

Insight Into a Changing Tianjin

# BUSINESS TIANJIN

MAGAZINE

津衛商務



## COMMITTED TO GROWTH

**25** Bob Sulentic  
President of CBRE Global

**20**

Farm fight: domestic  
manufacturing competition

- International commercial disputes 32
- CIETAC arbitration rules 36
- Employer branding 42
- Controlling information 73





WELLINGTON COLLEGE  
INTERNATIONAL  
TIANJIN

*First Class British Education for 2-18*

**We will be welcoming the first 200 students at all age groups  
on Monday, 22nd August, 2011**



**Top of its Class**

A Royal Heritage

An Outstanding Education

Inspirational Teachers

Excellent Facilities

A School of Vision

Tel: +86 22 8758 7199 / 187 2248 7836 (English)/187 2253 0823 (Korean)

Email: [registrar@wellington-tianjin.cn](mailto:registrar@wellington-tianjin.cn)

[www.wellingtoncollegeintl.cn](http://www.wellingtoncollegeintl.cn)

No.1 Yide Dao, Hongqiao District, Tianjin 300120 China

天津市红桥区义德道1号 (中研医附院后门)

# OUR STUDENTS

*Balanced. Nurtured. Prepared. People of Integrity.*



*Our classrooms reach far beyond the walls of our school.*

At TIS, we recognize that there are many things that are best discovered in the mountains of Yunan or on the plains of Mongolia. That's why our **summer trips** are such an incredible opportunity. Call for your individualized appointment today to hear how ***your child will be challenged to grow.***



LEARN WITH PURPOSE

web:  
email:  
phone:  
address:

www.tiseagles.com  
admissions@tiseagles.com  
(86 22) 8371 0900 ext. 305 or 311  
1 Meiyuan Road, Huayuan Industrial Area,  
Nankai District, Tianjin 300384, China  
天津市南开区华苑产业园区梅苑路1号  
尚赫大厦

# Business Tianjin

August 2011



[www.businesstianjin.com](http://www.businesstianjin.com)

#### MANAGING DIRECTOR

J. Hernan  
[gm@businesstianjin.com](mailto:gm@businesstianjin.com)

#### CHIEF EDITOR

Jamie Michael Kern  
[chiefeditor@businesstianjin.com](mailto:chiefeditor@businesstianjin.com)

#### SENIOR EDITOR

Wang Na  
[senioreditor@businesstianjin.com](mailto:senioreditor@businesstianjin.com)

#### ENGLISH EDITOR

Richard Olsen II

#### CONTRIBUTORS

Simon Bai, Mike Cormack, Daniel Kenneth  
Mark Gao, Philippe Healey, Susan Salzbrenner  
Manuel Torres, Yunjie Si

#### PROOFREADER

Richard Olsen II

#### GRAPHIC DESIGN

Li Kechao, Li Weizhi  
[design@businesstianjin.com](mailto:design@businesstianjin.com)

#### SALES & ADVERTISING

Zhang Danni, Julia Cao  
[sales@businesstianjin.com](mailto:sales@businesstianjin.com)

#### MARKETING, EVENTS & PROMOTIONS

M. Prince  
[marketing@businesstianjin.com](mailto:marketing@businesstianjin.com)

#### PHOTOGRAPHERS

Wang Yifang, Lukas Birk

#### DISTRIBUTION

Tang Xiaoyan  
[distribution@businesstianjin.com](mailto:distribution@businesstianjin.com)

#### ADVERTISING AGENCY

InterMediaChina  
[advertising@businesstianjin.com](mailto:advertising@businesstianjin.com)

#### PUBLISHING DATE

August 2011

**Business Tianjin** is FREE

ONLY for Members

TEL: +86 22 2576 0956

ISSN 2076-3735

## Dear Reader,

One of the most discussed China stories in July was that of the near-identical imitation Apple store in Kunming. The design and execution of the store – every detail from furniture to wall covering – fooled even the employees, who thought they were working for a licensed Apple retailer.

While the “discovery” of a fake retail shop may come as little surprise to those who have worked for some time in China, it should nevertheless remind businesses of their relentless marketplace competition. And above all, it should motivate organizations to protect their most valuable assets in China – their intellectual property.

Chinese businesses have achieved the scale and technology to imitate and manufacture nearly any product or service on offer. Yet the multinational organizations selling these products and providing these services still retain a large percentage of the market share. The ability to maintain that share lies in their ingenuity, and in protecting that ingenuity.

Each month, our expert contributors on law, policy and intellectual property cover the latest developments in their fields. Their goal: to aid you in preserving your company’s name, image, products, services and share in China’s ever-growing market.

Let the imitation Apple stores remind us of our goals in the domestic economy. And let us take the necessary steps together to achieve them.

*Business Tianjin* magazine supports and promotes the pursuits of the local business community. We always welcome your constructive input and inquiries. If you are interested in contributing to a future issue of *Business Tianjin*, or just have questions or comments on an article, please reach out to us at the contacts on this page.

Sincerely,

Jamie Michael Kern

Chief Editor – Business Tianjin magazine

# CONTENTS

Business Tianjin / August 2011



## ▲ Farm fight

When sales at the world's biggest farm machinery maker saw its earnings tumble along with the global economy two years ago, the firm looked to Tianjin for a solution. Specifically, when John Deere's sales fell 14% in 2009 alone (with profits slumping by almost a half) the firm decided to expand its factory in Tianjin to make construction machinery as well as farm tractors, hoping to tap into solid demand here. [See P20](#)



## ◀ Interview with Yangkan Chong, CEO, China New Energy Group

From his office on the 18th floor of Tianjin Emperor Plaza, CEO Yangkan Chong directs the rapid growth of China New Energy Group (CNER), a vertically integrated supplier of natural gas. Mr. Chong is a highly organized numerist who can recite large amounts of industry data without pausing. Part of the new Green Economy, Mr. Chong recently took time from his schedule to meet with Business Tianjin magazine. [See P30](#)



## ▲ IPR protection in China for the textile industry

China's textile industry is both an opportunity and threat to foreign businesses. It is a major market for those supplying production technologies and a key supply base for textiles and finished goods. However, foreign technologies and brands that are not adequately protected often fall victim to infringement by Chinese competitors. [See P39](#)



## ◀ Controlling information

Two stories regarding the Chinese internet have piqued interest this month. First, Microsoft's Bing will provide English-language search results for Baidu in a deal sure to shake up the search engine scene. Second, the thorny issue of foreign ownership of Chinese internet companies remains. [See P73](#)

## 06 BIZ BRIEFS

## 14 NUMBERS

## 15 PRESS REVIEW

## 16 ECONOMY

August China economy report

## 20 FEATURE STORY

Farm fight

## 24 REAL ESTATE

Q2 2011 China report and interview with CBRE President Bob Sulentic

## DIALOGUE

28 Leon J. Lee, General Manager, The Astor Hotel Tianjin  
30 Yangkan Chong, CEO, China New Energy Group

## 32 LEGAL ASSISTANCE

The best way to resolve international commercial disputes, Part II

## 36 POLICY EXPLANATION

Proposed amendments to CIETAC arbitration rules

## 39 IPR

IPR protection in China for the textile industry, Part I

## 42 HR

Employer Branding

## 45 JOB POSTINGS

## 46 BUSINESS CHINESE LESSON

Leasing an office

## 47 CHAMBER REPORTS

US, EU, Korea, Benelux, Italy

## EVENT REVIEW

52 Tianjin Goldin Metropolitan Polo Club  
54 First anniversary of Tianjin Meijiang Convention and Exhibition Center  
55 Crowne Plaza Tianjin Binhai celebrates five-star designation

## 56 EVENT CALENDAR

## 58 TRANSPORTATION

Domestic & international flights, trains, metro, light rail

## MAPS

62 Tianjin industrial parks & economic development areas  
63 China

## 64 LISTINGS

Dining, nightlife, services

## ARTS & LEISURE

71 Brasserie Flo Power lunch  
72 Book review & quotations  
73 Last word - Controlling Information

## TIANJIN NEWS

### Tianjin included in pilot to permit private clinics



The Ministry of Health issued a circular that allows individuals to set up private clinics in several pilot cities from 1 July. In order to gain permission, applicants must be physicians who have worked in health care or medical institutions for 5 years after gaining a physician certification, and they must also be healthy and unemployed or retired. The service scope of a private clinic must be in accordance with the physician's professional field, and the clinic must meet various standards set down by the ministry. In the circular, the ministry also encouraged experienced doctors to set up traditional Chinese medicine clinics. The pilot program will run for 1 year in Tianjin, Shenyang, Changchun, Xiamen and Kunming.

- *Xinhua*, 1 July

### Okay Airways receives 2 MA60s from AVIC



Tianjin-based Okay Airways took delivery of two domestically produced MA60 turboprops from AVIC. The aircraft will be operated on new routes from Yantai to Dalian, Weihai, Dandong and Weifang. As of 30 June, Okay's fleet comprised 14 aircraft. AVIC has sold 181 MA60s, 61 of which have been delivered.

- *aviationbrief.com*, 4 July

### Seven cities form tourism alliance



As the Beijing-Shanghai High Speed Rail increases travel convenience, 7 cities along the route including Beijing, Tianjin and Nanjing have united to form a city tourism alliance. The 7 cities signed a declaration of cooperation, aiming to promote regional tourism along the railway. The declaration requires the signatories to cooperate in areas such as passenger source search, tourism promotion and cross-city customer service. Tourism authorities and travel agencies have started to promote one-day or two-day tours, targeting weekend travelers.

- *China.org*, 5 July

### More cities using green energy by 2015



It's estimated that by 2015, the country could see as much as 100 cities using alternative energy sources, 200 counties getting energy through unconventional means, 1,000 places demonstrating new energy uses, and 10,000 towns relying on renewable energy. Tianjin Yujiapu financial district was nominated as the first low-carbon model town project in the Asia-Pacific region. In pursuing a low-carbon development, Li Bo, the president of the Tianjin Innovative Finance Investment Ltd., noted that the buildings in the city are being constructed in accordance with green standards. "Last year, we signed cooperative agreements with more than 60 low-carbon enterprises from home and abroad," Mr. Li said.

- *Ecoseed*, 6 July

### Sembcorp signs 3 MOUs to expand water business



Sembcorp has said its wholly-owned subsidiary, Sembcorp Utilities, has signed three agreements to further explore the expansion of its water business in China. The first Memorandum of Understanding (MOU) is between Sembcorp and Tianjin Lingang Industrial Area Construction and Development Co to explore forming a joint venture to build, own and operate a 12,000 cubic-metre-per-day water reclamation plant. The second MOU is with the Harbin Wan Xing Long Company to explore acquiring a 50,000 cubic-metre-per-day municipal wastewater treatment plant and a 40,000-cubic-metre-per-day water reclamation plant in Heilongjiang Province.

- *Channel News Asia*, 7 July

### Large-scale military drills



The Tianjin Garrison Command of the Chinese People's Liberation Army held large-scale military drills in Tianjin in July. Over 6,000 members of militias and other paramilitary groups were mobilized to participate in the drills, which were designed to test the capabilities of the city's paramilitary forces in maintaining social stability and dealing with natural disasters, according to Dong Zeping, the commander of the garrison command. Twenty-four emergency detachments displayed their skills during a series of disaster mitigation and anti-terror exercises. A large number of helicopters and boats were mobilized for forest fire, earthquake and flood drills. Logistical units also demonstrated their capabilities by setting up field tents, operating mobile canteens and conducting rescue activities.

- *China Daily*, 7 July

**Port to inject 230m CNY into financial firm**

Tianjin Port intends to inject 230 million CNY into Tianjin Port Finance, of which 168 million CNY will be injected to the new financial firm's registered capital while the remainder will supplement its capital surplus, reports China Securities Journal. Tianjin Port estimated an investment payback period of 8.4 years, with a profit margin of 10.1% for the capital injection. Tianjin Port Finance reported revenue of 41.94 million CNY and net profit of 27.79 million CNY in Q1 2011. - *Steelguru, 11 July*

**Dow & Dragon Crown Group to form logistics centre**

Dow Chemical and Dragon Crown Group plan to jointly form a 200-million-USD logistics centre in Tianjin South Port Industrial Park, reports yicai.com. The 50-hectare project, Dow's first chemical logistics centre in China, will have direct access to a deep-water zone and railway systems with annual throughput capacity of 6-9 million tons. The centre will employ 300 people. Dragon Crown is an integrated terminal service provider specializing in the storage and handling of liquid chemical products. - *Hong Kong Business, 12 July*

**Carmaker FAW to inject assets into listing vehicle**

Major Tianjin automaker FAW Group has worked out a detailed plan to create a listing vehicle, moving a step closer to a long-awaited initial public offering. FAW would inject its 53% stake in FAW Car Co Ltd and 47.7% holdings in Tianjin FAW Xiali Automobile Co Ltd into the new company, capitalised at 78 billion CNY (12.1b USD), according to a stock exchange filing. FAW's IPO plan has been postponed repeatedly, in part because of its complicated shareholding structure and lengthy approval procedures. If the plan goes ahead, it would make FAW the last of China's big three auto groups to go public, following SAIC Motor Corp Ltd and Dongfeng Motor Group Co Ltd. - *Reuters, 13 July*

**China's first Intellectual Property exchange center**



Tianjin Binhai International Intellectual Property Exchange., Ltd. (Binhai IPE) was registered in the Tianjin Development Zone at the beginning of 2011. As China's first international, professional, IP exchange service agency, Binhai IPE made its debut during the Fifth China International Private Equity Forum, hosted in Tianjin in June. It was jointly launched by The Northern Technology Exchange Market, Tianjin Intellectual Property Service Center, Beijing Xinzhengtai Investment Company Limited and Singapore Zhongding Shengshi International Investment Company Limited. Total investment is expected to reach 1.2 million USD. - *China Daily, 18 July*

**Mayor Hsu promotes Hsinchu City to backpackers**

The 2011 Taiwan Products Exhibition in Tianjin kicked off 7 July at Meijiang Convention and Exhibition Center. In order to tap the potential market of backpackers, Hsinchu Mayor Hsu Ming-tsai appeared in person at the exhibition to welcome people to visit the Taiwan Pavilion Expo in Hsinchu while visiting the island. This is the first time Hsinchu City has participated in the Taiwan Products Exhibition in Tianjin. - *Taiwanews, 18 July*

**Tianjin Airlines launches daily service to Hong Kong**

Tianjin Airlines' aircraft branded with the website Weibo.com, a Chinese equivalent of Twitter, operated its first route to Hong Kong. Tianjin Airlines, the regional sister carrier to Hainan Airlines, on 15 July launched a daily service from its Tianjin (TSN) base to Hong Kong (HKG). The 1,900km route is operated with E-190 aircraft, competing with Air China's nine flights a week. - *Xinhua, 21 July*

MISSION ESTATE WINERY SINCE 1851

Mission Estate is the birthplace of New Zealand wine, when our founders built the first winery in Hawke's Bay in 1851. We are very proud to be New Zealand's oldest winemaker.

4006-199-519  
www.milan-wines.com

## Tianjin Port's world-class expansion

Tianjin Port (Group) Co. is set to build a 30sqkm world-class artificial island in the eastern maritime area of Dongjiang Free Trade Port Zone. As the world's fifth largest port by throughput, Tianjin Port has achieved its goal to be a first-class global port. In the coming 15 years, Tianjin Port (Group) will further adjust its industrial structure to be a leading global company.

- Xinhua, 22 July

## Formosa Plastics heir to operate in Tianjin



The US-based JM Eagle Co., headed by Wang Wen-hsiang, the son of Formosa Plastics founder Y.C. Wang, recently announced that it would budget 440 million USD to set up an operating headquarters and a new polyvinyl chloride (PVC) plant in Tianjin. The project is a part of the 15.3 billion CNY investment agreements inked by Tianjin-Taiwan Investment Association and Tianjin Harbor Bonded Zone authority. JM Eagle is the world's largest manufacturer of PVC pipes, with annual sales exceeding 1.6 billion USD.

- cens.com, 14 July

## FINANCE

### Wind power companies breaking into foreign markets

China's wind power companies are finding their way into overseas markets, where fierce competition has previously limited their presence, usually by acquiring existing projects or investing in joint venture efforts. China Longyuan Power Group Corp (CLPG), the world's third-largest wind power operator by installed capacity, took its first step overseas by acquiring the rights to develop a 100-megawatt project in Ontario, Canada from Farm Owned Power (Melanc-

thon) Ltd. The deal, costing 1.68 billion CNY (260m USD), will give Longyuan a 20-year contract to supply electricity to the local grid. This arrangement will generate an estimated 12% return on the investment, according to the company.

- China Daily, 14 July

### Banker urges fiscal prudence to tame inflation



China has to scale back its massive fiscal spending to tame inflation, said Zhang Yuanjun, vice-president of the central bank's branch in Harbin. China's fiscal spending, along with the lack of central bank independence, was a root cause of inflation. "When the central bank realises there are inflationary pressures and wants to take prudent measures, there are often different voices among fiscal authorities," wrote Zhang. China's central bank, unlike its counterparts in other major economies, exercises no autonomy in monetary policy and behaves like a ministry that reports to China's State Council, the cabinet. As such, the central bank's policy decisions are often influenced by other powerful ministries in the cabinet.

- Reuters, 4 July

### Foreign investment slows on tightening policy

Foreign direct investment in to China has slowed as the government steps up its efforts to rein in the country's economic growth rate. In June, foreign investment grew just 2.8% to 12.86 billion USD compared to a year earlier, down from May's 13.4%. However, during the first 6 months of the year China attracted investments worth 60.9 billion USD, up 18.4% on a year ago. China said its economy grew by 9.5% in the second quarter. Last year foreign investors pumped 105.7 billion USD into China in an attempt to get a share of the fast-growing economy.

- BBC, 15 July

### Green energy investment hits global high



Global investment in renewable energy sources grew by 32% during 2010 to reach a record 211 billion USD, a UN study reported. The main growth drivers were backing for wind farms in China and rooftop solar panels in Europe, it said. It also found that developing nations invested more in green power than rich nations for the first time last year. In 2010, developing economies spent more on "financial new investment", pumping 72 billion USD into renewable projects compared with the 70 billion USD outlay by developed economies. China topped the table of investors again, spending 48.9 billion USD up 28% from 2009.

- BBC, 8 July

### Machinery maker aiming for niche in global building market



Working around the clock, China's biggest heavy-machinery maker is putting the final touches on sections of the new east span of the San Francisco Bay Bridge, the biggest project so far for the state-run giant expanding in the global construction market. California outsourced manufacturing of the main parts of the bridge to Shanghai Zhenhua Heavy Industries Co to save 400 million USD on labor and materials costs. Zhenhua is hoping success in the 6.3 billion USD project will clinch its reputation as a top-notch builder able to meet the most stringent safety and quality specifications.

- Washington Post, 11 July





ket during the first half, up 56.3% year-on-year. Beijing and Shenzhen were ranked 1 and 2 in terms of the venture capital investment attraction.

-*www.gov.cn, 7 July*

## Strong KFC sales in China lift profits at Yum Foods



Profits at KFC owner Yum Brands have risen 10% thanks to another big rise in sales at its Chinese outlets. The fast food giant's net profit for the three months to 30 April was 316 million USD, up from 286 million USD a year earlier. Like-for-like sales at its Chinese outlets grew 18% in the three months to 30 April. China now accounts for more than 40% of Yum's profits. The increase in same-store sales in China offset a decline in the US, where they fell 5% at KFC. Sales were also lower at the US branches of Yum's two other main brands, Taco Bell and Pizza Hut. Yum now expects its full-year profits to increase by 12%, up from its previous target of 10% growth, despite the continuing impact of higher wages and commodity prices in China.

- *BBC, 14 July*

## LAW & POLICY

### After amendment, 60m exempt from paying tax

The number of people who have to pay personal income tax will decrease from 84 million to 24 million after China raised the monthly personal income tax threshold, reported The Beijing News, citing a senior official. The National People's Congress (NPC) said on 30 June that it would raise the monthly personal income tax threshold to 3,500 CNY (542 USD) from the current 2,000 CNY, effective 1 September. After public opinion was solicited by the NPC, a previously proposed 3,000 CNY threshold was raised to 3,500 CNY.

- *China Daily 1 July*

### Baidu signs music deal with studios, ends legal wrangle



Baidu, China's largest search engine, signed an agreement with a joint venture owned by Universal Music, Warner Music and Sony Music to distribute songs through its mp3 search service. The deal ends years of legal wrangling over charges that Baidu abetted piracy via its mp3 search that provided links to download pirated music. Baidu signed the deal with One-Stop China for its music catalogues and new releases that can be streamed or downloaded from Baidu's servers. Baidu also launched Ting, a social music platform. Under the terms of the deal, Baidu will remunerate music content owners on a per-play and per-download basis for all tracks delivered through its mp3 search service and its Ting platform.

- *Reuters, 19 July*

### China to pilot carbon emission trading



China will start a pilot carbon emissions trading project, and gradually set up a carbon emissions trading market. Speaking at the Eco-Forum Global 2011 in Guiyang, capital of Southwest China's Guizhou province, Xie Zhenhua, vice-minister of the National Development and Reform Commission, said China would also speed up the establishment of a standardized system for energy saving and environmental protection, and tighten regulations on identifying and labeling low-carbon products.

- *China Daily, 18 July*

### Province looks to ease one-child policy

Guangdong has applied to the central government to allow qualified couples to have two children if either the husband or the wife is an only child, reported China Daily. "The province... is now waiting for approval to be the leader in the country in the relaxation of the family-planning policy," said Zhang Feng, Director of the Guangdong Population and Family-Planning Commission. Guangdong's birth rate had remained low for more than 10 years, Zhang said, with women there giving birth to 1.7 children on average over the past decade. China's most recent census released in April showed the proportion of young Chinese is shrinking as the elderly population grows, a fact many demographers have warned could choke the world's fastest-growing major economy as fewer people are left to work and pay for a greying population.

- *Telegraph.co.uk, 14 July*

### New rare earth export quotas

The Ministry of Commerce (MOC) announced the second batch of rare earth export quotas for this year, totaling 15,738 tonnes. The quotas almost doubled the corresponding second batch of rare earth export caps last year, which stood at 7,976 tonnes. Twenty-six rare earth producers will share the quotas, according to a table posted on the MOC website. Baotou Iron and Steel (Group) Co., Ltd., a mining giant based in north China's Inner Mongolia Autonomous Region, got the largest export quota of rare earth, 3,220 tonnes, followed by China Minmetals Corp. with a quota of 1,327 tonnes.

- *China Daily, 15 July*

### China adds micro-business category

China's top economic regulators subdivided categories of small- and medium-sized enterprises (SMEs) by adding a "micro-sized enterprises" category. The new category standard was released on 4 July by the National Development and Reform Commission, National Bureau of Statistics, Ministry of Finance and Ministry of Industry and Information (MIIT). Micro-sized enterprises are defined as companies with 20 employees or less and 3 million CNY (464,100 USD) or less in annual in-

come. The new SME standard involves 84 industries, and includes real estate, leasing and commercial services, information transmission, software and information technology service industries.

- *China Daily*, 5 July

**LOGISTICS**

**Air France-KLM targets 20% China sales growth**



Air France-KLM SA, Europe's largest airline by revenue, is targeting sales growth of at least 20% per year in China. "We aim for 20 percent minimum growth each year," said Marnix H. Fruitema, senior vice-president for Asia-Pacific. "In Asia-Pacific we are looking at five more destinations in the coming two years," Fruitema said, adding that one or two would be in China. Air France-KLM's biggest Asian market is currently Japan, but the carrier is looking to boost China sales by adding routes. More recently this year, the airline started flying to the southern city of Xiamen. Air France-KLM flies to eight destinations in China.

- *Reuters*, 6 July

**China Auto Logistics reports a doubled line of credit**

China Auto Logistics Inc., one of China's leading developers of automobile-related websites, sellers of imported luxury vehicles and providers of automobile-related services, reported that its aggregate lines of credit including a newly added 80 million CNY (12.4m USD) line from China Minsheng Bank have increased to 927 million CNY (143.2m USD). This represents a more than doubling of the company's line of credit from 407 million CNY (61.5m USD) at the end of last year. "As China's banks continue to tighten their grip on lending, our success is a positive

reflection of our strong banking relationships built mainly on our overall track record of outstanding growth and financial performance," stated CEO and Chairman Mr. Tong Shiping.

- *Marketwatch*, 13 July

**Hudong-Zhonghua wins 1b USD LNG ship orders**

Shanghai's Hudong-Zhonghua Shipbuilding has signed orders to build four liquefied natural gas (LNG) carriers worth about 1 billion USD from joint ventures of Japan's Mitsui OSK Lines (MOL), its first major LNG export orders. Ship brokers said the ships, which can each carry 172,000 cubic metres of LNG, were expected to cost about 200-250 million USD apiece. The South China Morning Post reported Hudong-Zhonghua is controlled by China State Shipbuilding Corp, one of the two largest shipbuilding conglomerates in the country.

- *Reuters*, 18 July

**Air China gets first Boeing 777-300ER**



Air China received the first of 19 Boeing 777-300ERs on order, making it the first airline on the Chinese mainland to fly the aircraft. Boeing is scheduled to deliver 3 more 777-300ERs to Air China this year. Boeing also announced that GE Capital Aviation Services took delivery of its 400th Boeing jet, a 737-800, for China's Xiamen Airlines.

- *Seattle Post Intelligencer*, 22 July

**TELECOM & TRANSPORTATION**

**China Communications Construction delays 3b USD IPO**

State-controlled builder China Communications Construction Co Ltd has delayed a plan to raise up to 20 billion CNY (3b USD) via a Shanghai listing,

**Need Business Tianjin Magazine?**

Send an email to [distribution@businesstianjin.com](mailto:distribution@businesstianjin.com) or call at +86 22 2576 0956

The advertisement includes a graphic of a world map with a globe and a magazine cover for 'BUSINESS TIANJIN'. The cover features a man in a light blue shirt and the text 'GARDENERS OF CLEANTECH'.

reported Bloomberg. The company originally aimed to launch the IPO in July or August, Chairman Zhou Jichang was quoted by the news agency as saying. Already listed in Hong Kong, the company still hopes to complete a Shanghai listing this year. China Communications Construction aimed to issue up to 3.5 billion A-shares in Shanghai, with part of the proceeds used to fund a 1.94-billion-CNY takeover of an infrastructure firm, the company said in December.

- Reuters, 8 July

**Baidu, Microsoft co-op on search service**

Microsoft Corp and Baidu Inc, China's biggest search engine, are joining forces in the world's largest Internet market. Microsoft will provide English-language results from its Bing search engine on Baidu "within this year", the two companies said in a news release. Zhang Dongchen, Baidu assistant president, said about 10 million English-language searches are made on Baidu every day, mainly by professionals and university

students in China. The cooperation "will strengthen Baidu's position in the search market in China and for Microsoft, Baidu's large traffic also provides a platform for it to promote itself," said Dong Xu, an analyst with domestic research company Analysys International.

- China Daily, 5 July

**Apple's sales in China grow sixfold**



Apple Inc needs to improve its Chinese market strategy to match its surging growth in the country, industry experts told China Daily. According to its recent quarterly report, the US-based company's third-quarter sales revenue in China surged sixfold year-on-year to 3.8 billion USD. In an earnings call, Apple's Chief Operating

Officer Tim Cook said the company had huge growth in China for the past three quarters with total revenue from the country reaching 8.8 billion USD.

- China Daily, 21 July

**China ramps up military use of space**



China is developing cutting-edge satellites that will allow it to project power far beyond its shores. A report in an advanced copy of October's Journal of Strategic Studies, a U.K.-published defence and security journal, says that the rapid development of advanced reconnaissance satellites to enable China to track hostile



**A Bright Future of TTMLIS Graduates**

Up until now, 50 students of the first graduating class of Tianjin TEDA Maple Leaf International School have received 122 conditional offers from international universities. All G12 students have received offers and more than 60% of them have been admitted to top 100 international universities.

No. 71, 3rd Avenue, TEDA  
 天津经济技术开发区第三大街71号  
 Tel: +86 22 6622 6288 / 6622 6088  
 Email: rli31@live.com



forces in real time and guide ballistic missiles has become a key to the modernisation of its forces. "China's constellation of satellites is transitioning from the limited ability to collect general strategic information, into a new era in which it will be able to support tactical operations as they happen," the report said. "China may already be able to match the United States' ability to image a known, stationary target and will likely surpass it in the flurry of launches planned for the next two years."

- Reuters, 12 July

**GENERAL**

**1 dead, 28 injured in Beijing subway accident**

One person died and 28 others were injured – two seriously – after an escalator accident at 9:36am at the A exit of the Zoo Station on Line 4. The information office of the Beijing municipal government said some people on the escalator fell down after "an escalator malfunction". In photos posted by witnesses on microblogs, several people were seen lying on the ground – apparently after falling down from the escalator – and were helped by others. The government has demanded a probe into the accident while asking all subway operators to immediately launch checks of facilities to ensure safety.

- China Daily, 5 July

**2011 Real Madrid friendlies help Dreams of Shoes**



Centurion and Real Madrid FC, exclusive operators of Real Madrid Tour China 2011, will cooperate with China Charities Aid Foundation (CCAF), focusing on the Dreams of Shoes charity project. On 11 July, they held the "CCAF & Cen-

turion Cooperation signing ceremony". This event was part of their support for China's football advancement initiatives accompanying the friendly matches to be held in August. Real Madrid FC will hold two friendly matches: one on 3 August at Guangzhou Tianhe Stadium and the other on 6 August at Tianjin Olympic Centre stadium. Centurion will sponsor CCAF's Dreams of Shoes fund. The charity fund will be used for new shoes, sporting goods and activities for needy children in the Yangtze River source area, Qinghai Province, in August.

- 14 July

**Basketball star Yao Ming retires**



China's biggest sports star, basketball player Yao Ming, has announced his retirement after weeks of rumours. The 7ft 6in (2.3m) Houston Rockets player said he had been suffering ever since he broke his foot at the end of last year. Yao had missed an estimated 250 regular-season games – roughly half of Houston's schedule – in the last six seasons with a number of foot and ankle injuries. Analysts say Yao has had a huge international impact on the game and was a driving force behind the NBA establishing a China venture in 2007. Yao said he would join up with Chinese team the Shanghai Sharks, possibly in the role of general manager.

- BBC News, 21 July

To subscribe to our daily Biz Briefs E-newsletter, please email [bizbriefs@businesstianjin.com](mailto:bizbriefs@businesstianjin.com)

WORK. PLAY. AS A TEAM

SAIL THE NINE Cs!

- Character-Building
- Collaboration
- Crisis-Management
- Change-Management
- Communications
- Collaboration
- Consistency
- Cheering
- Common Goal



Create a meaningful and motivating team building experience through sailing. Watch you and your team grow beyond your capabilities, your capacities and develop high levels of independence and interdependence among team members.

SIGN UP NOW TO EXPERIENCE UNLIMITED HORIZON OF CHALLENGES!

010 5900 0276

SAILING@BEIJINGSAILING.COM

Website: [www.beijingsailing.com](http://www.beijingsailing.com)



BSC

北京航海中心  
Beijing Sailing Center

39° 54' 25" N 118° 34' 04" E

## 20

June imports rose 19.3%, from a year earlier, to 139.7 billion USD, the weakest in 20 months. Tightening monetary policies kicked in, resulting in the biggest monthly trade surplus this year.

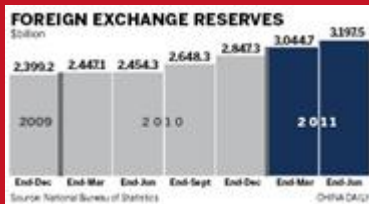
## 6,000

On 6 July 2011, over 6,000 members of militias and other emergency response groups were mobilized to participate in drills designed to test Tianjin's paramilitary forces in maintaining social stability and dealing with natural disasters.



## 30.3%

China's foreign exchange reserves rose by a faster-than-expected 30.3% year-on-year by the end of June to reach 3.2 trillion USD, a possible indicator of an increasing inflow of "hot money".



## 1<sup>st</sup>

China secured its 1st top-level management post in the International Monetary Fund (IMF). Economist Min Zhu, a former deputy governor of the People's Bank of China and a special adviser to the fund, was given a newly-created deputy managing director post.

## 3.67%

China's gold output for the first five months of this year rose 3.67% year-on-year to hit 132.02 metric tons, according to statistics released by the Ministry of Industry and Information Technology.



## 6.4%

China's consumer price index (CPI), the main gauge of inflation, jumped to 6.4% year-on-year in June, the highest level in three years.

## 11

Eleven environmental organizations have sent an open letter to ConocoPhillips China and China National Offshore Oil Corp Ltd calling for a "full apology for the concealment of recent oil leaks and their failure to immediately disclose the specifics of the incidents".



## 93,000

Tianjin is currently constructing the largest cancer prevention, treatment and research base in Asia, which will come into service soon. With a gross floor area of 93,000 square meters, the hospital will be able to serve 500,000 outpatients and perform over 20,000 surgical operations annually.

## 2<sup>nd</sup>

Tianlian I-02, China's 2nd data relay satellite, blasted off from the Xichang Satellite Launch Center in Southwest Sichuan province on 11 July.



## 4,330

A nationwide crackdown on fake goods that ran from October to June seized 4,330 batches of poor-quality products with a total market value of 249 million USD.

## 9,031

Chinese police have arrested 9,031 suspects in a nine-month campaign aimed at cracking down on piracy and other infringements of intellectual property rights.

**Energy service is upgrading in China**

12 July 2011, *New Fortune*

The total volume of energy consumption (EC) in China in 2009 increased by 30% from 2005. On 5 March 2011, Premier Wen Jiabao said that during the 12th Five Year Plan, EC per GDP and carbon dioxide emissions should be reduced by 16% and 17% respectively. Thus EC must decrease by 3.6% per year. In the coming years, China will struggle to save and conserve energy.

Inefficiency in the Chinese energy infrastructure is a chronic problem. Take the power grid for example. While US power grid-efficiency (PGE) is at 55%, Japan's up to 60% and northern European countries approaching 70%, PGE in China is below 35%. In addition, China is significantly behind developed countries in energy grid security management: power interruptions averaged 9.11 hours for urban customers in 2009, 7-8 times higher than in other major nations.

China's energy demands create great development opportunities. With the encouragement of new policies and funding, national energy services have progresses. Shenyin Wanguo Securities Research points out that the energy investment industry will conservatively grow by 18% from 2011 to 2015, and 30% from 2016 to 2020.



**Rare earths discovery won't solve US-China tensions**

5 July 2011, *The Atlantic*

China produces more rare earth minerals than any other nation in the world. Its dominance affects foreign policy by exploiting the near-monopoly.

But Japanese scientists report discovering 100 billion tons of rare earth minerals – about 1000 times the rest of the known global supply – at the floor of the Pacific Ocean. The discovery has led analysts to predict the end of China's reign over the resources. "The higher prices caused by restricted access to rare earths are leading to new supplies, which will in turn bring prices down again," wrote the Wall Street Journal editorial board.

Mining at the bottom of the Pacific, however, may be 5-7 years away. Rare earth elements have never been mined from such depths before; the technology to do so must first be developed and installed.

The mining of rare earth metals is extremely detrimental to the environment when done on land. Mining safely underwater is still years away.

The authors note that removing any piece of leverage, such as the hold on earth metals, does little to change how China and the developed world still "see themselves as inherently at-odds with one another".



**Hong Kong: another financial channel for mainland companies**

11 July 2011, *Economy & Nation Weekly*

Due to the tightening of China's lending policy, companies now prefer the rates and liquidity of funds in Hong Kong. Increasing numbers of companies listed in Hong Kong are issuing CNY bonds there.

Yet even more popular than the bond market is the credit market. Mainland companies register in Hong Kong simply to apply for loans. "For months, there are mainland companies asking for loans, from less than 200,000 HKD to several millions," said Simon Lam, assistant manager of loans at Hong Kong Hang Seng Bank.

Some Hong Kong banks have operations for CNY business and provide favorable rates. Most mainland companies applying for loans in Hong Kong, however, prefer HKD or USD to CNY, considering the exchange rate risk.

The Hong Kong Financial Services Authority (HKFSA) reported that total loans in 2010 amounted to 940 billion HKD, an increase of 29% over 2009. Of those, loans from mainland nonbank customers increased by 444 billion HKD, a 47% jump.

Though a common practice for SMEs, application for Hong Kong loans is growing among large-scale enterprises. According to the president of HKFSA, at present, most of the surge in customers is from state-owned or provincial enterprises, their affiliated companies or red-chip companies.



**Chinese insurance – where the state does too little**

23-29 July 2011, *The Economist*

Most nations' insurance industries are characterized by steady growth, modest returns and dividends. China's, however, rides the rapid growth of insurers' rising share prices.

China's size, increasing affluence and relative immaturity in the industry make it a target for domestic and international insurance companies, just as it was in the 19th and early 20th centuries. Following the revolution, all insurance companies were shut down, with the idea that the state would provide for everyone.

State-owned shipping insurance stuck around, and in 1988 the government allowed the establishment of Ping An Insurance, now valued at 66 billion USD. Another, "China Life, is the only pure insurance company in the world worth more than Ping An."

Now China is a huge market for insurers. "The provision of social insurance – for ill-health, accidents and old age – is either inadequate or non-existent." China's insurance companies quickly dominated the market, where foreign firms must enter via joint ventures or minority direct stakes. Only AIA, spinoff of AIG, was allowed a license based on history. Its paltry 1% market share accounts for 8% of all its new business. A tiny increase in market share greatly impacts insurance companies operating in China.



# August China Economy Report

By Daniel Kenneth

## Macroeconomics

### *Industrial output growth eases hard landing fears*

China's economy and industrial output have expanded more than the market prediction. The Asian stock market rose in response, showing confidence in Beijing's ability to tame inflation through monetary tightening while avoiding an economic hard landing.

China's annual gross domestic product (GDP) growth eased from 9.7% y-o-y in the first quarter to 9.5% y-o-y in the second quarter of 2011, according to the National Bureau of Statistics. Nevertheless, the growth rate remained stronger than market expectations of 9.3% y-o-y. On a seasonally adjusted basis, China's GDP in the second

quarter increased by 2.2% from the first quarter of 2011, the statistics agency added.

"This data should dispel concerns over a hard landing in China," said Royal Bank of Scotland analyst Wendy Liu. An improvement in power shortages and supply-chain disruptions from Japan's earthquake and a rebound in money-supply growth may have boosted output, according to Goldman Sachs Group.

### *Slow monetary growth rebounded in June*

China's new bank lending rebounded to 633.9 billion CNY (97.52b CNY) in June from May's 551.6 billion CNY, according to the People's Bank of China. The June figure was 20.7 billion CNY more than that of last June.

Although the new bank lending increased from May to June, in the first half of this year the country's financial institutions granted 4.17 trillion CNY in loans, 449.7 billion CNY less than the same period of last year. Chinese banks issued a record 9.6 trillion CNY in new bank loans in 2009 to help the national economy weather the global financial crisis.

### *Inflation remains high - next step uncertain*

China's annual inflation accelerated to a three-year high in June, increasing the chances that the PBoC will keep raising interest rates to tame price pressures that are spreading beyond food and energy, reported Reuters. The consumer price index (CPI) for June rose 6.4% from a year earlier





with sharp rises recorded in food, consumer goods and property.

On the other hand, some are saying chances of Beijing further tightening are low. Given China has raised rates five times since October, alongside nine increases in the required reserve ratio for banks, Reuters reported that Beijing has already fired its pre-emptive shot at inflation.

"With a coming decline in headline inflation and rising concern on growth, we believe the chance for a further rate hike this year is very small," said Ting Lu, an economist at Bank of America-Merrill Lynch.

Because global oil prices are down about 17% since May, many economists think China's inflation will cool too, reported Reuters. Disappointing US employment data for June may have given Beijing even more reason for a pause. The rising unemployment rate suggests that the Federal Reserve will not be raising US rates from near zero any time soon, so China's potential increase of interest rate will attract hot money.

The near-term movement of Chinese inflation will be very important for the second half of this year. Beijing will decide whether it can stop the monetary tightening. Lessening inflation will help China to increase domestic demand and its imports from the rest of world.

### Underlying Problems

#### *Small companies hit hardest from credit crunch*

China's small- and medium-sized enterprises (SMEs) are looking at an increasingly difficult business environment amid financing difficulties and rising production and labor costs, according to a Ministry of Industry and Information Technology report released on 2 June. SMEs account



for about 60% of GDP. A cash squeeze for SMEs, due to Beijing's monetary tightening, may be worse than during the global financial crisis in 2008, reported Financial Times on 24 June.

Because Chinese banks prefer to lend to state-owned enterprises given their implicit government assistance, SMEs have traditionally had difficulties accessing credit in the market, explains Michael Pettis, Finance professor at Peking University.

China has raised benchmark lending rates by 100 basis points to 6.31%, but small businesses have seen much steeper increases. Monthly lending rates at credit unions and informal lending institutions in the entrepreneurial cities of Wenzhou and Xiamen have reached 5% in the past few weeks, up from 1.5% just nine months ago, according to Credit Suisse.

#### *Distorted incentive structure at heart of problem*

State-owned enterprises (SOEs) have not been particularly effective at consuming the vast amount of capital provided by government at an extremely low cost. The managers of these SOEs have strong incentives to build their assets and to diversify – the former because the larger the company the more important

and more highly remunerated the managers, and the latter because highly diversified businesses are more likely to be involved in whatever business is hot today and, because they are diversified and large, are less likely to fail, explains Pettis.

Because these SOEs have access to extremely cheap capital, the managers have stronger incentive to borrow as much as they possibly can and buy or build assets – the lower the cost of capital the lower the risk of new or expanded business defaulting.

#### *Unsustainable increase in debt*

Local governments are also struggling from the distorted incentive system. Recently there has been extensive media coverage of local government borrowing and its dangerously high levels of municipal debt. Pettis says this is only a manifestation of the underlying problem, however, and not the problem itself. He explains that it is due to China's investment-driven growth model being as flawed as the US's reliance on consumer debt financing, which continued until the 2008 global financial crisis.

One prime example is Bohai's bonds. Bohai New Area, a port zone between Tianjin and the border of Shandong province, is building roads and developing unspecified "green" projects with 1 billion CNY in bonds issued in May by Hebei Bohai Investment Co. They're guaranteed by five tracts of land that the company says is valued at more than 1.54 billion CNY, or 462 CNY per square meter. That's more than three times what it paid the local government in December 2009, reported Bloomberg News.

Bohai's long-term debt of more than 7 billion CNY at the end of 2010, before the bonds were issued,


was greater than the city's annual revenue of about 5 billion CNY for that year. Bohai New Area's debt-to-government revenue ratio was higher than that of Vallejo, the northern California city that filed for bankruptcy in 2008. Vallejo cited falling revenue from real estate transactions as a reason for its bankruptcy.

"[Bohai's] own profit and cash flow is very little, its cash shortage is extremely big, its debt load is very heavy, and it doesn't possess the ability to pay this bond," said Xu Xiaoqing, head of fixed income research at China International Capital Corporation, the nation's biggest investment bank. The local government's fiscal income "is very limited, there will be a lot of pressure on it to support the payment of this bond," he added.

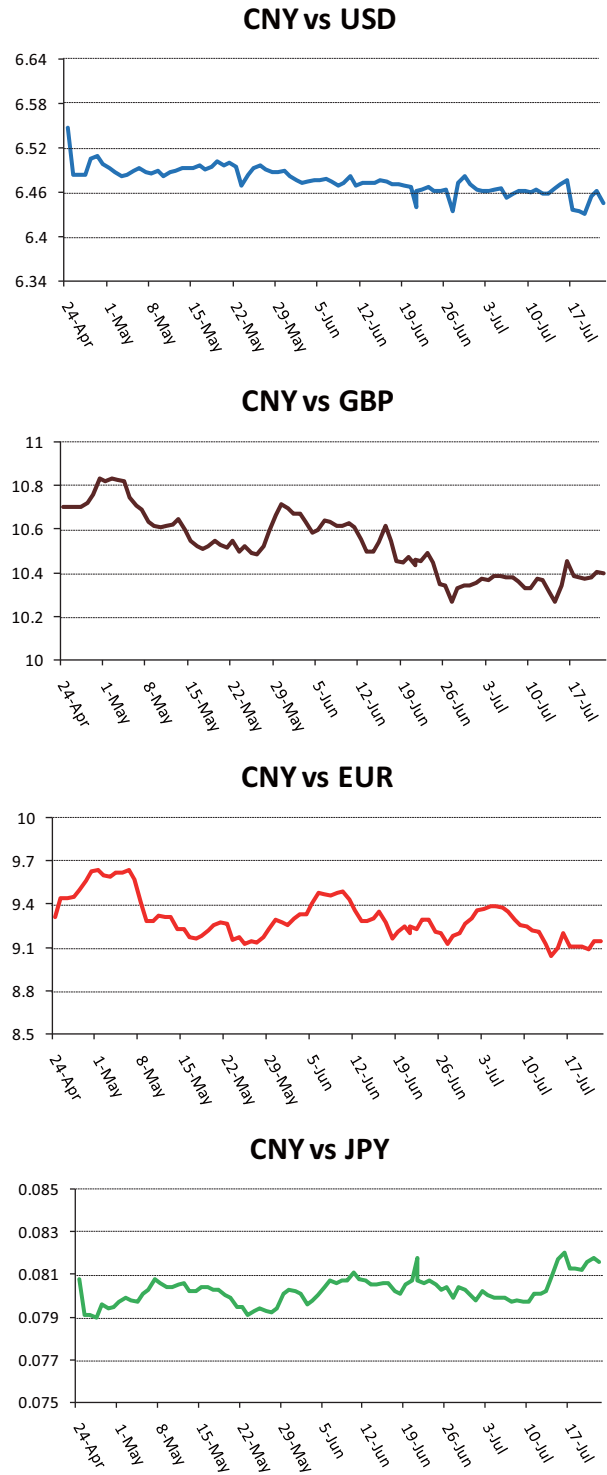
The banks also are among the leading holders of China's mushrooming corporate debt, according to data compiled by Chinabond, China's Beijing-based bond clearing house. Moreover, mutual funds have been the biggest buyers this year, according to CICC. They've snapped up half the corporate bonds issued in the first five months of this year, 70% of which were to finance local government projects, according to Bloomberg.

"They think the interest is risk free," says George Weisi Tan, head of bond investments at Fortune SGAM Fund Management Co. in Shanghai. "Some brokerages leverage themselves as much as three times their capital. "This is really a big systemic risk."

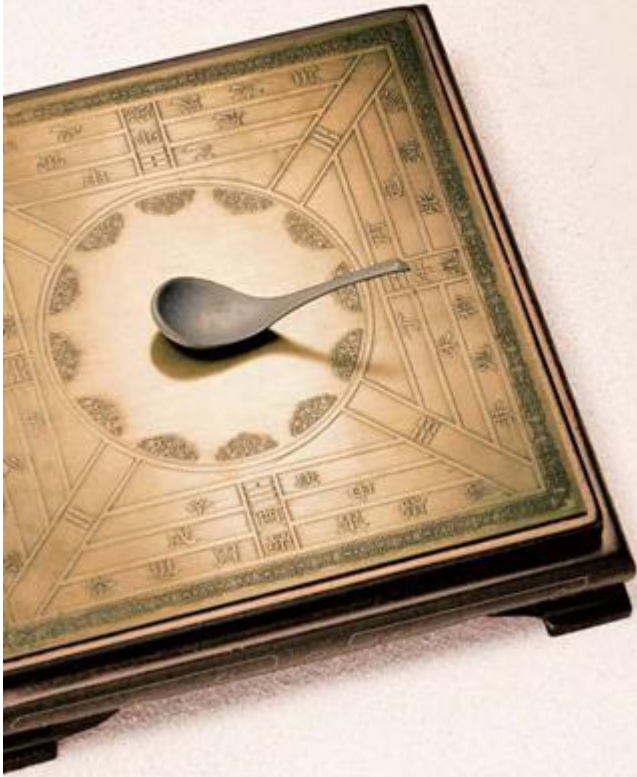
If the Chinese economy were suddenly to slow, the lenders would probably see their revenues decline along with the value of the collateral supporting their loans. If their borrowers are then forced to liquidate the collateral in order to repay the loans (which is likely to happen if the economy slows sharply), the liquidation value could easily be less than the value of the loans. In that case, China would see an unsustainable rise in its debt – and this always happens at exactly the wrong time, notes Pettis.

China's financing risks, created by an unsustainable economic growth model, should not be easily dismissed. In the past, in countries following similar growth models, the dangerous combination of repressed pricing signals, distorted investment incentives and excessive reliance on accelerating investment to generate growth has always pushed growth past the point where it is sustainable, leading always to capital misallocation and waste, explains Pettis. On all three of these measures, China's current stance is extremely worrying. 

## Three-month CNY trends



Data source: Oanda.com interbank rate



# Where your China Business Begins

Our business registration services will  
open your doors to China

## Company Formation

- WFOE incorporation
- Joint Venture formation
- Representative office establishment
- Mergers & Acquisitions

## Post-registration Services

- Accounting
- Tax declaration
- Payroll
- Logistics
- HR services

## Business Trip Assistance

- Interpreter services
- Car rental services





# Farm Fight

Tianjin's John Deere plant is facing competition as the firm's global rivals set up their own plants in China

By Mark Gao



**W**hen sales at the world's biggest farm machinery maker (based on revenue) saw its earnings tumble along with the global economy two years ago, the firm looked to Tianjin for a solution. Specifically, when John Deere's sales fell 14% in 2009 alone (with profits slumping by almost a half, to a still-healthy 1.4 billion USD in 2009) the firm decided to expand its factory in Tianjin to make construction machinery as well as farm tractors, hoping to tap into solid demand here.

John Deere, which also has recently established manufacturing ventures in Russia and with Ashok Leyland in India, is finding it's the best and the worst of times to be one of the handful of companies that control the bulk of the world's machinery sales. The global recession hit earnings hard, but rising demand for food amid difficult harvests has required food producers to invest more in machinery. After growing 7% a year between 2004 and 2008, demand for farm machinery was down by 15% in 2009 according to the Freedonia Group, an Ohio-based research firm interviewed for this article.

Freedonia is predicting tractor sales will rise 4.5% per year to 2014. Others explain why: Andy Beck, chief financial officer at AGCO, a US-based competitor of John Deere, has pointed to the constants of dropping food stocks and rising prices as reasons for more demand for machinery

as food producers seek to lift output. Similarly, developing countries like the so-called BRICs – Brazil, Russia, India and China – are emerging as markets for machinery but also as sources of cheaper parts and inputs for the big 'full-line' machine makers like AGCO, John Deere and Case New Holland (CNH).

All three firms have factories in China, assembling farm machinery with local partners, though John Deere is the biggest of the three. Brazil-based Milton Rego, head of government relations for Case New Holland (CNH) in Latin America, says Brazil is the top market in the continent, but there's "still great potential for agricultural mechanization" across the region. Farm machinery sales rose by almost 30% in 2010 according to the Brazilian Association for the Machinery and Equipment Industry (ABIMAQ), largely due to government subsidy programmes aimed at erasing rural poverty, such as the More Food Program.

Rego credits the latter, a deal between government and machinery manufacturers to deliver low-horsepower tractors at affordable rates, with putting 33,000 new tractors on Brazilian farms in the past four years. And altogether sales of 30,000 units in the past decade represents growth of nearly 130% for CNH.

In 2010 the entire Latin American market accounted for 80,000 units,

of which 76% were shipped to Brazil. Tractors and combines were the main products sold, explains Rego. He ranks other Latin American markets in order of importance: Argentina, Paraguay, Uruguay and Chile. "The Mercosur trade bloc which those countries make up is one of the three biggest food producing regions in the world."

### China: farm machinery workshop of the future?

China shipped 17-billion-USD worth of equipment in 2009 according to data from the Freedonia Group, which ranks China as the world's top producer and exporter (by numbers of machines) of farm machinery. While the quality is sniffed at by international peers, machinery makers in China have gotten the price right for developing countries in Asia, Africa and South America where the bulk of exports go.

AGCO has used China not so much as a new market as a place to cut costs: the firm shaved 250 million USD off its 3 billion USD annual sourcing bill in 2010, thanks to low-cost sources like China. It clearly intends to save more, also by shifting its sourcing model from one based on factories to sourcing items like tires and other commodities on a company-wide basis. Similarly, the firm's moving to one modular platform for all tractors in its 30- to 150-horsepower range. AGCO is also pulling its engine production

in-house: more than half its engines will come from AGCO Sisu, compared to 25% currently.

According to Beck, the firm calculates it will save 175 million USD between 2007 and 2013 from 'best cost' sourcing from China, India and Eastern Europe. Putting factories in those territories naturally also allows the firm to supply local demand. AGCO manufactures its Massey Ferguson brand tractors in India with local partner TAFE but has bigger plans for China as a manufacturing base.

The firm will make engines at its Changzhou plant in China, but by 2013 the plant will have expanded to make low- and mid-horsepower tractors. Another plant in Daqing, in China's northern wheat belt, already makes high-horsepower tractors as well as combines.

The growing interdependence of construction and farm machinery is increasingly a feature of giants like CNH and John Deere, allowing them to escape the worst of the seasonality in either sector. Though sub-100-horsepower tractor sales were down in North America, high-horsepower tractors and harvesters sold well through 2009.

Despite offering hope for future earnings, emerging markets remain small in the earnings of the likes of CNH, which took only 14% of sales from Latin America, compared to 41% from the US in 2009. Asian sales contribute less than 10% to the figures.

### Emerging competitors: Chinese champions

Emerging competitors like YTO and Mahindra haven't become a presence, partly due to the rigours required in such a high-wear market. "Advanced technological knowledge, machines that seek greater yields, low fuel consumption, less production losses" are all Rego's reasons why AGCO holds off competition. Lower emissions are another.

Rego believes the small-plot nature of Asian agriculture poorly prepares Asian machinery makers for Latin America's high-acreage and highly-mechanised farming. Likewise, machinery makers have to adapt to tropical farming.

The emergence of Chinese food/commodities giants like COFCO to food production and sourcing in Asia and Africa could aid Chinese machinery makers in cracking new markets. Among those, China Farm Equipment

ships combines, ploughs and engines across Southeast Asia. Company CEO Wang Shuping plans to further extend exports. Based in Shandong on China's southeast coast, Foton Lovol sells its 70-hp FT704 for 19,800 USD. Fitted with a four cylinder Euro 3 engine (advanced by local standards) and hydraulic steering, the tractor has been popular among customers in Algeria and Turkey, the company's two key export markets, explains Foton overseas sales manager Liu Ting. The Weifang-based company's 4-wheel drive, an 82-horsepower model, ships from the factory floor for 22,370 USD while the 90-horsepower version sells for 24,300 USD.

While AGCO has lifted prices 2.5%, few emerging competitors can keep pace with its spending on R&D and engineering. The firm is increasing investment in engineering for new markets as well as emission standards by 15%. Most of the R&D investment will be spent on developing new, high-horsepower tractors and harvesters.

It seems the big three will continue to dominate with the combination of recognisable brands, strong distribution networks and financing options they offer customers. Though they've got scale on their side, developing-



world competitors like YTO are not offering serious competition at the high-horsepower end of the market. The likes of YTO and Mahindra however offer “stiff competition” in basic products and lower horsepower tractors, says analyst Anand Mehta at Freedonia.

#### Regulations: knowing the market

CNH has spread its tentacles by taking stakes in manufacturers in developing nations – most significantly in Turk Tractor, Al Ghazi (Pakistan), CNH Mexico, and in two plants in China. It’s no coincidence that 90% of local machinery needs are met by local manufacturing plants built by CNH and other local and multinational brands. The 14% import duty on farm machinery isn’t as big an issue as it is elsewhere.

But key is knowing the market, and that takes “time invested in the region” explains Rego. Yet developing markets, while offering promise, also want to protect local players with tariffs. “Especially in the last two years we have seen a renaissance of protectionism. In some countries we are confronted with high customs/duty entry barriers; in other countries you will find laws to protect national manufacturers.”


Chinese competition doesn’t appear to worry high-end peers like CLAAS, which exports 70%-75% of output (from its German plants). It sees its competitive advantages in a “mixture of know-how and top technologies, outstanding spare parts and maintenance service and closeness to our customers,” says Lothar Kriszun, head of global sales at CLAAS.

#### The finance question

A clear advantage of big brands like AGCO, in-house finance wings are less of an asset in developing markets, given giants like China don’t yet allow foreign involvement in its closely guarded banking sector. AGCO has grown its portfolio of loans from 3.6 to 6.9 billion USD since 2006.

A firm’s financing wing is “not only an advantage but a clear must” in all markets, says Kriszun. In Brazil, however, price is still an issue in buying high-end machinery. Farmers in Brazil enjoy finance at interest rates that are lower than the going market rates, “but much higher than those in Europe.” Similarly, compared to Europe, local farmers have far less access to insurance for harvest, product prices and weather variations.

Currency swings also affect earnings for machinery exporters. Tractors account for 44% of CNH sales in revenue terms, harvesters 21%. John Deere found tightening credit dragged on sales in Russia, where it manufactures. The downside to finance is that majors like CNH are often locked out of public procurement programs in places like China and India. Subsidies may be tailing off in the EU but developing markets like Brazil are increasing support to farmers.

Able to swing with the seasonality of the business, full-line manufacturers like John Deere and CNH also have useful niches in cotton and sugarcane picking, both lucrative businesses in places like Brazil. While it will take some time for developing markets to contribute a substantial chunk of their earnings it’s clear that farm machinery makers see future growth in the BRICs. “I would guess that all major western producers will open new plants in at least one or two of the BRIC countries each in the next few years irrespective of tariffs, crop and food prices or economic conditions,” said Mehta. “BRIC means world growth in everything.” 



# Q2 2011 China report and interview with CBRE President Bob Sulentic

CB Richard Ellis, Tianjin

**C**BRE recently launched its China MarketView report for Q2 2011. According to the report, the commercial property market continued to gain momentum whilst the residential sector was further dampened by the government's curbing measures.

There is more evidence that China's economic growth recently lost its momentum amidst a tightening credit environment. Along with the softened PMI, the y-o-y growth of industrial output has gradually moderated since the second quarter of 2011. On the other hand, partly due to increased construction of affordable housing, investment in real estate maintained its upward momentum over the first five months of the year. The hardened inflation rate, which reached a 34-month high in May, kept the government's stance tight on monetary policy.

## Northern China

The prime office market in North China saw rent increasing in the second quarter of 2011. Led by Beijing, where the prime office market witnessed an unprecedented rent growth of 21.2% q-o-q, Tianjin,

Dalian, Shenyang and Qingdao have all witnessed moderate rent increases of 0.8%, 1.8%, 1.0%, and 0.6%, respectively. The strong rent growth in the period was spurred on by limited supply coming to market and strong expansion demand from domestic companies. The robust demand drove the vacancy down to single digits for Beijing and around 11% for the other cities.

Due to the government measurements to cool down the residential market, we saw slower price appreciation in the luxury residential market in the north region. The policy has affected first-tier cities more than second-tier cities. Beijing's market recorded q-o-q growth of only 1.9%. In the leasing market, driven by rising demand, average rentals were on stable growing trajectories with growth rates between 0.6% and 1.5%.

Retail operation in Northern China has shown signs of moving toward maturity. The retail tenants are diversifying. In Beijing and Shenyang, even with substantial volume of new supply coming in, the market performed bullishly. Beijing even registered a surging rent growth of 6% q-o-q. Due to the limited



# Summer Weekend is Better when Shared



Excellent summer weekend with great choices of exclusive room indulgence, and experience the coast city's charm at the Sheraton Tianjin Binhai Hotel.

## Refreshed Summer Weekend Rate

at RMB **699** for one night stay in Deluxe Room, including one daily breakfast, additional breakfast just RMB100 per person.

Above rate is subject to 15% service charge. Valid until 31<sup>st</sup> December, 2011

For more information or reservations, please call (86 22) 6528 8888



spg. Starwood Preferred Guest 俱乐部



©2011 Starwood Hotels & Resorts Worldwide, Inc. All Rights Reserved. Sheraton and its logo are the trademarks of Starwood Hotels & Resorts Worldwide, Inc., or its affiliates.



Standard Box with 6 Moon Cakes RMB 188net  
紫月凝香礼盒 188元净价/盒, 6块装

Deluxe Box with 8 Moon Cakes RMB 298net  
祥月聚喜礼盒 298元净价/盒, 8块装

Superior Box with 5 Moon Cakes & 1 Bottle Wine RMB 398net  
缘月金樽礼盒 398元净价/盒, 5块装+1瓶 法国红酒

天津市河北区海河东路凤凰商贸广场 ('天津之眼'摩天轮旁)  
Phoenix Shopping Mall, East Haihe Road, Hebei District, Tianjin (Nearby 'Eye of Tianjin')

假日酒店  
Holiday Inn

天津海河  
TIANJIN RIVERSIDE

# 月韵金秋

WISH FOR THE MOON FAR WAY

The moon cake is also called the Bing, Gong Bing, Xuanbing, Yue Fan or Tang yan Bing. The moon cake comes from ancient times and was used as an offer to worship the moon. Now it is the custom to eat the moon cakes during the Mid-Autumn Festival and hand them down from generation to generation.

订购时间/Business Hours: 09:00 - 22:00  
电话/Hot line: 2627 8888 - 2266

# Second Time Around

Interview with Leon J. Lee, General Manager,  
The Astor Hotel, a Luxury Collection Hotel Tianjin

By Richard Olsen II

It's overcast and dreary outside as we proceed to O'Hara's, the lounge & bar of The Astor Hotel. Leon J. Lee enters the room and greets us with a beaming smile. Having recently been named the General Manager of The Astor Hotel, Mr. Lee is constantly in motion implementing his master plan to transform The Astor Hotel into Tianjin's premier luxury hotel and preferred destination for travelers. A 30-year veteran of the industry, Mr. Lee has worked in hotels around the world. Business Tianjin was able to talk with Mr. Lee and ask him about his second time around working in Tianjin.

**You've been in the hospitality industry in Asia for many years. What is one of the most notable changes you've seen?**

China is no longer a user. China is sending out travelers to all parts of the world. I predicted this 20 years ago. When the Hua Ting in Shanghai was built, there was no parking. I asked why and was told, "Chinese people don't drive." I said, "That's temporary." Now, nobody wants to go anywhere where there's no underground parking. I also predicted that those of us who worked in China would be aced out by Chinese people who learn from us. We'll have a second wind by running hotels in the US and other parts that want Chinese business. That's exactly what has happened.

**How important is staff to the hotel experience?**

Everything. Everything. It's all about having the right staff, having enough





staff, having properly trained staff. I take it one step further, having staff with good attitudes. I'm solely responsible for the staff's attitude. If the staff attitude is bad, it's because I haven't won their hearts and minds. At this hotel, attitude has improved. I've done nothing in this last month that I feel is more important than changing the hearts and minds of a staff that has been here for 20 to 27 years.

**How do you define luxury? What makes the Astor luxurious?**

This is an old hotel. Old should only be in history. Everything must work. Luxury is the hardware working well and the warmth of the service just complements it. That has to work well too. Room service delivered in 15 minutes. The laundry valet service.

We are constantly improving. I have a Director of Quality coming on board who will go to every room to check things to ensure that everything is reported so we can catch things that might be wrong before a guest arrives.

**What makes the Astor different from other hotels in Tianjin?**

The human employee experience to the guest is the most important. It is

a simple attitude: warmth. Genuine warmth for the guest where the staff goes up to the guest to say hello or goodbye and initiate that warmth. We're getting there where the guest says "Wow!" from the experience.

**What is a challenge in the hospitality industry unique to China?**

Chinese people don't think giving service is that great a job. They want to come in as management, but this is simply a job where you can't come in as management. You can't go straight from college to management. The challenge in China is that there are so many other good jobs out there that a career is not important, it's only about how much they can make. With a career, you make bigger money faster and there's almost no ceiling. What's different here is they just want to be a manager and the career doesn't matter.

**Where do you see the hospitality industry going in the future?**

In general, hotels and governments will make it easier for Chinese customers. Otherwise, they won't come and you'll lose billions of dollars of revenue. It's all economic. Tourists, they have money,

so be prepared with a tea kettle in the room with some Chinese teas. The reason they're hiring Chinese general managers in San Francisco and Los Angeles is nobody understands that Congee and You Tiao for breakfast is a decision-maker. If you add Dou Jiang, the tour operator will say they are going to put our Chinese guests in your hotel and your vacancies will be gone.

**You've worked in some pretty big cities: Hong Kong, Beijing, Shanghai. What is different about being in Tianjin?**

My grandfather and my grandmother are from Tianjin. My grandmother, she carried me for a year on her knee before she died at 42. I worked in Tianjin before. My father told me we have relatives in the city. So this is my second time around. My second time I feel is not purely coincidental. The first night when I was laying in my bed after taking this job, I said, "So grandma, you brought me back again." I think from the other side, she's pulling me here. This is how I feel about Tianjin. It's my grandma's city and she's brought me back again. **B**

# Future Power

Interview with Yangkan Chong, CEO, China New Energy Group

By Richard Olsen II

**F**rom his office on the 18th floor of Tianjin Emperor Plaza, CEO Yangkan Chong directs the rapid growth of China New Energy Group (CNER), a vertically integrated supplier of natural gas. Mr. Chong is a highly organized numerist who can recite large amounts of industry data without pausing. Part of the new Green Economy, Mr. Chong recently took time from his schedule to meet with Business Tianjin magazine.

**With the boom in Green Energy, what is your long-term outlook for CNER?**

The outlook for the company is excellent. We see the potential of natural gas replacing coal, which will result in a cleaner environment for everyone. In 2005, natural gas's share of the market was just 2.6%. In 2010, natural gas comprised 5.3% of total energy consumption. The annual increase in the market is about 15%.

Our focus is in the second- and third-tier cities where we can do interchange, transport, and supply of gas. We have recently acquired Beijing DaDi Gas Group and we are now operating in 7 provinces/cities with about 20 subsidiary areas.

**Is there sufficient infrastructure to support the growth of the natural gas industry?**

Government infrastructure is being built to have regional centers for gas supplies in many parts of China, and we may tap these to buy





gas prices encourages gas production to meet growing demand. The government allows for yearly price adjustments and 100% cost pass-through to the end consumer in cities. Therefore, our investment strategy won't be affected.

**Large deposits of shale gas can be released by fracking. Is CNER using or considering using this method to extract gas in the future?**

CNER obtains our natural gas supply primarily from Petro China, CNOOC and Sinopec while carrying out the transport and resale of gas to end users, which are comprised of residential households, factories, industrial parks and restaurants. We are looking at extracting embedded gas from virgin coal mines. This gas is called coal bed methane. This looks to be meaningful because if we can extract this gas, coal mining becomes much safer. The chances of ignition of embedded gas resulting in explosion could then be reduced and it lowers the chance for loss of human life. It's a win-win situation for all involved.

**How much of a competitive advantage is it to be vertically integrated?**

We consider providing connection and supply of gas as a service to the end user. This is particularly clear in the case where we have exclusive rights to small towns and cities that are not connected to the networks of the state-owned enterprises. As an integrated service provider, we can focus on near-term revenue from connection services, and long-term we are able to focus on leveraging our operating assets to generate strong recurring income.

**How much consolidation do you see in the natural gas industry in China?**

Our target market is estimated to have a population of about 300 million, of which only 15% currently has access to natural gas.

We are focusing more on cities and townships with populations of less than 500,000 people. We expect consolidation to occur when market coverage is above 60%, which won't happen for many years.

**What do you believe is the primary advantage of natural gas as a product for consumers in China?**

The primary advantage is that natural gas is cleaner than coal and this ultimately benefits the environment and customers. Carbon dioxide output by burning natural gas is half that of coal, and nitrogen oxide is one third.

**What can be done to make natural gas a more competitive product with coal in terms of pricing?**

The cost difference between coal and natural gas is about one-third, with gas being the more expensive product, but it's much cleaner. Tax incentives from the use of equipment and consumption of natural gas should make natural gas more competitive versus burning coal. However, this would have to be a government initiative.

**You've worked for many multinational companies. How are those experiences different from your role with CNER?**

I was working with electric power and now I'm working with natural gas. The former business is a one-time investment versus long-term continuous investment in the gas business. Also, the former sells energy to the government grid while the latter targets households and private entities, which are two very different ballgames. That's the primary difference. ■

and ship this gas to cities where our customers are located. Total pipelines built up for the past few years have been increasing at the rate of 21% year-on-year.

An important part of our business is in connection. That means we are also in the business of natural gas pipeline and gas distribution system construction. We expect infrastructure building to meet future demands.

**How do volatile energy commodity prices affect the investment strategy of CNER?**

The price of natural gas in China is more stable compared to oil prices. A clean energy policy authorized by the NDRC in May 2010 regarding

# The best way to resolve International Commercial Disputes (Part II)



Manuel Torres



Yunjie Si

by Manuel Torres,  
Partner, and  
Yunjie Si, Associate  
Garrigues Shanghai



**U**nder Chinese legal framework, international commercial disputes may generally be resolved through consultation, mediation, arbitration or litigation. Last month we discussed the three forms of alternative dispute resolutions: consultation, mediation and arbitration. As continuance to the previous issue, this article will give an overview of litigation, as well as summarize the main advantages and disadvantages of arbitration and litigation in trying to resolve international commercial disputes.

## Litigation

Litigation is a traditional judicial process to solve disputes. In China, the parties of international commercial contracts may select the juridical court, either a Chinese people's court or a foreign court, for dispute resolution in written form, subject to the following restrictions:

(a) The court as selected shall have a significant connection with the dispute(s). Pursuant to explanations by the Supreme People's Court, places with a significant connection to the dispute usually include domicile, registered address, major business presence or business presence of the parties, place of execution, place of performance, place where the disputable subject is located, etc.

(b) Certain disputes subject to compulsory exclusive jurisdiction of Chinese people's court under Chinese law are not open for free selection by the parties. These include disputes arising from the performance of Sino-foreign joint venture contracts or contracts on Sino-foreign cooperation in development of natural resources.

(c) If a Chinese court is selected, such selection shall not go against the provisions on grade jurisdiction and exclusive jurisdiction.

For example, a dispute over real estate shall be subject to the jurisdiction of the people's court where the real estate is located.

Because foreign investors are more familiar with the procedures under the court jurisdiction of their own country and more comfortable about the outcome of litigation, as well as more comfortable with the language, they may be inclined to select a foreign court jurisdiction in their international commercial contracts.

However, the drawbacks of choosing a foreign court may include the following:

(a) If the main performance is in China or the main evidence or

property in dispute is in China, it is very difficult and time-consuming for a foreign court to collect evidence in China and figure out the facts, even though bilateral treaties may exist between the states of the two disputing parties which allow judicial assistance on evidence investigation.

(b) It is impossible for provisional measures ordered by a foreign court to be enforced in China. Chinese court will not initiate any provisional measures unless it ascertains their jurisdiction over the dispute.

(c) If the main property of the opposing party is located in China, a bilateral or international treaty to which both states abide must exist in

order to involve enforcement against said party in China. This, of course, is on condition that such decisions and judgments are not against China's fundamental legal principles, sovereignty, security or public interests. Currently, only around 30 foreign states have bilateral treaties on judicial assistance in civil cases with China.

### Arbitration vs. Litigation

Arbitration and litigation are the two major binding mechanisms to solve disputes when controversies cannot be solved through friendly consultation or mediation. So foreign investors may face the choice between arbitration and litigation. The main advantages and disadvantages of arbitration and litigation are summarized as follows:

(1) **Autonomy of wills and flexibility**  
Compared with litigation, arbitration is more flexible. There is no geographical jurisdiction limitation on choice of arbitration commissions. The parties may select arbitrator, arbitration rules and arbitration venue by agreement, or even make changes or supplementary provisions regarding arbitration procedure to certain arbitration rules. While in litigation, the judge is appointed and the parties have little or limited say in the procedure. For example, CIETAC established a list of arbitrators – including more than 200 arbitrators of foreign nationalities – with rich experience in all legal areas. The disputing parties may select arbitrators outside of the list of arbitrators.

(2) **Availability of appeal**  
The arbitration award is final and binding upon both parties beyond any appeal procedures, except in some special circumstances where the arbitration award may not be recognized and enforced by the enforcement court after procedural review; while litigation usually consists of two or more instances. No appeal means saving time, but it also means





that a losing party who is unsatisfied with the arbitration award must nevertheless accept it and perform relevant obligations pursuant to it.

#### (3) Time and cost

In China, there is no time limit for the court to try and pass sentence on foreign-related cases. So some litigation may last for years. Arbitration commissions, in contrast, may set a time limit for trying the case. In addition, because the arbitration process only involves one instance, a faster and thus cheaper resolution could be expected.

#### (4) Confidentiality and privacy

The arbitration process is confidential and private between the two parties

and informal, while litigation is a formal process usually conducted in a public courtroom.

#### (5) Local protection

In some regions of China, local protectionism has certain influence on the judgment of the local court; arbitration may be conducted anywhere agreed upon by both parties, making it possible to avoid local protectionism.

#### (6) Enforcement abroad

Usually it is very difficult and time-consuming for a court judgment to be recognized and enforced abroad, unless a bilateral judicial assistance treaty exists between the judgment state and the enforcement state. Arbitration awards, however, may be

enforced in more than 140 states and regions in accordance with the New York Convention.

#### (7) Losing party bearing the attorney fee

In China, it is hardly sustained by the court that the losing party shall bear the attorney fee of the winning party, unless in some personal injury or intellectual property right infringement cases. Under some arbitration rules, however, the arbitral tribunal may decide for the losing party to bear a reasonable attorney fee incurred by the winning party.

#### (8) Language

In China, the litigation process is obviously conducted in Chinese, though translators may be engaged. Language in the arbitration process can be selected by the disputing parties.

### Conclusion

There is no uniform rule for selecting dispute resolution for international commercial contracts. It is universally accepted that the best approach for dispute resolution varies from case to case, depending on the features of a specific international commercial contract.

Nevertheless, it can be seen from the above comparisons that arbitration is probably the best way to resolve most international commercial disputes in China, especially when a foreign investor is quite likely to act as the claiming party. **E**

Garrigues has over 13 years of experience in advising companies in their investments in China. The team of experienced Western and Chinese professionals at Garrigues Shanghai provides legal advice to foreign companies on a wide range of issues such as incorporation of companies and negotiation of joint ventures, commercial contracting, M&A, tax, real estate, employment, intellectual property, arbitration and infrastructures, as well as to Chinese companies with investments abroad.







## Beijing Yingke Law Firm Tianjin Office

Directly invested and managed by Beijing headquarters, Beijing Yingke Law Firm Tianjin Office was established in April 2010, based on the principles of good faith, diligence, professionalism and responsibility.

### Practice Areas:

- **Corporate Legal Affairs**

Corporate Tax, Labor, Merger & Acquisition, Tendering & Bidding, Bankruptcy & Restructuring, Risk Management, Legal Consultancy, Resources & Energy, Environment, Finance, Banking, Insurance, Private Equity and Venture Capital, Security, etc.

- **International Legal Affairs**

International Trade, Overseas Investment, Foreign Direct Investment, Maritime, Foreign-related Civil and Commercial affairs, Anti-dumping, International Arbitration, Foreign-related Criminal Litigation, Foreign-related Intellectual Property, etc.

**Add:** B-7F, FUTURE PLAZA, No.103, Weidi Road, Hexi District, Tianjin 300201, China

**Tel:** +86 22 5837 7185

**Fax:** +86 22 5837 7177

**Mobile:** +86 135 1629 0113

**E-mail:** [hxy1120@126.com](mailto:hxy1120@126.com) [tianjixueyi@yingkelawyer.com](mailto:tianjixueyi@yingkelawyer.com)

**Website:** [www.yingkelawyer.com](http://www.yingkelawyer.com)



**Richard Tian**

Partner Attorney / Director of  
International Legal Affairs Department

**Full-time editors needed!**

- **English speaker** with experience in reporting and editing
- Basic knowledge of **Chinese language and culture** are a plus

If interested, please email your resume and writing samples to [editor@businesstianjin.com](mailto:editor@businesstianjin.com)

**BUSINESS TIANJIN**

ECONOMY AND CULTURE

# PROPOSED AMENDMENTS TO CIETAC ARBITRATION RULES



Simon Bai  
Winners Law Firm

The China International Economic and Trade Arbitration Commission (CIETAC), under the China Council for the Promotion of International Trade, has been the major arbitration body for dispute resolution involving foreign elements. In 2010, it handled 1352 cases worth 13.74 billion CNY.

Keen to align its practice and rules with international arbitration bodies and to embrace continuing challenges, CIETAC has continuously introduced reforms in response to Chinese and foreign criticism and to accommodate concerns of foreign parties over the years. CIETAC revised its arbitration rules in

1988, 1994, 1995, 1998, 2000 and 2005. These changes reflect an increased willingness by CIETAC to follow international legal norms in its efforts to establish itself as a modern, leading arbitral body.

The evolution of CIETAC practices is a process of the internationalization of China's arbitration regime. As a result of these reforms, according to current rules, foreign lawyers can participate in CIETAC arbitration and foreign and international law can be pleaded as governing law. On its panel of arbitrators, there are now more than 250 foreign specialists who can be designated by foreign parties as the arbitrator or the chairman of a tribunal.





CIETAC arbitration rules are becoming increasingly a hybrid of international best practices and norms of local legal culture, blending the legal tradition of China with practices of international counterparts.

Earlier this year, CIETAC again made changes to address arbitrators' low remuneration packages by providing a minimum standard and linking the remuneration amount with the value of the case. Furthermore, CIETAC aims to introduce further changes to its arbitration rules later this year, after deliberation and soliciting comments from the public for a few years, according to Mr. Yu Jianlong, secretary general of CIETAC.

The proposed amendments to CIETAC Arbitration Rules are related to the following articles:

### **Interim measures for preservation of property and evidence**

According to Article 17 of CIETAC Arbitration Rules, when any party applies for the preservation of property, CIETAC shall forward the party's application for a ruling to the competent court at the place where the domicile of the party against whom the preservation of property is sought is located or where the property of the said party is located.

Article 18, Protection of Evidence, provides that when a party applies for the protection of evidence, CIETAC shall forward the party's application for a ruling to the competent court at the place where the evidence is located.

The proposed amendment will make it possible for the claimant to pre-

vent the opposing party from concealing, transferring or disposing of its assets in order to avoid debt in the course of arbitration and even before the beginning of arbitration process. This is done by explicitly allowing that once the claimant has fulfilled certain formalities of application for arbitration, CIETAC may forward the claimant's request for interim measures to the competent court even before the service of arbitration to the respondent, by which time the respondent would have been alerted of the forthcoming threat of liability. This will offer substantially more time for one party in a dispute to take appropriate steps in time to ensure preservation of property against the other party at the earliest possible stage, to avoid frustration of enforcement of a future award. This shall also apply to preservation of evidences which can be crucial as well in the final outcome of a dispute, since the legal proceedings in China greatly emphasize documentation of evidence in writing rather than oral testimony by witnesses.

### **Selecting the presiding arbitrator**

Article 22 of the current Arbitration Rules states:

"The parties may each recommend one to three arbitrators as candidates for the presiding arbitrator and shall submit the list of candidates to CIETAC... Where there is only one common candidate in the lists, such candidate shall be the presiding arbitrator jointly appointed by the parties. Where there are more than one common candidate in the lists, the Chairman of CIETAC shall choose a presiding arbitrator from among the common candidates based on the specific nature and circumstances of the case, who shall act as the presiding arbitrator. Where there is no common candidate in the lists, the presiding arbitrator shall be ap-



pointed by the Chairman of CIETAC from outside of the lists of nominated candidates.”

It is clear that CIETAC could play a key role in selecting the presiding arbitrator of the tribunal, in which case the parties are left with no say whatsoever in such a process. This has raised doubt as to the extent of involvement of the parties in selecting arbitrators, including the presiding arbitrator, and the impartiality of CIETAC could be challenged since the parties are not given a chance to participate in the decision-making.

The proposed amendment is expected to create a mechanism which enables the parties to wield more power to nominate arbitrators, in particular the presiding arbitrator who manages the proceeding and has the power to make major decisions that are likely to impact the final result of arbitration.

### Place of arbitration and language

Article 31 of CIETAC Arbitration Rules states that where the parties

have agreed on the place of arbitration in writing, the parties' agreement shall prevail. Where the parties have not agreed on the place of arbitration, the place of arbitration shall be the domicile of CIETAC or its Sub-Commission. The arbitral award shall be deemed as being made at the place of arbitration.

The proposed changes will make more flexible the determination of place of arbitration. Rather than definitely deeming the place of arbitration to be in China, in the event the parties fail to specify any such agreement in this regard, the parties will have the possibility of having the place of arbitration to be outside China. The location, however, is subject to approval by CIETAC. Nonetheless, this might raise the question of whether such an award would be considered by China – according to arbitration law as well as judicial interpretations by the Supreme Court – as a foreign arbitral award, which would then be subject to the New York Convention in order to be recognized and enforced in China.

Article 67 further stipulates that where the parties have agreed on the arbitration language, their agreement shall prevail. Absent such agreement, the Chinese language shall be the official language used in the arbitration proceedings. The proposed amendment to the rules is likely to grant discretion to CIETAC to decide the language of the arbitration proceeding, without restricting the choice to Chinese language alone.

### Summary procedure

Article 50 of the Arbitration Rules in relation to summary procedure sets a threshold for application. Unless otherwise agreed by the parties, summary procedure shall apply to any case where the amount in dispute does not exceed 500,000 CNY, or to any case where the amount in dispute exceeds 500,000 CNY but one party applies for arbitration under the summary procedure and the other party agrees in writing. It is expected that the threshold amount will be substantially raised in order to enable the parties to take advantage of the efficiency and cost-effectiveness of summary procedure.

To conclude, the proposed amendments to CIETAC Arbitration Rules are intended to provide more autonomy to the parties involved in arbitration and to improve the efficiency and effectiveness of CIETAC as a dominant dispute resolution body in China. These proposed amendments, when officially adopted and put into effect, will impact international investors' arbitration proceedings at CIETAC. **E**

WINNERS has been recognized consecutively as "Tianjin Firm of the Year" by two international legal journals: *Asia Legal Business* from 2008-2010, and by *China Law & Practice* from 2009-2010.

# IPR Protection in China for the Textile Industry

## Part 1



Philippe Healey,  
Project Manager,  
China IPR SME  
Helpdesk

China's textile industry is both an opportunity and threat to foreign businesses. It is a major market for those supplying production technologies and a key supply base for textiles and finished goods. However, foreign technologies and brands that are not adequately protected often fall victim to infringement by Chinese competitors.

This article addresses IP issues across sub-sectors of the textile industry, including textile machinery, yarns and specialty fabrics, finished fabrics and brand apparel and accessories. The areas of IP most relevant to the above sectors will be discussed over two parts, with this first part addressing trademarks and patents. The second part to follow next month will address copyrights, transfer of technology and trade secrets.

### **Trademark protection for textile machinery, yarns and finished fabrics**

Trademarks provide protection against use of identical or similar marks on similar goods. China uses the "first-to-file" system, meaning that companies may not have legal protection in China and take the risk of infringing others' trademark if the same or similar mark has already been registered in China by someone else. It currently takes up to 18 months to register a trademark in China, provided no opposition is filed against the application upon publication.

Because China uses the first-to-file system, it is common for unscrupulous parties to register others' trademarks first. It can be a difficult and expensive process to cancel, oppose or buy back a trademark that has already been registered. It is not uncommon for import agents or distributors to register trademarks on behalf of the principal. It is recommended that the trademark either be registered in the name

of the principal or be transferred back to the principal to avoid later disputes. There is no national trade name registry in China; trade names are registered locally, within districts.

In addition to registering the trademark in the original language, it is advisable to register a distinctive Chinese language trademark, even if this is not the primary mark used. Without a well-promoted Chinese mark, the market may create a Chinese nickname for a product, and this nickname may be registered by unscrupulous parties to exploit the reputation of your brand.

Trademark infringement can be dealt with through administrative action by the Administration for Industry and Commerce or through civil proceedings in the People's Courts. There are also criminal sanctions for trademark infringement, although these only apply if the trademark is exactly copied or if the scale of the infringement is large.

Although it is uncommon to find completely counterfeit machinery, replacement parts may be copied. If your company's spare parts or packaging bearing your trademark, it is important to register this trademark in China as soon as possible.

It is not uncommon to find distributors or agents providing maintenance services for branded machinery or equipment and using the brand as a registered trade name without authorisation. Trade names that conflict with prior trademarks can be cancelled.

Trademarks should be registered even if you are manufacturing but not selling in China. China is a first-to-file jurisdiction; therefore, producers of yarns and fabrics who own valuable brand names are recommended to register names and/or logos



as trademarks in China as soon as possible to protect trademarks. The process of cancelling, opposing or buying back a trademark is often more difficult and costlier than simply registering it.

A distinctive fabric design may be protected as a trademark if it has become distinctive through long use (for example, the “Burberry” check design is a registered trademark in China). However, such examples are rare and protection of patterns as a trademark is uncommon.

#### **Patent protection for textile machinery, yarns and finished fabrics**

Patents must be registered in China; a patent registered overseas is not enforceable in China. China applies an “absolute novelty” standard for patents, meaning that the patented product or invention should not have been disclosed anywhere in the world before the patent registration application, subject to 12 months “Convention Priority” in certain countries. Patents may be filed directly in China or through the Patent Cooperation Treaty system.

It may take approximately 24-36 months for an invention patent application to be examined and up to 5 years to be granted.

## **Only patents registered in China are enforceable in China.**

In addition to patents for inventions, China recognises utility model and design patents. These types of patents do not undergo a substantial examination, and as long as they are filed in the correct form, they are issued automatically. Utility models cover minor innovations, which may not be sufficiently inventive to receive invention patent protection. They are usually granted within 12 months of application and last for 10 years.

Design patents cover the exterior, ornamental design of products. Like utility models, they are also granted within 8 to 10 months and last for 10 years. It should be noted that the process of protecting designs in China is different from that of Europe, where designs are covered by design rights. In China,

designs are best protected by design patents and, in some cases, by copyrights.

Patents are only valid in the countries in which they are registered, and only patents registered in China are enforceable. Companies that manufacture textile machinery apply for patent protection in China not only because China is a market to sell machinery but also to defend against potential infringers who manufacture infringed technology that is exported to other markets.

Competitors often copy the design and shape of the machinery and its components and mislead customers to believe that the machinery has the same functions or quality as the original, often resulting in losses in sales for the original manufacturer.

Producers of speciality yarns and fabrics should ensure that any patents obtained for their products are also filed in China to defend against Chinese competitors who may copy the technology and export it to other countries.

When possible, producers may carry out different processes in different locations to reduce the possibility of the whole process being disclosed.



Furthermore, suppliers of yarns and specialty fabrics should ensure that their license contract terms are clear when determining the use of trademarks and patents by end-users, and be vigilant against infringement by competing suppliers and end-users of branded textiles who may falsely claim that their products incorporate the branded materials.

The pattern of apparels can be protected through design patents. Since 1 October 2009, the Chinese Patent Law has enabled designers to register 2 or more similar designs (up to 10) for the same product within one application. However, these applications are not available for different designs, making them unfeasible for designers that have a very large turnover of new designs. Furthermore, design patent applications may take 8-12 months to be granted protection, which is often too long to protect fast-moving seasonal designs.

The advantage of a design patent is that it is relatively easy to enforce,

and simply owning a design patent may be enough to deter others from infringing your designs.


#### **A case study on textile machinery**

A European company S that sells advanced knitting machinery to manufacturers in China discovered that a local competitor was selling a competing product that copied the dimensions, exterior covering and even the colours of the original. In addition, the local competitor's brochures and website copied pictures, diagrams and product specifications of the original product, even though the local product did not meet the same performance specifications.

The sales agent of company S in China complained that customers were misled into believing that the much lower-priced local product offered the same quality as the original. Company S did not have any patents registered in China, and the competitor was not using the European trademark. Since China does

not have any law preventing slavish imitation of designs, the European company could only rely on claims of copyright infringement on their brochure artwork and infringement of the Anti-Unfair Competition Law in relation to the false claims on the brochure.

To avoid the costs of litigation in the courts, the company engaged a local law firm to send a warning letter to the competitor, followed up with a phone call. As a result, the competitor changed the photographs and some of the contents of the brochure, but there was no legal basis to force them to change the appearance of their product.

In this case, company S was unable to take enforcement action to address the infringement, because it had not registered its rights. If company S had owned a design patent, it would have been able to more effectively enforce its rights against the local company, save both time and money, and protect its reputation in the China market. This example serves as a cautionary tale that product design and exterior shape should be protected in China by registering a design patent. 

### CHINA IPR SME HELPDESK

The China IPR SME Helpdesk is a European Commission-funded project that provides free, practical, business advice relating to China IPR to European SMEs. To learn about any aspect of intellectual property rights in China, visit our online portal at [www.china-iprhelpdesk.eu](http://www.china-iprhelpdesk.eu). For free expert advice on China IPR for your business, e-mail your questions to: [question@china-iprhelpdesk.eu](mailto:question@china-iprhelpdesk.eu). You will receive a reply from one of the Helpdesk experts within seven working days. The China IPR SME Helpdesk is jointly implemented by DEVELOPMENT Solutions and the European Union Chamber of Commerce in China.

# Employer Branding

What do you want your future employee to think about your company?

by Susan Salzbrenner

Every year Fortune Magazine, in cooperation with The Great Place to Work Institute ([www.greatplacetowork.com](http://www.greatplacetowork.com)), issues its “Best companies to work for” list. With the rise of social media and an ever-growing competition to be “employer of the year”, companies strive to create a more individualized brand and direct it towards a certain kind of job seeker.

Since the 1990s, you may have stumbled across positions like “employer branding specialist” or “brand manager” in job forums and ads. These newly created jobs used to be part of either Marketing or Human Resources, but it seems that a need for a specialized expert has developed. Un-

derlying this interest is the common-stated higher demand for skilled employees who can add value as well as knowledge. Emerging economies like China and India, and new industries such as biotechnology and digital communication, have made the case for a strong brand to attract and retain the most sought-after candidates. The famous and highly-influential study “Built to Last: Successful habits of visionary companies” demonstrated in the early 90s that companies with consistent, distinctive and deeply held values clearly outperformed those with a less clear ethos. It paved the way for companies to move away from internal marketing (which focuses more on communicating the customer-brand promise) to

employer branding (which involves a psychological contract). Like Amazon founder Jeff Bezos put it, “One of the things you find in companies is that once a culture is formed it takes nuclear weaponry to change it”.

“You cannot simply assert your way to a new culture, no more can you assert your way to a strong brand, it needs to be consistently and continuously shaped and managed,” wrote Richard Mosley in *Brand Management* (November 2007). This is one of the primary reasons many organizations have turned from the short-term engagement focus of internal branding initiatives to the more long-term focus of employer brand management.







### But how do you define employer branding?

Employer branding can be characterized as the summed efforts of a company to communicate to existing and prospective staff what makes it a desirable place to work, and how its image is seen through the eyes of employees and potential hires.

The advantages of a visible, likable employer brand are numerous:

- 1) Better financial performance due to highly engaged employees that will remain with the company in times of recession
- 2) Increased pool of highly-qualified job applicants
- 3) Less voluntary turnover
- 4) Reduced negative effects of work-related stress
- 5) Higher levels of customer satisfac-

tion and loyalty

- 6) Greater innovation, creativity and risk-taking
- 7) Higher productivity and profitability
- 8) Enhanced public perception through trust-relationships with clients and customers

### Becoming employer of the year

But how does a company reach this goal of a trusting relationship with the employee body so that it can benefit from all the advantages listed above?

According to the Great Place to Work Institute, trust is composed of three dimensions essential to a workplace relationship between employee and employer, namely Credibility, Respect, and Fairness. Credibility is described as the communication to

the employee about the company's goals and direction, and letting employees know how their work relates to those plans. To be credible, words must be followed by actions. Respect not only includes equipping the employee with the tools, resources and training they need to get their job done, but also creating a spirit of collaboration by making them partners in company's activities. It means that slogans like "healthy work-life balance" should be common practice and not just employee handbook material. The third dimension, Fairness, points to the economic success of a company that should be shared equitably through compensation and benefit programs. Clear hiring and promotion processes, as well as a no-discrimination policy, all contribute to an employer being perceived as fair, and therefore just.

These ingredients will ensure that an employee makes an active choice everyday of his work life to stay around for his/her career and take pleasure in the work and environment in a lasting way. The top five of "Best companies to work for" for 2011 are SAS, Boston Consulting Group, Wegmanns Food Market, Google, and NetApp.

### Employer branding in China

Employer branding and reputation management are slowly taking roots in Chinese work society. One reason is the high concern for image and identity among Chinese companies, many consulting reports find. The second reason for employer branding to be on Chinese CEOs' agendas is the war for talent, which remains a major issues in big cities in China. So, it has become critical for China-based companies to develop good HR strategies to build their employer brand in Asia.

Mary Kay Asia Pacific, a cosmetic marketing company that has ranked



among the top 10 employers in China, puts all new hires through an employee orientation program. The training serves the purpose of exposing the company's values to all new employees and finding out whether their passion and values align with those of the company. By hiring the right employee, the company points out that it has decreased turnover and no longer has to provide counteroffers for better pay packages when employees are approached by rivals.

The 2011 "China's Ideal Employers" survey by Universum provides interesting insight into how brands in China are perceived by the upcoming new workforce (graduates and Chinese university students). Chinese companies account for 8 out of the top 10 employers amongst business students, compared to 6 out

of 10 amongst engineering students. The differences between employer brand image of multinational companies and state-owned companies are immense. While state-owned companies are associated with secure employment and a healthy work-life balance, international companies are seen to provide an international career, challenging and varied work, as well as the interface with attractive and innovative products. Bank of China, the top-rated employer in China, was believed to offer secure employment by 72% of all business students, whereas Procter & Gamble (coming in second), only made that association for 27% of all interviewed students.

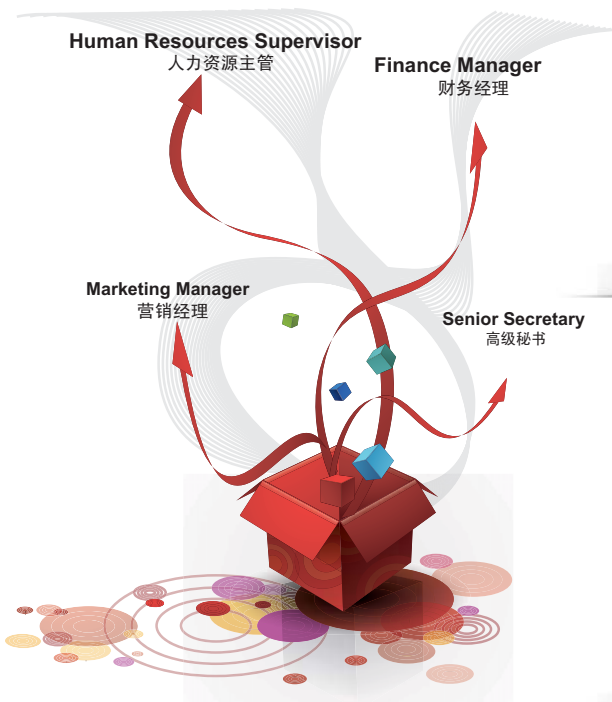
With secure employment being one of the top three career goals, multinational companies in China have a lot of catching up to do in the war

of attracting and retaining the most sought after high potentials. Work-life balance has also recently made its way into the top three career goals, which reflects the demanding workload a lot of Chinese are facing. Because of the booming Chinese economy, and an increased standard of living and purchase power, newly graduated employees seek to enjoy their new lifestyle with time off from work much more than the older generation of the workforce.

Therefore, communicating a secure workplace that provides a healthy work-life balance through an effective employer branding strategy will set a company up for talent management success in China in 2011. ■

## INTERNATIONAL ORGANISATIONS

BASED IN TIANJIN  
HAVE THE FOLLOWING  
**OPEN POSITIONS**  
在津跨国公司招聘以下高级人员



### BoxinRen

If you are interested in any of these positions  
Please send your resume and Code No. to

[HR@boxinren.com](mailto:HR@boxinren.com)



Marketing Manager  
营销经理

Code: MM110801

#### JOB DESCRIPTION:

- Develop strategy for growth and expansion of current business
- Maintain and develop relationships with key customers
- Coordinate and execute planned events
- Lead a marketing/sales team
- Check sales proposals, presentations and contracts, negotiate and close contract with clients
- Prepare monthly report of activities and goals

#### WHO WE ARE LOOKING FOR:

- Bachelor's degree or above, major in marketing or business administration
- 5 years of marketing/sales experience
- Ability to meet multiple objectives in an entrepreneurial environment with little supervision
- Negotiation skills
- Good interpersonal skills
- Team-leading experience
- Proficiency in written and spoken English

Human Resource Supervisor  
人力资源主管

Code: HRS110802

#### JOB DESCRIPTION:

- Establish and implement HR policies and projects
- Manage the recruitment process
- Communicate and coordinate internal and external communication
- Develop a training program that supports the needs of the business and enhances the performance of individuals
- Organize and manage training activities, develop and improve the content of training courses, manage and file training results, ensure the effect of training courses on the improvement of employees' actual working ability
- Develop relationships with agency and arbitration bureau
- Coordinate with other departments

#### WHO WE ARE LOOKING FOR:

- Comprehensive knowledge of HR policies and practices
- Strong mentoring and counseling skills
- At least 3 years of experience in a similar position
- Patient, good at communicating with people at all levels
- Degree in Human Resources, Business Administration or related discipline
- Works well under high pressure
- Good spoken and written Mandarin and English

Finance Manager  
财务经理

Code: FM110803

#### JOB DESCRIPTION:

- Responsible for accounting department
- Prepare and analyze periodic financial reports
- Coordinate monthly closing and budget control
- Handle tax declarations
- Support all CFO responsibilities
- Manage cash flow

#### WHO WE ARE LOOKING FOR:

- Education in Finance
- Several years of experience in the financial field
- Highly organized
- A fine eye for details
- Good spoken and written English
- Team player, sense of responsibility

Senior Secretary  
高级秘书

Code: GA110804

#### JOB DESCRIPTION:

- Responsible for providing senior-level secretarial and clerical services for the GM
- Provide office support service
- Represent GM in events and business issues
- Perform other related duties as required

#### WHO WE ARE LOOKING FOR:

- office administration experience
- an understanding of the western cultural and political environment
- analytical, problem-solving, time management and decision-making skills
- computer skills including the ability to operate computerized accounting, spreadsheet and word processing programs at a highly proficient level
- demonstrate sound work ethics
- Fluent English (speaking, reading and writing); candidates with Spanish proficiency will be preferred.

# LEASING AN OFFICE

租赁(1)办公室

VOLUME 45

C: Good morning. I have an appointment with Miss Wang at ten.

早晨好, 我 跟 王小姐 约定(2) 在 十点 会面。  
zǎochén hǎo, wǒ gēn wáng xiǎo jiě yuēding zài shídiǎn huìmiàn.

R: Let me take you to the conference room.

我 先 带 您 到 会议室(3)。  
wǒ xiān dài nín dào huìyì shì.

W: Mr Cohen, after discussing with you by telephone yesterday, I believe International Building is one of the best choices for your company to rent.

科恩先生, 昨日 与 你 在 电话 中 商谈(4) 后, 我 相信(5) 国际 大厦 应该  
kē ēn xiānshēng, zuó rì yǔ nǐ zài diànhuà zhōng shāngtán hòu, wǒ xiāngxìn guójí dàshà yīnggāi

是 你 公司 承租 物业 的 其中 一个 最好 选择(6)。  
shì nǐ gōngsī chéngzū wù yè de qízhōng yí gè zuìhǎo xuǎnzé.

W: The transportation is very convenient and only a few minutes walking distance to the subway station and shopping malls. In addition, the management fee and rent are reasonable for your company.

那里 交通(7) 非常 方便(8), 只 需 几分钟 的 步行 距离 就 可以 到达 地铁站 和  
nǎlǐ jiāotōng fēicháng fāngbiàn, zhǐ xū jǐ fēnzhōng de bù xíng jù lí jiù kě yǐ dàodá dìtiě zhàn hé

购物中心(9)。另外(10), 大厦 的 管理费(11) 及 租金(12) 对于 您的 公司 来 讲 非常合理(13)。  
gòuwù zhōngxīn. língwài, dàshà de guǎnlǐ fèi jí zūjīn duì yú nín de gōngsī lái jiǎng fēicháng hélí.

C: It sounds very interesting. Is it possible to see it right now?

这 听 起来 令 我 很 感兴趣(14), 能否 现在 去 看一下 大厦呢?  
zhè tīng qǐ lái lìng wǒ hěn gǎn xìngqù, néngfǒu xiànzài qù kàn yí xià dàshà ne?

W: Sure. May I ask which floor you prefer?

当然 可以。 请问 有 哪些 楼层 是 您 更 喜欢(15) 的?  
dāngrán kě yǐ. qǐngwèn yǒu nǎxiē lóucéng shì nín gèng xǐhuān de?

C: I prefer a higher floor, preferably the tenth floor or higher.

我 喜欢 较 高层 的, 最好 是 十楼 或 以上。  
wǒ xǐhuān jiào gāo céng de, zuìhǎo shì shílóu huò yǐshàng.

W: Okay. I will arrange it for you, we can go at any time.

好的, 我 来 为 您 安排(16), 我们 可以 随时 出发。  
hǎode, wǒ lái wéi nín ānpái, wǒmen kě yǐ suíshí chūfā.

(1) 租赁	zūlìn	lease	(9) 购物中心	gòuwù zhōngxīn	shopping mall
(2) 约定	yuēding	appointment	(10) 另外	língwài	In addition
(3) 会议室	huìyì shì	conference room	(11) 管理费	guǎnlǐ fèi	management fee
(4) 商谈	shāngtán	discuss	(12) 租金	zūjīn	rent
(5) 相信	xiāngxìn	believe	(13) 合理	hélí	reasonable
(6) 选择	xuǎnzé	choice	(14) 感兴趣	gǎn xìngqù	interesting
(7) 交通	jiāotōng	transportation	(15) 更喜欢	gèng xǐhuān	prefer
(8) 方便	fāngbiàn	convenient	(16) 安排	ānpái	arrange

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



European Chamber  
中国欧盟商会

# 2011 EUROPEAN FOOD & BEVERAGE CELEBRATION EVENING

18:30 - 24:00, Friday, October 14<sup>th</sup>



It is the time of the year when we happily announce the much anticipated grand event – 2011 European Food & Beverage Celebration Evening! Same as the previous five years, this year's event will feature at typical and tasty food, wine and beer from different European Countries.

Reserve the date on 14th October 2011, come and join us for this big annual party with more than 300 distinguish guests, great chances to win various lucky draw prizes!

Come dressed in your favourite clothes and get to be spotted, walking away with irresistible prizes for the "Best Dress Competition"!



**Rmb350 for individual ticket, Rmb3000 for whole table (10 tickets)!**

Seats will run out fast, so please call 022-2374 1122  
or email to [tianjin@euccc.com.cn](mailto:tianjin@euccc.com.cn) to book your tickets now!



Address: 1F, Fenglin Hotel, No. 6 Binshui West Road, Nankai District, Tianjin  
 Tel: +86 22 2395 7991~3, +86 22 2395 7991 (24-hour Hotline) Fax: +86 22 2395 7990  
 Http: www.tjkorcham.net E-mail: hanshanghui@hanmail.net



제4차 운영위원회 개최

### Advisory group and panel golf match

Date: 12:00pm, 4 July 2011  
 Location: Aroma Golf Club  
 Contents: Development Meeting for Korean businesses in Tianjin  
 Attendees: 23 in total including consultants and advisors

#### 고문, 자문단 골프모임

일 시 : 2011년 07월04일 (월) 12:00  
 ○ 장 소 : 아로마 골프클럽  
 ○ 내 용 : 천진한국인(상)회 향후의 발전을 위한 모임.  
 ○ 참석자 : 고문, 자문 23명 참석

### The meeting of the 4<sup>th</sup> operation committee

Date: 4 July 2011  
 Location: F1 Banquet Hall, Fenglin Hotel  
 Attendees: President's group, monitor, chairman, chairman of branch association, vice-chairman of branch department, manager of branch general affair section, committee of branch department

#### Contents:

1. Tianjin Korean Chamber activities report
2. Tianjin Korean Chamber rules and amendments
3. Progress report
4. Other discussions
  - (a) Affairs related to the international school
  - (b) Collection of member companies

#### 제4차 운영위원회 개최

- 일 시 : 2011년 07월04일 (월)
- 장 소 : 풍림호텔 연회청 1층
- 내 용 : 1) 일 시: 2011년 7월 04일(월)
  - 2) 장 소: 풍림호텔 1층 연회청
  - 3) 참석대상: 회장단, 감사, 위원장, 지역분회장, 분과부회장, 지역총무, 분과위원
  - 4) 안 건:
    - ① 2011년 천진한국인(상)회 활동보고
    - ② 천진한국인(상)회 회칙개정안
    - ③ 슈퍼콘서트 진행 보고
    - ④ 기타토의: (1) 국제학교의 건 (2) 회원사 정리의 건
- 참석자 : 황찬식회장, 강극석수석부회장

신동환 상임부회장 등  
 30명 임원진 참석



## AmCham-China Tianjin Chapter

### Upcoming Event

#### Lean Labor Strategies: the New Survival Guide for Manufacturers Facing Global Competition

3:00 - 5:00 PM, Monday, August 8 – Sheraton Hotel Tianjin

For manufacturers looking to reduce unit costs, the "lean labor" approach may be the answer. Most manufacturers are familiar with this approach as it applies to equipment and processes, but did you know you can apply similar principles to improve the way you manage your workforce?

Join us for this essential seminar hosted by Gregg Gordon, Senior Director of Manufacturing Industry Marketing at Kronos and the author of Lean Labor. His book follows the story of a manufacturing operation executive who must reduce his company's product unit cost by 10% in a year or risk moving production overseas. Gregg will present topical case studies that show how manufacturers have successfully applied "lean" principles to workforce management and standardized those practices using technology. Don't miss this great opportunity to network with your manufacturing peers, meet Gregg Gordon and receive a complimentary signed copy of his book.

**Speaker:** Gregg Gordon, Senior Director of Manufacturing Industry Marketing at Kronos

**Venue:** Sheraton Hotel Tianjin, Zi Jin Shan Road, Hexi District Tel: +86 22 2731 3388

**Registration:** Cardholding members and employees of member companies: Free Non-members: 200 CNY

For detailed information, please send an email to [amandahe@amchamchina.org](mailto:amandahe@amchamchina.org)

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



## WELLINGTON COLLEGE INTERNATIONAL TIANJIN



## Welcome the first 200 students at all age groups on 22 August 2011

**O**pening on 22 August this year, Wellington College International Tianjin is centrally located on a newly purpose-built campus in the city centre. It offers facilities superior to any city-centre school in China. The magnificent campus echoes the distinctive classical style of Wellington College in England, designed by John Shaw in the 19th century and reminiscent of the work of Sir Christopher Wren, among the most highly acclaimed architects in British history. The new College is a unique blend of architectural heritage with the needs of modern education incorporating the very latest technology. Along with fully equipped interactive classrooms, there are ICT and science laboratories, art, dance, drama and music studios, a library, an indoor gymnasium, swimming pools, a sports field and a state-of-the-art theatre. The Nursery school is housed separately in a purpose-built facility for young children on the same site. Ensuring the very best in quality, great attention was given to every detail, from the clean air system and imported furnishings, to an impressive range of health, safety and security features.

Wellington College International Tianjin will provide children ages 2-18 with a breadth and depth of education which goes beyond academic success into every sphere of life. Students will be stretched intellectually, artistically, aesthetically, physically and spiritually. Students graduating from Wellington College will go on to further studies at the world's top universities and will be a lifelong part of the Old Wellingtonian's network of alumni, its leaders in business and society.

For each of its 200 founding students, Wellington College will lay the strongest foundations for their whole development based on the Eight Aptitudes model for learning. The English National Curriculum, in conjunction with elements of the IB Primary and Middle Years programmes, is enhanced and enriched to reflect the calibre of our students and the school's international setting in China. From the outset we aim to instill attitudes that will develop each child's awareness of the need for respect and self-discipline in all their daily interactions. From the Early Years, we cultivate a love of learning and an enchantment with books, language and self-expression, as well as a genuine interest in concepts across the curriculum by providing creative and integrated learning experiences in a stimulating environment where children feel valued, confident and independent. In the Senior School, the Year 10 students will begin their Cambridge IGCSEs, whilst the Year 11 students will embark on a unique pre-IB Diploma year in preparation for the start of the full IB Diploma course in 2012.

Teachers at Wellington College are recruited from among the leading schools in England and internationally, all sharing a deep sense of commitment to the mission and ethos of the College and a passion for learning and teaching. All teachers at Wellington, class and specialist, and those in learning support, will work creatively to capture the interest of boys and girls and to make their learning personalised, enjoyable and meaningful. A range of contemporary teaching strategies will be employed. Ultimately, teachers are a school's greatest resource, and ways will continually be sought to support their ongoing professional development. Indeed, the College is establishing itself as a leading centre for teacher development in the region, offering opportunities to professionals among the local and international communities.

All students will be encouraged to participate in an extensive range of extra-curricular activities offered throughout the week and at weekends. Students can learn to play a wide variety of musical instruments and take part in ensembles, the orchestra and choir. Activities such as golf, horse riding, martial arts and dance will be taught by professionals in their fields. Students are also encouraged to play team sports and can choose from the many opportunities that are available. Teams of junior students will also be selected to represent Wellington College in sporting events against other schools in Asia.

Finally, our unique relationship with Wellington College in England will afford many privileges to our students through live link-ups, student and teacher exchanges, and with opportunities to perform in major events including, among others, at the Royal Albert Hall, London in April next year. We look forward to the opening of Wellington College International Tianjin and to forging an outstanding start at what is set to quickly become the leading international school in the region.

For more information and to make a reservation please call:  
+86 22 8758 7199 /187 2248 7836 (English)/187 2253 0823 (Korean)  
Or email to [registrar@wellington-tianjin.cn](mailto:registrar@wellington-tianjin.cn)  
No.1 Yide Dao, Hongqiao District, Tianjin 300120  
[www.wellingtoncollegeintl.cn](http://www.wellingtoncollegeintl.cn)



# Chamber Report



**BenCham – the Benelux Chamber of Commerce in China – strengthens the business, government and community ties between Belgium, The Netherlands, Luxembourg and China. With offices in Beijing, Shanghai and one newly established in the Pearl River Delta, we provide a wide range of services to ensure our members' success in China.**

## BENCHAM'S WHITE PAPER ON CHINA'S NEW SOCIAL INSURANCE LAW

The implementation of China's New Social Insurance Law began on 1 July. One of the key changes (Article 97) will be the inclusion of foreigners in the Chinese Social Insurance system. All foreign employees with work permits gain access to five forms of insurance under the new law: endowment insurance, basic medical insurance, work injury insurance, unemployment insurance and maternity insurance. This implies that foreign employers and employees have to contribute in these five schemes. This requirement has raised concern among European businesses for the additional costs of hiring or posting foreign workers.

BenCham is on top of this development and was one of the first to organise an event (Social Insurance Law – 29 June 2011) on this topic, because we consider this of high importance to our members. BenCham is now following up on this matter and has created a white paper for BenCham members in cooperation with The EU-China Social Security Reform Co-operation Project. In addition, BenCham provides information on the latest developments, including what steps you should take to comply with this law.

If you have questions about the new Social Insurance Law, please contact Robbert Gorris, business development manager/deputy at [rgorris@bencham.org](mailto:rgorris@bencham.org)

### OUR LINKEDIN FAMILY

All BenCham members are invited to become part of the BenCham LinkedIn group. To go directly to our member group, please visit: [www.linkedin.com/groupRegistration?gid=105429](http://www.linkedin.com/groupRegistration?gid=105429).

### UPCOMING EVENTS

- 02 August 2011: Training – TimeSmart: Increase Work Efficiency with Outlook2003  
时间管理: 运用Outlook2003提高工作效率 (中文培训)
- 05 August 2011: Training – Dine like a Diplomat
- 09 August 2011: Training – Effective Business Writing

### BENCHAM BEIJING OFFICE

Rm 1601 Zhongyu Plaza | A6 Gongtibe Road | Chaoyang District, Beijing, 100027  
Tel: +86 (10) 8523 6101/05 | Mob: +86 18601307793  
Fax: +86 (10) 8523 6305 | [beijing@bencham.org](mailto:beijing@bencham.org) | [www.bencham.org](http://www.bencham.org)  
北京市朝阳区工体北路甲6号, 中宇大厦1601, 邮政编码: 100027

### YEARLY SPONSORS



The purpose of the China-Italy Chamber of Commerce (CICC) is to create and develop economic and trading relationships between China and Italy. The CICC facilitates the access of Italian enterprises to the Chinese market through a wide range of services and benefits on top of organising events to deepen the knowledge of the Chinese market and its regulations. In addition, the CICC carries out networking activities that strengthen Italian-Chinese cooperation.

## PAST EVENTS

### 28 June 2011, Investing In China Breakfast Seminar - Hilton Beijing, Work Room

This joint-Chamber breakfast meeting, entitled Investing in China, was presented by Mr. John Kuhns, Chairman and CEO of China Hydroelectric Corporation and Chairman of the private investment bank Kuhns Brothers. Mr. Kuhns shared his insights and investment strategies on various topics that include investment opportunities in Chinese industries. Organized by the China-Italy Chamber of Commerce, the Canada China Business Council, in partnership with Rutgers Executive MBA Beijing Program and the Benelux Chamber of Commerce.

### 26 July 2011, Tax Update, Breakfast seminar - Kempinski Hotel Lufthansa Center, Beijing

This breakfast seminar providing updates related to the new tax regulations for foreign investors. Topics included tax consideration for indirect equity transfer and CNY (re-) investments by foreign investors in China.

Organized by the China-Italy Chamber of Commerce, the British Chamber of Commerce and China-Britain Business Council, the European Chamber of Commerce, the German Chamber of Commerce and SwissCham.

## The Economic Bulletin of People's Republic of China – July 2011

The China-Italy Chamber of Commerce is glad to announce that the next issue of its Economic Bulletin will be published in July 2011. The quarterly Economic Bulletin informs readers about economic issues of national and international interest, and governmental policies and directives, giving a macroeconomic analysis of the past three months in order forecast the Chinese markets future trends.

Beijing  
Unit 1612, Zhongyu Plaza  
A6, Gongti North Road  
Chaoyang District, 100027, Beijing, China  
Tel: 0086 10 8591 0545  
Fax: 0086 10 8591 0546  
[info@cameraitacina.com](mailto:info@cameraitacina.com)

Shanghai  
Room 1604, Xin Cheng Mansion  
No.167 Jiang Ning Road  
200041 Shanghai, China  
Tel: 0086 21 5407 5181  
Fax: 0086 21 5407 5182  
[infohanghai@cameraitacina.com](mailto:infohanghai@cameraitacina.com)

Guangzhou  
Garden Hotel, Room 948  
368 Huanshi Dong Road, Garden Tower  
Guangzhou, 510064  
Tel.: 0086 20 8365 2682  
Fax.: 0086 20 8365 2983  
[infoguangdong@cameraitacina.com](mailto:infoguangdong@cameraitacina.com)



Have you checked  
Tianjin's new **lifestyle** website?  
Travel, Events, Shopping, Directory...  
Visit us and let the city dazzle you!  
**www.tianjinplus.com**



**Tianjin Is Happening Now!**



# Tianjin Goldin Metropolitan Polo Club Event Review

The weekend of 2 and 3 July heralded the grand opening of Tianjin Goldin Metropolitan Polo Club Hotel and the establishment of the Tianjin Polo Association, which were celebrated with the inaugural Goldin Gold Cup 2011. On 2 July, Mother Nature tried to spoil the festivities by threatening the crowds with rain and high winds. The weather stayed at bay, and before the match began, a ribbon-cutting ceremony officially commenced the opening of the Tianjin Polo Association. Notable people in attendance included Vice Mayor of Tianjin Municipal Government Ms. Zhang Junfang, Secretary of the Working Committee of Binhai Gao Xin Qu, Mr. Zhou Sichun, and President of the Federation of International Polo Mr. Eduardo Huergo. After the ribbon-cutting, the emblem of the Tianjin Polo Association was displayed to all in attendance. Soon after, the match for the day between Hong Kong Goldin and the Polo Club du Domaine de Chantilly, a visiting club from France, began. After six chukkas, or periods, Hong Kong Goldin emerged as the victor with a final score of 12 to 7.

The celebration continued on 3 July with another exciting round of polo. This time, two under-18 teams were featured, with Young England playing Young France in a four chukka match. When the final horn sounded, Young England emerged victorious with a final score of 9 to 3.

After each match, trophies were awarded to the winning teams. On 2 July, Hong Kong Goldin received a gold and ceramic trophy featuring a large golden dragon made by British Crown Jewellers Garrard. A large silver platter, also made by Garrard, went to the winners of the Sunday, 3 July match. In the future, look for more exciting international matches on the club's seasonal calendar.

Both the facilities of Tianjin Goldin Metropolitan Polo Club Hotel and Tianjin Goldin Metropolitan Polo Club were on full display for the weekend. The Polo Club features state-of-the-art facilities with a riding school and indoor training facilities. The 167-room resort-style hotel features numerous restaurants and a grand ballroom capable of hosting 1,000 people. Both locations are built to international standards and look forward to providing a truly world-class experience to guests in the future. **B**



# 2011 Real Madrid China Friendly Match

★★  
BOOK YOUR  
TICKETS  
NOW!  
★★



**Real Madrid vs Guangzhou Evergrande**  
August 3, 2011 | 7.45pm | Tianhe Stadium Guangzhou

**Real Madrid vs Tianjin Teda**  
August 6, 2011 | 5.45pm | Tianjin Olympic Centre Stadium

## Real Madrid vs Guangzhou Evergrande

11185

Ticketing Agency : China Post 11185  
Website : www.183.gd.cn  
Ticketing Hotline : 11185

Ticketing Agency : 自邮一族  
Website : www.11185gz.com.cn



Ticketing Agency : Ticket China Co. Ltd  
Website : www.t3.com.cn  
Ticketing Hotline : 400-818-3333  
020-86003397

## Real Madrid vs Tianjin Teda

228.COM.CN

Ticketing Agency : Yongle Ticketing  
Website : www.228.com.cn  
7/24 Chinese & English Hotline : 400-810-1887  
Tianjin Local Hotline : 022-58057152  
(Operates in Office Hour)

**Limited tickets available for training session.**

For every ticket sold, RMB5.00 will be donated to China Charities Aid Foundation For Children "Hope On Road".

**Centurion**  
Singapore Hong Kong Shanghai

**TOUR**  
CHINA 11



Tianjin Football Association | Tianjin Sports Bureau

OFFICIAL HOTELS:

**THE WESTIN**  
TIANJIN  
天津威斯汀酒店

**Sheraton**  
Guangzhou

SPONSORS:



**Roca**

THE 228.COM.CN  
YONGLE TICKETING  
www.228.com.cn



## First anniversary of Tianjin Meijiang Convention and Exhibition Centre and the Tianjin Convention & Exhibition Industry Development Forum

The first anniversary celebration of Meijiang Convention and Exhibition Center (MJCEC) and the Tianjin Convention and Exhibition Industry Development Forum were held on 29 June 2011.

Mr. Chen Zeyan, Vice President of China Convention and Exhibition Economic Institute; Zhang Qishen, Tianjin representative of Taipei World Trade Center; Liu Haiying, General Manager of National Meeting Centre; Kevin He, deputy director of Convention Administration Department of Nankai University; Wang Gang, Assistant president of International Exhibition Industry Alliance and He Shixuan, Vice president of MJCEC, joined the ceremony and the forum. They discussed the present exhibition environment in Tianjin, trends in the convention and exhibition industry at home and abroad, how to improve Tianjin's industry, and how to organize a successful conference.

Invested by Tianjin TEDA Construction Group Co., Ltd and operated and run by Tianjin Binteng Convention and Exhibition Management Co., Ltd, MJCEC is the largest, fully-functional convention and exhibition centre in Tianjin. MJCEC has held many influential international and national conferences since opening: the 2010 WEF Summer Davos, the United Nations Climate Change Negotiation Conference, International Automobile Exhibition and Taiwan Famous Commodities Exhibition.

Yet "Tianjin's convention and exhibition industry still has many deficiencies," said Mr. Liu Changjin, General Manager of Binteng. "We have to learn advanced technologies and modes from the international exhibition industry; many soft establishments need to be completed."

MJCEC signed strategic cooperation agreements with three organizations: the International Conference Exhibition Alliance (to evaluate fame and influence of Tianjin Convention & Exhibition industry), Nankai University Convention & Exhibition Department (which offers graduates a chance to practice and train exhibition industry talents) and China Convention & Exhibition Magazine (to set up a broad promotion platform).

MJCEC is located at the intersection of the outer ring and the Friendship South Road in Xiqing District. It consists of 6 inside halls, with an exhibition area of 50,000sqm that can house 2,600 international standard booths at a time. Its 29,000sqm outdoor exhibition area can meet the demands of large and middle-sized international exhibitions. Meeting rooms come equipped with audio, video, lighting, simultaneous interpretation, projection and speaking systems. A banquet hall accommodates 2,000 diners, and features top-grade video, professional stage lighting and audio for a top-quality cocktail event, buffet, large-scale evening ball, various celebrations or a large wedding party. ■


# Crowne Plaza Tianjin Binhai celebrates five-star designation

The unveiling of Crowne Plaza Tianjin Binhai's national five-star hotel designation was held at the Long Yun Banquet Hall on 16 July 2011.

Zhang Yuanlong, Deputy Director of Tianjin National People's Congress and Chairman of Tianjin Association of Industry and Commerce; Ren Xuefeng, Tianjin Vice Mayor; She Qingwen, Director of Tianjin Tourism Bureau; Xiao Song, county magistrate of Tianjin Ji County; Zhou Li, Deputy Director of Tianjin Airport Industrial Park Committee; Sun Zhijun, CEO of Tianjin Shengguang Investment Development Co., Ltd; and Joseph To, General Manager of Crowne Plaza Tianjin Binhai, attended the ceremony to congratulate Crowne Plaza Tianjin Binhai, the only five-star hotel in the Tianjin Airport Industrial Park. The National Tourist Bureau Star Hotel Examination Committee confers the National-Five Star Hotel status.

GM Joseph To spoke, thanking everyone for their support to the hotel since opening. "It is a significant moment and a new start for our hotel. We will work hard to make the hotel become the guests' favourite hotel in Tianjin, and make great contributions to Tianjin Airport Industrial Park and Tianjin's tourist industry", he said.

Invested by Tianjin Shengguang Investment Development Co., Ltd and managed by InterContinental Hotel Group, Crowne Plaza Tianjin Binhai opened for business on 16 May 2009. The 388-room hotel features a contemporary Lobby Lounge and Euro Bar with live entertainment, as well as three restaurants offering Chinese, Japanese and International cuisine.

Crowne Plaza Tianjin Binhai is the place to meet, and is well-equipped to handle meetings and banquets of up to 1,000 guests. A fitness center, indoor heated swimming pool, Tea Tree Spa and Tianjin's only hotel indoor tennis center cater to you and your guests' relaxation and comfort. 



AUGUST 2011

MON	TUE	WED	THU
<p><b>1</b></p> <p><b>MARCOM Beijing 2011</b>                      ⬆ Hyatt Regency Jing Jin City Resort and Spa                      1 - 4 AUG</p>		<p><b>3</b></p> <p><b>Mysterious Garden: Flute &amp; String Music Octet</b>                      ⬆ Tianjin Concert Hall                      ⌚ 19:30                      ¥ 30/50/80/100/120/150 CNY                      ☎ +86 22 2332 0068</p>	<p><b>4</b></p> <p><b>Mozart Symphony Concert</b>                      ⬆ Tianjin Concert Hall                      ⌚ 19:30                      ¥ 30/50/80/100/120/150 CNY                      ☎ +86 22 2332 0068</p>
<p><b>8</b></p> <p><b>Lean Labor Strategies: the New Survival Guide for Manufacturers Facing Global Competition</b>                      ⬆ Sheraton Hotel Tianjin                      ⌚ 15:00 -17:00</p>	<p><b>9</b></p>		<p><b>11</b></p>
<p><b>15</b></p>	<p><b>16</b></p>	<p><b>17</b></p>	<p><b>18</b></p> <p><b>China Industrial Automation &amp; Instruments Exhibiton</b>                      ⬆ Binhai International Convention &amp; Exhibition Centre                      18 - 21 AUG</p>
	<p><b>23</b></p> <p><b>Beijing Green Food &amp; Organic Food Expo</b>                      ⬆ Beijing China International Exhibition Center (CIEC)                      23 - 25 AUG</p>	<p><b>24</b></p> <p><b>Hotelex Beijing</b>                      ⬆ China National Convention Center(CNCC)                      24 - 26 AUG</p>	<p><b>25</b></p> <p><b>Junior Equestrian &amp; Polo Programme</b>                      ⬆ Tianjin Goldin Metropolitan Polo Club                      ☎ +86 22 8372 8888 ext. 7889                      📧 jepp@metropolitanpoloclub.com                      1 - 7, 13 - 21, 25 - 28 AUG</p>
<p><b>29</b></p>	<p><b>30</b></p> <p><b>China Incentive Business Travel &amp; Meeting Exhibition</b>                      ⬆ China National Convention Center (CNCC),                      30 AUG - 1 SEP</p>		

SEPTEMBER 2011

一 MON	二 TUE	三 WED	四 THU	五 FRI	六 SAT	日 SUN
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

<p><b>7</b></p> <p><b>China International Health Expo</b>                      ⬆ National Agriculture Exhibition Center                      7 - 9 SEP</p>	<p><b>14</b></p> <p><b>China International Optics Fair - Beijing</b>                      ⬆ Beijing China International Exhibition Center (CIEC)                      14 - 16 SEP</p>	
--	---	---

# TIANJIN & BEIJING EVENTS

FRI	SAT	SUN
<p><b>5</b></p> <p><b>Violin Special Performance</b></p> <p>📍 Western Shore Art Salon ⌚ 10:00 ¥ 100 CNY ☎ +86 22 2326 3505</p>	<p><b>6</b></p> <p><b>Chinese Valentine's Day Dinner</b></p> <p>📍 Brasserie Flo Tianjin (No. 37, Guangfu Dao, Italian Style Town, Hebei District) ☎ +86 22 2662 6688</p> <p><b>2011 Real Madrid China Friendly Match</b> <b>Real Madrid vs Tianjin TEDA</b></p> <p>📍 Tianjin Olympic Centre stadium ⌚ 17:45 ¥ 400/600/900/1500/1900 CNY ☎ +86 22 5805 7152 400-810-1887</p>	<p><b>7</b></p> <p><b>American Country Music Concert</b></p> <p>📍 Western Shore Art Salon ⌚ 20:00 ¥ 100 CNY ☎ +86 22 2326 3505</p>
<p><b>12</b></p> <p><b>Contemporary Ballet - Interrupted Dream</b></p> <p>📍 Western Shore Art Salon ⌚ 20:00 ¥ 100 CNY ☎ +86 22 2326 3505</p>		<p><b>14</b></p> <p><b>Symphony Concert of Famous Musical Work by Strauss</b></p> <p>📍 Tianjin Grand Theatre ¥ 50/80/100/150/180/280/380/480 CNY ☎ 400-818-3333</p>
<p><b>19</b></p> <p><b>Piano, violin &amp; cello Trio Concert</b></p> <p>📍 Tianjin Grand Theatre ⌚ 19:30 ¥ 50/80/100/150/280 CNY ☎ 400-818-3333</p>		<p><b>21</b></p>
	<p><b>27</b></p> <p><b>Beijing Guitar Chamber Orchestra Concert</b></p> <p>📍 Tianjin Concert Hall ⌚ 19:30 ¥ 30/50/80/100/120/150 CNY ☎ +86 22 2332 0068</p>	<p><b>28</b></p> <p><b>TICC Family BBQ</b></p> <p>📍 Terrace Café Garden Area, Sheraton Hotel Tianjin ⌚ 17:00-21:00 ✉ ticc_09@hotmail.com</p>
		<p><b>Special Days</b></p> <p>01 AUG Army Day 06 AUG Double Seven Day 12 AUG International Youth Day</p>

TIANJIN & BEIJING EVENTS			
<p><b>15</b></p> <p><b>SNACKEX ASIA</b></p> <p>📍 China National Convention Center (CNCC) 15 - 17 SEP</p>	<p><b>15</b></p> <p><b>Beijing Overseas Property &amp; Investment Show</b></p> <p>📍 China World Trade Center (CWTC) 15 - 18 SEP</p>	<p><b>21</b></p> <p><b>Beijing Aviation Expo</b></p> <p>📍 China National Convention Center (CNCC) 21 - 24 SEP</p>	<p><b>26</b></p> <p><b>Expo Comm China</b></p> <p>📍 Beijing China International Exhibition Center (CIEC) 26 - 30 SEP</p>

# Selected DOMESTIC FLIGHTS

for more, contact [editor@businesstianjin.com](mailto:editor@businesstianjin.com)  
(1=Mon, 2=Tue, 3=Wed, 4=Thu, 5=Fri, 6=Sat, 7=Sun)

## From Tianjin

DEST	DEP	ARR	Flight No	Days
Changchun	10:55	12:35	GS6571	1234567
Changsha	09:10	11:25	CA1467	1234567
Chengdu	13:00	15:30	8L9976	1234567
Chifeng	14:10	15:15	MU2135	1.3.5.7
Chongqing	11:55	14:25	PN6238	1234567
Dalian	11:10	12:00	GS7579	1234567
Fuzhou	07:55	11:55	MF8138	1234567
Guangzhou	13:50	17:00	HU7201	1234567
Guiyang	08:10	12:30	GS7465	1234567
Haikou	09:10	14:05	GS7561	1234567
Hangzhou	13:15	15:00	MF8377	1234567
Harbin	16:00	17:55	CZ3125	1...5..
Hefei	15:20	16:50	GS7463	1.3.5.7
Huhhot	14:00	15:15	GS7468	1234567
Kunming	15:40	18:55	CA1401	1234567
Nanjing	15:00	16:35	FM9291	1234567
Nanning	13:15	18:15	MF8377	1234567
Ningbo	13:10	15:10	GS6603	1234567
Qingdao	08:35	09:35	GS7575	1234567
Sanya	15:00	18:50	CA1389	1234.67
	09:00	10:45	FM9134	1234567
	08:00	09:55	CA1533	123456.
Shanghai	11:55	13:50	MU5150	1234567
	15:25	17:15	GS7207	1234567
	18:00	20:05	MU2084	1234567
Shenyang	11:30	12:45	3U8861	.2.4.6.
	16:35	19:40	ZH9936	1234567
Shenzhen	12:45	15:40	CA3654	.23.5.7
	16:35	19:40	ZH9936	1234567
Taiyuan	11:05	12:30	GS6601	1234567
Urumqi	16:00	21:50	CZ6928	1..4.6.
Wuhan	08:00	09:45	GS6695	1234567
Xiamen	14:30	17:05	MF855	1234567
Xi'an	08:10	09:55	GS7465	1234567
Yantai	08:20	09:20	GS7421	1234567
Yinchuan	09:20	11:05	CZ6457	.2345.7
Yuncheng	09:00	10:25	GS6677	1234567
Zhengzhou	12:10	13:30	HU6609	1234567

## To Tianjin

ORIGIN	DEP	ARR	Flights No	Days
Changchun	13:15	15:05	GS6572	1234567
Changsha	18:20	20:15	CA1468	1.34.67
Chengdu	09:40	12:10	8L9975	1234567
Chifeng	15:55	17:05	MU2136	1.3.5.7
Chongqing	08:55	11:15	PN6237	1234567
Dalian	20:10	21:05	GS7580	1234567
Fuzhou	08:30	12:25	MF8137	1234567
Guangzhou	08:05	11:00	CZ3133	1234567
Guiyang	13:10	17:25	GS7466	1234567
Haikou	14:55	19:25	GS7562	1234567
Hangzhou	21:55	23:55	MF8378	1234567
Harbin	18:45	20:45	CZ3126	1...5..
Hefei	20:10	21:40	GS7464	1.3.5.7
Huhhot	09:00	10:10	GS7467	1234567
Kunming	07:40	12:10	8L9975	1234567
Nanjing	22:55	00:45(+1)	FM9292	1234567
Nanning	19:05	23:55	MF8378	1234567
Ningbo	16:00	18:05	GS6604	1234567
Qingdao	10:40	11:40	GS7576	1234567
Sanya	19:50	23:20	CA1390	1234567
	12:10	14:10	FM9133	123456.
	20:40	22:40	CA1528	1234567
Shanghai	09:10	11:05	MU5149	1234567
	10:55	12:50	GS7206	1234567
	11:10	13:20	MU2083	1234567
Shenyang	13:35	14:55	3U8862	.2.4.6.
	12:25	15:40	ZH9935	1234567
Shenzhen	08:45	11:50	CA3653	.23.5.7
	18:35	21:45	MF8380	1234567
Taiyuan	15:55	17:00	GS6602	1234567
Urumqi	09:20	15:05	CZ6927	1..4.6.
Wuhan	20:10	22:00	GS6696	1234567
Xiamen	13:45	16:15	MF856	1234567
Xi'an	15:50	17:25	GS7466	1234567
Yantai	19:20	20:20	GS7422	1234567
Yinchuan	11:55	13:25	CZ6458	.2345.7
Yuncheng	15:20	16:40	GS6678	1234567
Zhengzhou	19:20	21:00	HU6463	1234567

### Airline Code

<b>3U</b> Sichuan Airlines	<b>FM</b> Shanghai Airlines	<b>MF</b> Xiamen Airlines	<b>VD</b> Kunpeng Airlines
<b>8L</b> Lucky Air	<b>GS</b> Grand China	<b>MU</b> China Eastern Airlines	<b>ZH</b> Shenzhen Airlines
<b>BK</b> Okay Airways	<b>HO</b> Juneyao Airlines	<b>NS</b> Northeast Airlines	
<b>CA</b> Air China	<b>HU</b> Hainan Airlines	<b>PN</b> West Air	
<b>CZ</b> China Southern Airlines	<b>JD</b> Deer Air	<b>SC</b> Shangdong Airlines	





# Selected INTERNATIONAL FLIGHTS

for more, contact [editor@businessjianjin.com](mailto:editor@businessjianjin.com)  
(1=Mon, 2=Tue, 3=Wed, 4=Thu, 5=Fri, 6=Sat, 7=Sun)

## From Beijing

DEST	DEP	ARR	Flight No	Days
Addis Ababa	22:30	06:00(+1)	ET605	1234567
Amsterdam	11:55	15:10	KL0898	1234567
Bangkok	17:05	21:15	TG615	1234567
Brussels	01:20	05:55	HU491	.2.4.6.7
Delhi	20:50	01:40(+1)	CA947	1.3..6.
Dubai	23:55	04:20(+1)	EK307	1234567
Frankfurt	10:30	14:40	LH721	1234567
Hanoi	15:45	18:20	VN901	.23.5.7
Helsinki	10:55	14:25	AY052	1234567
Hong Kong	10:00	13:35	CX347	1234567
Istanbul	23:55	05:25(+1)	TK021	1234567
Kuala Lumpur	16:25	22:40	CA971	1.3.56.
London	11:15	15:00	BA038	1234567
Los Angeles	21:00	18:00	CA983	1234567
Madrid	00:05	06:35	CA907	.234.6.7
New York	13:00	14:20	CA981	1234567
Osaka	00:00	00:00	JL886	1234567
Paris	13:40	17:35	AF125	1234567
San Francisco	16:00	00:40(+1)	CA985	1234567
Seoul*	11:45 14:00 21:20	14:40 17:00 00:15(+1)	KE852 KE856 KE854	1234567 1.3.5.7 1234567
Singapore	00:10	06:20	SQ801	1234567
Sydney	16:50	07:50(+1)	CA173	1.345..
Tel Aviv	22:00	03:55(+1)	LY096	.2.4..7
Tokyo	16:40	21:00	JL024	1234567
Ulaanbaatar	08:35	10:50	CA901	1234567
Vancouver	15:50	11:50	CA991	1234567

## To Beijing

ORIGIN	DEP	ARR	Flight No	Days
Addis Ababa	00:05	15:30	ET604	1234567
Amsterdam	17:35	09:55(+1)	KL0897	1234567
Bangkok	10:10	15:50	TG614	1234567
Brussels	13:50	05:40(+1)	HU492	.2.4.6.7
Delhi	03:15	11:45	CA948	.2.4..7
Dubai	04:10	15:10	EK306	1234567
Frankfurt	17:15	09:30(+1)	LH720	1234567
Hanoi	10:10	14:45	VN900	.23.56.7
Helsinki	18:05	06:55(+1)	AY051	1234567
Hong Kong	17:00	20:20	CX312	1234567
Istanbul	23:45	14:00(+1)	TK020	1234567
Kuala Lumpur	23:40	06:00(+1)	CA972	1.3.56.
London	16:45	09:30(+1)	BA039	1234567
Los Angeles	01:40	05:20	CA984	1234567
Madrid	11:25	05:10(+1)	CA908	123.56.
New York	16:50	18:20(+1)	CA982	1234567
Osaka	09:45	12:20	JL885	1234567
Paris	18:55	11:45(+1)	AF126	1234567
San Francisco	14:50	17:55(+1)	CA986	1234567
Seoul*	09:15 11:40 19:00	10:25 12:50 20:10	KE851 KE855 KE853	1234567 1.3.5.7 1234567
Singapore	08:45	14:50	SQ802	1234567
Sydney	20:00	05:50(+1)	CA174	.2.456.
Tel Aviv	22:55	13:30(+1)	LY095	1.3..6.
Tokyo	09:35	12:20	JL023	1234567
Ulaanbaatar	11:50	14:00	CA902	1234567
Vancouver	13:50	16:15(+1)	CA992	1234567

## From Tianjin

DEST	DEP	ARR	Flight No	Days
Hong Kong	08:35	12:00	KA1103	1234567
Seoul*	11:10 15:20	14:00 18:05	KE806 KE864	1234567 1234567
Nagoya	14:00	17:45	JL840	1234567
Kuala Lumpur	15:50	22:15	D7 2613	1.3.56.7

## To Tianjin

ORIGIN	DEP	ARR	Flight No	Days
Hong Kong	12:50	16:00	KA1104	1234567
Seoul*	09:20 13:05 13:20	10:10 13:55 14:10	KE805 KE863 KE863	1234567 1..... .234567
Nagoya	10:30	12:40	JL841	1234567
Kuala Lumpur	08:30	14:35	D7 2612	1.3.56.7



\* Flights from Beijing/Tianjin to Seoul, from Seoul to Beijing/Tianjin provided by Korean Air.  
Schedules are subject to government approval and may be changed without prior notice.

## Airline Code

<b>AC</b> Air Canada	<b>EK</b> Emirates	<b>LH</b> Lufthansa	<b>SQ</b> Singapore Airlines
<b>AF</b> Air France	<b>ET</b> Ethiopian Airlines	<b>LY</b> El Al Airlines	<b>SU</b> Aeroflot Airlines
<b>AY</b> Finnair	<b>EY</b> Etihad Airways	<b>MS</b> Egypt Airlines	<b>TG</b> Thai Airways International
<b>BA</b> British Airways	<b>HU</b> Hainan Airlines	<b>NH</b> All Nippon Airways	<b>UL</b> Sri Lanka Airlines
<b>CA</b> Air China	<b>JL</b> Japan Airlines	<b>NZ</b> Air New Zealand	<b>VN</b> Vietnam Airlines
<b>CX</b> Cathay Pacific	<b>KA</b> Dragon Air	<b>QF</b> Qantas Airways	
<b>CZ</b> China Southern Airlines	<b>KE</b> Korean Air	<b>QR</b> Qatar Airways	
<b>D7</b> Air Asia	<b>KL</b> KLM-Royal Dutch Airlines	<b>SK</b> Scandinavian Airlines	

CUT OUT AND CARRY THESE TABLES

## Transportation

### Beijing-Shanghai High-Speed Railway

Origin	Departure Time		Destination	Duration	Price	
	Tianjin West Station	Tianjin North Station			First Class	Second Class
Tianjin			Shanghai Hongqiao			
G41	07:05		12:12	5.07	870	515
D41	07:10		15:15	8.05	600	375
D31		9:17	17:16	7.59	1065(sleeper)	370
G33		10:09	15:08	4.59	855	510
G125		11:56	16:50	4.54	855	510
G211	12:11		17:25	5.14	870	515
G129		12:45	17:33	4.48	855	510
G213	14:26		19:28	5.02	870	515
G145		15:12	20:06	4.54	855	510
G43	15:35		20:36	5.01	870	515
G215	17:07		22:14	5.07	870	515
G165		15:12	23:27	4.48	855	510

### TRAINS

#### BJ-TJ-TEDA (¥14)

Train	Departs	Arrives
4493	13:10	16:08

#### TEDA-TJ-BJ (¥14)

Train	Departs	Arrives
4494	08:05	11:21

### LIGHT RAIL (¥6)

#### Stops:



### TIANJIN-BEIJING AIRPORT Shuttle Bus

¥70 one way

#### Tianjin - Beijing Airport Terminals 2/3

04:00-18:00, runs every 45 minutes  
Tian Huan Distance Bus Passenger Station  
The junction of Hongqi Lu and Anshan Xi Dao  
Tel: +86 1686 8999

#### Beijing Airport Terminals 2/3 - Tianjin

07:00, 08:00, 09:00 then every 30 minutes until 23:00  
Exit on the 1st floor at Gate 11/Terminal 2 and Gate3/Terminal 3  
Tel: +86 10 6455 8718

### TEDA-BEIJING AIRPORT SHUTTLE BUS

¥80 one way

#### TEDA - Beijing Airport Terminals 2/3

06:30-19:30, runs every hour  
1st Avenue, TEDA  
Tel: +86 22 6620 5188

#### Beijing Airport Terminals 2/3 - TEDA

10:00-22:00, runs every hour  
Exit on the 1st floor at Gate 11/Terminal 2 and Gate3/Terminal 3  
Tel: +86 10 6455 8718

### No. 1 Metro Stops: METRO Tianjin

#### Metro line 1

Metro line 1 is from Liu Yuan station to Shuang Lin station. It crosses Beichen, Hongqiao, Nankai, Heping, and Jinnan districts  
¥2-5, depending on distance travelled  
06:00-22:00, runs every 10 minutes, 5 minutes during peak hours  
Tel: +86 22 6028 6777



★ Foreigners must have a passport to use the train service.

### BULLET (C) TRAIN

#### TJ ~ BJ (¥58 - ¥69)

Train	Tianjin	Beijing
C2002	06:25	06:55
C2202	06:40	07:15
C2004	06:55	07:25
C2006	07:10	07:40
C2008	07:25	07:55
C2010	07:45	08:15
C2012	07:55	08:25
C2014	08:20	08:50
C2016	08:35	09:05
C2018	08:45	09:15
C2272	08:55	09:25
C2020	09:20	09:50
C2022	09:30	10:00
C2024	09:55	10:25
C2026	10:05	10:35
C2204	10:15	10:50
C2028	10:30	11:00
C2030	10:40	11:10
C2032	10:50	11:20
C2034	11:10	11:40
C2036	11:35	12:05
C2038	12:00	12:30
C2040	12:30	13:00
C2042	13:20	13:50
C2206	13:30	14:05
C2044	13:50	14:20
C2046	14:00	14:30
C2048	14:25	14:55
C2050	14:50	15:20
C2052	15:05	15:35
C2054	15:20	15:50
C2056	15:35	16:05
C2058	15:55	16:25
C2060	16:20	16:50
C2208	16:30	17:05
C2062	16:45	17:15
C2064	17:05	17:35
C2066	17:15	17:45
C2068	17:45	18:15
C2210	18:15	18:50
C2070	18:30	19:00
C2072	18:40	19:10
C2074	19:00	19:30
C2076	19:10	19:40
C2078	19:20	19:50
C2080	19:45	20:15
C2082	20:35	21:05
C2212	21:00	21:35
C2084	21:15	21:45
C2086	21:25	21:55
C2088	21:35	22:05
C2090	21:55	22:25
C2282	22:05	22:35
C2092	22:15	22:45
C2094	22:45	23:15

#### BJ ~ TJ (¥58 - ¥69)

Train	Beijing	Tianjin
C2001	06:35	07:05
C2003	07:00	07:30
C2005	07:10	07:40
C2271	07:20	07:50
C2007	07:30	08:00
C2009	07:45	08:15
C2011	08:00	08:30
C2013	08:10	08:40
C2015	08:45	09:15
C2201	08:55	09:30
C2017	09:10	09:40
C2019	09:30	10:00
C2021	09:40	10:10
C2023	09:55	10:25
C2025	10:05	10:35
C2027	10:15	10:45
C2203	10:30	11:05
C2029	10:55	11:25
C2031	11:30	12:00
C2033	11:45	12:15
C2035	11:55	12:25
C2037	12:15	12:45
C2205	12:55	13:30
C2039	13:15	13:45
C2041	13:40	14:10
C2043	13:50	14:20
C2045	14:10	14:40
C2047	14:45	15:15
C2049	15:00	15:30
C2051	15:10	15:40
C2053	15:20	15:50
C2207	15:40	16:15
C2055	16:20	16:50
C2057	16:30	17:00
C2059	16:40	17:10
C2061	16:55	17:20
C2063	17:25	17:55
C2065	17:40	18:10
C2067	17:50	18:20
C2069	18:00	18:30
C2071	18:20	18:50
C2209	18:30	19:05
C2073	19:05	19:35
C2075	19:15	19:45
C2077	19:40	20:10
C2079	19:50	20:20
C2081	20:05	20:35
C2281	20:25	20:55
C2083	20:45	21:15
C2211	21:15	21:50
C2085	21:40	22:10
C2087	22:20	22:50
C2089	22:30	23:00
C2093	23:00	23:30

#### TG ~ BJ (¥70-¥118)

Train	Tanggu	Beijing
C2272	08:33	09:25
C2274	09:24	10:18
C2280	13:44	14:38
C2286	18:18	19:08
C2288	19:24	20:18
C2290	19:59	20:53

#### BJ ~ TG (¥70-¥118)

Train	Beijing	Tanggu
C2271	07:20	08:14
C2273	08:05	08:59
C2279	12:35	13:29
C2283	15:55	16:49
C2285	16:55	17:46
C2289	18:50	19:44

#### Wuqing ~ BJ

Train	Wuqing	Beijing
C2202	06:52	07:15
C2204	07:32	07:55
C2206	08:12	08:35
C2208	09:32	08:55
C2210	09:37	10:00
C2212	10:17	10:40
C2214	10:57	11:20
C2216	11:37	12:00
C2218	13:02	13:25
C2222	14:37	15:00
C2224	15:42	16:05
C2226	16:42	17:05
C2228	17:02	17:25
C2232	18:12	18:35
C2238	20:12	20:35
C2240	20:52	21:15

#### BJ ~ Wuqing

Train	Beijing	Wuqing
C2201	06:45	07:05
C2203	07:30	07:50
C2205	08:15	08:35
C2207	09:10	09:30
C2209	09:00	09:20
C2211	10:30	10:50
C2213	11:10	11:30
C2215	11:50	12:10
C2217	13:05	13:25
C2219	14:35	14:55
C2221	15:05	15:25
C2225	16:00	16:20
C2229	17:40	18:00
C2231	18:25	18:45
C2237	19:50	20:10
C2239	21:00	21:20



**China Bus Travel**  
Your Bus Leasing Solution

# SHUTTLE BUS LEASING

for Companies



**China Bus Travel**  
offers great deals on coach rentals!

**Transport employees**  
from their homes directly  
to your company with CBT

- More than 10 years of experience in China
- Experts in the market of company shuttle buses
- Foreign and Chinese management
- Safety belt for each seat



**SAFETY PUNCTUALITY  
COMPETITIVE PRICES**

We promise to pay  
**TAXI FEES** to employees  
if we don't arrive on time.

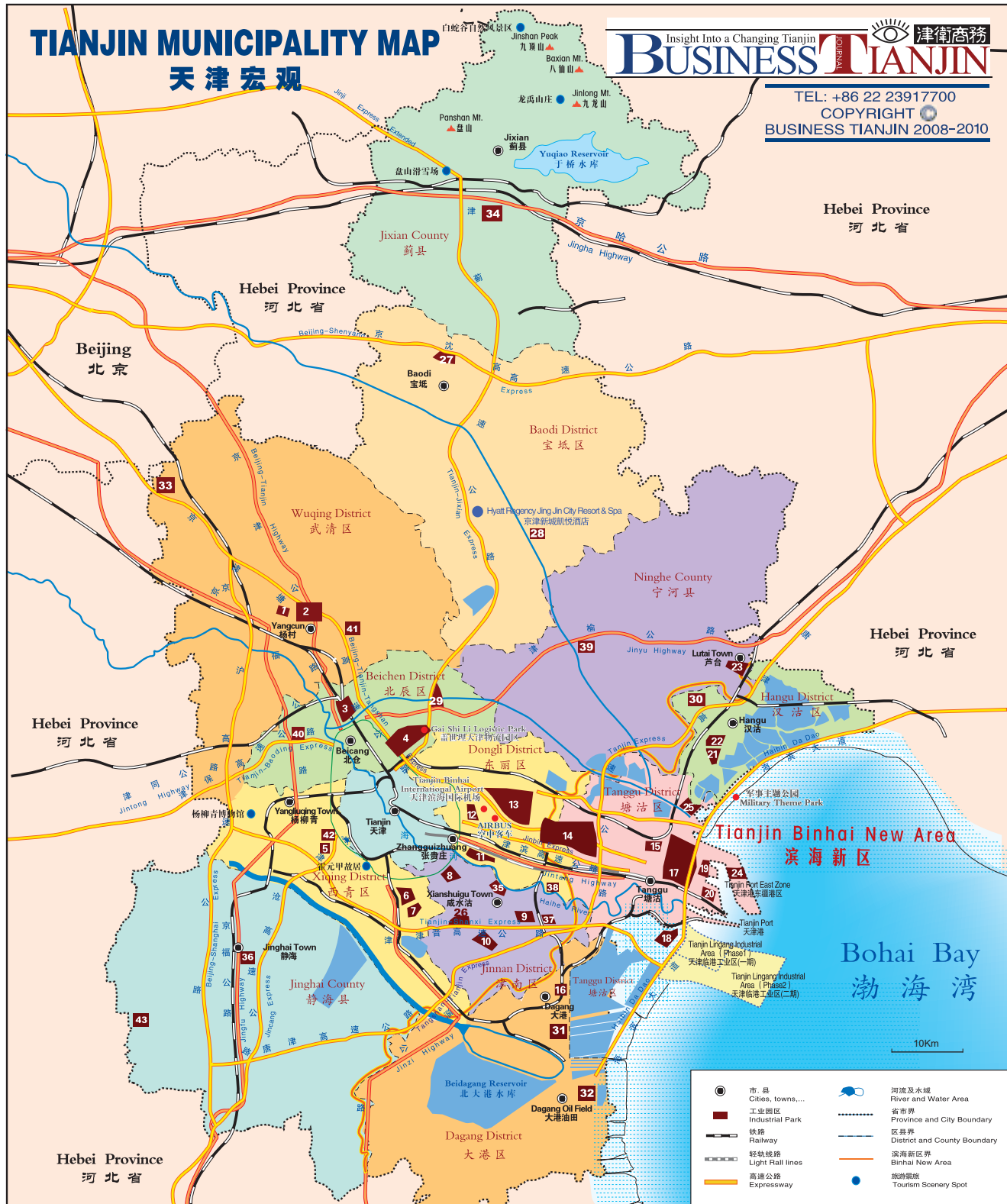
For further information, send e-mail to [info@chinabustravel.com](mailto:info@chinabustravel.com) or call **+86 135 0207 0987**

# Tianjin Industrial Parks & Economic Development Areas

## TIANJIN MUNICIPALITY MAP 天津宏观

Insight Into a Changing Tianjin  
**BUSINESS TIANJIN**

TEL: +86 22 23917700  
COPYRIGHT  
BUSINESS TIANJIN 2008-2010



### List of Tianjin Industrial Parks & Economic Development Areas

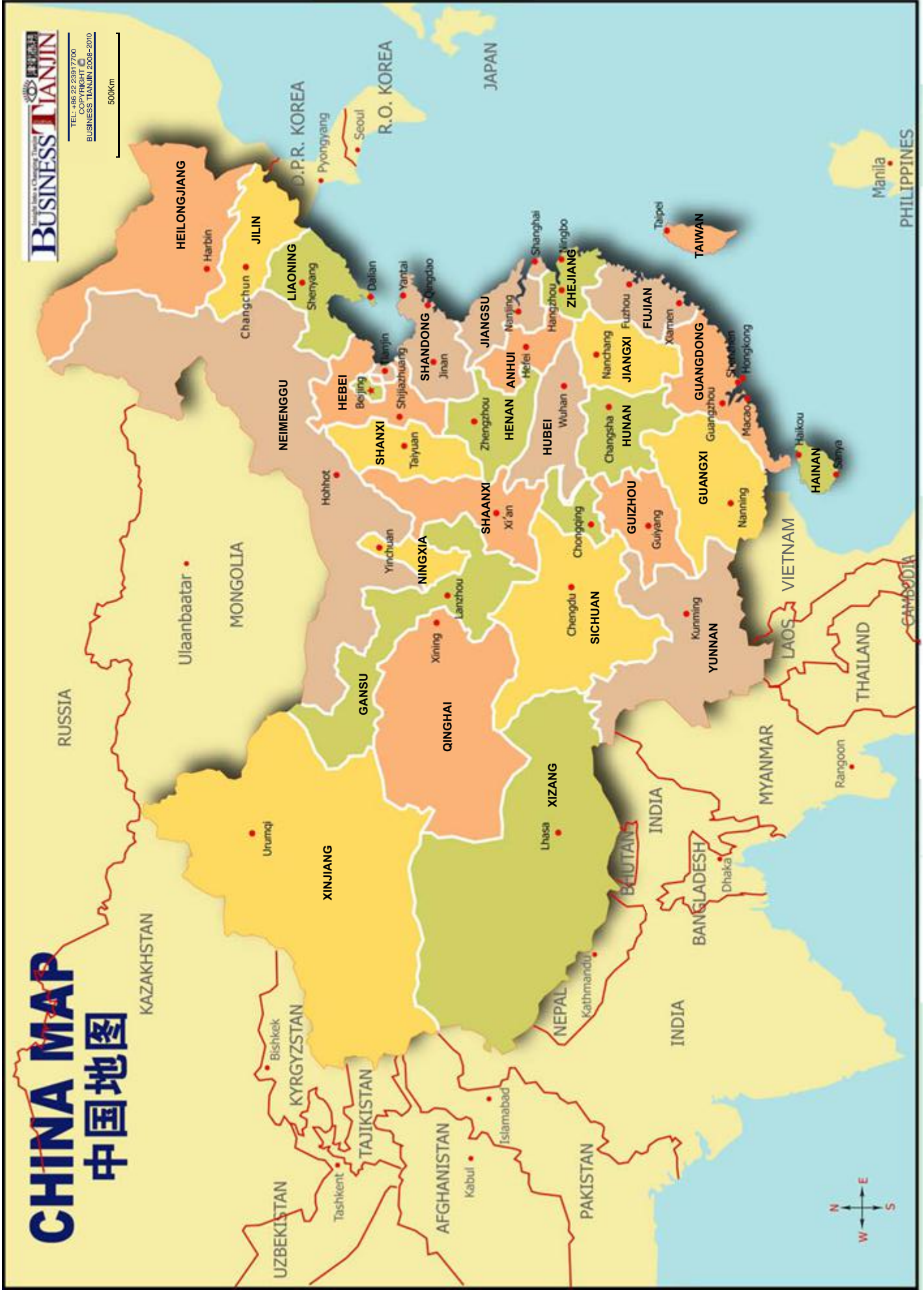
- |   |   |  |  |
|---|---|--|--|
| 1 TEDA Yat-Sen Scientific-Industrial Park<br>TEDA逸仙科学工业园  | 10 TEDA (Jinnan) Microelectronic Industrial Park<br>TEDA微电子(津南)工业区  | 19 Tianjin Port Container Logistics Center<br>天津港集装箱物流中心 | 28 Tianjin Baodi Jiuyuan Industrial Park<br>天津宝坻九园工业园区               |
| 2 Wuqing Development Area<br>武清开发区  | 11 Dongli Economic Development Area<br>东丽经济开发区                      | 20 Tianjin Port Free Trade Zone<br>天津保税区                 | 29 Tianjin Beichen Economic Development Area<br>天津北辰经济开发区            |
| 3 Beichen Hi-Tech Industrial Park (North)<br>北辰科技园(北区)  | 12 Tianjin Airport International Logistics Zone<br>天津空港国际物流区        | 21 TEDA Chemical Industrial Park<br>TEDA化学工业区            | 30 Tianjin Jinnan Chadian Industrial Park<br>天津津南鑫达工业园区              |
| 4 Beichen Hi-Tech Industrial Park (South)<br>北辰科技园(南区)  | 13 Tianjin Airport Industrial Park<br>天津空港物流加工区                     | 22 Hangu Chemical Industrial Park<br>汉沽化学工业区             | 31 Tianjin Dagang Economic Development Area<br>天津大港经济开发区             |
| 5 Tianjin Hi-Tech Industrial Park<br>Huayuan Industrial Development Area<br>天津高新技术产业园区<br>华苑产业区 | 14 TEDA West<br>天津经济技术开发区(西区)                                       | 23 Ninghe Economic Development Area<br>宁河经济开发区           | 32 Tianjin Dagang Petrochemical Industrial Area<br>天津大港石化产业园         |
| 6 Xiqing Development Area<br>西青开发区  | 15 Dagang Development Area<br>大港开发区                                 | 24 Dongjiang Duty-Free Port Area<br>天津东疆保税港区             | 33 Tianjin Wuqing Dawangou Economic Development Area<br>天津武清大王古经济开发区 |
| 7 TEDA (Xiqing) Microelectronic Industrial Park<br>TEDA微电子(西青)工业区                               | 16 Tanggu National Marine Hi-Tech Development Area<br>塘沽国家海洋高新技术开发区 | 25 Sino-Singapore Eco-City<br>中新生态城                      | 34 Tianjin Ji County Economic Development Area<br>天津蓟县经济开发区          |
| 8 Jinnan Economic Development Area (West)<br>天津市津南经济开发区(西区)                                     | 17 Tianjin Economic-Technological Develop. Area (TEDA)<br>天津经济技术开发区 | 26 Tianjin Balitai Industrial Park<br>天津八里台工业园区          | 35 Tianjin Jinnan Xinda Industrial Park<br>天津津南鑫达工业园区                |
| 9 Jinnan Economic Development Area (East)<br>天津市津南经济开发区(东区)                                     | 18 Tianjin Port Bulk Cargo Logistics Center<br>天津港散货物流中心            | 27 Tianjin Baodi Economic Development Area<br>天津宝坻经济开发区  | 36 Tianjin Jinghai Economic Development Area<br>天津静海经济开发区            |
|   |   |  | 37 Tianjin Jinnan Economic Development Area<br>天津津南经济开发区             |
|   |   |  | 38 Tianjin Junliangcheng Industrial Park<br>天津军粮城工业园区                |
|   |   |  | 39 Tianjin Panzhuang Industrial Park<br>天津潘庄工业园区                     |
|   |   |  | 40 Tianjin Shuangkou Industrial Park<br>天津双口工业园区                     |
|   |   |  | 41 Tianjin Wuqing Fuyuan Economic Development Area<br>天津武清福源经济开发区    |
|   |   |  | 42 Tianjin Zhongbei Industrial Park<br>天津中北工业园区                      |
|   |   |  | 43 Tianjin Ziya Industrial Park<br>天津子牙工业园区                          |

# CHINA MAP 中国地图

Through Ideas & Creativity, We Build The World  
**BUSINESS TANJIN**

TEL: +86 22 2397 7700  
FAX: +86 22 2397 7701  
BUSINESS TANJIN 2008-2010

500Km



## TIANJIN

## Chinese

## China Station

2F, Radisson Plaza Hotel Tianjin  
No. 66, Xinkai Lu, Hedong District  
Tel: +86 22 2457 8888

## 中国站

河东区新开路66号天津天诚丽笙世嘉酒店2层

## Din Tai Fung

No. 18, the junction of  
Zi Jin Shan Lu and Binshui Dao  
Hexi District  
Tel: +86 22 2813 8138

## 鼎泰丰

河西区宾水道与紫金山路交口18号

## Fortune Restaurant

2F, Crowne Plaza Tianjin Binhai  
No. 55, Zhongxin Da Dao  
Airport Industrial Park  
Tel: +86 22 5867 8888 ext. 2355

## 富淳中餐厅

空港物流加工区中心大道55号  
天津滨海圣光皇冠假日酒店2层

## Fountain Lounge

Hyatt Regency Jing Jin City  
Resort & Spa  
No. 8, Zhujiang Da Dao  
Zhouliang Zhuang, Baodi District  
Tel: +86 22 5921 1234

## 碧泉茶园

宝坻区周良庄珠江大道8号  
天津新城凯悦酒店

## Riverside Chinese Restaurant

3F, Holiday Inn Tianjin Riverside,  
Phoenix Shopping Mall  
East Haihe Road, Hebei District  
Tel: +86 22 2627 8888 ext. 2211  
海河轩中餐厅  
河北区海河东路凤凰商贸广场  
天津海河假日酒店3楼

## Shui An

1F, The Astor Hotel Tianjin  
No. 33, Tai'er Zhuang Lu  
Heping District  
Tel: +86 22 2331 1688 ext. 8920  
水岸中餐厅  
和平区台儿庄路33号天津利顺德大饭店豪华精选酒店1层

## Tao Li Chinese Restaurant

6F, Hotel Nikko Tianjin  
No. 189, Nanjing Lu, Heping District  
Tel: +86 22 8319 8888 ext. 3561  
桃李中餐厅  
和平区南京路189号  
天津日航酒店6层

## Indian

## Bawarchi Indian Restaurant

No. 69, bldg. B, Shang Gu  
Tianta Lu, Nankai District  
Tel: +86 22 2341 2786  
芭瓦琪印度餐厅  
南开区天塔路上谷商业街B座69号



## Japanese

## Benkay Japanese Dining

5F, Hotel Nikko Tianjin, No. 189  
Nanjing Lu, Heping District  
Tel: +86 22 8319 8888 ext. 3558  
和平区南京路189号天津日航酒店5层  
弁慶日本料理餐厅

## Kasumi

1F, Crowne Plaza Tianjin Binhai  
No. 55, Zhongxin Da Dao  
Airport Industrial Park  
Tel: +86 22 5867 8888 ext. 2322  
霞日式料理  
空港物流加工区中心大道55号  
天津滨海圣光皇冠假日酒店1层

## Kushi Grill

2F, Radisson Plaza Hotel Tianjin  
No. 66, Xinkai Lu, Hedong District  
Tel: +86 22 2457 8888  
串烧  
河东区新开路66号天津天诚丽笙世嘉酒店2层

## Seitaro

Sheraton Hotel Tianjin  
Zi Jin Shan Lu, Hexi District  
Tel: +86 22 2731 0909  
清太郎日本料理  
河西区紫金山路喜来登大酒店

## SôU

49F, Raffles Tianjin, No.219 Nanjing  
Road Heping District  
Tel: +86 22 2321 5888 ext.5106  
思创  
和平区南京路219号天津莱佛士酒店 49楼

## Thai

## Kudos Thai Restuarant &amp; Lounge Bar

No.88, Chengdu Road  
Heping District  
Tel: +86 22 2332 9988  
[www.livekudos.org](http://www.livekudos.org)  
泰廷泰国餐厅  
和平区成都道88号

## YY Beer House

(Behind International Building)  
No. 3, Aomen Lu  
Heping District  
Tel: +86 22 2339 9634  
粤园泰餐厅  
和平区澳门路3号(国际大厦后侧)

## Western

**Aulare**  
urban latin restaurant

## Aulare

Magnetic Plaza, Building A4  
2-16, Binshui Xi Dao  
Nankai District  
Tel: +86 187 2229 0691  
[tianjin@aulare.com](mailto:tianjin@aulare.com)  
艾伊莎贝西餐厅  
南开区滨水西道时代奥城A4座2-16号



**Aulare**  
urban latin restaurant  
艾伊莎贝西餐厅

Exotic Latin Cuisine  
in a private home-style atmosphere

异国拉丁风味  
尽享私人家庭式氛围

## RESERVATIONS

+86 187 2229 0691  
[TIANJIN@AULARE.COM](mailto:TIANJIN@AULARE.COM)

## ADDRESS

Magnetic Plaza, Building A4, 2-16  
Binshui Xi Dao, Nankai District  
300381 Tianjin, China

## HOURS

Monday - Thursday: 7AM - 11PM  
Friday & Saturday 8AM till late night  
Sunday: 8AM - 11PM



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

**1863 the Dining Room**  
1F, The Astor Hotel Tianjin  
No. 33, Tai'er Zhuang Lu  
Heping District  
Tel: +86 22 2331 1688 ext. 8918  
1863 至尊西餐厅  
和平区台儿庄路33号天津利顺德大饭店豪华精选酒店1层

**Café@66**  
1F, Radisson Plaza Hotel Tianjin  
No. 66, Xinkai Lu, Hedong District  
Tel: +86 22 2457 8888  
咖啡66  
河东区新开路66号天津天诚丽笙世嘉酒店1层

**Café Majestic**  
1F, The Astor Hotel Tianjin  
No. 33, Tai'er Zhuang Lu  
Tel: +86 22 2331 1688 ext. 8910  
凯旋咖啡厅  
和平区台儿庄路33号天津利顺德大饭店豪华精选酒店1层

**Chateau35 Wine Bar & Bistro**  
Opposite No. 79, Changde Dao  
Heping District  
Tel: +86 22 2331 5678  
古堡35西餐葡萄酒吧  
和平区常德道79号对面

**Drei Kronen 1308 Brauhaus**  
1F-2F, bldg. 5, Jinwan Plaza  
Jiefang Bei Lu, Heping District  
Tel: +86 22 2321 9199  
路德维格1308啤酒坊西餐厅  
和平区解放北路津湾广场5号楼1-2层

**Glass House**  
Hyatt Regency Jing Jin City  
Resort & Spa  
No. 8, Zhujiang Da Dao  
Zhouliang Zhuang, Baodi District  
Tel: +86 22 5921 1234  
水晶厨房  
宝坻区周良庄珠江大道8号  
京津新城凯悦酒店

**Hank's Sports Bar & Grill**  
No. 56, 1F, bldg. B, Shang Gu  
Tianta Dao, Nankai District  
Tel: +86 22 2341 7997  
汉克斯运动酒吧  
南开区天塔道上谷商业街B座  
1层56号

**Kiessling Western Restaurant**  
No. 33, Zhejiang Lu, Heping District  
Tel: +86 22 2330 0330  
起士林西餐厅  
和平区浙江路33号

**La Seine**  
No. 50, Tianjin Italian Style Town  
Ziyou Dao, Hebei District  
Tel: +86 22 2446 0388  
赛纳河法国餐厅  
河北区自由道意大利风情街50号

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

**Prego**  
3F, The Westin Tianjin  
No. 101, Nanjing Lu, Heping District  
Tel: +86 22 2389 0088  
意大利餐厅  
南京路101号天津君隆威斯汀酒店3层

**Seasonal Tastes**  
1F, The Westin Tianjin, no. 101  
Nanjing Lu, Heping District  
Tel: +86 22 2389 0088  
“知味”全日餐厅  
和平区南京路101号  
天津君隆威斯汀酒店1层

**Spectrum All-Day Dining**  
7F, Hotel Nikko Tianjin  
No. 189, Nanjing Lu, Heping District  
Tel: +86 22 8319 8888 ext. 3570  
彩西餐厅  
南京路189号天津日航酒店7层

**Terrace Cafe**  
1F, Sheraton Hotel Tianjin  
Zi Jin Shan Lu, Hexi District  
Tel: +86 22 2731 3388  
燕园咖啡厅  
紫金山路天津喜来登大酒店1层

**Café Venice**  
2F, Holiday Inn Tianjin Riverside  
Phoenix Shopping Mall  
East Haihe Road, Hebei District  
Tel: +86 22 2627 8888 ext. 2271  
威尼斯咖啡厅  
河北区海河东路凤凰商贸广场  
天津海河假日酒店2楼

**Wyndsong Restaurant**  
1F, Crowne Plaza Tianjin Binhai  
No. 55, Zhongxin Da Dao  
Airport Industrial Park  
Tel: +86 22 5867 8888 ext. 2333  
风之细语西餐厅  
空港物流加工区中心大道55号  
天津滨海圣光皇冠假日酒店1层



## Bars

**13 Club**  
Tianjin Italian Style Town  
Ziyou Dao, Hebei District  
Tel: +86 136 1208 7080  
河北区自由道意大利风情街

**China Blue**  
50F, Raffles Tianjin Hotel, No. 219,  
Nanjing Lu, Heping District  
Tel: +86 22 2321 5888  
中国蓝酒吧  
南京路219号天津莱佛士酒店50层

**JV'S Bar**  
1F, Main Building, Sheraton Hotel Tianjin  
Zi Jin Shan Lu, Hexi District  
Tel: +86 22 2731 3388 ext. 1845  
JV'S 酒吧  
河西区紫金山路天津喜来登大酒店  
主楼1层

**O'Hara's**  
1F, The Astor Hotel Tianjin  
No. 33, Tai'er Zhuang Lu  
Heping District  
Tel: +86 22 2331 1688 ext. 8919  
海维林  
和平区台儿庄路33号天津利顺德  
大饭店豪华精选酒店1层

**Qba Bar**  
2F, The Westin Tianjin  
No. 101, Nanjing Lu Heping District  
Tel: +86 22 2389 0088

**Q 吧**  
和平区南京路101号  
天津君隆威斯汀酒店2层

**Soul Bar**  
No. 291, Shaoxing Dao, Hexi District  
Tel: +86 22 2333 1777  
杜尚酒吧  
河西区绍兴道291号

## Accounting

**LEHMANBROWN**  
雷博國際會計  
International Accountants

**Tianjin Office:**  
Unit 2901 - 104  
The Exchange Tower 2  
No.189, Nanjing Lu  
Heping District  
Tel: +86 22 2318 5056  
Fax: +86 22 2318 5001  
E-mail: tianjin@lehmanbrown.com  
天津市和平区南京路189号  
津汇广场  
2座29层2901-104室

**Beijing Office:**  
6/F, Dongwai Diplomatic Building  
No. 23, Dongzhimenwai Dajie  
Beijing  
Tel: +86 10 8532 1720  
Fax: +86 10 85322746  
E-mail: beijing@lehmanbrown.com  
北京朝阳区东直门外大街23号,  
东外外交办公大楼602

**Shanghai Office:**  
Room 1501 & 1504, WanTai  
International Building,  
No.480, North Urumqi Lu  
Jing An District  
Tel: +86 21 6249 0055  
Fax: +86 21 6288 1636  
E-mail: shanghai@lehmanbrown.com  
上海市静安区乌鲁木齐北路480号  
1501&1504





**Buy IMPORTED WINE**  
from EUROPE

Selection of Red  
and White Wines.

**Free Home Delivery.**  
Box of 12 bottles.

Ask prices and our  
regular service by  
e-mail: wines@jin24h.com

## Associations

**ICCO (International Committee for Chinese Orphans)**

ICCO is a volunteer organisation dedicated to improving the lives of Tianjin's disabled orphans.  
iccosecretary@gmail.com  
www.tjicco.org

**Tianjin Toastmasters Club**

The club helps men and women learn and practice the arts of public speaking, listening, and leadership in a friendly social environment.  
victorwangwq@yahoo.com.cn

**TICC (Tianjin International Community Center)**

Association and meeting place for foreign passport holders and their families in Tianjin. Organise monthly coffee mornings, luncheons and social/fundraising events, supporting local charities.  
ticc\_09@hotmail.com  
tianjin.weebly.com

## Banks

**Bank of East Asia (BEA)**

Bldg. G, Rome Gardens  
No. 47, Youyi Bei Lu, Hexi District  
Tel: +86 22 2332 1662  
东亚银行有限公司  
河西区友谊北路47号罗马花园G层

**China Bohai Bank**

Bldg. 1, Magnetic Capital  
Binshui Xi Dao, Nankai District  
Tel: +86 22 5839 1358  
渤海银行  
南开区滨水西道奥城商业广场1号楼

**Citibank**

18F, The Exchange  
No. 189, Nanjing Lu, Heping District  
Tel: +86 22 8319 1988 ext. 73812  
花旗银行  
南京路189号津汇广场18层

**HSBC, Tianjin Branch**

Ocean Shipping Plaza  
No. 1, Haihe Dong Lu  
Hebei District  
Tel: +86 22 5858 8888  
香港上海汇丰银行天津分行  
河北区海河东路远洋广场1号

**Woori Bank**

Bldg. 1, Magnetic Capital  
Binshui Xi Dao, Nankai District  
Tel: +86 22 2338 8008  
友利银行  
南开区滨水西道奥城商业广场1号楼

## Car Dealers

**Porsche Center Tianjin**

No. 59, Qiche Yuan Zhong Lu  
Airport Industrial Park  
Tel: +86 22 2435 9911  
天津保时捷中心  
空港物流加工区汽车园中路59号

## Chambers

**European Chamber, Tianjin Chapter**

Room 15A17, Suite 17, Magnetic Plaza  
Binshui Xi Dao, Nankai District  
Tel: +86 22 5838 7993  
中国欧盟商会天津分会  
南开区滨水西道奥城商业广场17座15A17室

**German Business Circle Tianjin Deutscher Unternehmerkreis Tianjin, DUT**

Office 803, Huake Center  
No. 3, Kaihua Dao, Huayuan Industrial Area, Nankai District  
Tel: +86 22 8371 7855  
天津德国人联谊会  
南开区华苑产业区开华道3号华科创业中心803室

**German Chamber of Commerce, Tianjin Office**

No. 3, Yuliang Lu, Nankai District  
Tel: +86 22 2301 1709  
德国商会天津分会  
南开区育梁路3号

**The American Chamber of Commerce, Tianjin Chapter**

Room 2918, 27-29F, bldg. B  
The Exchange  
No. 189, Nanjing Lu, Heping District  
Tel: +86 22 2318 5075  
美国商会天津分会  
和平区南京路189号津汇广场B座27-29层2918室

**Tianjin Japanese Association**

Room 607, International Building  
No. 75, Nanjing Lu, Heping District  
Tel: +86 22 2313 2522  
天津日本人会  
和平区南京路75号国际大厦607室

**Tianjin Korean Chamber of Commerce & Industry**

1F, Feng Lin Hotel  
No. 6, Binshui Xi Dao  
Nankai District  
Tel: +86 22 2395 7991  
天津韩国商会  
南开区滨水西道6号枫林宾馆1层

## Education

**International Schools****International School of Tianjin**

Weishan Lu, Jinnan District  
Tel: +86 22 2859 2001  
国际学校天津分校  
津南区津南微山路

**Tianjin International School**

No. 1, Meiyuan Lu, Huayuan Industrial Area, Nankai District  
Tel: +86 22 8371 0900  
天津国际学校  
南开区华苑产业区梅苑路1号

**Tianjin Rego International School**

No. 38, Huandao Xi Lu  
Meijiang Nan, Hexi District  
Tel: +86 22 8816 1180 ext. 212  
Mobile: +86 138 2090 0420  
E-mail: j.zheng@regoschool.com  
Web: www.regoschool.org  
天津瑞金国际学校  
河西区梅江南环岛西路38号

**Tianjin GEMS World Academy**

Unit 3-307, TEDA MSD Block C 79  
1st Avenue, TEDA  
Tel: +86 22 6622 7888  
天津杰美司国际学校  
开发区第一大街79号泰达MSD-C区3楼307室

**Wellington College International Tianjin**

No. 1, Yide Dao, Hongqiao District  
Tel: +86 22 8758 7199 ext. 8001  
Mobile: +86 187 2248 7836  
registrar@wellingtoncollegeintl.cn  
www.wellingtoncollegeintl.cn  
天津惠灵顿国际学校  
红桥区义德道1号

## Kindergartens

**Hopeland International Kindergarten & Day Care Center**

No. 46, Xiaguang Dao  
Weijin Nan Lu, Nankai District  
Tel: +86 22 2392 3803  
荷兰国际幼稚园  
南开区卫津南路霞光道46号

## Language Schools

**Alliance Française de Tianjin**

2F, Education Centre Building,  
North gate of Balitai Campus,  
Tianjin Normal University, Wujiayao  
Street, Hexi District  
Tel: +86 22 2354 0218/0229  
天津法盟  
河西区吴家窑大街师范大学八里台校区北门教育中心大楼二层

**Care International Language Training**

Room 1402, bldg. 3, Chengji  
Centre, Nanjing Lu, Heping District  
Tel: +86 22 2737 3937  
凯尔语言培训中心  
和平区南京路诚基中心3号楼1402室

**Goethe German Language Centre Tianjin Foreign Studies University**

Bldg. 3, Tianjin Foreign Studies  
University  
No. 177, Machang Dao  
Hexi District  
Tel: +86 22 2326 5642  
天津外国语学院 歌德语言中心  
河西区马场道117号天津外国语学院3号楼

## Universities

**Nankai University**

No. 94, Weijin Lu, Nankai District  
Tel: +86 22 2350 1583  
南开大学  
南开区卫津路94号

**Raffles Design Institute, Tianjin**

Block H, no. 28, Jinjing Lu  
Xiqing District  
Tel: 400 688 7300  
天津莱佛士设计学院  
西青区津静路28号H座

## Event Planning



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

Also arrange the following:

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

## Catering Solutions

**Flo Prestige**

No.37, Guangfu Road  
Italian Style Town, Hebei District  
Tel: +86 22 2662 6688  
福楼外宴策划  
河北区意大利风情区光复道37号





## SERVICES

## Hotels &amp; Apartments

## ★★★★★ Hotels

**Crowne Plaza Tianjin Binhai**

No. 55, Zhongxin Da Dao  
Airport Industrial Park  
Tel: +86 22 5867 8888  
天津滨海圣光皇冠假日酒店  
空港物流加工区中心大道55号

**Golden Crown Hotel**

No. 18, Nanjing Lu, Hexi District  
Tel: +86 22 2303 8866  
金皇大酒店  
河西区南京路18号

**Golden Ocean Hotel**

No. 338, Nanjing Lu, Nankai District  
Tel: +86 22 2746 6666  
金泽大酒店  
南开区南京路338号

**Holiday Inn Tianjin Riverside**

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

**Hotel Nikko Tianjin**

No. 189, Nanjing Lu, Heping District  
Tel: +86 22 8319 8888  
天津日航酒店  
和平区南京路189号

**Hyatt Regency Jing Jin City Resort & Spa**

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

**Radisson Plaza Hotel Tianjin**

No. 66, Xinkai Lu, Hedong District  
Tel: +86 22 2457 8888  
天津天诚丽笙世嘉酒店  
河东区新开路66号

**Raffles Tianjin**

No. 219, Nanjing Lu, Heping District  
Tel: +86 22 2321 5888  
天津莱佛士酒店  
和平区南京路219号

**Renaissance Tianjin Hotel**

No. 105, Jianshe Lu, Heping District  
Tel: +86 22 2302 6888  
天津滨江万丽酒店  
和平区建设路105号

**Renaissance Tianjin Lakeview Hotel**

No. 16, Binshui Dao, Hexi District  
Tel: +86 22 5822 3388  
万丽天津宾馆  
河西区滨水道16号

**Sheraton Tianjin Hotel**

Zi Jin Shan Lu, Hexi District  
Tel: +86 22 2731 3388  
天津喜来登大酒店  
河西区紫金山路

**TEDA International Club Tianjin**

No. 7, Fukang Lu, Nankai District  
Tel: +86 22 5869 5555  
天津泰达国际会馆  
南开区复康路7号

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

No. 33, Tai'er Zhuang Lu, Heping District  
Tel: +86 22 2331 1688  
天津利顺德大饭店豪华精选酒店  
和平区台儿庄路33号

**The Westin Tianjin**

No. 101, Nanjing Lu Heping District  
Tel: +86 22 2389 0088  
天津君隆威斯汀酒店  
和平区南京路101号

**Tian Bao International Hotel**

No. 368, Jingmen Da Dao  
Baoshui District  
Tel: +86 22 2576 1588  
天津天保国际酒店  
保税区京门大道368号

**Tianjin Saixiang Hotel**

No. 8, Meiyuan Lu, Huayuan  
Industrial Area, Nankai District  
Tel: +86 22 2376 8888  
天津赛象酒店  
南开区华苑产业区梅苑路8号

## ★★★★★ Hotels

**Best Western Byronn Hotel Tianjin**

No. 90, Xi'er Dao  
Airport Industrial Park  
Tel: +86 22 8486 0000  
天津空港白云酒店  
空港物流加工区西二道90号

**Jinbin International Hotel**

No. 135, Anshan Dao, Heping District  
Tel: +86 22 8331 1818  
晋滨国际大酒店  
和平区鞍山道135号

## Apartments

**Ariva Tianjin No.36 Serviced Apartment**

No.36 Xikang Road  
Heping District, Tianjin  
Tel: +86 22 2352 3636  
招商·艾丽华36号服务公寓  
天津市和平区西康路36号

**Astor Apartment**

No. 32, Tai'er Zhuang Lu  
Heping District  
Tel: +86 22 2303 2888  
利顺德公寓  
和平区台儿庄路32号

**Modena Residence Heping Tianjin**

No. 37, Xining Dao, Heping District  
Tel: +86 22 2781 2288  
天津和平名致精品酒店公寓  
和平区西宁道37号

**Sheraton Apartment**

Zi Jin Shan Lu, Hexi District  
Tel: +86 22 2731 3388  
喜来登公寓  
河西区紫金山路

**Somerset International Building Tianjin**

No. 75, Nanjing Lu  
Heping District  
Tel: +86 22 2330 6666  
天津盛捷奥林匹克大厦服务公寓  
和平区南京路75号

**Somerset Olympic Tower Tianjin**

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

**Somerset Youyi Tianjin**

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

**TEDA International Club Tianjin**

No. 7, Fukang Lu, Nankai District  
Tel: +86 22 5869 5555  
天津泰达国际会馆公寓  
南开区复康路7号

**The Lakeview, Tianjin-Marriott Executive Apartments**

No. 16, Binshui Dao, Hexi District  
Tel: +86 22 5822 3322  
天津万豪行政公寓  
河西区滨水道16号

**Tianjin Centre Residences**

No. 219, Nanjing Lu, Heping District  
Tel: +86 22 5868 2888  
天津中心公寓  
和平区南京路219号

## Law Firm

**Beijing Yingke Law Firm**

**Tianjin Office**  
B-7F, FUTURE PLAZA, No. 103  
Weidilu, Hexi District  
Tel: +86 22 5837 7185  
北京盈科(天津)律师事务所  
河西区围堤道103号峰汇广场B座七层

## Logistics

**AGS Four Winds International Movers**

A1701 Vanke World Trade Plaza  
129 Nanjing Road, Heping District  
Tel: +86 22 2712 7759  
爱集斯国际运输服务有限公司  
和平区南京路129号万科世贸广场A座1701室

LOGISTICSTIANJIN can provide a full range of LOGISTICS SERVICES:

- Import and Export shipments
  - Pick up/deliver shipments and documents
  - Inland container transportation
  - Customs clearance
  - Inspection and quarantine declaration
  - Warehousing in bonded zones
- For further details, send e-mail to [service@logisticstianjin.com](mailto:service@logisticstianjin.com)

## Printing Material

TIANJINPRINT is a 24-HOURS professional printing service provider. Provides the highest level of service by employing the most advanced equipment, superior customer service, and excellent quality control systems, to ensure that customers receive the highest quality products and services. Print, including design, prepress, finishing, binding and inserting. For projects or inquiries, please send e-mail to [info@tianjinprint.com](mailto:info@tianjinprint.com)

## Promotional Products

PROMOTIANJIN is a traditional promotional products agency serving major corporations and non-profit agencies since 1998. Based in Tianjin, it has been actively serving accounts in financial services, health care, media, non-profit, advertising, cultural affairs and home and industrial furnishings fields. Main

clients are organizations of all sizes throughout China and abroad. For further details, please send e-mail to [gm@promotianjin.com](mailto:gm@promotianjin.com)

### Real Estate

**CB Richard Ellis Tianjin**  
9<sup>th</sup> Floor, Unit 903, Tower 1  
The Exchange, No.189  
Nanjing Road, Heping District  
Tel: +86 22 8319 2178  
[www.cbre.com.cn](http://www.cbre.com.cn)  
世邦魏理仕天津分公司  
和平区南京路189号津汇广场写字楼1号楼9层903单元

**DTZ Tianjin**  
12<sup>th</sup> Floor, Tower 1, The Exchange  
No.189, Nanjing Road, Heping District  
Tel: +86 22 2313 9751  
[www.dtz.com/cn](http://www.dtz.com/cn)  
戴德梁行天津办事处  
和平区南京路189号津汇广场1号楼12层

**Jones Lang LaSalle, Tianjin**  
Unit 3509, The Exchange Tower 1  
No. 189, Nanjing Road  
Heping District  
Tel: +86 22 8319 2233  
[www.joneslanglasalle.com](http://www.joneslanglasalle.com)  
仲量联行天津分公司  
和平区南京路189号津汇广场写字楼1号楼3509室

**Savills Tianjin**  
Unit 2601-02, Centre Plaza, No. 188, Jiefang Road, Heping District  
T: +86 22 5829 3388  
[www.savills.com](http://www.savills.com)  
第一太平戴维斯天津  
和平区解放路188号信达广场塔楼2601-02室

### Rentals



### CAR/BUS Rental Services in Tianjin and Beijing with reasonable rates.

To make a reservation or enquiry, please send e-mail to [info@chinabustravel.com](mailto:info@chinabustravel.com) or call +86 135 0207 0987



### Serviced Office

**The Executive Centre**  
29F, bldg. 2, The Exchange  
No. 189, Nanjing Lu, Heping District  
Tel: +86 22 2318 5000  
天津德事商务中心  
南京路189号津汇广场2座29层

### Travel Agencies

#### THE STARS TRAVEL

Tianjin's travel agency specializing in tourism for foreigners  
Tel: +86 159 2200 0555  
E-mail: [info@thestarstravel.com](mailto:info@thestarstravel.com)

### Tianjin China International Travel Service

No. 22, Youyi Lu, Hexi District  
Tel: +86 22 2810 9123  
天津中国国际旅行社  
河西区友谊路22号

### Tianjin China Travel Service

No. 16, Pingshan Dao, Hexi District  
Tel: +86 22 2430 1330  
天津市中国旅行社  
河西区平山道16号

### Spas

#### Dikara Spa

4F, Radisson Plaza Hotel Tianjin  
No. 66, Xinkai Lu, Hedong District  
Tel: +86 22 2457 8888 ext. 3910  
迪卡拉水疗中心  
河东区新开路66号天津天诚丽笙世嘉酒店4层

#### Green Bamboo Well Being Resort

6-17, bldg. 17, Magnetic Capital  
Binshui Xi Dao, Nankai District  
Tel: +86 22 8378 8397 (English)  
+86 136 0205 9458 (Attn: Elsa)  
青竹堂足疗养生馆  
滨水西道时代奥城商业广场17座6层17号

#### Heavenly Spa by Westin

6F, The Westin Tianjin  
No.101, Nanjing Lu, Heping District  
Tel: +86 22 2389 0088  
威斯汀天梦水疗  
和平区南京路101号天津君隆威斯汀酒店6层

#### Oasis SPA at Sheraton

1F, Sheraton Hotel Tianjin  
Zi Jin Shan Lu, Hexi District  
Tel: +86 22 2731 3388 ext. 2227  
喜来登绿洲  
河西区紫金山路天津喜来登大酒店1层



### Dental Clinics

**Aichi International Dental Centre**  
4F, Huaju Department Store  
No. 72-74, Xikang Lu  
Heping District  
Tel: +86 22 8568 5606  
爱齿口腔医疗中心  
和平区西康路72-74号华拒百货4层

#### Tianjin Dental Hospital

No. 75, Dagu Lu, Heping District  
Tel: +86 22 2711 9191  
天津口腔医院  
和平区大沽路75号



### Hospitals

#### Binhu Hospital of Chinese Traditional Medicine

(Next to IG Supermarket)  
Huanhu Nan Li, Ti Yuan Bei  
Hexi District  
Tel: +86 22 2330 0706  
滨湖中医医院  
河西区体院北环湖南里(建工超市旁)

#### Tianjin Children's Hospital

No. 225, Machang Dao  
Hexi District  
Tel: +86 22 2351 85305  
儿童病专科医院  
河西区马场道225号

#### Tianjin Eye Hospital

Mon-Sun 08:00-17:00. No. 4 Gansu Lu, Heping District  
Tel: +86 22 2731 3336  
天津市眼科医院  
河西区环湖西路体院北

#### Tianjin First Central Hospital

No. 24, Fukang Lu, Nankai District  
Tel: +86 22 2362 6249  
天津第一中心医院  
南开区复康路24号

#### Tianjin International SOS Clinic 1F, Sheraton Hotel

Zi Jin Shan Lu, Hexi District  
Tel: +86 22 2352 0143  
天津国际(SOS)紧急救援诊所  
河西区紫金山路天津喜来登大酒店公寓楼1层

### Department Store

**Hisense Plaza**  
No. 188, Jiefang Bei Lu  
Heping District  
Tel: +86 22 2319 8888  
海信广场  
和平区解放路188号

#### Isetan

Block C, Modern Town, No. 108  
Nanjing Lu, Heping District  
Tel: +86 22 2722 1111  
伊势丹  
和平区南京路108号现代城C区

#### LOTTE Department Store

No.137, Dong Ma Lu, Nankai District  
Tel: +86 22 5806 8888  
乐天百货  
南开区东马路137号

#### Tianjin Friendship Department Store

No. 21, Youyi Lu, Hexi District  
Tel: +86 22 6086 0000  
天津友谊  
河西区友谊路21号

#### Yamada Denki

Tianjin Center, No.219, Nanjing Lu  
Tel: +86 22 5835 8688  
亚马达电器  
和平区南京路219号天津中心商城

### Luxury Brands

#### ARMANI COLLEZIONI

1F, Hisense Plaza, No. 188  
Jiefang Bei Lu, Heping District  
Tel: +86 22 2319 8688  
阿玛尼  
和平区解放北路188号海信广场1层

#### Burberry

1F, Tianjin Friendship Department Store, No. 21, Youyi Lu, Hexi District  
Tel: +86 22 8837 8728  
巴宝莉  
河西区友谊路21号天津友谊商厦1层

#### Gucci

1F, Hisense Plaza, No. 188  
Jiefang Bei Lu, Heping District  
Tel: +86 22 2319 8138  
古琦  
和平区解放北路188号海信广场1层

#### Guess

1-2F ISETAN, Block C, Modern Town  
No. 108, Nanjing Lu, Heping District  
Tel: +86 22 2722 1111  
盖尔斯  
和平区南京路108号现代城C区伊势丹百货1-2楼

#### Dior

1F, Tianjin Friendship Department Store, No. 21, Youyi Lu, Hexi District  
Tel: +86 22 8837 1900  
迪奥  
河西区友谊路21号天津友谊商厦1层

**Louis Vuitton**

1F, Tianjin Friendship Department  
Store, No. 21, Youyi Lu, Hexi District  
Tel: +86 22 8837 8700  
路易威登  
河西区友谊路21号天津友谊大厦1层

**Prada**

1F, Hisense Plaza, No. 188, Jiefang  
Bei Lu, Heping District  
Tel: +86 22 2319 8198  
普拉达  
和平区解放北路188号海信广场1层

**Rolex**

1F, Hisense Plaza, No. 188, Jiefang  
Bei Lu, Heping District  
Tel: +86 22 2319 8121  
劳力士  
和平区解放北路188号海信广场1层

**Golf Clubs****Aroma (Tianjin) Golf Club**

Green base, Guangang Senlin Park  
Dagang District  
Tel: +86 22 6328 5000  
阿罗马(天津)高尔夫俱乐部  
大港区官港森林公园绿化基地处

**Fortune Lake Golf Club**

Jinwang Lu, Jinghai Zhen  
Regal Rivera Golf Club  
Tel: +86 22 6850 5299  
天津松江团泊湖高尔夫球会  
静海县津王路

**G&G Golf Clinic/ Pro shop/  
Club Fitting**

Tianjin Sports Center  
Binshui Xi Dao, Nankai District  
Tel: +86 22 2392 1937  
体育中心高尔夫  
南开区滨水西道体育中心内

**Jingjin New Town**

No. 1, Zhujiang Nan Lu, Baodi District  
Tel: +86 22 2966 9266  
帝景高尔夫俱乐部  
宝坻区珠江南路1号京津新城

**Tianjin International Hot Spring  
Golf Club**

No. 5, Zhongxin Da Dao  
Airport Industrial Park  
Tel: +86 22 2489 0391  
天津国际温泉高尔夫俱乐部  
空港物流加工区中心大道5号

**Tianjin Pearl Beach**

International Golf Country Club  
Yingcheng Hu, Hangu District  
Tel: +86 22 6720 1818  
天津龙海国际高尔夫乡村俱乐部  
汉沽区营城湖

**Yang Liu Qing Golf Club**

(Overpass the northern bridge)  
Yijing Lu, Yang Liu Qing Zhen  
Xiqing District  
Tel: +86 22 2792 2792  
杨柳青高尔夫俱乐部  
西青区杨柳青镇一环路(立交桥北)

**Golf Studios****Golf Clinic/LAB/Golf Fitness/  
Pro Shop/Golf Club Coupons**

B2, no. 92-1, Huaqiao Building  
Nanjing Lu, Heping District  
Tel: +86 22 2392 1936  
吉恩吉高尔夫诊断中心  
和平区南京路92号增1号华侨大厦B2

**Gyms****Powerhouse Gym**

Binjiang Shopping Center, Kaifeng Dao  
Xiao Bai Lou (1902 Street)  
Hexi District  
Tel: +86 22 2302 2008  
宝力豪健身俱乐部  
河西区小白楼滨江购物中心

**Sheraton Hotel Fitness Center**

Inside Sheraton Hotel Tianjin  
Zi Jin Shan Lu, Hexi District  
Tel: +86 22 2731 3388 ext. 2228  
喜来登健身美容中心  
河西区紫金山路喜来登饭店内

**Westin Workout**

5F, The Westin Tianjin  
No. 101, Nanjing Lu, Heping District  
Tel: +86 22 2389 0088  
威斯汀健身馆®  
南京路101号天津君隆威斯汀酒店5层

**Start Point Fitness Club**

5F, New World of Friendship Building  
No. 208, Binjiang Dao, Heping District  
Tel: +86 22 2331 8222  
起点健身俱乐部  
和平区滨江道208号友谊新天地5层

**Tudor Gymnasium Club**

8F, Center Plaza, No. 118  
Jiefang Bei Lu, Heping District  
Tel: +86 22 5829 8731  
都铎健身俱乐部  
和平区解放北路118号信达广场8层

**Swimming Pools****GLO Fitness & Health Club  
Swimming Pool**

6F, Hotel Nikko Tianjin, No. 189  
Nanjing Lu, Heping District  
Tel: +86 22 8319 8888 ext. 3290  
焕-健康中心游泳池  
和平区南京路189号天津日航酒店6层

**Swimming Pool by Westin**

5F, The Westin Tianjin  
No. 101, Nanjing Lu, Heping District  
Tel: +86 22 2389 0088  
威斯汀室内游泳池  
和平区南京路101号天津君隆威斯汀酒店5层

**Sheraton Hotel Tianjin  
Swimming Pool**

1F, Sheraton Hotel Tianjin  
Zi Jin Shan Lu, Hexi District  
Tel: +86 22 2731 3388  
喜来登酒店游泳池  
河西区紫金山路天津喜来登大酒店1层

**Swimming Pool at Radisson  
Plaza Hotel Tianjin**

4F, Radisson Plaza Hotel Tianjin  
No. 66, Xinkai Lu, Hedong District  
Tel: +86 22 2457 8888  
天诚丽笙世嘉酒店游泳池  
河东区新开路66号天津天诚丽笙世嘉酒店4层

**TICC Family BBQ**

Sunday 28<sup>th</sup> August

5:00pm-9:00pm

Terrace Café Garden Area

RMB 230 per adult

RMB 80 per child

(10 and under)

(inclusive BBQ & Beer)

proceeds donated to ICCO

Zi Jin Shan Road, Hexi District

Inquires: ticc\_09@hotmail.com



## TEDA &amp; TANGGU

## Brazilian

## Salsa Churrasco

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

## Chinese

## Wan Li Chinese Restaurant

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

## Yue Chinese Restaurant

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

## Japanese

## Sake n Sushi Bar

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

## Italian Restaurant



## Bene Italian Kitchen

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

## Teppanyaki

## Baiyi Teppanyaki

No. 2-1-6, King Buyer Shopping Mall  
No. 32, 3rd Avenue, TEDA  
Tel: +86 22 6629 5488  
百一铁板烧  
开发区第三大街32号鸿泰佰佰汇商业广场2-1-6号

Yupin Teppanyaki Restaurant  
Royal Palace

No. 10, 2nd Avenue, TEDA  
Tel: +86 22 6621 8038  
御品法式铁板烧  
开发区第二大街10号御景园

## Western

## Brasserie Restaurant

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



## Feast All Day Dining Restaurant

1F, Sheraton Tianjin Binhai Hotel  
No. 50, 2nd Avenue, TEDA  
Tel: +86 6528 8888 ext. 6210  
盛宴全日制西餐厅  
开发区第二大街50号  
天津滨海喜来登酒店1层

## Parrot Restaurant &amp; Bar

No. 88, Huanghai Lu, TEDA  
Tel: +86 22 6620 1663  
鹦鹉西餐厅酒吧  
开发区黄海路88

## BARS

## Dublin Irish Pub

No. 137, 3rd Avenue, TEDA  
Tel: +86 22 6629 2963  
督伯林爱尔兰西餐吧  
开发区第三大街137号



## Happy Soho Live Music &amp; Dance Bar

(Opposite of Central Hotel)  
No. 16, Fortune Plaza  
Third Avenue, TEDA  
Tel: +86 22 2532 2078  
欢乐苏荷酒吧  
开发区第三大街财富星座16号  
(中心酒店对面)

## Chamber

Tianjin TEDA Chamber of  
Commerce/International  
Chambers of Commerce

A-2, Investment Service Centre  
No. 19, Hongda Jie, TEDA  
Tel: +86 22 2520 1071  
天津开发区商会/国际商会  
开发区宏达街19号投资服务中心A-2

## Education

## International Schools

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

Tianjin TEDA Maple Leaf  
International School

No. 71, 3rd Avenue, TEDA  
Tel: +86 22 6622 6888  
天津泰达枫叶国际学校  
开发区第三大街71号

## Kindergartens

## Gymboree Play &amp; Music

2F, bldg. 1, Golden Street Centre  
Zhongxin Bei Lu, Tanggu District  
Tel: +86 22 6636 7699  
金宝贝  
塘沽区中心北路阳光金地中心  
1号楼2层

## Exhibition Centre

Tianjin Binhai International  
Convention & Exhibition Centre

5th Avenue, TEDA  
Tel: +86 22 6530 2888  
天津滨海国际会展中心  
开发区第五大街

## Hotels



## Holiday Inn Binhai Tianjin

No. 86, 1st Avenue, TEDA  
Tel: +86 22 6628 3388  
天津滨海假日酒店  
开发区第一大街86号

## Holiday Inn Express Tianjin Binhai

TEDA Fashion Plaza  
No. 11, Aoyun Lu, TEDA  
Tel: +86 22 5988 8999  
天津滨海快捷假日酒店  
开发区奥运路11号泰达时尚广场

RENAISSANCE TIANJIN TEDA  
CONVENTION CENTRE HOTEL

No. 29, 2nd Avenue, TEDA  
Tel: +86 22 6621 8888  
天津万丽泰达酒店及会议中心  
开发区第二大街29号



## Sheraton Tianjin Binhai Hotel

No. 50, 2nd Avenue, TEDA  
Tel: +86 22 6528 8888  
Fax: +86 22 6528 8899  
天津滨海喜来登酒店  
开发区第二大街50号  
<http://sheraton.com/tianjinbinhai>

## TEDA International Hotel &amp; Club

No. 8, 2nd Avenue, TEDA  
Tel: +86 22 2532 6000  
泰达国际酒店暨会馆  
开发区第二大街8号

## Spas

## Touch Spa

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

## Yue Spa

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

## Dental Clinics

Aichi International Dental  
Centre

Cuiheng Plaza  
No. 211, 3rd Avenue, TEDA  
Tel: +86 22 6629 1079  
爱齿口腔医疗中心  
开发区第三大街211号翠亨广场

## Hospitals

## TEDA Hospitals

No. 65, 3rd Avenue, TEDA  
Tel: +86 22 6520 2000  
泰达医院  
开发区第三大街65号

## Western Hospital

1F, Jiafu Garden, 2nd Avenue  
TEDA  
Tel: +86 22 6620 8676  
名医会馆  
开发区第二大街加孚园底商

## Golf Clubs

Tianjin Warner International  
Golf Club

No. 1, Nanhai Lu, TEDA  
Tel: +86 22 2532 6009  
天津华纳高尔夫俱乐部  
开发区南海路1号

## Gyms

## Champs Elysees

2F, Renaissance Tianjin TEDA  
Hotel & Convention Centre  
No. 29, 2nd Avenue, TEDA  
Tel: +86 22 6621 8888  
香榭丽舍健身俱乐部  
开发区第二大街29号天津万丽泰达酒店及会议中心2楼

Holiday Inn Binhai Hotel  
Fitness Center

15F, Holiday Inn Binhai Tianjin  
No. 86, 1st Avenue, TEDA  
Tel: +86 22 6628 3388 ext. 2960  
天津滨海假日酒店健身中心  
开发区第一大街86号天津滨海假日酒店15层



# Brasserie Flo comes to Tianjin

## Classic French food, excellent value

By Wang Na



**S**teeped in a hundred-year history of French catering, Brasserie Flo softly opened its second Asia branch in July in the exotic Tianjin Italian Style Town. The grand opening will be in September.

Asia's first branch opened in Beijing 12 years ago, and it quickly became the favourite French restaurant of Beijing magazines *The Beijinger* and *CityWeekend*. Now, Tianjin residents can savor the authentic, classic French cuisine – oysters, snail, foie gras and more – close to home.

The Chinese name of Brasserie Flo is *Fu Lou* (福楼), which sounds like a typical Chinese restaurant with the meaning of good fortune. Brasserie Flo is the first brasserie concept restaurant in Tianjin. The term “brasserie” means “beerhouse” in French and is a casual, relaxed place for people to enjoy delectable food and excellent service at affordable prices.

The design of Brasserie Flo in Tianjin is an inspirational copy of the Brasserie La Coupole in Paris that Jean-Paul Bucher restored 40 years ago. Upon entering Brasserie Flo, one immediately sees the straight geometric Art Deco designs and the floral and plant-inspired motifs of Art Nouveau. The room is elegant, quiet, and tables are well-spaced.


The Brasserie Spirit refers to the consistent excellence in food and service that the team provides to each guest. Tianjin servers, just as in Paris, are taught to be “star performers” as soon as dining service starts. They are required to speak simple French phrases, like *bonjour*, *au revoir*, and *bon appetit* to transport guests to Paris.

For businesspeople, Brasserie Flo is an ideal place to meet. A book called *The Art of the Business Lunch: Building Relationships between 12 and 2*, by Robin Jay, refers to the importance of having lunch with your business partners. He said that breaking bread breaks barriers. We spend so much time on the phone and corresponding via e-mail; lunch gives us the opportunity to expand contacts and learn things about potential clients that can help us in the future.

“Brasserie Flo Power Lunch menu has a lot of success in Beijing,” said Camille Chanlair, the restaurant’s marketing manager. “It is your perfect choice for a successful lunch with your colleagues or business partners in an elegant atmosphere with five star service. At lunchtime Brasserie Flo guarantees to serve you in just 45 minutes 2 courses when you order from the Power Lunch menu.”

The menu is created by Executive Chef Bertrand Combe, and changed every two weeks based on three basic criteria: fresh ingredients handpicked from local market, a balanced menu rich in nutrients and fresh natural flavors, and a variety of imaginative dishes and novel exotic tastes. The Power Lunch menu is priced at 88 CNY for two courses, 118 CNY for three, and 148 CNY for four courses from 12:00 to 14:30 during the weekday include coffee or tea.

Brasserie Flo has other set menus. Menu Brasserie, a 3-course menu with amuse bouche (298 CNY per person) is available all the time; Prestige Dinner Menu (from 158 CNY); and Weekend Lunch Menu (138 CNY).

*Brasserie Flo Tianjin will celebrate Chinese Valentine's Day on 6 August. For that romantic day Brasserie Flo will prepare a special menu, complete with a glass of champagne and a heart-shaped chocolate cake! And for each lucky woman dining that day, Flo will offer one rose and one surprise gift box! Don't miss it.* 

Brasserie Flo Tianjin 天津福楼法餐厅  
Address: No. 37, Guangfu Dao, Italian Style Town, Hebei District  
河北区意大利风情区光复道37号  
Tel: +86 22 2662 6688  
Hours: 11:30am-11:00pm  
88 CNY to 300 CNY per person.

## What Is Global Leadership? 10 Key Behaviors That Define Great Global Leaders

By Ernest Gundling, Terry Hogan and Karen Cvitkovich  
Reviewed by Susan Salzbrenner

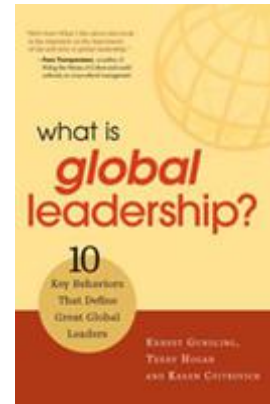
The newly published *What is Global Leadership?* is based on recent research conducted with exemplary global leaders in Asia, Europe, the Middle East, Africa and North America who represent a variety of industries – semiconductors, telecommunications, manufacturing, health care, pharmaceuticals, energy and retail. The leaders' perspectives are captured with anecdotes and stories about what it takes to be great on the global front.

When the authors set out to conduct their research, they were motivated to address the very question reflected in the book's title: What is global leadership? It turns out that many companies around the world are missing a key point: that global leadership is different from leadership in a domestic operation. The global economy requires a new set of leadership skills – imbued with a global mindset, cross-functional, and effective across cultures and nationalities – that were not as critical even a decade ago.

The book summarizes the findings of their research and presents 10 behaviors identified as critical to leadership success in international settings: Cultural Self-Awareness, Invite the Unexpected, Results through Relationships, Frame Shifting, Expanding Ownership, Developing Future Leaders, Adapting and Adding Value, Core Values and Flexibility, Influencing across Boundaries and Third Way Solutions. The behaviors themselves are surprisingly fresh and novel, reflecting the truly global nature of the research behind it. The presentation of the research includes stories and quotes from the leaders and interweaves case studies and scientific studies on culture, all of which serve to challenge the reader's own notions of leadership. In this, the authors succeed in breaking away from typical Western-centric leadership models and leverage the perspectives of a uniquely diverse participant group to break new territory with this book.

In addition to providing a detailed description of each behavior, the authors demonstrate how these can be applied in the context of leadership development programs, executive coaching, global teams and leader-led action learning. First-hand testimonials and best practice examples from some of today's top global organizations show how these behaviors look "on the ground". Whether one is leading an entire organization, a business unit or a geographically dispersed team, this book is an important resource for developing global leadership talent and defining leadership for the new global economy.

*If you want to purchase this book, please send an email to [BOOKS@INTERMEDIACHINA.COM](mailto:BOOKS@INTERMEDIACHINA.COM), we will deliver the book to your door.*



Language: English  
Hardcover: 448 pages  
Price: 250 CNY + Shipping

## QUOTATIONS OF THE MONTH

Life is 10% what happens to you and 90% how you react to it. - Charles Swindoll

Forgiveness is the fragrance that the violet sheds on the heel that has crushed it. - Mark Twain

Wherever you go, no matter what the weather, always bring your own sunshine. - Anthony J. D'Angelo

Education is when you read the fine print. Experience is what you get if you don't. - Pete Seeger

# Controlling Information

By Mike Cormack

Two stories regarding the Chinese internet have piqued my interest this month. First, Microsoft's Bing will provide English-language search results for Baidu in a deal sure to shake up the search engine scene. With English search requests in China expanding, and with Google's self-defenestration last year now giving it just 19.2% of the total market by revenue in the first quarter of 2011, this looks set to ensure Baidu's dominance. Teaming up with Bing will take away perhaps the sole reason for Chinese surfers to use Google, namely, to search in English. Currently, Bing is little-used in China, listing amongst "others" with 2.8% market share. This therefore looks a great move by Microsoft to promote and expand Bing, which is already gaining on Google worldwide, growing from

9.7% of US market share in May 2010 to 17% in May 2011.

This also looks a real victory for Microsoft's "softly-softly" China diplomacy. Despite the massive pirating of Windows and Office software (I have never seen an authentic copy in China), Microsoft has never complained about intellectual property infractions, nor raised any dissenting voice about censorship, self and otherwise. As business tactics, these have worked well: protesting about aspects of operating in China has certainly done Google no favours, regardless what you think of their ethical stance. Whether this will lead to increased purchases of MS Windows and Office in China remains to be seen, but it does seem to suggest that for foreign companies in China, you like it or lump it.

An interesting take on this comes from the Hidden Harmonies China blog. Stating that 19.2% of search revenue in China is still an "enormous" volume of searches, they suggest that information flow to China from the USA is far greater than flow to the USA from China. Who in the US uses Baidu? Thus, they argue, there's no need to police and control information flows in the US, because US consumers do it themselves. This is not an idea I agree with, but it's at least a different perspective. Information flows are just one expression of hegemony, perhaps the modern equivalent of capital flows during the colonial era. And with US net surfers on top of an apex they may barely even perceive, it will seem only natural to them to stay within their own information borders. Other countries may have different views on this.





Second, the thorny issue of foreign ownership of Chinese internet companies remains. After Jack Ma's transfer of Alipay from Alibaba Group (40% owned by Yahoo!) to a company owned by himself – apparently to get around regulations forbidding foreign ownership of key internet companies operating in areas such as banking or finance – this became a live issue, with firms fearing expropriation in the name of security or protectionism. The transfer has focused the attention of foreign capital on the risks of operating in China, at a time when there are already fears of an internet bubble and accounting standards.

Although agreement seems to have been reached between Alibaba, Yahoo! and Softbank (which owns 30% of Alibaba), the issues of security and sovereignty remain. Two researchers from the Chinese Academy of Social Sciences published an article in *Study Times*, a publication of the Communist Party School, giving a clue to government thinking:

The combination of capital and the Internet is a mighty

controlling power. The Internet is a special industry – once it is controlled by foreign capital, the impact could be severe. So far the issue of control has not been given sufficient attention.

If we judge by the indicator that a foreign control of over 20% stake is relatively controlled, and over 50% is majority-owned, then most Chinese Internet companies that are listed offshore are controlled by international capital. International capital thus controls our Internet industry.

(N.B. Many Chinese internet companies are listed in the USA using variable interest entities set up to locate companies in tax havens such as the Cayman Islands or the Virgin Islands). This is not, of course, an official statement or policy. But it does give insight into considerations of the Chinese internet industry: saying that foreign ownership "impact could be severe" suggests a strengthening in protectionist sentiment, at the least. It also highlights the fascinating process of the internationalising, liberalising

effects of capital interacting with the centralising, dominating force of bureaucratic power. While capital has its own momentum – always seeking to open up fresh markets and free itself from government oversight – the Chinese government obviously feels the internet is a key strategic industry of which it must retain control. The recent spate of IPOs in Chinese internet companies might therefore be a short-term phenomenon.

Does this mean there will be further "transfers"? That's impossible to answer at the moment. What does seem likely is that further tightening of internet controls are on the way, not just of content but of ownership and control. These might include areas such as limitations on foreign shareholding, stronger regulation and oversight, and restrictions on share sensitive areas (such as mapping, social networking sites or financial transactions). In this light, Microsoft's alliance with Baidu seems not only a good deal, but a tremendous seal of approval. ■



INQUIRIES  
WELCOME



GEMS students have gained acceptance to 355 universities in 28 countries.  
Won over 300 international and regional awards.



# GEMS World Academy

Tianjin Eco City, China

## A New World of Education Awaits

The GEMS World Academy, Tianjin Eco City, (GWA-TEC) will be the most modern, prestigious international school in Tianjin and the region.

Developed by GEMS Education, the world's largest private KG to Grade 12 education provider, GWA-TEC will offer state of the art facilities that break traditional boundaries. The school will provide its students with state of the art, stimulating learning environments of the highest quality.

In line with the Tianjin Eco-City's target to achieve 100% green buildings, GWA TEC's groundbreaking campus is projected to be one of the most sustainable schools in the world.

The curriculum will feature a fully integrated education, with a particular focus on sustainable development, where students can learn first hand through the eco-features of their own school facilities and the surrounding Eco City development.



The Varkey GEMS Foundation is a not for profit education Foundation. Its goal is to impact one hundred underprivileged children for every child enrolled in a GEMS school. 10 million will be impacted globally.

## Curriculum

The process of IB authorization, which all schools aspiring to become IB World Schools must go through, requires extensive preparation and teacher professional development. This culminates in an authorization visit by a team from the IB before final IB approval is considered. GWA-TEC has hired fully certified, internationally experienced staff with extensive IB experience.

## Facilities

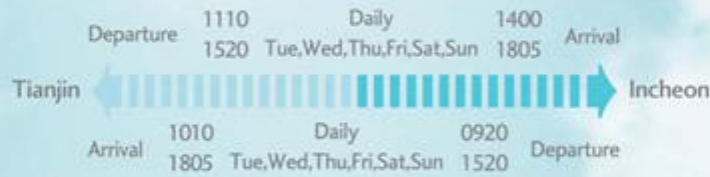
Education facilities at GWA TEC include; a planetarium, media centre, 300 seat auditorium and theatre, 200 metre athletic track, multi-purpose gymnasium, swimming pool, tennis, basketball and volleyball courts, AstroTurf playing field, health and fitness centre, library, ICT labs, dance, drama and art studios.

For more information and inquiries, please visit [www.gemseducation.com](http://www.gemseducation.com) or e-mail [admissions@gemsworldacademy-tec.com](mailto:admissions@gemsworldacademy-tec.com) [www.gemsworldacademy-tec.com](http://www.gemsworldacademy-tec.com)

Office Tel.No.:022-66227888



The world becomes smaller while your world becomes bigger with Korean Air, with its network of 112 cities in over 39 countries for quick and convenient flights to any destination.



Experience the power of network that connects your world

Korean Air Service Center: 40065-88888