partner Ecosystem Success.

**Kate Shen** is a Corporate Communication professional at SAP. Shen blends storytelling and persuasion tactics to share brand value and corporate message to every 'SAPER.'





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# The Road to Digitalization: European Companies vs. Chinese Enterprises



**Paul Jin**  
Sales Director of  
Industrie Informatik



**Xiaolong Hu**  
Supervisor at  
Industrie Informatik

There is no doubt that digitalization is the current major trend of corporate transformation. Whether it is industrie 4.0 or "made-in-China 2025" and integration of IT/OT systems as proposed by the Chinese government, the importance of digitization is undeniable. During the digitalization process, we do not simply move the original process to an IT system as a whole - digital transformation leverages technologies to provide new insights, values and services for various stakeholders. The process allows companies to find innovative methods and acquire new capabilities to adapt to changing circumstances rapidly.

Therefore, digitalization brings the operational change of an organization, industry or ecosystem, while simultaneously altering its culture and management philosophy through smart integration of digital technologies, processes, and data across all hierarchies in a staged and strategic way.

After supporting both Chinese and European industrial companies with digital transformation, we have experienced first-hand the different models and methods characterizing different nationalities. In this article, we examine the ways that



Chinese and European companies approach digital transformation.

## 1. System selection

In the initial stage of a digital project like ERP, MES, CRM, or PLM, Chinese customers tend to lay more emphasis on technology, development possibilities, practical use case, and the user-friendliness of the system. Since Chinese consumers are more receptive to new technologies, local Chinese digital suppliers usually highlight their selling points, such as cloud solutions, edge computing, AI solutions, or impressive dashboards. Showcases are a very attractive medium for domestic companies as a means of persuasion.

By contrast, European firms are more cautious about new technology. They focus more on the system's maturity and prefer to store IT systems in local servers. According to their model, critical business data, such as financial data or product information, must be stored locally. However, with the increasing competitiveness of China's IT industry, domestic suppliers are facing similar challenges, needing to invest more and more resources in the presales phase.

## 2. Project planning

When preparing the project plan, European companies tend to be more detail-oriented and follow international approaches. Generally, they have a relatively straightforward budget plan, project plan, and requirement documents. A clear understanding of the requirements is crucial for a successful project: It means that the company wishes to figure out current pain points and address them through digitalization. Such a direct approach helps determine the scope of the project, create the project budget, and calculate the project's ROI.

Chinese companies can sometimes be more 'aggressive' in the initial phase of a digital project. They usually want to get everything done in one step and look at things from a macro perspective. However, when the time comes to go into details, such as cooking up specific project plans or action items, they often fall short. When that happens, Chinese companies are more inclined to involve potential suppliers and share the project plan. Due to the governments' political and financial support in recent years, together with massive media coverage, digital transformation has become a trending topic in China, spurring a growing number of companies to embark on the journey. Once the project begins, Chinese companies tend to move quickly and effectively, with tight schedules and swift action.

## 3. Flexibility and agility

When implementing a digital project, European companies usually follow strict, standard procedures of project management, project implementation, and payment. European companies are more inclined to pay additional costs for changes or adjustments caused by the customer.

Compared with European companies, Chinese enterprises tend to be more agile and flexible during the digital transformation process. Professionals who worked with – or for – a Chinese company can attest that Chinese firms are changing at a rapid pace. Their flexibility often forces other stakeholders to adapt to their business process. While working on a digital project, other depart-

ments may be implementing other projects, or add new production lines, equipment, or changing production methods. In this way, the project will have to be adjusted accordingly, adding new system interfaces and master data, changing process flow, and so on. Furthermore, high turnover may complicate certain aspects of the projects. Therefore, European suppliers working with Chinese enterprises might face a challenging and stressful environment. Overcoming cultural differences is crucial for smooth cooperation.

## 4. Manpower investment

A major part of the investment in IT systems is manpower. According to our experience, European companies show more initiative when implementing a digital project. Companies are willing to cultivate internal resources, organize training for employees, and see the project through. They pay more attention to the long-term value employees create for the enterprise.

On the other hand, many Chinese SMEs do not have a large enough IT department to get the project off the ground internally. However, they are more willing to hire external technical services. This allows the company to swiftly launch the project in the short term, but leaves it more dependent on suppliers in the long run. Thus, the real challenge begins once the system goes live: once external stakeholders withdraw due to the end of the project, the company might encounter some troubles.

In conclusion, we recommend European companies leverage their experience in business and work procedures, while becoming more agile and flexible in order to adapt to the Chinese market. In recent years, a growing number of European firms choose to cultivate a local technical talent pool, some even investing in a local development team. With the help of a local department, more sustainable and profitable solutions are developed.

**Paul Jin** is the Sales Director of Industrie Informatik, a leading industry software supplier. Since 2014, he has been involved in finding digital solutions for manufacturing companies in Europe and China. Paul Jin worked with top industrial firms as a technical consultant & presales consultant, gaining extensive experience and knowledge on digital solution design and implementation, especially in the MES field.

**Xiaolong Hu** is a Supervisor at Industrie Informatik China. With 20 years of experience working as a management consultant in Europe and China, he is an expert in business development, operations, innovation, digitalization, and organization development. In the past 10 years, he founded and developed Chinese subsidiaries for three well-known German management consultancies in China.



## OPEN TO ACCELERATE BUSINESS AS ONE: THE OPEN INDUSTRY 4.0 ALLIANCE

In spring 2019, the Open Industry 4.0 Alliance has been formed by 13 companies at the Hannover Fair in Germany. Since then, the alliance of globally operating companies has grown with 67 members. The range of members goes from Beckhoff, Endress+Hauser, Festo, over Kuka, Multivac, Pepperl+Fuchs to SAP, Voith and Yokogawa.

The ambition of the alliance is to make the digital transformation really happen. The alliance considers itself as a hands-on alliance that uses existing standards to immediately create implementable best practices. Beyond offering its members to actively contribute to the Fourth Industrial Revolution, the alliance's approach also creates opportunities for them to harness synergies and accelerate organizational growth. By joining and working with likeminded industry players, members are able to effectively drive and simplify digitalization for operators of factories, processing plants and warehouses, their customers. The net effect: a win-win situation.

### The "Implementation Alliance" uses existing standards for interoperability

One of the key use cases of the Open Industry 4.0 Alliance is Automatic Asset

Onboarding through all four architecture layers using technologies from the OPC Foundation, the Plattform Industrie 4.0 organization and open source software containerization. Onsite, the architecture layers are Open Edge Connectivity for Devices and the Open Edge Computing Platform, then in the cloud the Open Operator Cloud and Common Cloud Central work as a common platform, whose key components are the repositories of assets and digital twins. Alliance members list over 155 products and professional services that will be redesigned over the next few years to meet the Open Industry 4.0 Alliance's interoperability guidelines. Besides technical working groups, there are now 4 working groups for the following industry segments: process industry (oil & gas, pharmaceuticals, chemicals), process industry food & beverages, discrete manufacturing and intralogistics.

Within the Intralogistics industry, the Open Industry 4.0 Alliance will ensure that all warehouse robots understand each other and different warehouse management systems. So that their services are automatically available within minutes of commissioning. Vendor neutrality and strong agility are advantages, especially for medium-sized companies. One

example is the commissioning of robots from different manufacturers. Another example is the scalability during Black Friday events, where a rented storage robot should be available to the entire system within minutes.

### How to join the Alliance

There's space for your company in the Open Industry 4.0 Alliance. After all, being open means welcoming new members! Through collaboration, and by speaking the same language, we can drive Industry 4.0 forward as one team. And reach your company's and your customers' digitalization targets. Being part of the alliance is a unique chance to be a first-mover and co-creator, tap into new markets, harness new synergies and network.

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# Open Innovation in China

*How Multi-Industry Ecosystems Fuel China's Quest for Innovation*



**Dr. Michael Schmidt**  
Vice President of Innovation at  
Covestro Asia Pacific

When German chemical companies built joint ventures with local players in China in the past few decades, the bilateral partnerships and investments were mostly about putting assets on the ground. The resulting products were pretty much proprietary and often under the control of a single company that orchestrated a mostly internally-focused innovation process.

But the approaches that have contributed to great growth and innovation in the past will not necessarily guarantee a successful and sustainable future. This statement is even more relevant in countries such as China, which today sets the pace for technologies and solutions driving the next wave of industrial and informational revolution.

Today, industries must open up to allow new emerging market entrants – together with international players from all disciplines – to form

highly adaptable and smart ecosystem networks. The common goal of everyone involved should be to ensure innovation leadership and speed to market through an accelerated open innovation process.

The current industry landscape in China gives us great insights into a maturing multi-industry ecosystem net. Multi-industry ecosystems in China have evolved through open innovation and open venturing principles that blur the lines of traditional industry sectors. It becomes increasingly difficult to distinguish the individual industries when, for instance, carmakers are taken over by IT or Finance companies. Figure 1 provides a snapshot of the integrated and intertwined startup ecosystem that has developed around the Chinese tech giants. It is impressive to see the clustering and interconnection between industries, sectors, and companies.

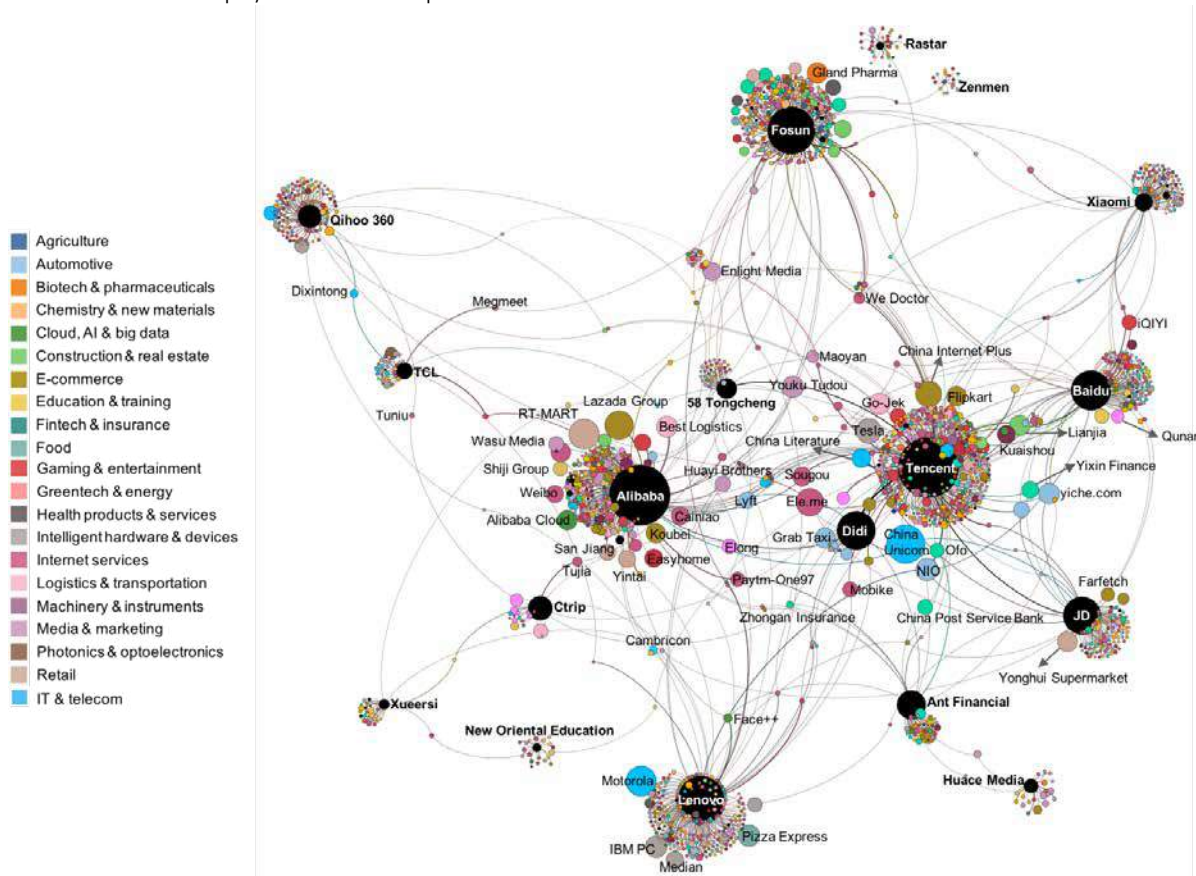


Figure 1: Ecosystems in China as determined by tracking of Venture Capital activities via data mining methodologies

This change is mainly due to these companies' ability to look across industry borders, invest boldly, and fearlessly disrupt themselves. The tech giants are clearly looking beyond their borders and even outside of China, building cooperations in e-commerce, finance, entertainment, media, AI, etc. This approach, along with the new technologies mentioned above, will likely fuel the next wave of the industrial revolution.

China is setting the pace for technologies in many fields, and we see tremendous potential in engaging with different innovation partners.

### Using Open Innovation to Build Ecosystems

Learning from the Chinese giants, Covestro has reshaped its Innovation approach and developed a tailor-made open innovation concept for China. Under the brand WIWU (We Innovate With U), Covestro is looking for partnerships to accelerate innovation. The holistic open innovation concept supports experts and partners with an infrastructure to work on five important pillars:

- 1) Engage with aesthetic designers, startups, and established customers to explore the potential aesthetics and circular design of products.
- 2) Reach out to stakeholders in the ecosystems to find partners for sustainability-related topics and Circular Economy.
- 3) Build networks with industries and applications where Chinese developments take a leading role, such as 5G/IoT, 3DP, robotics, drones, micro-mobility, hyperloop, lightweight composites, and building retrofitting.



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江苏省昆山市经济开发区昆山191号  
Tel.: +86 512 57867188 Fax: +86 512 57867182  
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- 4) Foster projects of digital sales and services using tools such as artificial intelligence, voice recognition, and augmented reality.
- 5) Expand the existing network with leading universities and institutes.

The goal is to accelerate the translation of innovative ideas into industrial breakthroughs and inject new impetus into growth in China. In this context, it is vital to strengthen the ties with external partners such as startups and academia. Close collaboration within a tailor-made ecosystem further accelerates the innovation cycles for different industries and customers in the country.

### Digitalization and Sustainability: Examples of Local Open Innovation Practices

Two major forces are currently reshaping industries: digitalization and sustainability. The open innovation approach can help accelerate innovation in both areas.

For example, China is leading in 5G network deployment. As part of the open innovation approach, partners along the value chain in China jointly developed materials suitable for 5G technologies (i.e. antenna boxes, cell phone back covers, and others). Working with leading local academia such as the Southeast University in Nanjing, Jiangsu province, helped to understand and optimize the radio frequency data transmittance of materials for 5G applications, developed in Covestro's Innovation Hub in Shanghai.

The growing renewable energy industry sector is a good example of the attractive growth potential of sustainability. China today is the single largest market for the wind energy industry and is expected to grow even further in the near future. In response to the growing demand for wind energy, an ecosystem was developed with local industry partners all along the value chain to accelerate the development of efficient production of wind rotor blades based on polyurethane resins and glass fiber mats. Through collaboration and co-development, the first order for the supply of polyurethane resins for wind rotor blades in China was successfully delivered.

Efficient e-mobility and autonomous driving is another major industry trend with promising growth potential. To achieve this goal, efficient thermal management is needed to reduce energy consumption, as well as stringent weight reductions, among other requirements. In this context, the local value chain for the end-less fiber-reinforced thermoplastic composite material Maezio was developed to supply electric cars with lightweight composite materials. In the meantime, the developed innovative recyclable thermoplastic composite material, which is nearly as strong as metal, was commercialized and is being used by Chinese electric automobile manufacturers.

Building networks with leading local universities further help accelerate fundamental R&D. Partnering with universities in traditional industry-academia cooperation is a typical example of an ecosystem enhancement in the open innovation approach. In 2011, Covestro joined hands with Tongji University to establish the Covestro-Tongji Innovation Academy. The Academy currently focuses on industrializing innovation outcomes in electromobility, 3DP, robotics, and construction, and provides education and talent development programs in related fields.



Since many traditional industry sectors in the B2C and B2B areas have been disrupted by digital business platforms, e-commerce has become an essential element for most businesses. The Chinese market has high demands in terms of performance, especially when it comes to digitization and innovation. Therefore, partnering with digital channels in China is highly recommended. Using local e-commerce sales platforms is crucial for reaching Chinese consumers, and tapping into social media platforms, such as WeChat, complements the digital sales channel.

### Startups as an Accelerated Source of Innovation

The common perception of startups is that they see funding as their top priority. But it is not their only need: startups look for professional sources and supporting ecosystems to help find technical solutions and gain market access, business expertise, knowledge, and much more. For companies looking to develop a fruitful relationship with startups in China, hand-picking relevant local and global ventures could open the door to a new source of innovation through collaboration, co-development, and co-patenting.

Startups highly welcome advice and sharing of know-how that help entrepreneurs bring their products to market readiness. Some multinational companies use a venture capital approach to selectively invest in startups. In addition to partnering with startups, Covestro explores ecosystems through partner platforms, learning from the overall system's agility and taking part in developing China's Startup landscape. Likewise, startups can go beyond their product development by tapping into mentorship and resources from corporations, building their own ecosystems for future business. Thus,

by opening up and collaborating with each other, corporates and startups can help both parties accelerate innovation.

Local platforms usually have experience collaborating with authorities and other innovation stakeholders in organizing large-scale events in China, bringing together big companies and smaller players, such as "unicorns" – companies younger than ten years and valued with USD 1 billion or more.

### Conclusion

China is stepping up efforts to develop into a science and technology innovation hub, encouraging multinational enterprises to work with local companies in co-launching innovation projects. Many believe that Shanghai will become the new Silicon Valley.

Hence, developing your tailor-made innovation ecosystem with partners along the value chain, startups, and universities is crucial in order to participate in an accelerated innovation race in China and stay competitive in the future.

**Dr. Michael Schmidt** is the Vice President of Innovation at Covestro Asia Pacific. He was previously the Vice President of Covestro's Business Development at Business Unit Polycarbonates in the Asia Pacific, overseeing the innovation strategy and activities for the region. Dr. Schmidt holds a Ph.D. degree in polymer materials from Friedrich-Alexander-University-Erlangen, Nuernberg, Germany. He is the recipient of the scientific award of the German Society of Rheology for best scientist in 2001.



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# How Fette Compacting China supports the Battle against COVID-19



## From NEW Machine Order to SAT for FAVIPRAVIR Tablet Production in less than one Month

The global pandemic of COVID-19 has changed the focus towards epidemic prevention and control of the infection in all areas of the world. The WHO is sparing no effort to call all nations to strengthen unity and cooperation to fight the epidemic disease spread. The scientific world has been searching for weeks for a coronavirus vaccine, while continuing investigations on how to treat patients. This global approach has significantly accelerated the development of therapeutic drugs for the treatment of COVID-19 infection, targeting to improve the cure rate and to reduce the death toll as top priority.

Zhejiang HISUN Pharmaceutical Co., Ltd. is one of the leading pharmaceutical manufacturing companies in China. During clinical trials in the early phase of the epidemic outbreak in China, HISUN's OSD drug FAVIPRAVIR has shown positive effects in treatments of patients and good clinical efficacy with no significant side effects. The antiviral agent FAVIPRAVIR, originally developed for flu treatment, has been approved for manufacturing and marketing in Japan in March 2014 under the tradename AVIGAN already. The clinical trials in Shenzhen and Wuhan have shown that FAVIPRAVIR can help to shorten the recovery time for mild and middle severe COVID-19 infection cases. Furthermore, a positive effect of shortening the fever duration of infected patients has been observed. The Chinese Food and Drug Administration CFDA has officially approved FAVIPRAVIR on February 15, 2020. As the first drug with potential efficacy in the treatment of against COVID-19 approved by the CFDA during the epidemic outbreak, the drug is recommended for guided treatment programs in China. Even if not formally approved by health authorities in Europe or the US, and in the absence of an effective and widely used vaccine to treat COVID-19 anywhere in the world, also countries such as Italy have decided to approve the use of the drug.

Amid the epidemic situation, the setup of the mass production has become a race against the clock after the formal CFDA approval. With time to market being of the essence, HISUN together with the involved authorities have initiated common steered efforts, in order to ensure the production of FAVIPRAVIR with the required quality and safety of the drug. A unique and elite taskforce consisting of local market supervision Authorities, GMP inspectors

and HISUN experts has been formed to track and supervise the whole process of the first FAVIPRAVIR tablet batch production from the raw materials to the finished drug.

The taskforce team has worked around the clock to guide the standard production of the drug. Hisun Pharmaceutical Experts have worked closely together with the drug supervisors 24/7, while still multiple challenges have had to overcome, such as epidemic control related traffic control limitation and staff shortage. After initial production start on February 16, the first 22 transport cartons of FAVIPRAVIR have been finished on February 18, designated for hospitals in Wuhan and contributing to the treatment of COVID-19 in the Chinese epicenter of the epidemic outbreak. According to Li Yue, Head of the Medical Science Department and General Manager, Zhejiang Hisun Pharmaceutical has provided drug support to many countries after the worldwide pandemic infection spread, coordinated by the Joint Prevention and Control Mechanism of the China State Council. For the great achievements in a short period, HISUN has obtained high acknowledgement from the P.R.C. State Council.

After the tremendous initial achievements, it became obvious, that the actual FAVIPRAVIR production output would have been far too low to cover the local and global demand for COVID-19 patient treatments. With 8 P series and one 102i Lab machine in their OSD plants, HISUN has been already very satisfied and familiar with the Fette Compacting technology. Targeting to ramp up their production and to improve efficiency on shortest terms, HISUN has approached Fette Compacting China for a suitable solution with quick implementation. The challenging task was to supply an additional new P2020 Fette Compacting tablet press for the FAVIRIPAVIR tablet production with SAT within one month.





## P2020



For the Fette Compacting China Management Team, there was no doubt that the challenge had to be mastered, given the higher goal in the critical epidemic situation. Even under normal condition almost a "mission impossible". Moreover, at this time everything has been far away from normal:

Fette Compacting China had just re-started its operation after 25 days on February 18, 2020 from epidemic control related to China wide work suspension. While starting operation under strict epidemic prevention and control measures successfully, the local supply chain was still not fully functional. Inland travel restrictions had been still in place, requiring remote communication and customer emergency service. The inbound transportation for the import of crucial machine production parts from Germany was seriously disturbed by vastly reduced airfreight capacities and suspension of train transportation.

After a quick holistic analysis of all options and production parts' availability, Fette Compacting China's Management Team has defined the demand from Hisun Pharmaceutical as top priority. On March 23, 2020 the commitment has been made to HISUN to deliver the new P 2020 machine in the shortest possible time by any means.

The production status of the machine has been monitored 24/7, putting the "one-to-one" follow up principle in place for production status, production capacity improvements and operational efficiency. The focus has been on securing the tight timeline, while maintaining high-quality in machine production.

Due to the comprehensive measures and close monitoring, the normal production time for a new P2020 tablet press of 3-4 months has been reduced to only 2 weeks, fully supported by all Fette Compacting China departments and resources. The next hurdle to overcome were the epidemic prevention policies and travel restrictions that had been still in place at this time, hindering customer's representatives to inspect the machine in the Fette Compacting China's Competence Center before delivery as usual. In that situation, the FAT was witnessed via online video acceptance service by the HISUN inspection team. By this, all tests and adjustments of the tablet press and peripheral units have been executed in strict accordance with the FAT standard and customer's customized special requirements, in a highly efficient way. After the standard rework and cleaning of the machine, all parts have been disinfected and packed according to the high standards, Fette Compacting upholds to ensure utmost protection of health and safety under epidemic prevention and control, including documentation of all steps.

In the meanwhile, the public travel restrictions had been partly relieved due to the stabilized epidemic development status in the neighboring Jiangsu and Zhejiang Provinces. Upon arrival of the machine at the HISUN Plant in Taizhou (Zhejiang Province), the Fette Compacting Engineers rushed to the site to install the new P2020 in the newly re-constructed pressroom on April 3rd 2020. After residual construction works in the tablet pressing area of the HISUN Plant have been finished, the Fette Compacting China's Customer Service team started the required high-quality service for debugging, testing and start-up of the new P2020 on April 18, 2020. On April 20, 2020, the SAT and all trainings for the new tablet press with all peripheral have been fully accomplished according to the requirements of HISUN. This has enabled the customer to finish the remaining Production Qualification (PQ) in time, to start commercial FAVIPRAVIR tablet production on the newly delivered P2020 in April 2020 still.

Starting from the P2020 Tablet Compacting Machine order negotiation on March 23rd, 2020, it took less than one month to finish the Machine production, delivery, SAT and Training for the FAVIPRAVIR production in the HISUN Pharmaceutical plant:

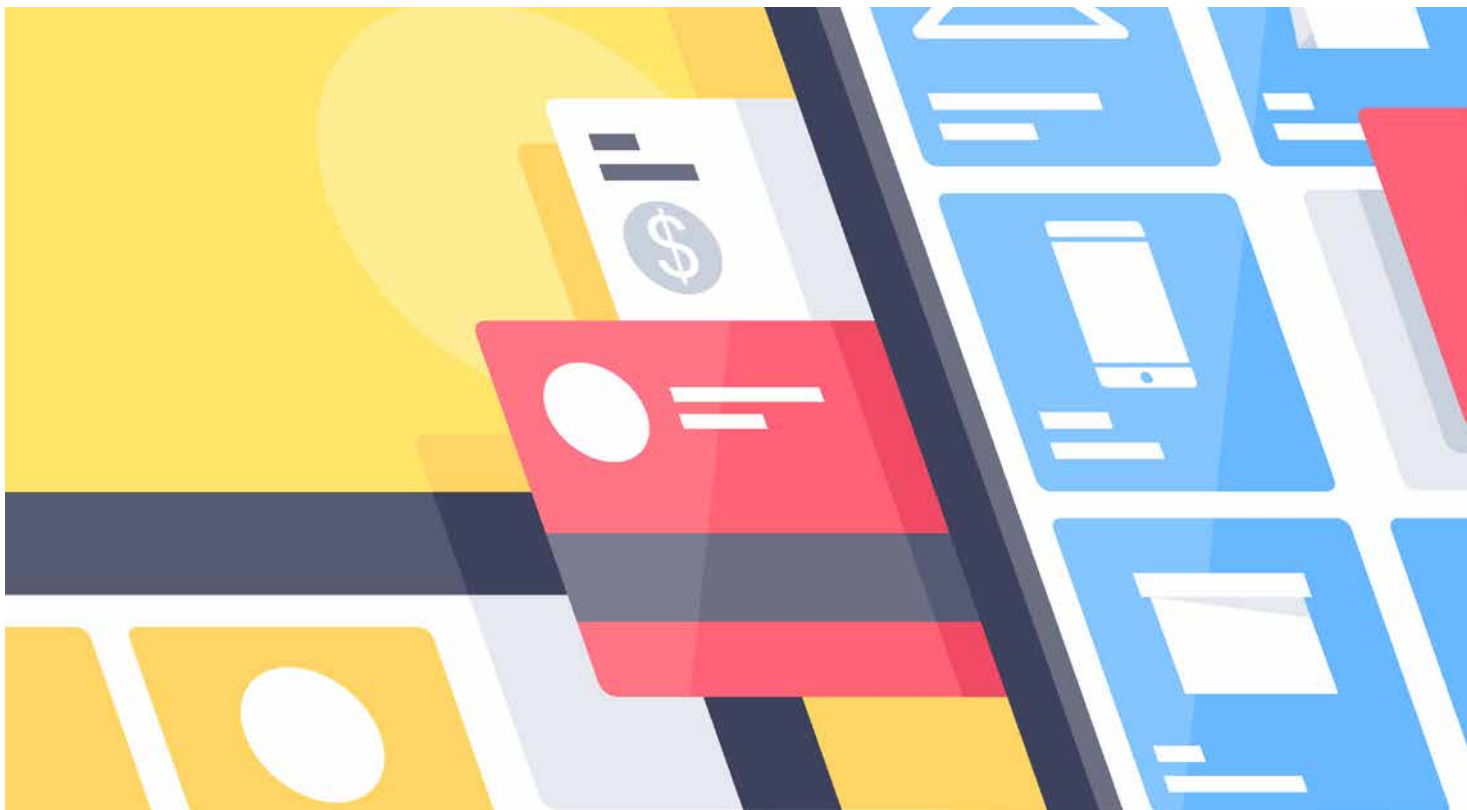
### "Mission accomplished"!

Moreover, with support of the Fette Compacting exports, the Production Qualification (PQ) at customer site has been concluded on April 25, 2020, only 33 days after initial order negotiation. Certainly a special case in a very special time amid the worldwide COVID-19 pandemic. But it can serve as an excellent example how high customer focus, common spirit, and close cooperation between all parties can overcome even biggest challenges! Furthermore, everyone involved in the project have gained high motivation by this remarkable success and the contribution to the COVID-19 defeat battle.

**Fette Compacting China always upholds a strong customer focus, high competencies and high-quality services, following its vision:**

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Industry Report:

# China's New Retail: Emerging Consumer Trends Post-COVID-19



Phil Lai  
Consulting Partner at PwC Mainland China



Jaelyn Kwan  
Consulting Partner, Digital and Experience-  
Driven Transformations at PwC Hong Kong

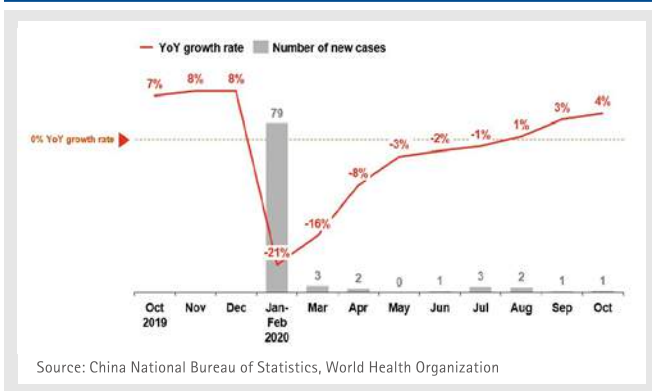




2020 has been a year of unprecedented challenges and unparalleled opportunities. COVID-19 has brought the global economy to a standstill, and the situation has been complicated further by ongoing trade tensions between the US and China, the wide fluctuation in oil prices, and the abrupt disruption of global supply chains affecting manufacturing output.

Despite the global crisis, China is among the few countries to have a positive GDP growth and have started a V-shape recovery, making it an ideal rebound market for companies. In the 2020 Single's Day sale (11/11 shopping festival), Tmall recorded RMB 498 billion (about USD 76 billion) in sales – almost double that of the previous year and an all-time high for the e-commerce giant.

**Year-on-year growth rate of total retail sales in China (%), Number of new COVID cases in China ('000), 2019.10-2020.10**



COVID-19 has accelerated digitization and altered consumer habits. While many of the behaviors we see today are heightened, some are here to stay. There are seven emerging consumer trends for brands and retailers to take note of in their pursuit of market opportunities and sustainable growth.

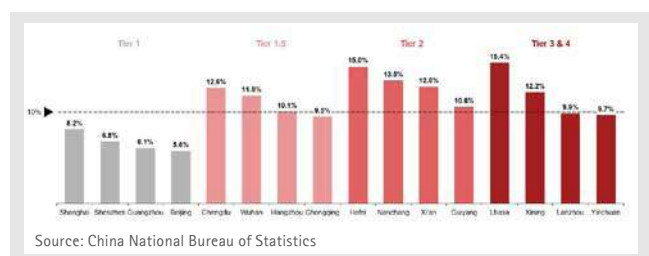
### **Trend 1: Urban consumption in lower-tier cities as a new growth driver**

Previously, global brands have focused on top tier cities to reach consumers in China. However, over the past few decades, sprawling urbanization has migrated millions from rural areas to developing lower-tier cities. These new opportunities have accelerated local consumption, fuelled by the higher disposable income in lower-tier cities.

The internet and high mobile adoption rates have opened new possibilities for retailers. With internet giants dominating the end-to-end value chain of e-commerce, brands can capture the market by developing strategic partnerships with leading platforms.

But is it as simple as 'build it and they will come'? To capture the new demand, retailers should reconsider the approach, content and service they provide for their customers. Leveraging product-relevant content/mechanisms on selective digital platforms will enhance purchase conversion. Furthermore, the penetration of e-commerce platforms is accelerating consumers' acquisition of quality and premium products. In particular, cross-border e-commerce platforms have appealed to sophisticated consumers in the lower-tier cities, with 64.3% saying they currently use such services since most companies do not have physical retail stores in their local cities.

**CAGR of total retail sales in selected cities (%), 2013-2018**



## Trend 2: Increasing shift to e-commerce post-COVID-19

While Chinese consumers are well versed in online retail, not all brands have been willing to accept online as the primary medium of customer interaction. But the outbreak of COVID-19 has propelled previously reluctant brands to embrace online retail in order to survive.

Luxury brands that have previously relied on offline engagement to deliver luxury shopping experiences have now found new shopping experiences to suit the crisis. The online platforms that were used with caution have become the essential ways to stay relevant. Louis Vuitton was heavily investing in Chinese online platforms when they debuted a livestream on popular social commerce app Little Red Book (小红书). They livestreamed their Shanghai menswear show, resulting in over 100 million views and the biggest sales in their history in the Chinese and Korean markets.

Looking forward, physical stores will need to provide consumers with experiences and interactions to stay relevant, as opposed to selling products alone. Brands who will survive the pandemic will be those with a robust online presence and relevant physical setups that revolve around experience. As the online and offline worlds converge, consumers expect, more than ever before, to obtain products and services at any time and any place. Therefore, omnichannel marketing and sales must adapt to meet the rise in consumer expectations.

## Trend 3: The evolution of digital platforms to appeal to digital-savvy Chinese consumers

As Chinese consumers become more familiar with shopping online, and as more brands and industries prioritize online sales channels, Chinese digital platforms have been able to serve them by evolving from pure commerce to 'retailtainment' – retail marketing as entertainment.

Brands that previously created static, one-way communications are now able to engage with their consumers 24/7, in real-time, on-demand, and create a stronger emotional bond for their products through digital channels. In particular, livestreaming has gained traction in recent years as a viable way to market, communicate, and sell products online. The forced closure of physical stores prompted retailers to sell their products online via livestreaming. Real-time visuals and audio allow hosts to showcase the product being used, to demonstrate various applications, to point out the benefits, and to respond to questions raised by the viewers.

Alibaba has set a target for livestreaming shows to drive a transaction volume of RMB 500 billion (about USD 71.4 billion) on Taobao in 2020. Many social platforms are jumping on the bandwagon to capitalize on the significant growth and success of commercial livestreaming. Both Little Red Book and Pinduoduo (拼多多) have introduced livestreaming features in 2020, while WeChat mini-programs is already popular among retailers for livestream shopping.

Pinduoduo, which built its success on social group buying, has consistently reported triple-digit revenue growth since its founding in 2015, while user-generated content (UGC)-based shopping app Little Red Book now vies for one of the top spots of China's leading social commerce channels.

Apart from online shopping, technology enablement in all walks of life continues to be a megatrend. Since the launch of 4G in 2012, China's technology giants have opened up the market to mobile videos and games, transformed payments & communications through QR Codes, digitized retail, and enabled O2O experiences. Implementing 5G network in China will lay a strong foundation for IoT, cloud technology, and endless possibilities of new digital innovations.

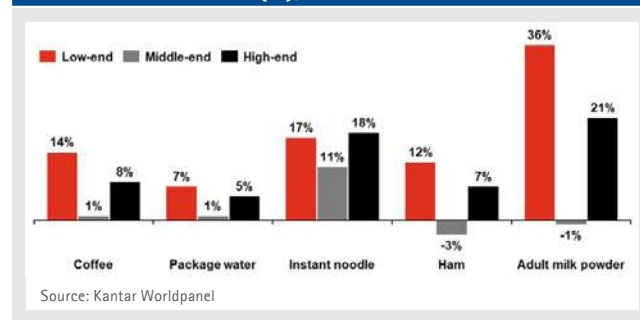
## Trend 4: Divergence of spending patterns across categories - luxury vs. non-discretionary

With increasing personal wealth and local market competition, Chinese consumers have unprecedented access to both high-end and value-driven products.

In the luxury sector, Chinese consumers are propping up many brands and account for most of the industry's growth. Compared to their western counterparts, Chinese consumers are purchasing more luxury and more high-end products.

While Chinese consumers are looking to trade up on luxury products, the trend for everyday consumables is highly polarized, as people are either going for premium brands or value-driven ones. The squeezed middle will need to adjust their brand positioning and business strategy to keep market share.

CAGR of sales in China (%), 2017-2019



## Trend 5: A new frontier of opportunities unearthed by Generation Z

Born after 1996, Gen Z'ers are naturally digitally inclined, being the first Chinese generation to be born in China's market boom. Gen Z'ers are optimistic about their future and have little hesitation about spending their money. Their participation in Tmall/JD.com Prime Membership is the highest amongst all age groups. They are keen to share their thoughts and feelings in social media posts, blogs, and online reviews.

Behind the spending power of Gen Z lies the idea of manifesting individual identity and self-expression. Gen Z and millennials are not only eager for more personalized products or services, but are also willing to pay a premium for things that accentuate their individualism and life values. Gen Z consumers are also brand-conscious followers, who keep a close eye on trends and show less brand loyalty, instead seeking products that match their character and personal style.

Faced with a major disruption during the lockdown period, the younger population started to reassess their spending patterns and revalue certain things, such as personal health and family



relationships. Some even subscribed to minimalism, or duansheli (断舍离), meaning to cut off trivial things to focus on pursuing more important things in life.

Conversely, there has been a surge in popularity for domestic brands, or “guo huo” (国货), as opposed to foreign icons, amid ongoing trade tension and growing patriotism.

What does it mean for retailers trying to appeal to this generation? They must work smarter on a wider range of attributes beyond price tags, such as stylishness, convenience, and functionality. Gen Z'ers are socially conscious consumers, and they expect a certain standard of business ethics. Retailers should be mindful of how their brands are being perceived on the issues of sustainability, animal welfare, data privacy, etc.

### Trend 6: Supply chain reconfiguration and the rise of the C2M model

The journey to evolve digital platforms is not complete without a more robust integration with the physical supply chain. It is during this time of pandemic-induced disruption that retailers with efficient production and distribution capabilities have a clear advantage. One example of success in this area is the adoption of customer-to-manufacturer (C2M).

The C2M model refers to consumers who use digital platforms to buy directly from manufacturers. The model bypasses all the traditional intermediaries, such as distribution, sales, logistics, and inventory, and reduces unnecessary costs, allowing consumers to purchase high-quality products at lower prices.

By producing on-demand, factories can eliminate the inventory-sales ratio, which alleviates the inventory risk. The key differentiator is highly competitive pricing for customers while factories gain access to customer data and insights which would have been previously held by retailers.

The C2M market is projected to exceed USD 6 billion by 2022. Despite being a relatively new field and taking up only a fraction of China's e-commerce market, C2M is a viable model increasingly used by retailers.

In September 2020, Alibaba's Rhino smart factory was officially put into production in Hangzhou. After sharing data with Taobao and Tmall, the Rhino factory will achieve 'customized clothing mass-production' using sales-based production, fashion trends prediction, and fast development of best-sellers. The Rhino Factory is a 'digital factory,' relying on a small batch, fast-response supply chain, minimizing trial costs, reducing inventory costs, and providing stronger resilience for small and medium-sized enterprises with weak anti-risk capabilities. Combining cloud computing, IoT, and AI, its operation efficiency reaches four times the average, and a minimum order of 100 pieces can be achieved and delivered within seven days.

### Trend 7: Seeking return on health and sustainability

Consumers today are more conscious of their choices, and will seek relevant solutions rather than overpriced gimmicks. In response to the growing concerns about sustainability, local giants are taking a serious approach to social responsibility. For instance, JD Logistics has incorporated the concept of low carbon



Source: 2020 PwC Global Consumer Insights Survey

and energy savings in its unmanned warehouse. The warehouse is solar powered and equipped with an AI-enabled packaging system, which can attain automatic volumetric adaptive packaging and accurately recommend packaging materials without wasting packaging materials. Being green also brings commercial value: According to the International Renewable Energy Agency, the green transition of energy systems will bring USD 98 trillion GDP between now and 2050.

### The path to the future

Looking forward, the consumer landscape in China is still laden with considerable challenges and untapped opportunities. Many traditional retail models are being challenged and displaced, while new opportunities have emerged for those who are prepared and agile enough to take advantage of the paradigm shift.

The outbreak of another wave of COVID-19 in the West adds another layer of uncertainty to the global economy, yet China is already on its way to recovery. The concept of 'internal circulation' (内循环) raised by Xi Jinping in May has set out the direction of China's future development – a domestic cycle of investment, production, and consumption. Return of consumption from overseas is expected, making the domestic market fertile ground for brands to recover and grow.

**Phil Lai** is part of the management consulting practice at PwC and focuses on consumers and e-commerce. He has over 15 years of consulting and industry experience driving operations and digital transformation programs. He is a Six Sigma Black Belt and has completed the Certified in Production and Inventory Management program.

**Jaelyn Kwan** Jaelyn is a digital transformation specialist, focused on the advisory of client's strategic objectives, to stay competitive amid constantly evolving market challenges, and to realize the value of their data and technologies. Jaelyn has spent the better part of nearly 20 years transforming the business and technology capabilities of companies.

The authors would like to thank Sally Huang, Qunnie Bi, Yibei Chen, and Jian Shi for their contribution to the article.



# Tightened Environmental Protection Legislation and Recent Trends in Enforcement in China

By Dr. Ulrike Glueck and Sarah Wang

Back in 2018, at its fourth session, the Standing Committee of the 13th National People's Congress of China adopted the Resolution on Comprehensively Tightening Ecological and Environmental Protection and Lawfully Promoting the Battle for Prevention and Control of Pollution ("Resolution"). It was stated that building a high-quality ecosystem was related to the sustainable development of the Chinese nation and the well-being of hundreds of millions of Chinese people. The Resolution sets forth that the overall goal is to generally improve ecological and environmental quality and significantly reduce the total discharge of major pollutants by 2020 by means of, among others, the rule of law.

Below is a short overview from the legal perspective of what has been done to accomplish the above-mentioned overall goal and its impact on businesses in China.

## 1. Establishing and improving a most stringent and rigorous legal system for ecological and environmental protection

### a) Enactment of the Law on Prevention and Control of Soil Pollution in 2019

On 1 January 2019, the Law on Prevention and Control of Soil Pollution ("Law on Soil Pollution") entered into effect—the first spe-

cific law on prevention and control of soil contamination in China. In the past, prevention and control of soil contamination were regulated under the umbrella of general provisions on environmental protection.

The Law on Soil Pollution introduced a new administrative managing mechanism, i.e., the list of entities under major supervision. Entities listed are subject to stricter obligations and liabilities, e.g., a plan on prevention and control of soil pollution shall be made, and soil status investigation must be carried out before transfer or take-back of the concerned land use right.

The competent authority of ecology and environment of the State Council shall formulate national standards for the management and control of soil pollution risks according to the purpose of the land (i.e., agricultural land, construction land, and unutilized land). For construction land, the Law on Soil Pollution established a system comprising soil contamination risk control and remediation. Further, the provincial governments may formulate supplementary or stricter local standards. Such standards are mandatory. At the state level, the currently effective standards are the Soil Environmental Quality—Risk Control Standard for Soil Contamination of Construction Land (Trial) and Soil Environmental Quality—Risk Control Standard for Soil Contamination of Agriculture Land (Trial), both effective as of 1 August 2018.



The Law on Soil Pollution, for the first time, stipulates that the holder of the land use right shall carry out risk control and remediation of soil contamination where the polluter cannot be identified. Under such circumstances, land use right holders are at great risk of being subject to such obligations simply because they are easy to be held accountable in reality. In practice, anybody acquiring land use rights is well advised to conduct a soil investigation before the acquisition, whether acquiring a new parcel of land or purchasing existing buildings and the land use rights of the underlying buildings.

#### b) Revision of the Law on Prevention and Control of Environmental Pollution Caused by Solid Waste in 2020

The newly amended Law on Prevention and Control of Environmental Pollution Caused by Solid Waste ("Law on Solid Waste") came into force on 1 September 2020. This is the second major amendment since its enactment in 1995.

##### (1) Facility for prevention and control of environmental pollution caused by solid waste

Same as the previous version, the new Law on Solid Waste requires that necessary facilities for the prevention and control of environmental pollution caused by solid wastes, as specified in the environmental impact assessment document of a construction project, shall be designed, constructed, and put into use simultaneously with the main part of a project.

Article 18 of the new Law on Solid Waste further adds, compared to the previous version, that (i) measures for prevention and control of environmental pollution and ecological damage by solid wastes and (ii) the estimated investment budget shall be included in an environmental impact assessment document.

##### (2) Transportation of solid waste across provinces

Article 23 of the previous Law on Solid Waste stipulated that transportation of solid waste across provinces for storage and disposal shall be subject to pre-approval of the environmental protection department (now, the ecology and environment department) of the provincial governments where the solid waste is being transferred to. However, transportation of solid waste across provinces for utilization was exempted from the aforesaid pre-approval or any other notification obligation until 1 September 2020.

Article 22 of the new Law on Solid Waste adds a filing obligation where solid waste is transported across provinces for the purpose of utilization. I.e., moving solid waste out of a province for utilization shall be filed with the competent ecology and environment department of the provincial government where the solid waste is moved from. Such filed information shall also be notified to the provincial government where the solid waste is being transferred to.

##### (3) Comprehensive management of industrial solid waste

Compared to the old version, Article 36 of the new Law on Solid Waste specifies that entities generating industrial solid wastes shall establish and improve their responsibility system for the prevention and control of environmental pollution covering the whole process of the generation, collection, storage, transport,



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utilization and disposal of industrial solid wastes. Correspondingly, ledgers shall be kept by solid waste generators to record the aforesaid process.

This amendment borrows the management method of hazardous waste. Since the Opinions on Further Strengthening the Monitoring and Management of Hazardous Wastes and Medical Wastes were issued in 2011, hazardous waste generators have been required to create ledgers for hazardous wastes management regarding its generation, storage, utilization, disposal, etc. Basically, every step of handling industrial solid waste, including hazardous waste, shall be recorded in ledgers for tracing.

#### (4) Joint and several liability for wrongful entrustment

Article 37 of the new Law on Solid Waste stipulates that, where an entity generating industrial solid wastes entrusts others to transport, utilize or dispose of industrial solid wastes, it shall verify the qualifications and technical capacities of the entrusted party, lawfully conclude a written contract, and stipulate the requirements for pollution prevention and control in the contract. For example, an entrusting party needs to check whether the entrusted service is included in the entrusted party's business scope and its operating permit, if required, and whether the technical capacity of the entrusted party is up to standards for handling such industrial solid waste.

Where a solid waste generator fails to meet the aforesaid requirements, in addition to bearing its own liabilities for wrongful entrustment, it shall also be jointly and severally liable for the environmental pollution and ecological damage caused by the entrusted party, e.g., tortious liability and even criminal liability.

#### (5) Including industrial solid waste in Pollutant Discharge Permit

Before the revision of the Law on Solid Waste, only air and water pollutants were under the Pollutant Discharge Permit management system in China. Article 39 of the new Law on Solid Waste stipulates that entities generating industrial solid wastes shall obtain a Pollutant Discharge Permit.

In practice, whether an industrial solid waste generator has to apply for a new Pollutant Discharge Permit or update an existing one depends on the generated volume, the discharge volume, and the environmental impact. According to the Classification Management Catalogue of Pollutant Discharge Permits for

Stationary Sources of Pollution (2019 Edition), entities that generate and discharge relatively large volumes of solid waste that strongly impact the environment are subject to major pollutant discharge management. Entities that generate and discharge relatively small volumes of solid waste and leave a relatively minor footprint on the environment are subject to simplified pollutant discharge management. Entities that generate and discharge very small volumes of solid waste and whose impact on the environment is negligible, do not need to apply for a Pollutant Discharge Permit. Only filling in the Pollutant Discharge Registration Form via the National Information Platform for Pollutant Discharge Permit Management will suffice.

#### (6) Compulsory insurance on hazardous waste handling entities

Article 99 of the new Law on Solid Waste stipulates that entities engaging in the collection, storage, transportation, utilization, and disposal of hazardous wastes shall purchase environmental pollution liability insurance pursuant to the relevant provisions of the state.

#### (7) Extended producer liability

Article 66 of the new Law on Solid Waste stipulates that the state establishes an extended producer responsibility system for electrical and electronic products, lead-acid batteries, automotive power batteries, and other products. The producers of electrical and electronic products, lead-acid batteries, automobile power batteries, and other products shall, in accordance with the relevant provisions, establish a system for the recycling of waste products that matches the sales volume of the products by means of self-establishment, entrustment, or otherwise, and disclose the same to the public so as to achieve effective recycling and utilization.

## 2. Boosting the comprehensive and effective implementation of environmental laws and regulations

The Resolution provides that all state agencies shall strictly implement the legal system for ecological and environmental protection and ensure that those in power are held accountable for the negligence of duties. In addition, law enforcement regarding ecological and environmental protection are included in the target and performance review system of government agencies and government officials at all levels.

#### a) Guidance Catalogue on Environmental Protection Comprehensive Law Enforcement

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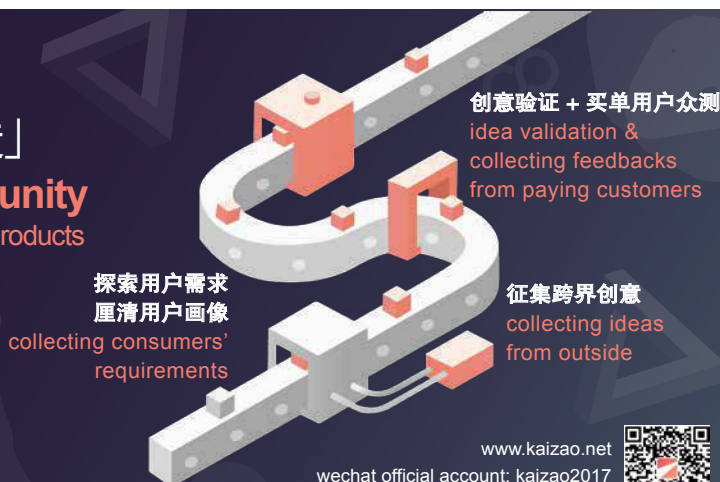


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In order to achieve the above goal, centralized inspections of ecological and environmental protection initiated by the Central Government have been conducted across China in the last two years. Accordingly, the Ministry of the Ecology and Environment and the Ministry of Water Resource jointly issued the Guidance Catalogue on Environmental Protection Comprehensive Law Enforcement on 11 March 2020 ("the Guidance Catalogue") to regulate the law enforcement. The Guidance Catalogue specifies and compiles 248 situations of violations of national environmental protection related laws and regulations for which administrative punishment(s) or compulsory administrative measure(s) should be imposed. The enforcement of local regulations, rules, and policies can be added and specified by the local governments based on the Guidance Catalogue. Basically, a violation that falls under the 248 situations must be sanctioned accordingly.

The Guidance Catalogue also strengthens law enforcement by specifying the preliminary responsible authority for inspecting and imposing administrative punishment or compulsory measures. To be specific, environmental protection laws and regulations generally stipulated that governments at county levels or above shall be responsible for the management of certain issues, which may lead to a situation where none of the governments above county levels fulfill their obligations. After the promulgation of the Guidance Catalogue, the preliminary responsible authority is clearly listed, i.e., government at state, province, city that have counties or county level. By doing so, authorities cannot shift responsibilities to each other. Also, it is easier to identify the liable authority where the negligence of duty occurs. This new approach drives authorities and officials to perform their duties proactively.

#### b) Circular on Relevant Issues Regarding Comprehensive Law Enforcement of Ecological and Environmental Protection

On 28 February 2020, the General Office of the State Council of the People's Republic of China issued the Circular on Relevant Issues Regarding Comprehensive Law Enforcement of Ecological and Environmental Protection ("the Circular") for the promulgation and implementation of the Guidance Catalogue. The Circular points out that authorities shall shoulder responsibilities and strictly enforce ecological and environmental laws and regulations. It is prohibited to shift responsibilities to subordinate authorities without authorization.

On the other hand, the Circular also requires authorities to enforce environmental laws and regulations in a transparent and efficient way. The working procedures, time limits, and codes of conduct shall be further formulated by the competent authority. Vague rules regarding ecological and environmental protection law enforcement shall be eliminated. Also, discretionary power in the process of law enforcement shall be limited to a reasonable extent, so as to standardize the measurement of penalties nationwide.

### 3. Adopting a mandatory information disclosure mechanism for ecological and environmental protection

Mandatory information disclosure system is another focus of environmental protection legislation and enforcement. It was created to uphold the general public's right of knowledge and the right to participate and supervise ecological and environmental protection.

Various laws and regulations stipulate that certain information shall be disclosed to the general public via an online platform.

For instance, the Measures on Public Participation in Environmental Impact Assessment enacted on 1 January 2019 provide that, except for projects which involve state secrets, trade secrets, and personal privacies, detailed information of a construction project shall be disclosed to the general public on the local government's website, providing information such as the project's location, seeking public opinion. The Measures of the People's Republic of China for the Supervision and Administration of Formulating the Environmental Impact Assessment Report (Form) of Construction Projects enacted on 1 November 2019 stipulate that a nationwide credential platform shall be adopted by the Ministry of Ecology and Environment for the management of qualified environmental impact assessment entities/individuals, as well as for disclosure of dishonest entities/individuals in the business. The Law on Soil Pollution provides that institutions/individuals, engaging in an investigation, risk assessment, risk control, remediation of soil pollution, etc., shall be included in the national information disclosure platform for public disclosure. The new Law on Solid Waste provides that a credit record system shall be established for entities generating or engaging in the collection, storage, transport, utilization, or disposal of solid wastes. The system shall be further incorporated into the national credit information sharing platform for public disclosure.

Basically, entities and individuals involved in ecological and environmental protection business and industrial waste generators are subject to supervision from the general public. Those who conducted malpractice or violated laws and regulations will be reported on the national credit information sharing platform and held liable. Moreover, whistleblowers for reporting ecological damage and environmental pollution are protected by the above-mentioned laws and regulations.

When reviewing the updates of environmental legislation and its enforcement in the past two years, it is fair to say that the main goals set by the Resolution have been generally achieved, i.e., establishing and improving a stringent and rigorous legal system covering air, water, soil, environmental protection, and pollution sources control, boosting the comprehensive and effective implementation of environmental laws and regulations, and mobilizing the general public to actively participate in ecological and environmental protection.

While the government enhances legislation and enforcement, companies doing business in China are subject to tightening ecological and environmental protection regulations. It is safe to assume that this trend will be strengthened in the near future. Thus, foreign investors are recommended to keep up with the evolving statutory requirements. At the same time, corresponding measures should be adopted to avoid legal liabilities.

**Dr. Ulrike Glueck** is Managing Partner of CMS, China.  
**Sarah Wang** is a Senior Associate at CMS, China.

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# More than a Market Forum & Awards Night 2020: 5 Years 5 Days



This year marks the fifth anniversary of the Social Responsibility initiative More than a Market Forum and Awards Gala. To honor this special occasion, the German Chamber of Commerce in China, together with the German diplomatic missions, hosted a full week – 5 Years 5 Days – of CSR, sustainability and diversity & inclusion workshops between the 26-30 October 2020 in Shanghai & Suzhou.

Over the course of 5 days, the hosts held nine events together with over 25 partners and almost 50 speakers.

## The More than a Market Awards Night

The evening of the 29 October 2020 marked the fifth More than a Market Awards Gala – this year, in a slightly different format, the More than a Market Awards Night. Outstanding Corporate Social Responsibility (CSR) examples of German companies operating in China were honored in three categories.

## A glance at the winning projects

In the category "Small Enterprises (1-500 employees in China)," **Wemhoener (Changzhou) Machinery Manufacturing Co., Ltd.** received an award that honors the "Changzhou Wemhoener Charity

Foundation." The project promotes dialogue and exchanges among school students from the Changzhou Xinbei district and Herford, Germany, in the areas of culture, sports, and education.



In the category "Large Enterprises (more than 5,000 employees)," **SAP Labs China** was awarded for their outstanding efforts in the company's project "SAP SCHOOL 4 Autism at Work" which aims to create more awareness on autism and opportunities for people affected.



This year's winner for the Special Category "Cooperation with Local Partners": **AICHELIN Heat Treatment Systems (Beijing) Co., Ltd.** was selected for supporting the Little Swan School in Beijing, a school for left-behind children of migrant workers. Since 2017, AICHELIN has been donating desks, tables, PCs, laptops, books, and storage space to the school.





Congratulations to all winners and to all 82 submitted projects!

## Shortlisted Enterprises

First Category:

### Small & Medium Enterprises

(less than 1,000 employees in legal entity)



Second Category:

### Large Enterprises

(more than 1,000 employees in legal entity)



Special Category:

### Cooperation with Local Partners

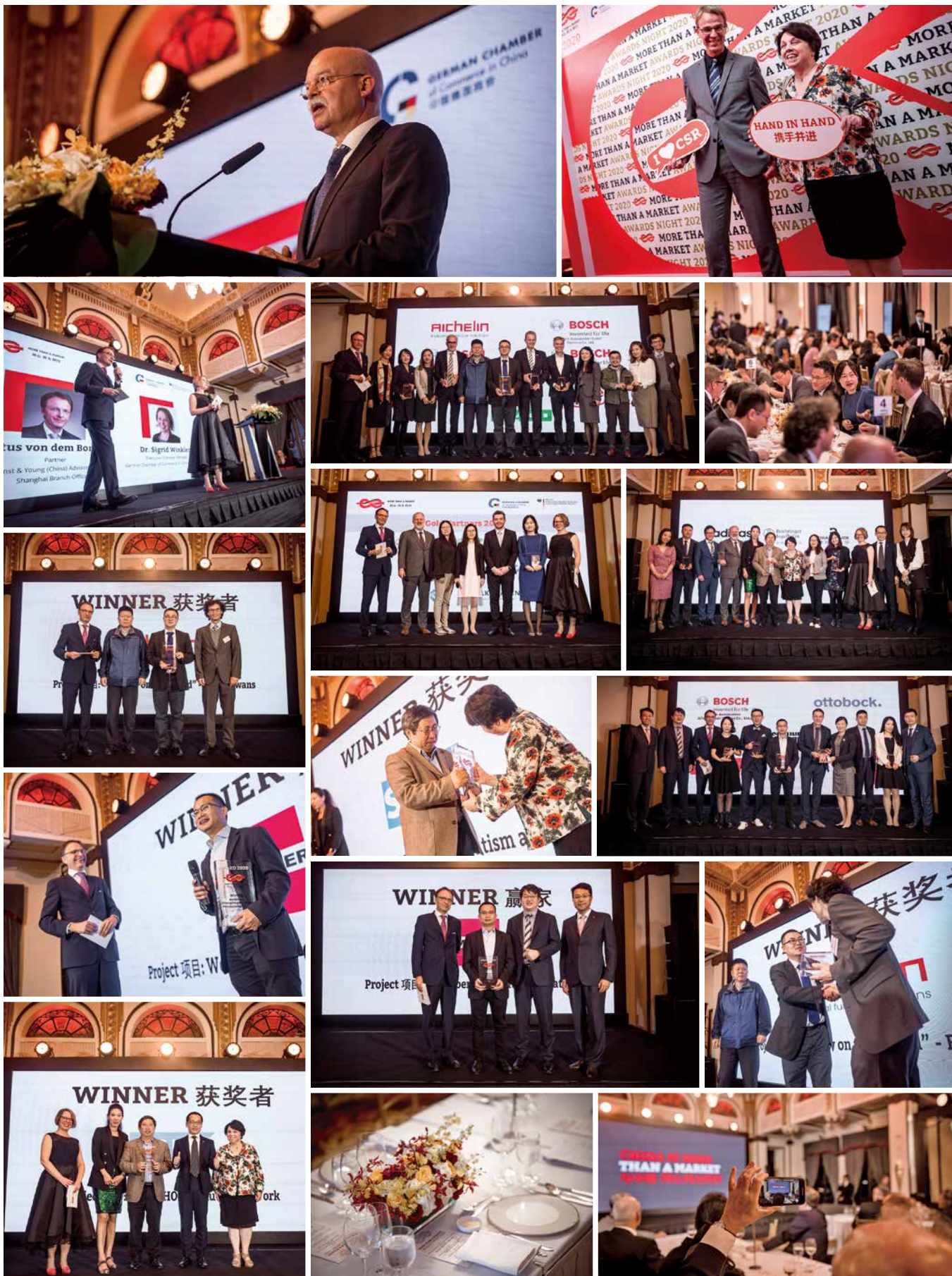
(all sizes)



All projects can be found in English and Chinese in the More than a Market 2020 publication on [www.morethanamarket.cn](http://www.morethanamarket.cn)

## Longlisted Enterprises







## Let's Have a Closer Look at the 5 Years 5 Days Week:

### 26 October 2020, Day 1 – Kick Off

Greetings, speeches, and a panel discussion with Dr. Christine Althausen (Consul General of the Federal Republic of Germany in Shanghai), Mark Hauptmann ("Junge Gruppe" at CDU/CSU-Parliamentary Group in the German Bundestag), Matthias Schaefer (Chief Representative of Konrad-Adenauer-Stiftung Shanghai), Yalin Wang (Policy Analyst-Business and Sustainable Development at United Nations Development Program), Dr. Evelyn Engesser (General Manager at UNICEPTA Information Consulting (China) Ltd.), Nikolaj Moesgaard (Co-Founder of IMPACT INTELLIGENCE) and Dr. Sigrid Winkler (Executive Chamber Manager at German Chamber of Commerce in China | Shanghai).



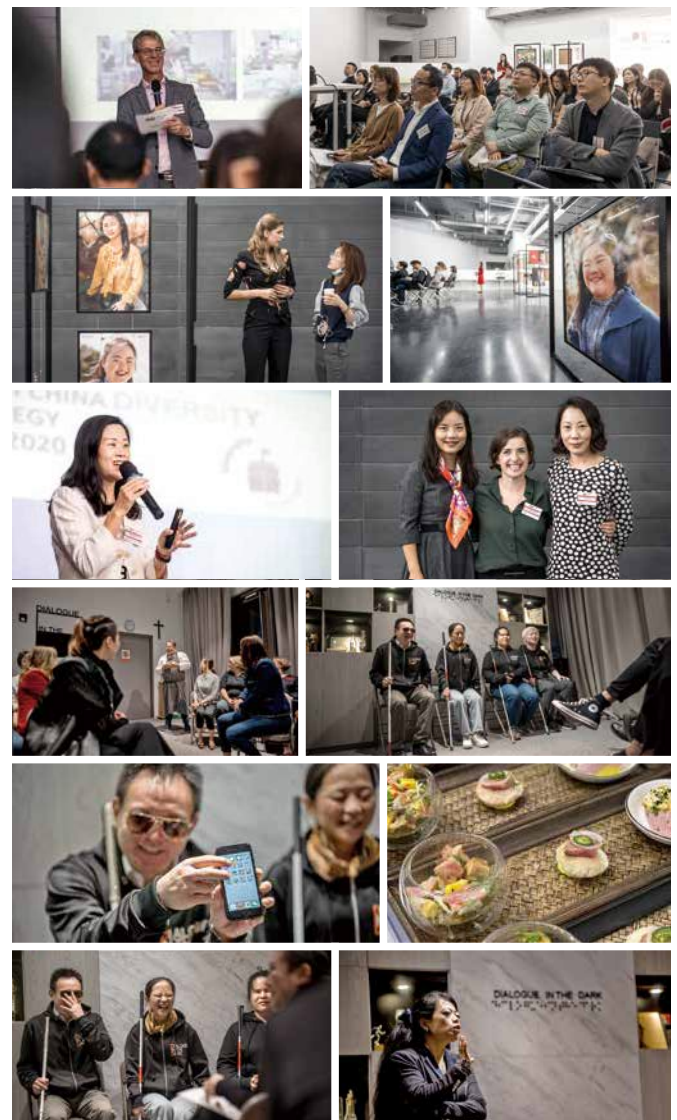
### 27 October 2020, Day 2 – Diversity & Inclusion

#### "The Art of Diversity & Inclusion" & "Dinner in the Dark"

*This day was curated together with our think tank partner, Taicang Inclusion Factory.*

In the morning, a panel at the contemporary museum TANK Shanghai was held, consisting of leaders from large German enterprises, including Anthia Zhang (Vice President Communications at Bayer China), Phoenix Chen (Human Resources Vice President at Bosch China), and Tracy Wang (Market Communications Director at Ottobock China), and was moderated by Marina Kalnitski (Director Training & Development at Taicang Inclusion Factory).

In the evening, a dinner was held in complete darkness, at which visually impaired trainers supported with service were challenging guests' taste buds and mindset as to how we approach daily tasks. After the dinner, Shiyin Cai (Founder of Dialogue in the Dark China), trainers and guests shared their experiences.







## 28 October 2020, Day 3 – Food & Wellbeing

### "The Future of Food" & "Social Mixer"

This day was curated together with our think tank partner, **ProVeg International**.

In the afternoon, experts from the food and beverage and biotechnology industries gave a series of thought-provoking talks and tastings. The speakers consisted of Dr. Christine Althausen (Consul General of the Federal Republic of Germany in Shanghai), Axel Wildner (Counsellor for Food & Agriculture at The Embassy of the Federal Republic of Germany in Beijing), Shirley Lu (Managing Director Asia at ProVeg International), Astrid Prajogo (Founder of Haofood), Hong Zhao (APAC Plant-Based BU at Doehler) and Jenny Gui (Head of Global Real Estate & Facilities at SAP Greater China).

Afterward, all parties celebrated with a "Social Mixer," together with members of the American and British Chambers of Commerce Shanghai and an outdoor food market with sustainable and innovative brands: ALDI, Goma Greens, Just Egg, Noveltea, nuchoc, Yi-Wen & The Plant Forward Llab Team, Z-Rou, Wines of Germany and Zhen Meat.



## 29 October, Day 4 – Construction & Cities

### "Sustainable City Development"

This day was curated together with our think tank partner, **Konrad-Adenauer-Stiftung Shanghai**.

A morning of engaging talks by industry-leaders, as they shined a light on different aspects of a sustainable city. Guests were guided through the exhibition park of WinSun, one of the most advanced factories in 3D printing. The panel consisted of Ella Wenmin Liu (Vice President at Yingchuang Building Technique (Shanghai) Co., Ltd., WinSun), Richard Schmude (General Manager at Drees & Sommer Engineering Consulting (Shanghai) Co., Ltd.), Hao Dong (Co-Founder and Partner of Crossboundaries). It was moderated by Sun Haiyan (Co-Founder of Business Ecology), with opening remarks by Matthias Schaefer (Chief Representative at Konrad-Adenauer Stiftung Shanghai) and Navin Hossain (Regional Manager Neighboring Provinces at German Chamber of Commerce in China | Shanghai).





## 30 October, Day 5 – Environment & Community

"How the Environmental Crisis is Reshaping Business" & "New Ideas and Big Impact: Startups Changing the World"

This day was curated together with our think tank partner, **Feiy.**

Pauline Soudy (Co-Founder of Feiy) and Roy Cheung (Global Head of Sustainability Solutions in the Polycarbonates Business Unit at Covestro China) headed a workshop, integrating elements of environmental sustainability topics and introducing participants the concept of circular economy. Veronika Glauberman (Manager for Social Responsibility at the German Chamber of Commerce in China | Shanghai) gave opening remarks.

The week was wrapped up with a keynote by Dr. Michael Schmidt (Vice President of Innovation at Covestro Asia Pacific) and pitch sessions by eight impact-driven startups: Atiom, GreenSteps, Mi Terro, Motovate, Oimo, Nude by Korea, Xunbao and Zero Waste Shanghai. Maximilian Butek (Executive Director and Board Member of German Chamber of Commerce in China | Shanghai) gave opening remarks, and Pauline Soudy (Co-Founder of Feiy) moderated the event.



**The More than a Market initiative relies on valuable partnerships of all kinds.**

**Thank you to everyone who supports us!**

### Gold Partners 2020



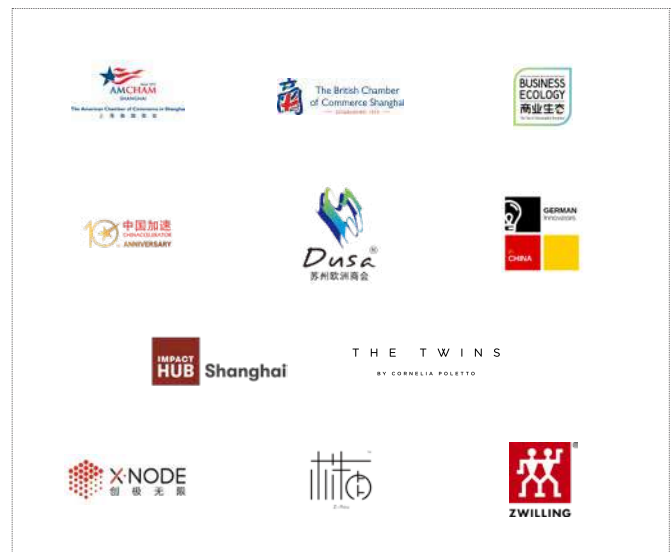
### Silver Partners 2020



### Think Tank Partners 2020



### Supporting Partners 2020



For more information about our initiative More than a Market, please visit our website [www.morethanamarket.cn](http://www.morethanamarket.cn) or get in touch with Veronika Glauberman via [glauberman.veronika@sh.china.ahk.de](mailto:glauberman.veronika@sh.china.ahk.de)

## Thanks to Our Yearly Sponsors 2020

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### STIEBEL ELTRON Launches Domestic-Produced Heat Pump

On 10 September 2020, STIEBEL ELTRON held a launch ceremony titled 'IN CHINA, FOR CHINA,' for its domestic heat pump, in Tianjin. Senior Management of STIEBEL ELTRON, partners, and media gathered in Tianjin to celebrate this momentous occasion. The launch of the first heat pump produced in Tianjin is a significant milestone for the company's development in China.

As a company driven by innovation, STIEBEL ELTRON develops and produces products



with a clear focus on environmentally friendly, efficient and convenient building service systems. STIEBEL ELTRON will keep investing in China and aim to become one of the top brands for heat pumps in China.

### Schaltbau GmbH Wins Most Influential Enterprise Award at CIES

The 10<sup>th</sup> China International Energy Storage Conference (CIES), organized by China's Chemical and Physical Power Industry Association, was held in Shenzhen on 24-26 September 2020. The CIES is the leading annual event for energy storage solutions aiming to further explore energy storage technology and create safe, low cost, and long-lasting technology. Shenyang Schaltbau Electrical Co., Ltd., as a wholly-owned subsidiary of Schaltbau GmbH, won the 'Most Influential Enterprise Award' presented by CIES.

Schaltbau GmbH develops and manufactures electromechanical components and



innovative driver's desks for railway and other industries. Since 1929, it has successfully implemented security solutions for its customers worldwide and has been responsible for the safe operation of rail services. Today, it secures systems in industrial applications for renewable energy, e-mobility, and automation.



## Linde Engineering APAC Establish Headquarters in China



On 16 September, 2020, Linde Engineering held a conference together with the Chinese Government, to announce the establishment of their APAC headquarters. Though legally registered in Hangzhou, the new company concentrates all APAC resources in China, with two major office locations in Shanghai and Hangzhou. It is a great milestone for Linde Engineering, setting up the business for future growth. Previously, the company had a mix of JVs, wholly-owned enterprises, and Linde Gas managed companies, which are now brought together into one lead entity to facilitate business and drive growth.

Linde Engineering APAC and the Hangzhou Government jointly signed the cooperation agreement during the conference. Both parties reached a consensus on future cooperation and development. Mr. Stefano Innocenzi, President of Linde Engineering APAC, said: "With headquarters in China, we will lead the business in APAC and further expand it."

## GEA Mechanical Equipment Tianjin Invests in New VOCs Purification Systems

Atmospheric environmental protection is key to improving our quality of life and promoting sustainable economic development. In order to provide the utmost support to the environmental protection initiative of the Chinese Government, GEA Mechanical Equipment in Tianjin invested RMB 3.3 million in 3 sets of high-efficiency catalytic combustion VOCs (volatile organic compounds) treatment facilities. By taking these systems into operation, GEA has reduced its VOCs emission far below official thresholds.



## Psychotherapist Dr. Johanna Teiser Returns to United Family Shunyi Clinic



After spending several months in Germany due to the COVID-19 pandemic and the resulting travel restrictions, Dr. Johanna Teiser was able to return to our clinic in Beijing. Dr. Teiser is a German psychologist

specializing in child development and cross-cultural psychology. She received her training in psychology at the University of Osnabrück, Germany and Monash University, Australia. She focused on cognitive-behavioral psychotherapy during her postgraduate training as a Child and Adolescent psychotherapist. Dr. Teiser also conducts parent-infant counseling, addressing such problems as sleeping difficulties or excessive crying in infants. Before joining United Family Shunyi Clinic, Dr. Teiser worked at the Department of Childhood and Adolescent Mental Health, St. Joseph Hospital, and at a private practice for psychiatry and psychotherapy in Berlin. She is passionate about working with patients from different countries and cultures.

## CPC and Tongji University Launch New Transformation Management Executive Program



CPC partnered with Tongji University's SEM Executive Education Center to launch the Transformation Management Executive Program. The program caters to the growing need for managing transformation in a time of global uncertainty. It aims to expand the knowledge, skills, and mindset of senior leaders and executives dedicated to driving transformation. It specifically targets the needs of a swiftly maturing Chinese market. Since 1993, CPC has been consulting global corporations as well as medium-sized companies in realizing sustainable transformation. Specializing in Change Management, CPC provides its hands-on expertise and proven methodologies for the course. Tongji

University is renowned for its management programs in executive education and certification.

## Mercedes-Benz Commits to Electrification Across All Products and Segments



Mercedes-Benz recently unveiled a new six-pillar strategy that pursues profitable growth in the luxury segment and targets leadership in electric drive and car software. The new strategy is a comprehensive program that has been designed to power the company forward technologically and financially. With the new strategy, Mercedes-Benz also confirms its full commitment to electrification across all products and segments, including new dedicated electric architectures and multiple new electric product launches. Furthermore, the company sees its long-term commitment to China reinforced as the local auto market is steadily recovering and the company is witnessing sales rebound in China.

## Siemens Holds Innovation Day



On 10 September 2020, Siemens Innovation Day China 2020 was held with the theme 'Re-shape · Co-create,' illustrating the innovative approach Siemens advocates for in the post-pandemic era. Siemens joined hands with its partners to co-create an innovation ecosystem and implement end-to-end digital solutions, from assessment and consultation to implementation and optimization services. That includes cutting-edge technologies, such as artificial intelligence, edge computing, 5G and industrial cloud in areas including manufacturing, cities and in-

frastructure, mobility and IoT. In addition, Siemens officially unveiled the Chinese name of Siemens Advanta, formerly known as Siemens IoT Services' business unit. With Siemens Advanta actively expanding into IoT consulting business, Siemens further consolidated its unique position as an innovation partner.

### Beijing Singu Keller Automotive Cold Forming Parts Inc. Receives Honors



As a representative of high-tech enterprises in Tongzhou District, Beijing Singu Keller Automotive Cold Forming Parts Inc. participated in the governmental venture 'Hundreds of Laboratories Enter Thousands of Enterprises,' organized by the respective District Government in June 2020. In July and September 2020, Singu Keller was awarded the title of 'Concentration, Refinement, Specialness and Innovation' for SMEs, and a smart manufacturing pilot demonstration took place in Beijing. This shows the government's recognition of the company's activities. The enterprise will continue to innovate and contribute to the technological progress of China's automobile manufacturing industry.

### Conrad Hotels Celebrate Anniversary and Host German Unity Day Celebrations

On 1 September 2020, Conrad Shenyang celebrated its first anniversary. On 24 September, Conrad Shenyang was the venue for the 30th anniversary of 'Tag der Deutschen Einheit' celebration, hosted by the Consulate of Germany in Shenyang.



The theme of the event was 'Deutschland ist eins: vieles.' Government leaders, consulate officials in Shenyang and representatives from German enterprises were invited to attend the event.

Conrad Hotels & Resorts span five continents, and hold nearly 40 properties.

### Iacobucci HF Aerospace Appoints Melchers Sales Agent in China



Melchers has announced a new partnership with Iacobucci HF Aerospace, becoming its sole sales agent of their aviation product business in China. Iacobucci HF Aerospace, located in Ferentino, Italy, is active in developing, producing, and distributing galley inserts, trolleys, and seats for both commercial and general aviation markets. Through this partnership, Melchers' aviation business unit will grow its product and service range, while significantly expanding Iacobucci's reach in China. Melchers' Aviation Department will handle all inquiries, sales, technical assistance, and provide services to customers throughout China.

### TAGAL Kick-Starts its 2020 TAGAL RO CARE Program



As part of its ongoing focus on enhancing team cohesion and employees' sense of belonging and happiness, TAGAL initiated the 2020 TAGAL RO CARE plan as scheduled. More than 30 employees from all over the country gathered in Dalian to share best practices and exchange experiences, but also to relax, reconnect with nature and improve their wellbeing.

### DMG MORI Tianjin Factory Holds Online Open House



On 16 October 2020, The Open House Tianjin was successfully held online on DMG MORI WeChat Club. At the beginning of this event, Mr. Christian Thönes, the Chairman of the Executive Committee of DMG MORI, and Ms. Irene Bader, the Executive Officer and Global Marketing Director of DMG MORI, presented the latest digital trends of DMG MORI from the headquarters, introducing the 'DMG MORI Global Virtual Showroom' to the audience. Dr. Beermann, the COO & President of DMG MORI China, summarized the development of DMG MORI China globally and locally. Afterward, Dr. Tian Xiaodong, the Operating Officer & President of DMG MORI Tianjin factory, gave an overview of the development and production of DMG MORI Tianjin factory through a digital factory tour.

# New Members – North China

For full contact information and company profiles of our new and existing members, please visit [www.german-company-directory.com](http://www.german-company-directory.com)

**Ms. Yan Liang**  
Communication Director  
Bosch Automotive Components  
(Changchun) Co., Ltd.  
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**Mr. Thorsten Esser**  
Deputy General Manager  
Changchun Faway Adient Automotive  
Systems Co., Ltd.  
[www.fawayadient.com](http://www.fawayadient.com)

**Mr. Peter Tischner**  
CEO  
Changchun KSD Automotive Components  
Co., Ltd.  
[www.kromberg-schubert.com](http://www.kromberg-schubert.com)

**Ms. Nancy Niu**  
HR Specialist  
ebm-papst Ventilator (Xi'an) Co., Ltd.  
[www.ebmpapst.com.cn](http://www.ebmpapst.com.cn)

**Mr. Jeff Qian**  
General Manager  
intimus International Trading (Beijing)  
Limited.  
[www.intimus.com.cn](http://www.intimus.com.cn)

**Mr. Hailiang Zhang**  
CEO  
Tricor  
[www.tricorglobal.com](http://www.tricorglobal.com)

[Online Training]

**Introduction to Agile**  
5- 12 August 2020

[Tianjin | Langfang | Tongzhou]

**SME Roundtable #2 – How to Ensure EHS  
Compliance in Your Company?**  
19 August 2020

[Shenyang]

**HR & Legal Seminar: Practical Advice for  
Labor Dispute Arbitration in China**  
20 August 2020

[Webinar]

**Key Points of Successful Compliance  
Management for German Companies in  
China**  
25 August 2020

[Tianjin]

**Kammerstammtisch (Regular's Table)**  
26 August 2020

[Webinar]

**Information Security Management Update  
- 信息安全管理体系实施 — 如何减少  
信息安全风险**  
4 September 2020

[Changchun]

**Technical Workshop – A3 Practical Problem  
Solving 实践性问题解决方法**  
8 September 2020

[Beijing]

**Roundtable Legal Working Group**  
8 September 2020

[Tianjin]

## Excursion Automotive: E-Mobility Strategy @ Volkswagen Automatic Transmission



On 10 September 2020, the German Chamber of Commerce in China | North China, together with the European Union Chamber of Commerce in China, co-organized an exclusive Excursion Automotive on the topic "E-mobility Strategy @ VWATJ" at Volkswagen Automatic Transmission (Tianjin) Co., Ltd. (VWATJ).

Mr. Jörg Fenstermann, General Manager Technical at VWATJ, and Dr. Jürgen Hasenpusch, General Manager Commercial at VWATJ, welcomed 40 members from both chambers at the VWATJ CEA Center.

The visit started with a company presentation and an introduction to the company's e-mobility strategy. It continued with a tour of the production facility, where the participants gained insights into the production of dual-clutch transmissions, as well as the DQ400e Hybrid transmission and the APP290 E-drive.

The tour proceeded with a visit of the mask production line, which has been set-up as a response to the COVID-19 pandemic in only 22 days. At the end of the factory tour, all visitors got a "MADE IN VW" mask as a souvenir.





[Shenyang]

Kammerstammtisch (Regular's Table) &  
German BBQ @ Mukden Factory  
9 September 2020

[Beijing | Wirtschaftsjuvenen]

Gin Tasting @ MMC - Wirtschaftsjuvenen  
& Friends  
10 September 2020

[Online Training]

Business Model Canvas – Build Products &  
Services People Will Buy  
11 September 2020

[Beijing]

Peking Alumnistammtisch  
11 September 2020

[Tianjin | Event Series]

Career Path #2 – Change Management  
16 September 2020

[Webinar]

Industrial IoT – Edge Computing: Faster &  
Cost-Efficient Data Analytics  
17 September 2020

[Online Training]

"Industrie 4.0" A Hands-on Approach  
17 September 2020

[Shenyang]

Technical Workshop – Purchasing Cost  
Analysis and Reduction 采购成本分析及  
降低  
18 September 2020

[Beijing Special Event]

German Chamber Summer Night  
19 September 2020

[Beijing | Webinar]

Labor Market and Salary Developments  
2020/2021  
23 September 2020

[Tianjin | Webinar]

Access to Financing for German SMEs in  
China  
24 September 2020

[Beijing]

Shougang Park Visit 参观首钢园 – A New  
Landmark of the Capital City Revival  
27 September 2020

[Online Training]

Value Proposition  
28 September 2020

[Tianjin | Langfang | Tongzhou]

## SME Roundtable #3: What Are the Rights and Duties of a Legal Representative in China?

On 23 September 2020, the third event of the successful series 'SME Roundtable Tianjin' took place at GEA Mechanical Equipment (Tianjin) Co., Ltd., a member of the German Chamber of Commerce in China.

After a tour through the production facilities led by Mr. Alexander Krausse, Vice President & Head of Global Production APAC at GEA Mechanical Equipment (Tianjin) Co., Ltd., the event continued with a keynote speech on the topic "What Are the Rights and Duties of a Legal Representative in China?" by Ms. Susanne Rademacher, German Attorney-at-law | Partner at BEITEN BURKHARDT Rechtsanwaltsgesellschaft mbH Beijing Representative Office and Mr. Simon Henke, German Attorney-at-law | LL.M. at BEITEN BURKHARDT Beijing. Afterward, participants had the opportunity to exchange their experiences and discuss the topic in detail during the roundtable discussion.

## Sino-German HR Forum 2020 in Northeast China: Future HR Trends & Regional Labor Market Developments



The German Chamber of Commerce in China | North China in Shenyang, in cooperation with Direct HR Group, organized the 1st Sino-German HR Forum in Northeast China on 24 September 2020 at CONRAD Shenyang. The forum was initiated to provide a unique platform for networking and exchange between HR and non-HR professionals of the local German and Chinese business community in the Northeast region.

Keynote speeches and presentations on relevant topics were held by experts in the field from BMW Brilliance Automotive, DRÄXLMAIER, and Direct HR Group, providing attendees with up-to-date information on relevant regional labor market developments and the opportunity to exchange on current HR challenges and trends. During the panel discussion, the speakers shared their professional work experiences and answered questions from the audience. Mr. Juanjo Cardona, Marketing & Information Solutions Manager at Direct HR Group, presented the "Labor Market & Salary Report 2020/2021" online and provided an in-depth analysis of the expected wage and salary developments of German companies in China. The forum ended with a Q&A session on regional labor market developments.



[Tianjin | Webinar]  
Labor Market and Salary Developments  
2020/2021  
29 September 2020

[Online Training]  
Digital Transformation Series  
29-30 September 2020

[Shenyang]  
Kammerstammtisch @ J.House  
30 September 2020

[Shenyang]  
Leadership Workshop – How To Lead Your  
Team Effectively  
逆转未来 – 有效领导下属  
14 October 2020

[Wirtschaftsjunioren | Event Series]  
Understand How Marketing Evolved Until  
Marketing 4.0  
20 October 2020

[Shenyang]  
Tax Seminar: 2020 Annual Finance and  
Taxation Regulation Review  
20 October 2020

[Online Training]  
How To Accelerate Your Career  
Development During Difficult Times  
20 – 22 October 2020

[Changchun]  
Tax Seminar: 2020 Annual Finance and  
Taxation Regulation Review  
21 October 2020

[Online Training]  
Finance Data Analysis  
22 October 2020

## New Project Manager Tianjin



We are pleased to announce that, as of September 2020, Ms. Zhang Zilu has taken over the role of Project Manager Tianjin. Ms. Zhang holds a degree in German Culture & Literature. After her studies, she worked for several years in German enterprises in project management, communication, and organization. In her new position, she is responsible for membership management, events, publications and social media for the German Chamber of Commerce in China | North China – Tianjin office. If you have any inquiries, feel free to contact her in German, Chinese, or English at: Zhang.zilu@bj.china.ahk.de, +86 (0)22-5830-7963.

## Regular Social Events in North China

### Beijing:

The Wirtschaftsjunioren | Young Business Leaders Beijing "Networking Tour" – every second Friday of the month at 7:00 pm at varying locations (please visit the event calendar on our website or subscribe to our newsletters and invitations)

### Shenyang:

Kammerstammtisch – every last Wednesday of the month at 7:00 pm in varying locations.

### Tianjin:

Kammerstammtisch – every last Wednesday of the month at 7:00 pm in varying locations.

### Note:

An updated event calendar can be found on our website: <https://china.ahk.de/membership/north-china/>

[Beijing]  
HR Roundtable Reenergize Your Organization  
22 October 2020

[Tianjin]  
Kammerstammtisch (Regular's Table)  
28 October 2020

[Shenyang]  
Kammerstammtisch @ Lenbach Beer House  
(Shenyang TianDi)  
28 October 2020

[Online Training]  
Excel Training: 理思路, 懂方法, 重实战,  
轻松玩转数据分析  
29 October 2020



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IN PERSON

## Johanna Teiser

**Company:** Beijing United Family Hospital (BJU)

**Job Title/Position:** Psychotherapist for Children and Adolescents

**Year of Foundation:** 1997

**HQ (location):** Beijing

**Main Business:** Healthcare provision

**Number of Employees:** 1000+

### What is your personal and business background?

My job title, "Child and Adolescent Psychotherapist," is rather uncommon in China. This is because I received my training in Germany, where it is possible to specialize in the psychological treatment of patients aged zero to 21 years. Before I started my practical training en route to becoming a state-licensed Psychotherapist, I wrote a Ph.D. dissertation on developmental psychology with a focus on comparative psychological testing across cultural contexts. During this time, I managed a lab in Cameroon that was part of a big psychological research project financed by the German Research Foundation. I have been teaching classes for Master's students in developmental psychopathology at a university in Berlin. Besides publications in academic journals, my research has been presented in German media outlets like "die Zeit" and "WDR."

### Tell us about your activities in China.

Beijing United Hospital has been around for more than two decades and our satellite clinic in Shunyi just celebrated its 18th birthday. United Family offers a highly professional healthcare infrastructure and very personal and patient-centered services. In the area of mental health, we have a large team of experienced psychologists, psychotherapists, and psychiatrists from numerous countries and cultural backgrounds that can provide a range of services like treatment, counseling, or therapy in various languages.

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

I think in the healthcare world, we don't primarily compete but complement each other. I can offer a number of treatment approaches that are less established in China. For instance, in Germany, I served as Deputy Director of a public counseling office that specialized exclusively in counseling families with newborns and infants that cried excessively or had sleeping difficulties. That's the key strength of United Family Hospital: it brings together specialists from all around the world that can inspire and improve each other. I am also learning a lot from my Chinese and expat colleagues. Ultimately, the patients benefit directly from this dynamic. In this sense, the Hospital is much greater than the sum of its parts.

### What is your competitive advantage? what kind of benefits can companies get using your services in China?

Here in Beijing, I love working with children from a wide range of backgrounds. Compared to other places where I have previously offered psychotherapy, families and children here in China often need more help adapting to the dynamic expat lifestyle. Also, the high-pressure education system is a topic that my colleagues and I address regularly.

More convenient | More accessible | Higher quality services

An Updated Beijing United Family Healthcare Network



## One Beijing City, One United Family.

3 hospitals and 9 clinics, providing healthcare services from clinic to hospital, family to community, infants to the elderly, building a network of high-quality and consistent medical services for communities and families!



BJU English WeChat

# Meet some of our International Doctors



Beijing United Family Hospital (BJU) is a network consisting of a main hospital in the Lido area and nine satellite clinics in Shunyi, Chaoyang, Haidian, Xicheng, and Tongzhou districts in Beijing. Our multinational clinical staff of experienced doctors and bilingual nurses provide comprehensive medical care to meet you and your family's needs. However long your stay is in China, we welcome you to join our United Family!

Das Beijing United Family Hospital (BJU) ist ein Netzwerk aus einem Hauptkrankenhaus in der Region Lido und neun Satellitenkliniken in den Distrikten Shunyi, Chaoyang, Haidian, Xicheng und Tongzhou in Peking. Unser internationales Team besteht aus erfahrenen Ärzten und zweisprachigen Krankenschwestern, und bietet umfassende medizinische Versorgung, um Ihre Bedürfnisse sowie die Ihrer Familie zu erfüllen. Wie lange auch immer Sie in China bleiben, wir heißen Sie herzlich in unserer United Family willkommen!



**Dr. Krippner**  
Family Medicine Physician



**Dr. Teiser**  
Child and Adolescent  
Psychotherapist



**Dr. Lemm**  
Family Medicine Physician



**Dr. Dexter**  
Family Medicine Physician



**Dr. Massip**  
Psychiatrist



**Dr. Molavi**  
Internal Medicine Physician



**Dr. Changizi**  
Family Medicine Physician



**Prof. Epstein**  
Oncology Specialist



**Dr. Dhenin**  
Family Medicine Physician



**Dr. Motoyama**  
Family Medicine Physician



**Dr. Farhad**  
Obstetrician & Gynecologist



**Dr. Saphariny**  
Obstetrician & Gynecologist



**Dr. Springer**  
Emergency Medicine Physician



**Dr. Bernstein**  
Emergency Medicine Physician



**Dr. Balinas**  
Pediatrician



**Dr. Mabaso**  
Pediatrician



**Dr. Ochs**  
Traditional Chinese Medicine  
Physician



**Dr. Gonzales**  
Pediatrician, Neonatologist



**Mr. Akhbar**  
Therapist



**Ms. Jennifer Leclair**  
Lactation Consultant



**Dr. Caligagan**  
Pediatrician





# The German Chamber's Summer Night:



To catch the tail end of Beijing's beautiful summer, the German Chamber of Commerce in China | North China organized a 'Summer Night' event on 19 September 2020 for the first time. About 500 members and friends of the Sino-German business community in Beijing spent an unforgettable evening together in a hidden spot of Chaoyang Park.

Guests entered the 'hidden land' through a maze-like entrance, and were surprised by a Schrebergarten-like beer house and countryside-themed decorations. A guitar-soloist set the mood to welcome guests and Bossa



Nova music created the perfect atmosphere for the summer night dinner. While enjoying picnic-style sharing platters, a ballet dancer unveiled the hidden land's last secrets and turned the venue into a party scene.

A simple yet elegant quotes game entertained guests by offering a special cocktail to the winners. A lucky draw 'drew in' the crowd for a chance to win amazing prizes, such as a weekend 'staycation' for the whole family in a luxury hotel. To make the night even more memorable, photos were available for download immediately on a cloud gallery, and guests could print the pictures on site.



# A Hidden Land @ Chaoyang Park



The laid-back atmosphere helped people feel relaxed and forget their stressful daily routine for one evening. Guests had this to say:

"Ich möchte mich herzlich bei der Deutschen Auslandshandelskammer für die Organisation dieses so wunderschönen Abends bedanken. Das Jahr 2020 wird ein ganz besonderes Kapitel in der Geschichte einnehmen, jedoch wird das Jahr durch die Summer Night auch ein Stück weit positiv in meinen Erinnerungen bleiben."  
- Li Yiran, Senior Manager, Berlin Business Liaison Desk China.

"Dear organizing team of THE SUMMER NIGHT in Beijing. First of all, thank you for allowing me to join this nice evening. You demonstrated with some good ideas, that it's possible to transform a parking lot of Chaoyang park into a beautiful beer garden with music and entertainment. It was a relaxed summer night with friends ... do it again!" - Franco Bellillo, Deputy General Manager and Vice President Purchasing at Beijing Electric Vehicle Co. Ltd.

"It was a great idea to turn a parking lot into a fantastic open-air venue. An outstanding team can arrange a big event within a short time, paying attention to all details! Harmonic decorations, perfect weather, delicious food, tasty drinks, and cheerful visitors, dancing until late with lots of laughs. Can we do it again?" - Frauke Steiner, Associate Partner EY GSA, German Business Network.

The German Chamber of Commerce in China | North China would like to thank all our sponsors for their great support in making this evening possible, and to our guests for making this a night to remember. We hope to see you all again soon at our events!





# Wirtschaftsjunioren Beijing



The Wirtschaftsjunioren Beijing community marked its 2nd birthday in 2020, celebrating a more diverse, dynamic and active group than ever before. Our network of young managers and entrepreneurs of different industries and nationalities with a long-term interest in China is constantly expanding in Beijing. The community members share their personal experiences, leadership skills and business & cultural knowledge with each other, as well as with colleagues in Germany, on a regular basis. This makes our vivid community a unique, sustainable & inspirational learning platform, with plenty of opportunities for personal and professional development, networking & cooperation. In order to deepen the understanding of topics or to explore new fields, you can engage in several working groups:

1. Sustainability, Diversity & Cross-Culture
2. Continuous Change & Learning
3. Leadership 4.0 & Dynamic Entrepreneurs
4. PR & Marketing
5. Strategic Partnership

Become an active part of our community and expand your network in North China. Organize events, company visits and networking events, or even become part of our core team. The Wirtschaftsjunioren Beijing is part of the German Chamber of Commerce in China | North China.

Contact: Johanna Heinzmann, Regional Manager Tianjin at [wirtschaftsjunioren@bj.china.ahk.de](mailto:wirtschaftsjunioren@bj.china.ahk.de)



The 2nd time in 2020 the Wirtschaftsjunioren Beijing & friends used the weekend to hit the mountains of Beijing. This time, Jana led us around **Dojue Temple**, an amazing 10 km route of lush greenery, stunning views of the city, and an unbelievable 1000 meters of altitude. Next adventure coming soon.



Last Thursday, September 10th, Maomaochong Bar & Piza welcomed the WJ and friends to a great evening of gin tasting, finger food and the perfect networking atmosphere for like-minded entrepreneurs.

The event gave managers, business founders and changemakers from different industries the opportunity to socialize while tasting five different brands of gin in a unique venue at the heart of Beijing's old hutong area.

The night started with a round of welcome cocktails prior to the main event. A few minutes later, all the attendees had the chance to introduce themselves to get the most from their event experience and facilitate networking.

For the main event, Eric Liu, mixology connoisseur and expert in the art of drink making, talked about the history of gin and demonstrated the best ways to enjoy the spirit, going from subtle flavors towards dry and fruity ones.

Before the end of the night, the attendees enjoyed a selection of fine gin-infused cocktails, pizza and snacks, while making new friends and connections from all over the world for a couple hours more.

If you would like to join the WJ and take part in future events, do not hesitate to contact us!!



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your  
Business!**



[china.ahk.de/membership](http://china.ahk.de/membership)

**German Chamber of Commerce  
in China | North China**

0818 Landmark Tower 2  
8 Dongsanhuan (N) Rd.  
Chaoyang District, Beijing 100004  
Tel. +86 10 6539 6688  
[chamber@bj.china.ahk.de](mailto:chamber@bj.china.ahk.de)

**German Chamber of Commerce  
in China | Shanghai**

29/F Gopher Center  
No. 757 Mengzi Road  
Huangpu District, Shanghai 200023  
Tel. +86 21 5081 2266  
[chamber@sh.china.ahk.de](mailto:chamber@sh.china.ahk.de)

**German Chamber of Commerce in  
China | South and Southwest**

Room 1903, Leatop Plaza  
32 Zhu Jiang East Road  
Tianhe District, Guangzhou 510620  
Tel. +86 20 8755 2353  
[chamber@gz.china.ahk.de](mailto:chamber@gz.china.ahk.de)

## Thanks to Our Yearly Sponsors 2020

Shanghai Office



Rödl & Partner



### Primus Line Resumes Training Programs



Primus line GmbH offers essential solutions for water supply pipelines. Focusing on addressing water issues with the existing infrastructure and the environmental problems that occur when dealing with problematic assets, the company collaborates with water utilities in Greater China to demonstrate its effectiveness in combating water loss and pollution in the pipeline network.

As China is slowly rebounding from the pandemic, Primus Line GmbH has resumed the events and scheduled training programs. The idea is to create an innovative platform to encourage environmental solutions by offering clients the experi-

ence of working with Primus Line systems, connecting industry professionals with local operators, and sharing international standards, applications, and worldwide projects.

### Total Eren, Eren Industries and Aden Launch Tera

Aden Group and Eren Group – through two of its subsidiaries, Eren Industries and Total Eren – are pleased to announce the launch of "Tera Energies," their joint venture in China. Based in Shanghai, the company will be dedicated to developing innovative energy efficiency and sustainable solutions for the commercial, industrial and governmental sectors in China, taking an active role in the country's low-carbon energy transition.



Tera will serve as an efficient and competitive provider of renewable energy solutions, combining innovative energy optimization services and mature sustainability technologies to help companies reduce their energy bill and improve their carbon footprint. The firm will focus on China's clean-energy and smart-city sectors, accelerating pioneering work in B2B renewable energy and AI-powered energy optimization.

### Deutsch-Chinesischer Treffpunkt Organizes First Open Day in Qingdao

On 19 September, the Deutsch-Chinesischer Treffpunkt organized the first open day for German companies in Qingdao's Olympic Marina. The newly established





platform aims to promote cooperation between Qingdao, Shandong Province, and all of China – and Germany. More than 30 German companies took the opportunity to introduce their business to the people of their host city. The organizer was honored to have the German Ambassador to China, Dr. Clemens von Goetze, attend the event as a special guest. It was the beginning of a new German tradition for Qingdao.

Zhao Wei, General Manager of the Trefpunkt, explained that German businesses in Qingdao range from High-tech to education, automotive to environmental protection. According to Wei, the people of Qingdao are unaware of just how much German high-tech is being made in their city. That makes a more in-depth dialogue between Qingdao residents and German investors all the more important.

### Ingenics Acquires PIXEL Group



Ingenics acquired the PIXEL Group effective 22 July 2020, showing its commitment to growth and pioneering digital transformation solutions. The acquisition forms part of Ingenics growth strategy and has expanded the company portfolio, including software development and embedded & software engineering. Both Ingenics and the PIXEL group are family-owned and run companies, that stand out for their employee and value-focused cultures. For staff at both companies, the acquisition will mean a continuation of the business-development strategy already underway.

### tfa | thomas fritzsche architects Sponsors BAU China 2020

tfa | thomas fritzsche architects was the official sponsor of the BAU China 2020, held between 29 October and 1 November in Beijing. As a speaker of the BAU Congress China, Thomas Fritzsche, founder and head of design of tfa, introduced the research-project 'A Sustainable Office Tower' (SOT) developed by tfa together with EGS-plan Bangkok.

The research-project 'A Sustainable Office Tower' is a newly developed office high-



rise building that addresses issues of a healthy work environment, especially under the influence of the COVID-19 pandemic, and aims for the German Sustainable Building Council DGNB platinum certification.

### QCAC Appoints New US/EU Business Development Manager



QCAC has a new addition to the team, Blake Jeanniton, who is joining as the new US/EU business development manager. His diverse experience will allow the company to better serve its Western clients, aiming to create brand value for QCAC's German clients.

### Asian Legal Business M&A Rankings 2020 Honors CMS, China

For the second time, CMS, China has been recognized as a Notable Firm (China International) by Thomson Reuters Asian Legal Business (ALB) in ALB M&A Rankings 2020. ALB draws the results from firm submissions, Thomson Reuters M&A data, interviews, editorial resources, and market suggestions to identify and rank the top firms for M&A in Asia.

The CMS, China Corporate/M&A Practice Area Group, led by Dr. Ulrike Glueck, offers tailor-made solutions for clients covering the full spectrum of Corporate and M&A matters. That includes M&A, legal due diligence, restructuring, mergers and

spin-offs, establishment of joint ventures, wholly foreign-owned enterprises and holding companies, corporate finance, corporate governance, and compliance, as well as liquidations.

### FC Schalke 04 Welcomes New Talents in Kunshan



FC Schalke 04 Bundesliga club welcomed 100 young talents in Kunshan. The young kickers wore their royal blue jersey for the first time, while they bid farewell to the graduates of Schalke football school, who left after three years of intensive training.

In 2021, the "Knappenschmiede International" will celebrate its fifth anniversary in Kunshan – talents and coaches have been trained here since 2016. Back then, around ten coaches from Schalke's Football School and the "Knappenschmiede" organized football camps for talented young players in Kunshan and Beijing. S04 concluded extensive agreements with Kunshan and the Chinese Super League Club Hebei China Fortune FC to support young talents in Chinese football.

### JRS Plant Expands to New Production Areas

The company J. Rettenmaier & Söhne (JRS) in Germany has its core business in manufacturing plant and cellulose fibers for various applications, using unique technology.

The Shanghai branch, built in 2003, expanded in 2018 with a production facility in Changzhou.

The Changzhou production facility includes lab and logistics centers. It certifies



according to EXCIPACT, ISO9001, Halal and Kosher. JRS filed the cDMF at the NMPA (National Medical Products Administration) and successfully passed the SC Certification for Food and Nutraceuticals.

The plant, which was initially designed for MCC production, is expanding to other production areas of the JRS group, such as contract manufacturing, fibers for food, and fibers for filtration.

### Service Value and Die Welt Honor MARITIM HOTELS



Service Value and Die Welt have once again identified MARITIM HOTELS as Germany's most popular brand in the Premium Hotel segment, for the second time. The ana-

lytics company based its results on more than one million customer judgments. Founded in 1969, the MARITIM HOTELS has become the largest owner-managed hotel group in Germany with a worldwide network represented by hotels in Mauritius, Egypt, Turkey, Albania, Malta, Spain, Bulgaria and China.

### Kärcher China Opens Center in Xi'an



In September, Kärcher China opened a new Kärcher Center in Xi'an. As an important hub in Northwest China, the new location will use resulting geographical and economic advantages to explore the Chinese market and further enhance user experience.

Aaron Tang, President of Kärcher China, attended the opening ceremony with local dealers, giving his blessing for a prosperous business. Kärcher Center Xi'an is a 500 m<sup>2</sup> of store space offering products and services, providing Kärcher with customer service and training center space for an improved service. The Xi'an location adds

to the 19 existing Kärcher Centers by providing a point of attraction for cleaning equipment and professional usage support.

### LPKF China Celebrates its 20<sup>th</sup> Anniversary



on 20 September, LPKF China celebrated its 20th anniversary. Employees shared delicious cakes at a cheerful party. With strength in innovation and craftsmanship, LPKF has successfully developed its China business to become the No. 1 market of LPKF worldwide.

Even though COVID-19 inescapably hampered business growth in 2020, LPKF China managed to remove obstacles and get back on track. Looking into the future, LPKF China continues its strong commitment to serving Chinese customers with exciting innovation.

### Rieckermann Appoints New Managing Director



On 1 August 2020, Rieckermann Industrial Technologies (Shanghai) Co., Ltd. appointed Massimiliano Carlini as the new Managing Director. Mr. Carlini has been Managing Director for Rieckermann Korea since April 2017. Prior to this role, he was the Industry Manager for Metal Processing in Hamburg from 2015 to 2018. "It's a great honor to join Rieckermann Greater China," said Massimiliano Carlini, "Rieckermann offers industrial solutions throughout the Oil & Gas, Metal Processing, Food Processing, Plastic & Converting, Building Technologies, Can Making, Environmental Technologies and Pharma industries. With branches in Beijing, Shanghai, Hong Kong, Guangzhou, Chengdu, Shenyang, and Taipei, Rieckermann provides solutions in Greater China since 1954, and has developed into a reliable partner for industrial production

and processes, realizing customized high-quality solutions – from consultancy, engineering, machinery and technology supply, project and process management to technical services. I am greatly looking forward to serving the exciting Chinese market."

### MD of Nanjing Stuttgart Exhibition Receives Honors



Hans Stoter, the MD of Nanjing Stuttgart Joint Exhibition Ltd., was presented with the "Zijin Friendship Ambassador of Urban Internationalization" at the 2020 Nanjing Urban Internationalization Development Seminar hosted by the Nanjing Municipal People's Government on 29 September.

The joint venture between Messe Stuttgart and Hexi District of Nanjing strives to support Nanjing as a place for international exhibitions & conferences, foreign investment, and innovation. Key activities are being the strategic partner in Nanjing Tech Week, co-organizing the EU Innovation Fair & Conference and managing the International Innovation Centre.

### WACKER Expands Capacity for Polymer Products in Nanjing



Wacker Chemie AG doubles its Chinese polymer capacities by investing approx. USD 100 million in building a reactor for VAE dispersions and a spray dryer for dispersible polymer powders at its Nanjing site. The construction is set to start once authorities issue the final permits. The two plants, when completed, will be the largest of their kind in the world.

WACKER's Nanjing site is located in the Nanjing Jiangbei New Material High-Tech



Park. The capacity expansion will strengthen its position as the global leader for VAE dispersions and polymer powders and enable it to meet growing customer demand for its high-quality binders, particularly from China's buoyant construction industry driven by the ongoing urbanization and the need to renovate existing residential buildings.

### **BETTER Packing Shanghai Completes TÜNKERS Relocation**



After some delays due to the pandemic and related quarantine restrictions, TÜNKERS Machinery Shanghai continued the tendering of their relocation inquiry, and BETTER Packing Shanghai was selected to provide comprehensive door-to-door services including some special packing and special support for sensitive machinery and calibration equipment. The relocation took place between 21-30 September 2020.

Approx 2000cbm of machinery, production equipment, semi-finished goods, and office materials were transported from two locations in Jiading District to the newly-built Taicang factory using 69x trucks. Some special equipment was positioned, as per the client's request, to secure a smooth transition and re-start production at the new location.

### **TÜNKERS Inaugurates a New Factory**



On 9 October 2020, TÜNKERS (Jiangsu) Automation Technology Co., Ltd. unveiled a new factory, located in Taicang High-tech Industrial Development Zone. Covering a total area of 26,000m<sup>2</sup>, it's a wholly foreign-owned subsidiary of TÜNKERS Maschinenbau GmbH. The new facility provides professional service and support

for BIW line builders and carmakers with the following nine modules: Clamping, Positioning, Gripping, Forming, Conveying, Dosing, Rotating, Welding, Transporting. Furthermore, on 1 July 2020, the TÜNKERS Group has taken over the NIMAK Group. TÜNKERS and NIMAK will continue to attach great importance to building long-term and successful relationships with our customers and partners.

TÜNKERS products are used by domestic car manufacturers, as well as foreign carmakers worldwide. TÜNKERS is looking forward to further developing the market and growing in China.

### **Schindhelm Rechtsanwalts-gesellschaft mbH Appoints New Site Manager**



Effective 1 September 2020, attorney Marcel Brinkmann has taken over the management of the offices of Schindhelm Rechtsanwalts-gesellschaft mbH in Shanghai and Taicang. Mr. Brinkmann has been working for Schindhelm Rechtsanwalts-gesellschaft mbH since 2015 and has been co-heading the Shanghai and Taicang offices since 2019.

Mr. Brinkmann and his long-standing team of lawyers have been advising international corporations and medium-sized companies on their activities in China. Mr. Brinkmann is an expert in corporate law, M&A and international contract law, as well as foreign direct investments in China.

### **Continental Surface Solutions Business Unit Marks 15<sup>th</sup> Anniversary in China**

This year, Continental Surface Solutions Business Unit marks its 15th anniversary for entering the Chinese market, and the 15th anniversary of the inauguration of its



first factory in China – Benecke Changshun Zhangjiagang plant of SSL. The company is an important supplier in China's automotive interior market, supporting Mercedes-Benz, BMW, Audi, Volkswagen, GM, Volvo, and Jaguar Land Rover, among others.

Looking to the future, the company has a clear plan moving forward. It will continue to rely on German technology, transforming and innovating its operation.

### **Body & Soul Sponsors Bloodline and More Than Aware**



Each year on 11 November, Body & Soul Medical Clinics celebrate St. Martin's Day. Known as a friend of children and patron of the poor, Saint Martin represents social justice. Following his example, Body & Soul sponsors the Bloodline and More Than Aware events each year to give back to the Shanghai community. The Bloodline blood donation event was held on 31 October. Body & Soul has proudly been supporting More Than Aware, focused on helping breast cancer patients and survivors, since 2012. The event at the Pudong Shangri-La was held on 2 November. Body & Soul is an environment for promoting health and well-being, and this includes the health of the environment. Since 2018, the company has been reducing waste and avoiding delivery, eliminating single-use plastics.

Furthermore, In keeping with their mission of combining the best of eastern and western medicine, a group of 14 Body & Soul practitioners and front desk staff recently completed first aid training. They received their first aid certifications, ensuring that they are prepared with the latest techniques to keep patients and clinic visitors safe and healthy.

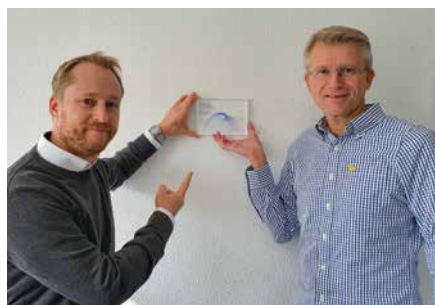
### **4flow Presents at BVL International Event**

BVL International's Rhine regional group recently held a virtual guest lecture focusing on the 'New Normal' in China. 4flow – a provider of supply chain consulting, software, and managed 4PL

services – was represented by Rainer Schmitz, Vice President at 4flow consulting located in Shanghai.

In his presentation, 'The Post-Coronavirus Normal – Resilient Supply Chains With China,' Rainer Schmitz illustrated how businesses still face frequent supply chain disruptions, investing considerable time and energy to mitigate the effects of COVID-19. He explained that companies configuring resilient supply chains for intercontinental supply with China today would have more success in the future. Finally, he stressed the importance of learning from the crisis itself, recognizing structural risks, prioritizing, adapting, and not falling back into old habits.

### Arineo Becomes Members of Microsoft's Inner Circle for Business Applications



This year, Arineo has earned membership in the prestigious 2020/2021 Inner Circle for Microsoft Business Applications – an exclusive group of Microsoft's most strategic partners for business applications worldwide. Microsoft Inner Circle members are chosen based on their business performance, organizational capabilities, and industry focus on digital transformation. The Inner Circle represents the top 1% of the Microsoft Business Applications partner ecosystem worldwide.

Arineo helps medium-sized companies to find, implement, and operate suitable solutions for their digitization. The company focuses on Microsoft Dynamics 365 for finance and operations, Microsoft Power Platform, the digital workplace, and artificial intelligence. Arineo is signed on some of the world's largest implementations in the D365 environment, with several thousand users in over 60 countries.

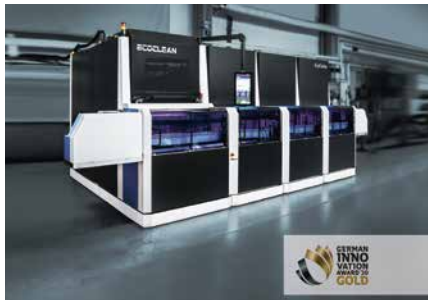
### WERMA Shanghai Moves To New Factory

WERMA (Shanghai) Co., Ltd. has officially moved its factory to a new industrial park in Songjiang for expansion purposes.



WERMA Shanghai is a wholly-owned German company, dealing with manufacturing, sales, and R&D. With decades of experience, the company is a leader in signal devices and production optimization systems. WERMA's team in China is looking forward to continuing to develop top quality products and innovative solutions to meet China's fast-paced development.

### SBS Ecoclean Group Participates in 3<sup>rd</sup> China International Import Expo.



The SBS Ecoclean Group, represented by the subsidiary Ecoclean Machinery Shanghai (Ecoclean China), participated in the 3rd China International Import Expo (CIIE). The company showcased its newest development, the EcoCvelox – an all-in-one system that won the German Innovation Award 2020.

The SBS Ecoclean Group develops, produces, and markets innovative machinery, systems and services for industrial part cleaning and surface treatment applications. The group employs a workforce of around 900 at its 12 sites in 9 countries worldwide.

### Hoffmann Group Launches New Catalog

The global industrial tool supplier Hoffmann Group launched its 2020/2021 catalog for China on 1 August. In addition to its global portfolio delivered from its worldwide logistics hub in Germany, Hoffmann offers a local assortment for China: 16,000 articles are available from its warehouse in Shanghai, covering standard products in cutting tools, hand tools, PPE, and workshop equipment. Hoffmann fo-



cuses on reliable industrial quality, with its two brands of GARANT and HOLEX, as well as over 500 other leading brands and associated services like

regrinding, repair, recalibration, and others.

"We believe that China is ready for professional industrial tool suppliers who can meet their customers' cost, quality and delivery time requirements," said General Manager Shane Lee.

### StarRide Launches New English App



StarRides is a Daimler and Geely Joint Venture headquartered in Hangzhou, offering premium chauffeur service with Mercedes-Benz vehicles exclusively. In December 2019, StarRides launched its Chinese App and became available in China's major cities. StarRides has now created a designated product for the international community living in China, as well as travelers coming to China for business or leisure. With StarRides English App, it is now possible to book a ride fully in English.

### Opteyes Wins Top Industry Award

Opteyes, a leading vision care provider, won the Best Provider Award at the Digital HRTech Awards 2020. The award was





presented on 23 October by HRTechChina, China's leading platform for HR technology's latest trends. More than 150 companies gathered at the Renaissance Beijing Wangfujing Hotel for the award ceremony. HRTechChina launched the Digital HRTech Awards 2020 to recognize the outstanding companies, institutions, and individuals who have managed to "meet the moment" in a year of challenges and rapid advancements in technology, which have ushered in a new phase of accelerated digitization in enterprises around the world.

### TRUMPF Laser Technology and SINOSERV Sign Framework Contract



In order to offer the best in scale and flexibility, the German high-tech company TRUMPF signed a framework contract for its 3D laser cutting machine installation and relocation in China with the industrial service provider SINOSERV, on 20 August 2020.

"As we have an increasing demand to provide turn-key services for the installation and relocation of our products in China, we decided to seek support with a local service provider," said Mr. Sascha Steinbrueck, Service Manager of Laser Technology at TRUMPF China. "SINOSERV is a strong service provider and we count on them to optimize performance and to realize the full value of our machines."

"It's a milestone and a great honor to work for TRUMPF," said Torsten Schermer, Managing Partner of SINOSERV. "TRUMPF is one of the leading industrial machine manufacturers worldwide and well-known for high quality and excellent customer services."

### Mubea Named 2020 Greater Suzhou Regional Best Employer

Mubea Taicang recently won the award of "2020 Greater Suzhou Regional Best Employer" after 4 months of evaluation. It was the company's first time participating, demonstrating the employees' recognition of its culture and values, as well as Mubea's



providing a variety of career development channels and competitive compensation and benefits. Mubea aims to sustain efforts to win a high degree of recognition within society and talents.

### Gustav Wolf Suzhou Launches Smart Company Program

As a prominent company in the elevator rope industry, Gustav Wolf Suzhou follows the intelligent Industry 4.0 concepts closely from its headquarters in Gütersloh, Nordrhein-Westfalen. The company continues to upgrade existing systems, including CRM/ERP for sales & marketing and Finance, Shopworx for operation, among others. By starting a new section named "Smart Company Phase II-Traceability" in May 2020 and combining it with other upcoming systems throughout the company's management processes, Gustav Wolf Suzhou is galloping toward becoming a smart company.

### BSInprocon Hands Over New Factory to Eltek in Yantai



In November 2020, BSInprocon Engineering Consulting (Shanghai) Co., Ltd. officially handed over the new manufacturing facility to Eltek Electromechanical Products (Yantai) Co., Ltd. Eltek is a leader in the field of automotive and home appliance components, as well as medical devices. The completed project in the Laishan District of Yantai is the Sino-Italian Industrial Park's pilot project, with a 23,000m<sup>2</sup> of state-of-the-art production space, warehouse, office, and laboratories.

achievements in the employer brand.

As a 100+ year old family-owned German company, Mubea aims to motivate employees to make continuous progress and growth,

Since being named project management in 2018, BSInprocon has provided its service, experience, and expertise for the design, procurement, and construction management. Stephan Gaida, General Manager of BSInprocon, said: "Throughout the entire project duration, we had very good and constructive cooperation with Eltek. At this time, we are very happy to hand over the project and we are looking forward to seeing Eltek start production."

### Hettich Opens Experience Centers in Shanghai & Guangzhou



In August 2020, Hettich Furniture Hardware China opened two new experience centers in Guangzhou and Shanghai. The new centers provide design inspirations for whole-house furniture customization, product solutions for design realization, and technical training for professional installation. The Guangzhou Experience Center is in Panyu District and the Shanghai Experience Center is in North Bund, Yangpu District, together with Hettich China's head office.

Mr. Stanislas de Ferrieres, Managing Director of Hettich China: "The Duo Experience Centers is a milestone in Hettich China development and a start of the new '20 year' chapter!"

[Taicang]

Deutscher Stammtisch

4 August 2020

[Online Event | Legal & Tax]

产业链转移中的税务、劳动问题

10 August 2020

[Shanghai]

Deutscher Stammtisch

11 August 2020

[Chamber Meeting]

Virtual Chamber Meeting with Mr. Jan Rinnert: The State of the Global Economy: Opportunities, Innovation and the Way Forward

12 August 2020

[Hangzhou]

Deutscher Stammtisch

18 August 2020

[Nanjing]

Deutscher Stammtisch

26 August 2020

[Members Only | 线上活动]

境外人员在华签证办理及政策解读

2 September 2020

[Online Event]

More than a Market 2020

Meet The Nominees

2 September 2020

[Shanghai]

Deutscher Stammtisch

8 September 2020

[Online Event]

More than a Market 2020

Meet The Nominees

9 September 2020

[Online Event | Shanghai]

Labor Market and Salary Developments 2020/2021

14 September 2020

[Online Event | Suzhou]

Labor Market and Salary Developments 2020/2021

15 September 2020

[Online Event | Taicang]

Labor Market and Salary Developments 2020/2021

15 September 2020

# New Members – Shanghai

Ms. Johanna Stepan

Chief Strategy Officer

Starrides Technology Co. Ltd.

Hangzhou

☎ 057181990029

✉ johanna.stepan@starrides.com

www.starrides.com

Mr. Ilja Sasse

Executive Director

SHANGHAI SASSE INDUSTRIES CO. LTD.

Shanghai

☎ +86 1390 163 9703

✉ ilja.sasse@163.com

Mr. Frank Schulze

General Manager DB Cargo Liaison Office

China

DB Schenker / DB Cargo Liaison Office

Shanghai

☎ 13818703261

✉ frank.f.schulze@deutschebahn.com

www.eurasia.dbcargo.com

Dr. Huilian Duan

VP Sales & Marketing APAC

Maritim Hotels

Shanghai

☎ +8618612809981

✉ hduan@maritim.com

www.maritim.de

Mr. Hans Stoter

Executive Director

Nanjing Stuttgart Joint Exhibition Ltd.

Nanjing

✉ hans.stoter@messenanjing.cn

Mr. Kurt Pfeiffer

General Manager

Wenzhou Mittelman Overseas Co., Ltd.

Wenzhou

☎ 0577-56578288

✉ k.pfeiffer@mittelman.com.cn

www.mittelman.com.cn

Mr. Blake Jeanniton

Business Development Manager

QCAC International Consulting Co., Ltd.

Shanghai

☎ 86-21-6228-6378

✉ blake\_jean@qcac-global.com

http://en.qcac-global.com

Mr. Bernd Hauser

General Manager

MATA AUTOMOTIVE TRIM (JIAXING) LIMITED

Jiaxing

☎ +86 180 5735 0286

✉ b.hauser@mataauto.com

Mr. Michael Hackl

CEO & Digital Expert

Suzhou Infoteamcn - Digital Solutions

Suzhou

☎ + 0086 18616841952

✉ hackl.michael@infoteamcn.com

Ms. Michelle Dong

General Manager China

AGATHON

Shanghai

☎ 021-51756272

✉ Michelle.Dong@agathon.com

www.agathon.cn

Mr. Yingfeng Ma

General Manager

DWK Life Sciences (Shanghai) CO., Ltd.

Shanghai

✉ yingfeng.ma@dwk.com

www.dwk.com

Mr. Alain Nay

Head of Executive Interim Management

LINCOLN GROUP

Shanghai

☎ +86 21-63010716

✉ alain.nay@lincoln-group.com

www.lincoln-group.com

Mrs. Vivian He

General Manager

QINGDAO EMPU IMPORT & EXPORT CO., LTD

Qingdao

☎ +18660267210

✉ Vivian.he@scheppach-china.com

www.scheppach.com

Mr. Pascal Wolff

Faculty

Ningbo China Institute for Supply Chain

Innovation

Ningbo

✉ pascal.wolff@nisci.edu.cn

www.nisci.edu.cn

Mr. Pedro Munarriz

Greater China Management Director

Birkenstock Trading (Shanghai) Co., Ltd.

Shanghai

☎ 021-54456767

✉ Pedro.MunarrizRos@birkenstock.com

Mrs. Julia Henningsen

Marketing and Communication Expert

Capgemini

Shanghai

☎ 13764723551

✉ juliahorstmann@hotmail.com



[Partner Event]

2020 创新与新兴产业发展国际会议  
(IEID2020) The 2020 International Forum  
on Innovation and Emerging Industries  
Development (IEID2020)  
16 September 2020

[Online | Partner Event]

Energy Efficiency Awards 2020 – East  
China 华东地区 2020 建筑节能奖  
16 September 2020

[Online Event]

More than a Market 2020  
Meet the Nominees  
16 September 2020

[Members Only | Limited Capacity | 企业  
参观]

质量：“隐形冠军”的永续成功之道  
Quality: Chinese and German Companies'  
Road to Success  
18 September 2020

[Online Event]

More than a Market 2020  
Meet the Nominees  
23 September 2020

[Shanghai]

Alumni Stammtisch Social Event  
25 September 2020

[Online Event]

More than a Market 2020  
Meet the Nominees  
28 September 2020

[Shanghai]

Deutscher Stammtisch  
13 October 2020

[China-wide | Online Event]

Digitalization in Healthcare  
15 October 2020

German Chamber – Open Day

16 October 2020

[China-wide | Online Event]

Sozialversicherung, Vertragsgestaltung  
und Vorsorge für Deutsche in China  
19 October 2020

[Invited Only] [Limited Seats]

SME's Interaction with the Local  
Authorities  
22 October 2020

[3 September 2020 | China-wide | Online Event]

## COVID-19 Travel Information from Lufthansa



On 3 September, the German Chamber of Commerce in China | Shanghai invited Mr. Veli Polat, Senior Director Sales Greater China for Lufthansa Group Airlines, to share Lufthansa Group's updated flight schedule and its prevention and control measures.

During the event, Mr. Polat presented the required health and safety policies at airports, providing detailed information on the process for inbound and outbound, Chinese and non-Chinese passengers. He provided valuable information regarding refund and rebooking policies and shared communication channels. The event concluded with a lively Q&A session.

[17 September 2020 | Wuxi]

## DACH Interchamber Networking Dinner 2020

The Wuxi DACH Interchamber Networking Dinner 2020 was held on 17 September, attracting over 180 guests of the Sino-German business community from various industries for an amicable evening of professional networking and exchange.

Clas Neumann, Chairperson of the Board of Directors of the German Chamber of Commerce in China | Shanghai and Senior Vice President at SAP China, Dr. Christine Althaus, Consul General of the Federal Republic of Germany, and Gong Zhijie, Vice President of the Wuxi City Trade Promotion Association, delivered opening remarks. Afterward, Mary Boyd, The Economist Corporate Network's Director Shanghai, delivered the evening's keynote speech on "China's Business Outlook: A Full or Partial Recovery?"

The networking dinner has been jointly organized with the Wuxi International Chamber and with the additional support of the China Chamber of International Commerce Wuxi, Advantage Austria, DUSA European Business Association Suzhou, and the Swiss Chinese Chamber of Commerce.

A special thanks goes out to our event sponsors Boellhoff, Huaxia Bank, Kaiser Construction, Lanxess, Plainvim Industrial Park, and Kawata!

[Nanjing]  
Deutscher Stammtisch  
28 October 2020

[Taicang]  
Deutscher Stammtisch  
3 November 2020

[Partner-Event | Shanghai]  
Netzwerktreffen zum Aufbau des Sino-German internationalen Industrieparks und zur bilateralen Kooperation in Wuhan  
7 November 2020

[Shanghai]  
Deutscher Stammtisch  
10 November 2020

[Taicang]  
The Sustainable Factory - Seminar & Panel Discussion  
12 November 2020

[Shanghai] [Automotive Event]  
EVs - is the Tipping Point Near?  
12 November 2020

[Special Event]  
Präsentation des EU Handelskammer „Positionspapiers 2020/2021“  
13 November 2020

[Hangzhou]  
Deutscher Stammtisch  
17 November 2020

[20 October 2020 | Shanghai]

## Real Estate and Construction

On 20 October, three experts introduced new laws and market developments in the real estate market. Dr. Oliver Maaz introduced China's new Civil Code and supreme court regulations, and its impact on the construction and real estate industries; Bjarne Bauer shared property market updates, including vacancy rate developments, price changes, and more; and Hans Niemann discussed trends and innovation in the energy-efficient building sector, providing an outlook to next generation facilities.



About 45 participants followed attentively, making use of the Q&A session to address aspects such as:

- Return on investment when upgrading a building to more sustainable technology such as LED lighting.
- Building completion in case of an ongoing dispute between the project owner and the construction company.
- Rental cost savings during an ongoing tenancy agreement.

The event was held at '+86' - a new event space that displays a number of innovative design elements and property technology. Presentations were followed by a networking session with drinks and canapés.

Thank you to the speakers, guests, and '+86' for making this event a success!



# CC Deals

## Shanghai

### Food & Beverage

Zapfler German Craft Beer  
扎夫  
No.158 Julu Road, Xuhui District Found 158,  
Shanghai China, 200040  
巨鹿路158号, 近瑞金路, 200040  
Phone: +86 21 5386 2337  
Email: [contact@zapfler-beer.com](mailto:contact@zapfler-beer.com)  
Website: [www.zapfler-beer.com](http://www.zapfler-beer.com)  
Benefit:  
- 15% discount on food and beverage (excluding any special promotions and special discounts)

**Zapfler**  
扎 夫

### Education

TailorMade Language Training  
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Room 1909, 元茂金豪大厦, No 1018 Xikang Road,  
Putuo district, Shanghai 200040  
上海市普陀区西康路1018号, 元茂金豪大厦, 19层, 1909室, 200040  
Phone: 021 - 6034 4153  
WeChat: TailorMadeChinese  
Email: [shanghai@tailormadecc.com](mailto:shanghai@tailormadecc.com)  
Website: [www.tailormadechinese.com](http://www.tailormadechinese.com)  
Benefit:  
- 5 hours FREE 1to1 Mandarin lessons offered (once per membership card's owner)

**TAILORMADE**  
LANGUAGE TRAINING



### Can you please introduce VDW and its mission?

The VDW speaks for the German machine tool industry. In 2016, it celebrated its 125th anniversary. Together with the Sector Association Machine Tools and Manufacturing Systems within VDMA, VDW comprises 303 predominantly mid-tier companies. They account for approximately 90% of the sector's total turnover of EUR 17 billion in 2019. VDW supports its members with various services like market analysis, technical advice, research, and standardization.

### What is the importance of China for VDW and its members?

Trade relations between China and Germany have been excellent. Since 2004 China has been the biggest market for the German machine tool industry. Currently, 19% of our exports are delivered to China. Germany is also the 7th importer of Chinese machine tools to China.

### What is your view on digital transformation for the machine tool industry?

Companies are investing huge resources to make progress with digitalization and Industry 4.0. Machine-to-machine and machine-to-IT communication also play a fundamental role in this. Since 2017, VDW and its members have been working together on a communication standard for machine tools, the OPC UA Companion Specification for Machine Tools. Its final version has been released in October of 2020 and standardizes the communication between machine tools and

paramount IT-systems. This common machine language is the basis for companies to be able to exploit their full potential of digitalization.

It is intended that customers should be able to globally network their machine tools without any problems, independent of their origins. Therefore, we already cooperated with the Chinese activities of NC-Link.

### Can you explain the universal machine tool interface "UMATI"?

In 2018 we already gave this connectivity initiative the name UMATI- universal machine tool interface. It enables the 125 partners to efficiently communicate with each other to address customers and operators. In April, in cooperation with VDMA, UMATI was transferred as a universal machinery interface to the entire mechanical engineering industry and its factories. In the medium term, standardized data transfer from the entire factory, based on OPC UA, will be carried out in a committed community. In the future, robots, plastic and rubber machines, sanders or measurement technology will communicate in a standardized way.

### How will VDW introduce & promote UMATI in China?

We will show the UMATI technology in a special demonstration area at AMTech Shenzhen (11-14 October 2021). where VDW is the sponsor of the official German pavilion.



**Dr. Wilfried Schäfer**

**Company:** VDW (German Machine Tool Builders' Association)  
**Job Title/Position:** Executive Director  
**Year of Foundation:** 1891  
**HQ :** Frankfurt am Main  
**Main Business:** Trade association

IN PERSON



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### Contact Us

**Ms. Gina Ji**

[gina.ji@messe-stuttgart.com](mailto:gina.ji@messe-stuttgart.com)  
 Phone: +86 25 8258 6212

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[27 August 2020 | Chamber Meeting]

## August Chamber Meeting: Make Your Voice Heard by the Newly Elected Board of Directors



The German Chamber of Commerce in China | Shanghai (AHK) held its flagship event on 27 August 2020 – the Chamber Meeting – in Taicang, for the very first time!

Taicang is home to 350 German companies and a huge Sino-German business community, which is closely connected across the Yangtze River Delta. Members of the community from Jiangsu and Shanghai joined around 150 'Taicangers' for this special event. Participants got the opportunity to make their voices heard by the Chamber's newly elected Board and ask questions during a panel discussion. Board Members Clas Neumann, Titus Freiherr von dem Bongart, Brigitte Wolff, Martin Broda, David Christian Powels, Verena Schäfer, Jenny Xiang and Richard Zhang, as well as the new Executive Director, the German Chamber of Commerce in China | Shanghai, Maximilian Butek, and Executive Director, the German Chamber of Commerce in China | North China, Jens Hildebrandt, took part in the event. The Board Members introduced themselves, presented their vision and priorities for the current Board period. The new AHK Heads of East China and North China took this opportunity to get acquainted with this unique city and the companies operating there.

Among the Chamber Meeting's honorary guests were Mayor Li of Suzhou and Deputy Director Sun from Jiangsu Province's Commerce Department.

Prior to the Chamber Meeting, a meeting was held with Party Secretary Shen, Mayor Wang, and Vice Mayor Hu, discussing future cooperation.

Before the event, AHK Shanghai held a welcome reception in the format of our regular "Members' Day." Guests got the chance to learn about AHK's various departments, services, and offers, to engage with our staff, and to experience first-hand our top-notch technical equipment in our virtual video studio booth – a new service for companies looking for professional solutions for virtual activities.

Thank you Taicang Government, Board members, and member companies for making our first Taicang Chamber Meeting unforgettable!





[24 September 2020 | Chamber Meeting]

## September Chamber Meeting: Decoupling Versus Collaboration - Approaches for Supply Chain and Technologies



On 25 September 2020, the German Chamber of Commerce in China | Shanghai held its September Chamber Meeting at the Hyatt Regency Shanghai Global Harbor. Over 100 members of the Sino-German business community gathered for a night of engaging discussions, networking, and gourmet food.

The event began with Mr. Maximilian Butek, who welcomed participants as the new Executive Director of the German Chamber of Commerce in China | Shanghai. Mr. Butek shared his vision for the Chamber for the upcoming years.

After the buffet dinner, Mr. Clas Neumann, Chairperson of the Board of Directors of the German Chamber of Commerce in China | Shanghai, delivered an engaging presentation, reviewing the reasons for the ongoing processes of decoupling and the changing views on globalization and digitalization worldwide.

Dr. Verena Schäfer, Member of the Board of Directors and Head of Automated Driving at BMW China Services Ltd., and Dr. Gang Yang,

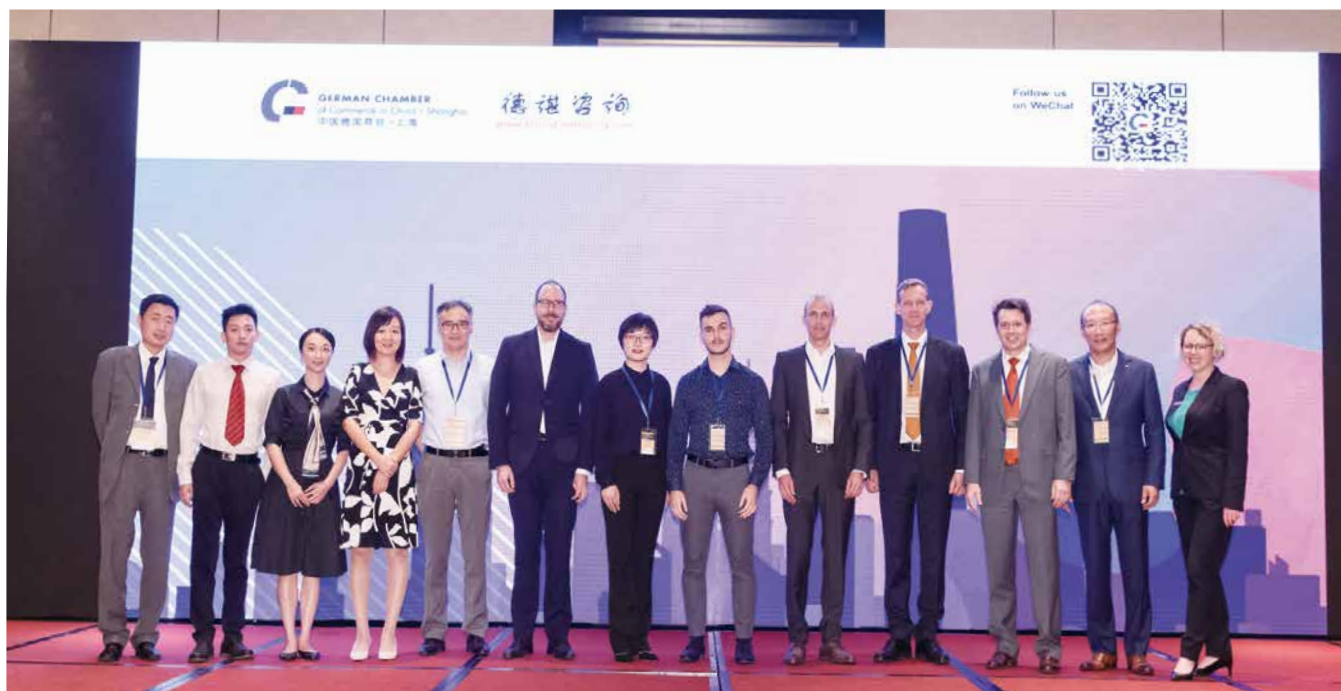
CEO of TRUMPF (China) Co., Ltd., joined Mr. Neumann on stage for a lively discussion on the decoupling of technologies and supply chains, resulting from the escalating US-China trade conflict. Once the panel concluded, participants continued to network, enjoying drinks at the Hyatt Regency's bar on the 47th floor.

We want to thank our panelists, honored guests, and valued members for making this Chamber Meeting a success.



[11 September 2020 | Suzhou]

# 8<sup>th</sup> Sino-German Controlling Forum: “Navigating Business in Difficult Times”



This year's Sino-German Controlling Forum was titled "Navigating Business in Difficult Times," and took place in Suzhou on 11 September. The forum provided a platform for information, communication and experience sharing for finance and controlling managers and professionals, as well as non-controlling business executives. More than 90 participants from the Sino-German business community attended the event.

The first keynote speaker was Prof. Xin Li, Head of Corporate Finance, Head of Brand Controlling Volkswagen Passenger Cars & Head of Finance Skoda at Volkswagen Group China (VGC). Prof. Li gave insights into the Chinese passenger car market and the importance of controlling for management transparency and business efficiency in the post-COVID-19 era.

Following the keynote, two parallel workshops were available for the participants. One was led by Mr. Arjan van der Oort, CFO at Boehringer Ingelheim and Ms. Shirley Wang, Partner for Financial Advisory Services at Deloitte China. The workshop zoomed in on digitalization for financial forecasting and Robotic Process Automation (RPA) for tax.

The second workshop focused on credit work and collection skills under challenging times. Mr. Aaron Wang, Order-To-Cash (OTC) process leader and senior credit manager at the US company Eaton (China) Investments Co., Ltd., headed the workshop.

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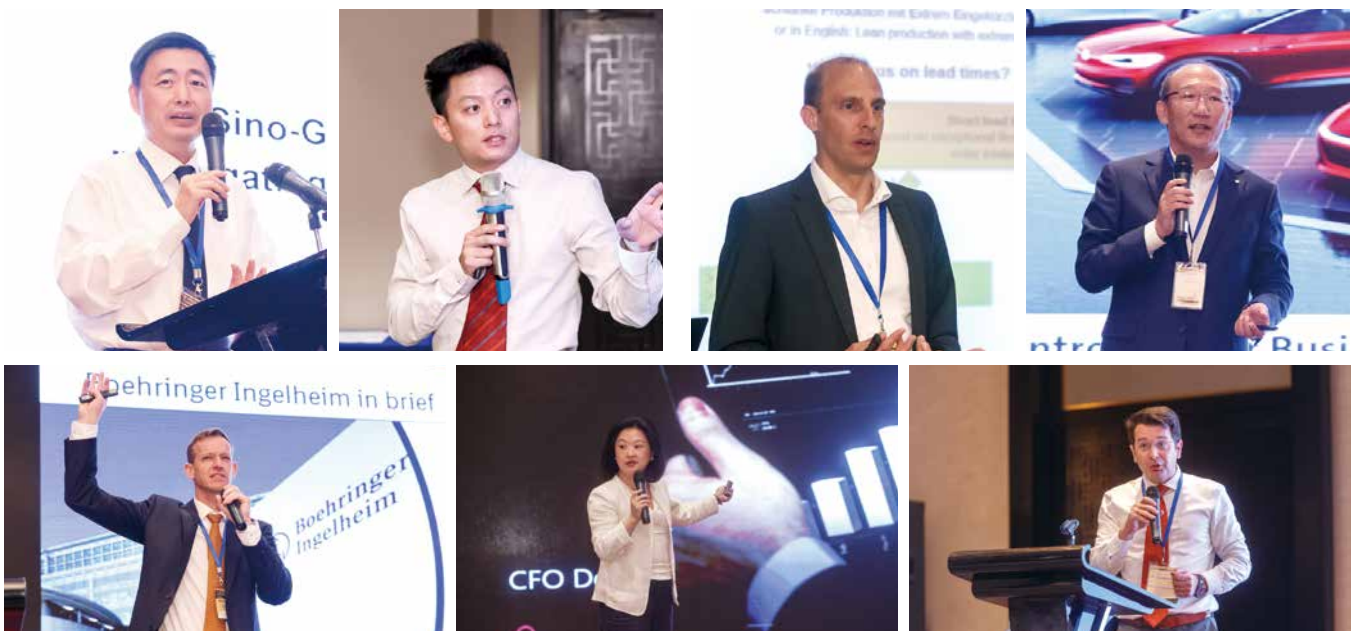
During the afternoon, participants could choose between three parallel workshops: Ms. Bei Zhao, Director of Accounting at Porsche China, and her colleague Ms. Jing Tang, Senior Manager of Data and Risk Management at Porsche China, shared their experience and lessons learned on finance digitalization in Porsche China; Mr. Volker Michels, Head of Controlling APAC at Jungheinrich China, presented the SPEED program – a project initiative of Jungheinrich focusing on lean production with short lead times; Ms. Jie Shen, Supervisor for Accounts Payable, and her colleague Mr. Michael Muell, SAP FI Consultant at Schaeffler Greater China, shared their experiences and insights on digital dashboarding and KPI reporting. Mr. Chaoting Chen, Senior Director of Schaeffler Greater China responsible for Shared Financial Service Center, moderated the workshop.

Ms. Claudia Maron, Head of Governance at DATEV eG and Board Member of International Association of Controllers (ICV) delivered the second keynote speech, where she addressed ways CFOs and controllers in German-speaking countries evaluate their company's

current situation and explained the different phases of crisis management.

During the event, attendees were asked to participate in an online flash survey. The preliminary results were presented by Dr. Zhen Huang, Management Consultant & Trainer and moderator of the forum. As in previous years, the final session was a panel discussion, moderated by Mr. Alexander Prautsch, Director at Tax Services of China Tax & Business Advisory Services of PwC.

The 8th installment of the Sino-German Controlling Forum was jointly organized by the German Chamber of Commerce in China | Shanghai and Shanghai De Chen Enterprise Management Consulting Co. Ltd. It was supported by the International Association of Controllers (ICV) and CA Controller Akademie from Germany, as well as Taicang Round Table TRT, DUSA European Association Suzhou, Changzhou International Managers Forum, and Wuxi International Chamber of Commerce. Schaeffler Greater China sponsored this year's event.



# maXcomm

## Shanghai 2020

The International Communication and Marketing Forum

[22 October 2020]

# maXcomm

## Better Comms, Better



On 22 October 2020, the German Chamber of Commerce in China | Shanghai held its second International Communication and Marketing Forum, maXcomm Shanghai 2020, in the Grand Hyatt, with the support of Storymaker and UNICEPTA. The event brought in over 130 executives and industry leaders specializing in communications, human resources, employer branding, public and media relations and digital communications.

Dr. Sigrid Winkler, Executive Chamber Manager at the German Chamber of Commerce in China | Shanghai, delivered the opening remarks, closely followed by a welcoming introduction from our moderators, Dr. Evelyn Engesser, General Manager at UNICEPTA, and Dr. Stefan Justl, General Manager at Storymaker.

Veli Polat, Senior Director Sales of Lufthansa, kicked off the event with a keynote speech titled "Marketing & Communication during Crisis: Creative Solutions when Sales are Grounded." Mr. Polat shared Lufthansa's solutions and lessons learned from the COVID-19 crisis.



The first panel discussion, titled "Paradigm Shift in Marketing: Is Online Killing Offline?" included Sascha Engel, Deputy Head of Digital at Ogilvy China; Michael Kruppe, General Manager of SNIIEC – Shanghai New International Expo Centre; Elijah Whaley, Chief Marketing Officer at PARKLU, and Philipp Wunderlich, Head of Partnerships and Projects at FC Bayern Munich (Shanghai). The panelists gave insights into their business practices and prompted a lively discussion on digitalization. The dialogue continued with some thought-provoking questions from the audience concerning tracking the effectiveness of marketing and formulating strategies around COVID-19.





# Shanghai 2020

## Marketing, Better Sales?

After some refreshments, We continued with the second panel, discussing "E-Commerce and Traditional Sales: Happy Marriage or War of Roses?" Panelists included Robin Trebbe, Managing Director China and Asia at Intersport; Jackie Li, Director, Corporate & Market Communications Asia Pacific at Voith Corporate Management (Shanghai); Stephanie Gao, Head of Marketing and Branding at Alibaba Cloud Intelligence International, and Maggie Fu, a Key Opinion Leader and Co-founder of Melilim FU. The panelists shared their unique experiences and diverse perspectives on marketing, arguing that consumers look for a mixture of both online and offline sales, by comparing products online and assessing its quality in-stores. They concluded that the technology and data available today is turning purchasing into a more interactive experience.

The event concluded with some networking & complimentary drinks, with mingling being continued in the Grand Hyatt's Cloud 9 bar on the 87th floor.

The German Chamber of Commerce in China | Shanghai would like to thank the speakers, moderators, and our media partners, for their support for this event. A special thanks goes to our supporters at Storymaker and UNICEPTA for their continuing contribution to max-comm.

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## Yearly Sponsors 2020 South and Southwest China



### Certiz Wins Several Wine Awards



As 2020 WINE100 CHALLENGE comes to an end, a total of 750 wines from around the world were selected. The judging team was led by the Master Of Wine, and the most senior wine experts in China were invited to join the competition to select the best wine in the market through blind tasting and scoring. Oekonomierat Rebholz Spätburgunder Tradition 2015, Submitted by Certiz, was awarded a silver medal for its quality in the challenge. The wine has also received high marks from Wine Enthusiast, Wine & Spirits, and James Suckling. Previously, the wine has been judged by wine professionals in the comprehensive and authoritative 2020 China Top 10 German Pinot Noir Competition launched by Wine of Germany China and WINE100, and was awarded a trophy.

### Residence G Shenzhen Supports Local Community Through Blood Donation During Pandemic



On 21 August 2020, Residence G organized a blood donation for its Associates at the Nanshan Blood Center. The blood donation boosted the team's morale, while providing a fresh perspective on what they can contribute as an individual and as a team. Every day – and especially during the pandemic – Residence G aspires to serve the local community to the best of its ability.

### ICCS Obtains TAPA FSR Class-A Certificate & ISO9001 Certificate

With the rapid development of the high-tech industry and the gradual integration of the global market and trade, high-value electronic technology products and goods need

a higher security transportation guarantee in terms of transportation and storage. In April 2020, ICCS passed the on-site audit of TAPA FSR, and officially obtained the FSR Class A (highest level) certificate in July, which indicates that ICCS meets international transportation security standards of hardware security facilities and process control systems.

In order to adapt to the changes in the market environment and meet the needs of customers, and to continuously improve the overall service quality and management level of the company, ICCS completed the ISO certification audit at the end of June 2020 and successfully obtained the ISO9001: 2015 Quality Management System certificate in mid-July.





## Guangzhou's Yue Jing Xuan and Dining Room Wins Michelin Plate Awards



Yue Jing Xuan and Dining Room at Park Hyatt Guangzhou have won Michelin Plate awards by the Michelin Guide Guangzhou for three consecutive years.

The Michelin Guide is known worldwide for its strict standards for restaurants and dining experiences. Park Hyatt Guangzhou insists on presenting exquisite, creative cuisine and high-quality service. This award is a real achievement for the team and reflects their consistent commitment to serving the guests with heartfelt Park Hyatt hospitality every single day.

## de Bedin & Lee LLP Welcomes New Office Manager in Chongqing



de Bedin & Lee LLP has appointed Mr. Raphael Zumsteg as the Office Manager of its Representative Office in Chongqing. Mr. Zumsteg will be responsible for assisting de Bedin & Lee LLP

with their clients' business interests in China and the administration of the Representative Office. Originally from Switzerland, Mr. Zumsteg graduated from Peking University Law School with an LL.M. in Chinese Civil and Commercial Law. He speaks German, Mandarin, French, English, and Spanish.

## China International Business Awards Honors Tricor Group

Tricor Group won the Business Services category at the China International Business



Awards, presented by Hong Kong Business magazine, for its growth strategy in China. The inaugural awards program honors the most successful growth strategies and innovative best practices amongst international businesses based in China.

Since 2018, Tricor China has embarked on a dedicated growth strategy in mainland China that focuses on enhancing capabilities through strategic acquisitions, alliances, partnerships and innovative solutions. "Our growth strategy accelerates our capabilities, allowing us to craft customized solutions for every challenge faced by our growing list of clients," said Hailiang Zhang, CEO of Tricor China. Combining global expansion expertise with local capabilities, Tricor serves as the go-to professional services partner for Chinese firms with ambitious growth plans.

## International Peer Review Publication Names Five Lawyers from Gowling WLG 'Best Lawyers'



Philippe Rousseau, Simon Lowe, Danhoé Reddy-Girard, Andreas Woelfle, and Manuela Finger were awarded the title 'Best Lawyers' in France and Germany for their legal expertise, ethics and professionalism. They were named across six sectors, including real estate, corporate, tech and intellectual property law.

Partners Andreas Woelfle (Stuttgart) and Manuela Finger (Munich) were both recognized for their expertise in two separate legal categories.

'Best Lawyers' is one of the oldest and most respected peer-review publications in the legal profession. The annual list of outstanding lawyers is compiled through an unbiased legal referrals process, surveying tens of thousands of the industry's leading figures. Lawyers are recognized for market-leading expertise in their specialist area.

## Evonik Wins Green Benchmarking Enterprise Award of Vehicle Materials

Evonik was presented with the Green Benchmarking Enterprise Award of vehicle materials from the China Automobile Energy-saving & Green Development Assessment Center. By giving this award, the authority recognizes Evonik's contributions to sustainable developments in the automotive industry, in areas such as product sustainability, social responsibility, and technology innovation.



"We are honored to receive this award. It recognizes Evonik's holistic approach to provide sustainable materials for automotive manufacturing, thus propel the advancement of the Chinese automotive industry," said Jeffrey Zhu, Head of Regional Development, Evonik Greater China. "Sustainability is reflected in our company's purpose: Leading beyond chemistry. Evonik goes beyond chemistry to create innovative and sustainable solutions to improve people's lives, day by day."

## Leuze Opens New Warehouse in Shenzhen



Collaborating with its Asian logistics center in Singapore, a brand new warehouse near the company's factory in Shenzhen, China, will start operation this year, to provide faster delivery for Chinese customers. Aside from distribution, the local market-driven, localized production would be further expanded. Leuze will transfer another production line of bar code reader to the factory for the medical healthcare industry. Furthermore, Leuze China will implement SAP ERP starting from March 2021, which will optimize the entire production and supply chain management and help respond more efficiently in the rapidly growing and changing Chinese market.

## Rehm Thermal Systems Expands in Asia

In July 2020, Rehm Thermal Systems Dongguan moved its production location to Songshan Lake, expanding its floor space to 1200m<sup>2</sup>. Although construction slowed down due to COVID-19, they were able to move in July. Now, they have settled in the new factory building and already welcomed the first top-tier customers from China and Germany. At



the end of September, for instance, their long-time customer Wistron Zhongshan came to visit the premises, receiving an extensive visit to the production line.

Despite the pandemic and global economic regression, business for Rehm Thermal System Offices in Asia is booming. In order to fulfill customers' growing demands in Asia, the company is expanding services in the continent.

### KK Mold Employs New Strategy During Pandemic

During the COVID-19 pandemic, KK Mold concentrated company-wide resources to produce, within 15 days, 10 sets of molds for coronavirus plastic testers (domestic POCT leader). Subsequently, KK established a melt-blown fabric production line, and continued to provide customers with cost-effective melt-blown cloth products.

Therefore, the board management has decided to establish a subsidiary company dedicated to the R&D and production of medical equipment parts. The company is currently building a medical-dedicated clean workshop that meets GMP standards, to provide customers with clean cuvettes, immune response cups, nucleic acid extraction and preservation containers, and other mold opening and injection production products.

An RMB 10 million investment will be divided into three portions, with the first RMB six million invested in factory decoration and equipment procurement.



### VDE Mark Celebrates 100 Years



On 29 September 1920, the VDE mark was entered into the German Patent Office's drawing roll. Since then, the triangle with the three letters has undergone some changes, but has always remained a test mark that manufacturers and consumers can trust.

VDE conducts tests for more than 100,000 electronic components, equipment and systems every year. Only products that passed the test can obtain the VDE Mark. According to statistics, 67% of German citizens are familiar with VDE Mark and associate it with the highest safety standards. Globally, more than 200,000 products carry the VDE Mark.

VDE has reached cooperation agreements with more than 50 countries and regions, making the VDE Mark widely recognized by the international community.

### Stiebel Eltron and Borussia Dortmund Reach Strategic Partnership Agreement



Dortmund Club Stadium in Germany. With this mutually beneficial collaboration, Stiebel Eltron and Dortmund finally reached a strategic cooperation, allowing the two internationally known brands to move forward side by side, creating more benefits for users and fans.

### BMA Provides Remote Support to Customers During Pandemic

In June 2020, a sugar refinery in Southern China faced an unexpected challenge: commissioning their newly installed centri-



fuges and drum dryer amidst the global pandemic. Due to international travel restrictions and lockdowns, specialists from BMA Germany could not travel to the customer's site to render assistance. With the remote support of BMA Germany, and following the customer's preliminary plan carefully, BMA China overcame obstacles and successfully commissioned all equipment, putting it into production on time.

### Shekou International School Expands Facilities



Shekou International School is expanding its secondary program with a newly acquired facility, currently under renovation. The new campus is in the Net Valley site, the heart of Shekou and home to entrepreneurs and innovators. Construction began this month and is expected to conclude in early 2021. The new site will reduce waiting lists established in some grade levels, and provide for some new curricular areas. A new and expanded Design Centre will complement the Arts and Music Suites and the Science Space, offering students international education. The facility will feature many of the agile, creative, and flexible space characteristics of the current Bayside building, adding new expanded options. Finally, new adult learning areas will open to the public, offering versatile educational opportunities.

### Wevo Surges Ahead After Pandemic

Wevo-Chemie (Guangzhou) Co., Ltd., a subsidiary of an independent family-owned company based in Germany, is achieving record sales figures in the second half of the year - showing that the company has successfully overcome the effects of the pandemic. Wevo is also expanding its presence in mainland China to provide its customers with swift and competent on-the-spot service.



[Webinar]

**Brand Protection in China**

18 August 2020

[Chengdu]

**Discover German Biergarten**

21 & 22 August 2020

[Chengdu]

**China-Germany Top Medical Industry Dialogue**

21 August 2020

[Guangzhou]

**CSR Salon**

21 August 2020

[Guangzhou]

**InterChamber Business Networking**

17 September 2020

[Shenzhen]

**InterChamber Business Networking**

24 September 2020

[Chengdu]

**FAW-Volkswagen Chengdu Branch Factory Visit**

22 September 2020

[Shenzhen]

**4<sup>th</sup> HR Summit South China**

25 September 2020

[Chengdu]

**Oktoberfest: The Sino-German Gala Night**

25 September 2020

[Guangzhou]

**Stammtisch**

26 September 2020

[Guangzhou]

**Oktoberfest: The Sino-German Gala Night**

23 October 2020

[Zhuhai]

**Social Drinks**

24 October 2020

## New Members – South & Southwest China

**Mr. Henning Frederic Rath**

Chief Supply Chain Officer

Enpal China Ltd

E-mail: [www.enpal.de](http://www.enpal.de)

**Mr. Danilo Gerstenhauer**

CEO

HAMMER SPORT (XIAMEN) CO., LTD.

E-mail: [www.hammer.de](http://www.hammer.de)

**Mr. Vivian Desmouts**

Gowling WLG (UK) LLP

E-mail: [www.gowlingwlg.com](http://www.gowlingwlg.com)

**Ms. Nicola Beck**

Private Member

E-mail: [nicola.c.beck@gmail.com](mailto:nicola.c.beck@gmail.com)

**Mr. Bing Wang**

EU HR&SD Department Deputy Head

Contemporary Amperex Technology Co., Ltd.

E-mail: [www.catlbattery.com](http://www.catlbattery.com)

**Mr. Johannes Rothe**

Private Member

E-mail: [johannes.rothe.89@gmail.com](mailto:johannes.rothe.89@gmail.com)

**Mr. Filip Evenepoel**

Private Member

E-mail: [fe@anthura-china.com](mailto:fe@anthura-china.com)

**Mr. Gunther Klein**

Private Member

E-mail: [gunther.klein@edt-china.cn](mailto:gunther.klein@edt-china.cn)

## Discover Germany 2020 in Foshan

17 & 18 October 2020



On 17 and 18 of October, the German Chamber of Commerce in China | South & Southwest held its 4th Discover Germany at Foshan New Town.

Several authentic German brands, including daily necessities, food, drinks, digital products, and more, displayed their products on-site, attracting thousands of enthusiastic Foshan residents to the event. Entertainment such as a lucky draw, music and dance performances, and graffiti walls enriched participants' experience. In addition, it was the first time that we live-streamed the event online. On Kuaishou App, @快看佛山, over 2.35 million netizens tuned in.

As part of the 2020 China-Europe Culture Week, Foshan government officials, Consul-General of the Federal Republic of Germany in Guangzhou, Chairman of the German Chamber of Commerce in China | South & Southwest, and ambassadors from Austria, Spain, and other European countries attended Discover Germany 2020, interacted with merchants and experienced German products at the opening ceremony.

"The food was delicious and the performances were really fun," stated Ms. Zhang, who visited the event with her child and won a lucky draw gift. "We are satisfied with the event venue and happy that it's an activity the whole family can enjoy."

The German Chamber of Commerce in China | South & Southwest is delighted about the great success of the first Discover Germany event in Foshan. We would like to send special thanks to the Management Committee of Foshan Sino-German Industrial Services Zone (San-longwan), and to Foshan Radio. Thanks to all the brands and organizations that participated in the event.

Stay tuned for Discover Germany 2020 in Beijing & Guangzhou!

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CEO  
KERN-LIEBERS (Taicang) Co., Ltd.

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China | Shanghai  
Delegate and Chief Representative  
Delegation of German Industry &  
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**Mr. Benjamin Alexander Scheidel**  
President & CEO  
Lufthansa Technik Shenzhen Co., Ltd.



**Mr. Jan Grigor Schubert**  
President  
ZAMA Group

\* GCC All-China Board Member



## German Chamber Ticker About us

PUBLISHER  
German Chamber of Commerce in China

DESIGN  
Ms. Zhu Jingyan  
☎ 021 5302-2562  
✉ jiezhanchina@163.com

### EDITORIAL TEAM SHANGHAI

Chief Editor  
Senior Communications Manager  
Ms. Olivia Helvadjian  
Ext. 1637  
✉ helvadjian.olivia@sh.china.ahk.de

Editor & Social  
Media Coordinator  
Ms. Noga Feige  
Ext. 1675  
✉ feige.noga@sh.china.ahk.de

Advertisement Sales  
Sales and Marketing Manager  
Ms. Chen Ting  
Ext. 1837  
✉ chen.ting@sh.china.ahk.de

OFFICES AND TEAMS IN MAINLAND  
CHINA:

**GCC NORTH CHINA**  
0818 Landmark Tower 2,  
8 Dongsanhuan (N) Rd.  
Chaoyang, Beijing 100004

☎ 010 6539-6688 ☎ 010 6539-6689  
✉ chamber@bj.china.ahk.de

**Executive Chamber Manager**  
Ms. Jana Kumpf  
☎ 010 6539-6660  
✉ kumpf.jana@bj.china.ahk.de

Project Manager and GC Ticker Contact  
Ms. Johanna Heinzmann  
☎ (0)10 - 6539 6664  
✉ heinzm.johanna@bj.china.ahk.de

**GCC SHANGHAI**  
29/F Gopher Center, 757 Mengzi Road.  
Huangpu, Shanghai 200023  
☎ 021 5081-2266 ☎ 021 5081-2009  
✉ chamber@sh.china.ahk.de

**Executive Chamber Manager**  
Dr. Sigrid Winkler  
Ext. 1609  
✉ winkler.sigrid@sh.china.ahk.de

**GCC SOUTH AND SOUTHWEST CHINA**  
Room 1903, Leatop Plaza,  
32 Zhu Jiang East Road  
Tianhe District, Guangzhou 510620  
☎ 020 8755-2353 ☎ 020 8755-1889  
✉ chamber@gz.china.ahk.de

Event and Marketing Manager and GC Ticker  
Contact  
Ms. Melanie Song  
0755 2660-4215  
✉ song.melanie@gz.china.ahk.de

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# Kunshan Economic & Technological Development Zone (KETD)

## 昆山经济技术开发区



### Milestones

- Established as a self-funded industrial development zone in 1984
- Became the state-level economic and technological development zone (ETDZ) in 1992
- Ranked No. 5 among China's 219 state-level ETDZs in 2018 and 2019

### Five Pillar Industries

- Optoelectronics & Semiconductors
- Electronic Information
- Intelligent Equipment
- New Energy Vehicle
- Modern Service

### Transportation

- **Expressway & Airport**  
 40-minute drive to Shanghai Hongqiao International Airport  
 90-minute drive to Shanghai Pudong International Airport
- **High-speed Railway**  
 15-minute ride to Shanghai  
 10-minute ride to Suzhou
- **Metro Line Under Construction**  
 Connecting Shanghai, KETD and Suzhou
- **Ports**  
 90-minute drive to Taicang port and Shanghai port

### Contact

Ms. Amy Tan / Ms. Catherine Wei

Email: tanxiaochun84@163.com /  
 weiwenjingcn@yeah.net

Tel. +86-512-50197580/50197581

Postcode :215300

Address: No. 369 East Qianjin Road,  
 Kunshan City, Jiangsu Province, China







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**Contact person:** Terry Li  
**Tel:** 0086-519-8512 7683  
**Mob:** 0086-134 0157 0766  
**Fax:** 0086-519-8510 5029  
**Email:** Terry.li@cznd.org.cn  
**Add:** 8 Hengshan Rd, Changzhou, Jiangsu Province, China

**常州国家高新技术开发区**  
**Changzhou National Hi-Tech District**



# **国家级 · 嘉兴经济技术开发区** **National Level Jiaxing Economic & Technological Development Zone**



## Verkehr

### > Hochgeschwindigkeitsbahnlinie

Nach Shanghai	75km	25min
Nach Hangzhou	75km	23min

### > Autobahn

Nach Highway Entrance	5km	10min
Nach Shanghai	90km	60min
Nach Hangzhou	85km	60min

### > Flughafen

Nach Shanghai Hongqiao Flughafen	90km	60min
Nach Shanghai Pudong Flughafen	120km	75min
To Hangzhou Xiaoshan Flughafen	90km	60min

### > Seehafen

Nach Jiaxing Seehafen	30km
Nach Shanghai Seehafen	130km
Nach Ningbo Seehafen	250km
Nach Yangshan Seehafen	70km

## Kontakt

Benny Zhang ( English & German )  
 Tel: +86-573-82208444  
 Email: benny.zhang@jxedz.com

Shawn Shi ( English & German )  
 Tel: +86-573-82208504  
 Email: shixiaowei@jxedz.com

Hannah Zhang ( English & German )  
 Tel: +86-573-82208716  
 Email: hannah.zhang@jxedz.com

Jiarong Jiang (English & German)  
 Tel: +86-573-82208747  
 Email: jiarong.jiang@jxedz.com