

BUSINESS TIANJIN

InterMediaChina
www.businesstianjin.com



津衛商務

2015
APRIL

16 Excellence is Not an Accident Dialogue with Uwe Lukas

China's Economy in the 'New Normal' Era	20
Tianjin Scores High Marks in JLL's Global City Ranking	25
Updates on Enterprise Income Tax Treatments for Restructuring	34
How Fast can A Company Convert Cash into Even More Cash?	37
When the Foreign Product Craze Goes Too Far	56

ISSN 2076-3735



9 772076 373013

STARBUCKS
MACCHIATO
经典巧搭



优质阿拉比卡咖啡豆
 醇厚的浓缩咖啡，新鲜顺滑的牛奶
 精益求精的每个环节
 为您呈现星巴克特有的玛奇朵
 让我们恋上玛奇朵



浓缩焦糖玛奇朵  马卡龙
 Espresso Caramel Macchiato Macaron

海盐焦糖玛奇朵  原味意式硬饼
 Salted Caramel Macchiato Original Biscotti

THE GREAT WALL INTERNATIONAL MBA
 A Canadian-Chinese Joint Venture Program

International professors.
Chinese context.
Global vision.



MASTER OF BUSINESS ADMINISTRATION
 Specialization in International Business

Earn an MBA that expands your horizons. The Great Wall MBA is delivered in Tianjin, entirely in English, with the majority of classes taught by North American professors. Designed for working professionals, this weekend MBA program allows you to enhance your career while completing your degree. Differentiate yourself with the Great Wall MBA.



Want to learn more? Contact Brenton Reimer:
brenton.reimer@twu.ca



Tianjin economic ecological forum

info@TianjinEcoForum.com

Business Tianjin

April 2015



www.businesstianjin.com

ADVERTISING AGENCY
InterMediaChina
advertising@businesstianjin.com

PUBLISHING DATE
April 2015

Business Tianjin is FREE
For Members ONLY

ISSN 2076-3735

Dear Readers,

April prepares her green traffic light and the world thinks “Go!” as Christopher Morley rightly said in his novel John Mistletoe. The warm air is filled with the fragrance of spring blossoms and everyone seems a tad bit excited to get out and go about their work.

This month’s Cover Story is in the form of a dialogue with the General Manager of Crowne Plaza Tianjin Mr. Uwe Lukas an accomplished hotelier with great people skills. The changing economic landscape of China and the announcement of the current “new normal” in streamlining the administration to boost the economy is the editors’ choice this month. Monitoring the cash cycle and the profitability of human capital is discussed in the Management and Investment columns. While an interesting article about rising Chinese brands through various marketing strategies and an update on enterprise income tax treatments for restructuring is also included. This month’s On the Horizon column will shift its focus towards a more ‘deep beneath the sea’ affair as it sheds some light on the Bohai straight tunnel. You can also find more information and enlightening articles in this month’s edition.

As ever we hope you will enjoy reading our publication for this month. For more information about our magazine, or to subscribe to our daily e-newsletter service, please visit our website: www.businesstianjin.com.

Yours sincerely

Mike Ross

Managing Editor | Business Tianjin Magazine
managingeditor@businesstianjin.com



▲ **Excellence is Not an Accident Dialogue with Uwe Lukas**

If you want to choose the type of pillow for that perfect, unparalleled sleep, there are at least five kinds to choose from the Crowne Plaza's Pillow Menu. This 493-room upscale hotel in Tianjin takes luxury to a whole new level and at its helm is General Manager Uwe Lukas whose decades of experience in the industry can be relied upon to deliver near-flawless operation. [See P16](#)



◀ **Making the Best of Interviews**

In a recent radio show, China International Radio's Career Builders, I was asked to talk about the volume of Chinese job changing around the Spring Festival time and spoke mainly from the point of view of Chinese employees. It was a very interesting discussion. Unlike the situation in China, British employers barely worry about the "festive employee loss" issue. [See P31](#)



◀ **When the Foreign Product Craze Goes Too Far**

Globalisation has made it much easier for people to buy products and services from the opposite end of the globe. Big companies have adapted to this new age by gearing their operations towards a more global consumer base. China's rapidly expanding middle class has long been a golden goose for money-hungry foreign firms. [See P56](#)

- 07 **BIZ BRIEFS**
- 10 **EVENT CALENDAR**
- 12 **NUMBERS**
- 14 **ECONOMY**
Economy Report
- 16 **COVER STORY**
Excellence is Not an Accident
Dialogue with Uwe Lukas
- 20 **FEATURE STORY**
China's Economy in
the 'New Normal' Era
- 22 **INVESTMENT**
Investing in Yourself: How to Turn
Human Capital into Financial Capital
- 25 **REAL ESTATE**
Tianjin Scores High Marks in JLL's
Global City Ranking
- 28 **MARKETING**
The Rise of Chinese Brands
- 31 **HR**
Making the Best of Interviews
- 34 **LEGAL ASSISTANCE**
Updates on Enterprise Income Tax
Treatments for Restructuring
- 37 **MANAGEMENT**
How Fast can A Company Convert
Cash into Even More Cash?
- 40 **ON THE HORIZON**
Bohai Strait Tunnel
- 42 **CHAMBER REPORTS**
US, EU, Germany
- 45 **PAST EVENTS**
Matchmaking and "The Art of Dough"
with Kids at St. Regis Tianjin
- 46 **LISTINGS**
- 51 **TRANSPORTATION**
- 52 **BUSINESS CHINESE LESSON**
- 54 **ART & LEISURE**
- 56 **LAST WORD**
When the Foreign Product Craze
Goes Too Far

TIANJIN NEWS

Handtmann Group establishes production base in Asia

On 12 March 2015, Handtmann Light Metal Foundry (Tianjin) Co., was set up at Tianjin Airport Economic Zone. With an investment of 75 million EUR, the main products of the company are the shells of the gearbox and clutch to Automobiles. Annual sales are expected to reach 90 million EUR in 2018. Handtmann Group has 140 years experience as a systems supplier for the automotive industry in Europe. Annual sales reached 650 million EUR in 2014. Handtmann Light Metal Foundry (Tianjin) Co., Ltd covers an area of 52,000 square meters with 12 sets of dye casting machines and 2 sets of capacity furnaces. It can make 27,000 tons of aluminium ingots every year and plans to make 2 million gearbox and clutch shells every year. This is the first production base of Handtmann Group in Asia.



Tianjin FTZ Aims for Long-term Development Role

A new free trade zone in northern China will allow foreign investors to participate in China's ancient salt trade for the first time. The decision comes just months after the central government decided to scrap the country's 2,000-year-old monopoly on salt and open the business to domestic private traders. The Tianjin Pilot Free Trade Zone will allow foreigners to establish sole-proprietor businesses, rather than joint ventures, and invest in salt wholesaling to overseas buyers.



Beijing-Tianjin-Hebei to Establish Intercity Railroad Network

Beijing, Tianjin, and Hebei provinces will begin to construct an intercity high-speed train network in 2015. According to professionals, this growth in infrastructure will bring huge opportunities to manufacturers in finished vehicles, vehicle components and the parts industries. The expectation is for the Beijing-Tianjin-Hebei area to establish a transportation network including intercity high speed trains and urban subways and trains. This network will reflect the current and newly established intercity railway transportation network in the Pearl River Delta area.



Tianjin to Open New Tribunal in Free Trade Zone

Tianjin High People's Court announced on Tuesday that it will establish a tribunal for the China (Tianjin) Pilot Free Trade Zone (FTZ) to provide judicial services to investors. The tribunal will accept civil and commercial cases in finance, investment, trade, intellectual property, and real estate. Litigants in the zone can file lawsuits with an online system to an electronic service platform, which aims to make the procedure more convenient.

Chinese Firms Seek Business Link with Myanmar

A delegation comprising business leaders from 40 State-owned enterprises from China's eastern port of Tianjin have held a meeting with their Myanmar counterparts to explore business and trade opportunities. The Tianjin delegation was led by Li Fuming, Chairman of State-owned Assets Supervision and Administration Commission of Tianjin Municipal People's Government while the Myanmar delegation was headed by Union of Myanmar Federation of Chambers of Commerce and Industry Vice President Dr Myo Thet.



FLO BRASSERIE Michelin's Spring Culinary Indulgence

Menus du Chef

- Brunch Menu 298 RMB 5 Courses Weekend
- Business Lunch 148 RMB 3 Courses From Monday to Friday
- Brasserie Dinner Menu 328 RMB 3 Courses 398 RMB 1 Course

Michelin Chef Daniel CHAMBON

No. 37 Guangfu Road, Italian Style Town Hebei District, Tianjin
126626000 11932 www.flo.cn

FINANCE

Premier Li Highlights Key Role of E-commerce

Premier Li Keqiang has shown his support for online shopping, express delivery services and e-commerce. Li said interaction between online and offline business can effectively boost the vitality of the market. Li urged both online and offline retailers to pay more attention to the quality of their products in order to protect consumers' rights and interests.

HK Wants Deeper Integration with Mainland



Political advisers and national legislators from Hong Kong have called for deeper integration with the mainland economy, based on the pilot programs including the Guangdong Free Trade Zone and the Stock Connect. Based on the nation's boldest trial to partly open its capital accounts in Shanghai FTZ, companies can move funds efficiently through a two-way channel between its offshore entity and the unit inside the FTZ.

Foreign Investment Restrictions to be cut



China is cutting the number of industries in which it restricts foreign investment, in a move to further open up the market. The new Catalogue for the Guidance of Industries for Foreign Investment has gained approval from the State Council, China's cabinet, and will come into force from 10 April. Within manufacturing, the list includes the ethylene, papermaking, and electric transformation equipment industries. Services include the e-commerce, logistics, and transportation, finance and culture sectors. The number of restricted sectors has been cut from 79 to 38.

New Asian Investment Bank could be Launched this Year



The Asian Infrastructure Investment Bank could be formally launched by the end of 2015, China's deputy finance minister has said. Chinese President Xi Jinping first spoke of an idea of the AIIB during a visit to Indonesia in October 2013. China has offered to be the largest shareholder of the 50 billion USD in situation, with a stake of as much as 50 percent.

LAW & POLICY

New Guangdong FTZ Set to Boost Investment

The newly approved Guangdong Pilot Free Trade Zone will offer preferential policies for investment from the special administrative regions of Hong Kong and Macao, according to a top provincial official. Administrative committees have been established to oversee operations in the three areas. Qianhai and Shekou will be developed into pilot areas for opening up the financial sector, and will also focus on technology and information services and modern financial services. Hengqin will focus on sectors such as tourism, culture, science and education.

China to Issue Guidelines for Web Finance Companies



China will soon come out with guidelines for the healthy development of the Internet finance sector, a top banking official said. The upcoming regulations have sparked interest among members of the CPPCC National Committee this year as Internet financial products and services have grown rapidly in China. China has already become the world's largest peer-to-peer lending market. By the end of September 2014, about 1,400 peer-to-peer lending platforms had raised funding of 110 billion CNY (18 billion USD).

TELECOM

Apple Watch Clones Beat the Real Thing to Market



Weeks before Apple Inc's first smartwatch hit the stores; Chinese resellers are already selling cheap resemblances online. Selling at around 300 CNY (47.9 USD) on Taobao, the "D Watch" has become a popular gadget for Chinese buyers. The device has most of the features of the Apple product, including step tracks, calendar and Bluetooth-enabled remote camera control. It is also equipped with a square glass screen that is identical to the Apple Watch.

Online Promotions to Face More Scrutiny in China

Online advertising will be subject to more scrutiny in China, after a top regulator said on Wednesday that the government would come out with more rules to supervise the sector. Statistics from the State Administration for Industry and Commerce showed that Internet advertisement revenue in China jumped 36.7 percent year-on-year to 90 billion CNY in 2014.

GENERAL

Auto Dealers Linked to Needless Repairs

Many auto dealers in China are exaggerating the problems of vehicles that come in for repair in order to make more profit. 73 percent of dealers overstated a simple problem in the induction coil of the ignition system and talked consumers into having a number of components in the ignition system replaced. A number of car dealerships, operating under Dongfeng Nissan Passenger Vehicle Co, Shanghai Volkswagen and Mercedes-Benz in Beijing, Tianjin, Shanghai and Hangzhou, have been charging consumers thousands of Yuan for a simple problem.

BMW Leads the Auto Industry in New-energy Vehicles

China's new-energy vehicle industry is booming because of a rising awareness of saving energy, and protecting the environment. Dozens of new-energy car models were launched in the market last year, giving more choices for environmentally conscious drivers. Thanks to the Chinese government's strong policy support and car manufacturers' focus on new-energy vehicles, China sold nearly 30,000 plug-in hybrid cars last year, almost nine times the sales of the previous year.

Twitter Targets Chinese Advertisers

Twitter Inc has established an office in Hong Kong to target Chinese advertisers who plan to expand overseas. The online social networking provider's first site in China will provide online and mobile ad services to local brands across the country and bring Twitter a new source of ad revenue. The office reflects the increasing demand in China for the services that this type of social media platform offers.

CHINA IN THE WORLD

CNR, CSR Merger Passes Overseas Antitrust Scrutiny

China's high speed rail manufacturers China North Railway (CNR) and China South Railway (CSR) announced that their merger has passed overseas antitrust scrutiny. According to local laws, antitrust regulators must approve the merger with no additional conditions or obligations attached. The approvals mean that the two firms' overseas projects will not be affected by the merger.

China, Australia Joint Venture to Build Highway in N. Vietnam

A China-Australia joint venture will build a 3.4-kilometer highway in Vietnam's northern Quang Ninh province. The highway, which serves as a pathway for Bac Luan II Bridge in Quang Ninh province, will be constructed by two Chinese companies and an Australian company under the Build-Transfer (BT) contract with investment of 930.2 billion Vietnamese dong (43.57 million USD).

China, Australia Joint Venture to Build Highway in N. Vietnam



A China-Australia joint venture will build a 3.4-kilometer highway in Vietnam's northern Quang Ninh province. The highway, which serves as a pathway for Bac Luan II Bridge in Quang Ninh province, will be constructed by two Chinese companies and an Australian company under the Build-Transfer (BT) contract with investment of 930.2 billion Vietnamese dong (43.57 million USD).

To subscribe to our daily Biz Brief E-newsletter, please email editor@businesstianjin.com



Freelance Writers, Editors & Proofreaders Needed at Tianjin's Premier Business Magazine!

We are looking for:

- Native or high level English speakers who also have excellent writing skills.
- A good communicator who has the ability to work as part of a diverse and dynamic team.
- Basic Chinese language abilities and experience in journalism and/or editing are preferred but not crucial.

If you are interested in contributing to our magazine, please send your CV and a brief cover letter to coordinator@businesstianjin.com

Include your event email to
editor@businesstianjin.com

08

WED
星期三

Rail + Metro China 2015

2015第十届中国国际轨道交通展览会
 ⬆ Shanghai New International Expo Center
 上海新国际博览中心
 ☎ +86 21 6295 1060
 8-10 April

10

FRI
星期五

13th Finance and Investment Banking Expo 2015

2015第十三届投资理财金融博览会
 ⬆ Shanghai Everbright Convention & Exhibition Center
 上海光大会展中心
 @ www.jinrongzhan.com
 10-12 April



10

SAT
星期六

Tianjin Spring Media Expo

2015天津春季传媒博览会
 ⬆ Tianjin International Exhibition Center
 天津国际展览中心
 ☎ 400 677 3709
 10-12 April



09

THU
星期四

2015 Beijing International Automotive Repair and Testing Equipment Exhibition

2015北京国际汽车维修检测设备
 及汽车养护展览会
 ⬆ China International Exhibition Center (Old)
 中国国际展览中心 (老馆)
 ☎ +86 10 8471 0628
 9-12 April



10

FRI
星期五

The 12th China (Tianjin) International Coatings Show 2015

2015第十二届中国(天津)国际涂料展览会
 ⬆ Tianjin International Exhibition Center
 Center 天津国际展览中心
 ☎ +86 22 2823 3538
 10-12 April



10

FRI
星期五

5th China (Tianjin) International Electronic Production Equipment and Electronics Industry Exhibition 2015

2015第五届中国(天津)国际电子生产设备暨
 电子工业展览会
 ⬆ Tianjin International Exhibition Center
 Center 天津国际展览中心
 ☎ +86 22 2823 3538
 10-12 April

Special Days

1 April April Fool's Day
 5 April Easter Day

7 April World Health Day
 22 April World Earth Day

10

FRI
星期五

The 11th China (Tianjin) International Spechem Exhibition

2015第12届中国(天津)国际精细化工展览会
 ⬆ Tianjin International Exhibition Center
 Center 天津国际展览中心
 ☎ +86 22 2823 3538
 10-12 April

14

TUE
星期二

2015 12th International High-end Health Edible oil and Olive Oil Expo

2015第12届国际高端健康食用油暨橄榄油博览会
 ⬆ China International Exhibition Center (New)
 中国国际展览中心 (新馆)
 ☎ +86 10 8575 9407
 14-18 April



16

THU
星期四

The 6th China International High-end Drinking Water Expo 2015

2015第六届中国国际高端饮用水博览会
 ⬆ China International Exhibition Center (New)
 中国国际展览中心 (新馆)
 ☎ +86 10 8578 5006
 16-18 April



16

THU
星期四

10th Tianjin International Jewelry Fair 2015

2015第十届天津国际珠宝首饰展览会
 ⬆ Tianjin Meijiang International Convention &
 Exhibition Center
 天津梅江国际会展中心
 @ http://www.qygjzl.com/
 16-20 April



23

THU
星期四

Shanghai International Brew & Beverage Manufacturing Technology and Equipment Exhibition 2015

2015上海国际啤酒、饮料制造技术及设备展览会
 ⬆ Shanghai International Expo Center
 上海国际博览中心
 ☎ +86 21 5988 5795
 23-25 April



27

MON
星期一

2015 10th Beijing International Swimming Pools & SPA Expo

2015第十届北京国际泳池沐浴SPA展览会
 ⬆ China International Exhibition Center (Old)
 中国国际展览中心 (老馆)
 ☎ +86 10 8586 4985
 27-29 April

Numbers

1 Bn

Comic Relief has raised more than 1 billion GBP since the charity was founded 30 years ago, with more than 78 million GBP raised by the end of Friday's live show. Red Nose Day 2015 coverage included a host of celebrities performing one-off sketches live on BBC One.



45 Mln

Chinese billionaire, Lu Yiqian paid 45 million USD to own a 600-year old Tibetan tapestry, known as Thangka to bring back the historic and significant artwork to the mainland. Auctioned at Christie's it was a new record price tag for any Chinese work of art sold by an international auction house.



19

Based in Changsha, Chinese Broad Sustainable Building company built an entire 57-storey mixed-use building brick by prefabricated brick at a rate of three full stories a day. The building took only 19 days to complete. It has 800 apartments and enough office space for 4,000 people. It was originally planned to be built up to a height of 220 stories, but it was cut down because of concerns it was too close to a nearby airport.

38.2%

A new study shows that around 38.2 percent of Chinese people are found to be suffering from insomnia. The study also found that Chinese people are feeling more tired than they ever have since 1900. Only 21 percent of those suffering from sleep problems tend to seek medical assistance.

570S

McLaren is set to reveal its new Sports Series at next month's 2015 New York Auto Show. Like the Super Series and Ultimate Series, the Sports Series will be made up of several 'family' members distinguished by performance and styling attributes. The first Sports Series car will be the mid-level performer and it will be called a "570S".



2020

The director of Google's self-drive car project has revealed his motivation for ensuring that the technology is standard on roads within five years. Some automotive firms have opted to introduce driver-assist functions in cars in the hope that the technology can gradually win over the many sceptics who would be uncomfortable in a fully automated car.

5

Five Chinese universities are listed on the 100 best universities in the world, according to the latest Times Higher Education (THE) rankings report. Tsinghua University and Peking University listed 26th and 32nd followed by University of Hong Kong, National Taiwan University and Hong Kong University of Science and Technology.



70 KM

Two officials from a local court were spotted riding a zip-line with the national emblem to handle a case in a remote mountainous area. They had to take a journey that stretched over 70 kilometers to a remote village in Fengjie County, in southwest China's Chongqing Municipality to set up a temporary court and solve a civil dispute.

3rd

Indonesia has posted a trade surplus for the third month. But exports and imports both fell around 16%, indicating the extent to which activity has slowed in Southeast Asia's largest economy since the heady days of 6.5% GDP growth just three years ago.



Economy Report

By Andrew Smith



In March all eyes were on Chinese Premier Li Keqiang as he confirmed what many analysts had predicted – a GDP growth target of 7 percent for 2015. At the annual National People's Congress Li laid out his vision for the coming year. Amongst other things, he emphasised the need for structural reform which would revitalise the nation's economy. He also expressed his view with agreement to financial analysts that the current rates of growth are the "new normal". This will be much slower than previous decades but there seems to be a broad consensus that by shifting the focus towards improving people's quality of life and instituting a more sustainable economic model in the long term is

the right way to go.

We are always hearing about the economic transformation but there are very few real signs that it is happening at a decent pace. The New York Times recently published an enlightening article about how China's traditional strengths are turning into weaknesses. Their reporter, Neil Gough, pointed out that "China has far more steel mills than it needs, a problem made worse by the country's shrinking housing market, the most voracious consumer of the metal. Companies have scaled back or closed, as domestic steel prices have collapsed". "With scant demand at home", he says "the remaining mills have looked beyond their borders for business. China shipped a record 100

million metric tons of steel overseas in the 12 months ended in February, a 55 percent increase from the previous year". The export-orientated model is widely considered to be outdated and in need of a drastic change. By encouraging more demand the government hopes to grow the economy in a way that relies far less on investment and selling cheap goods to foreign consumers. To do that though there will have to be a serious reform agenda, sooner rather than later.

In the meantime all the key indicators are showing a slowdown. The latest figures show that industrial production grew by 6.8 percent in the first two months of the year, which makes it the slowest quarterly growth

since the darkest days of the global financial crisis. According to data from the National Bureau of Statistics, retail sales grew by 10.7 percent in the first two months of the year. Analysts had widely predicted an 11.7 percent rise from a year before. Industrial output was also a percentage point below expectation, growing at 6.8 percent from a year before rather than 7.8 percent. Fixed asset investment, which is a crucial driver of growth in the Chinese economy, grew by 13.9 percent. The consensus was that a 15 percent would have been satisfactory.

Some commentators are suggesting that the recent moves to stimulate faster growth need to be stepped up a notch. Donna Kwok, senior China economist at UBS, said that "What we actually need to see is a further interest rate cut, of which we're expecting one or two more this year just to keep down real financing cost in the economy. And to counter the ongoing capital outflows, we also need further liquidity provisioning; and to do that, the PBOC can also provide RRR cuts, we're expecting at least two more this year to counter and keep base money supply stable".

Another rate cut, perhaps in the next quarter, seems highly likely given that inflation is historically at a very low level. At the end of last year inflation was growing so slowly that people were starting to worry about a devastating deflationary cycle. However, the most recent figures suggest that inflation is around 1.4 percent. This is a more welcomed number than the 0.8 percent growth we saw in January. In part this can be attributed to the Spring Festival celebrations which normal cause a brief surge in consumer demand. In Premier Li's speech he mentioned that the inflation target for this year had been lowered from 3.5 percent to just 3 percent, but it still seems unlikely that to reach those levels given the weakening fundamentals in the economy as a whole.

The other big talking point this month has been jobs. Due to the staggering growth of the Chinese economy in recent years, analysts

have generally focused much less on unemployment in China than they have in the U.S. and European job markets. Nevertheless it is an increasingly important gauge of economic activity. Premier Li stressed that the government were very keen to maintain the unemployment rate of 4.5 percent. To do that would require 10 million more jobs to be created. If GDP growth stays at around 7 percent

China's traditional strengths are turning into weaknesses.

that shouldn't be too much of a tall order but it will depend on whether certain key sectors of the economy continue to contract like they have been doing. One encouraging sign in this regard is that there is plenty of cash flowing into start-up companies at the moment. The BBC's Linda Yeuh points out that "Newly rich Chinese and overseas investors were piling into China aiming to fund the recent spurt of start-ups. Some even said that venture capitalists can support property companies, although a prominent venture capitalist told me that wasn't allowed. The reliance

on cheap cash to keep the property sector afloat has a worryingly familiar ring. However, there also appear to be more entrepreneurs too, and the Chinese government will hope that these will be a greater force in the economy than the overhang of debt from the old growth driver. That's why the employment figures in China are the key ones to watch for".

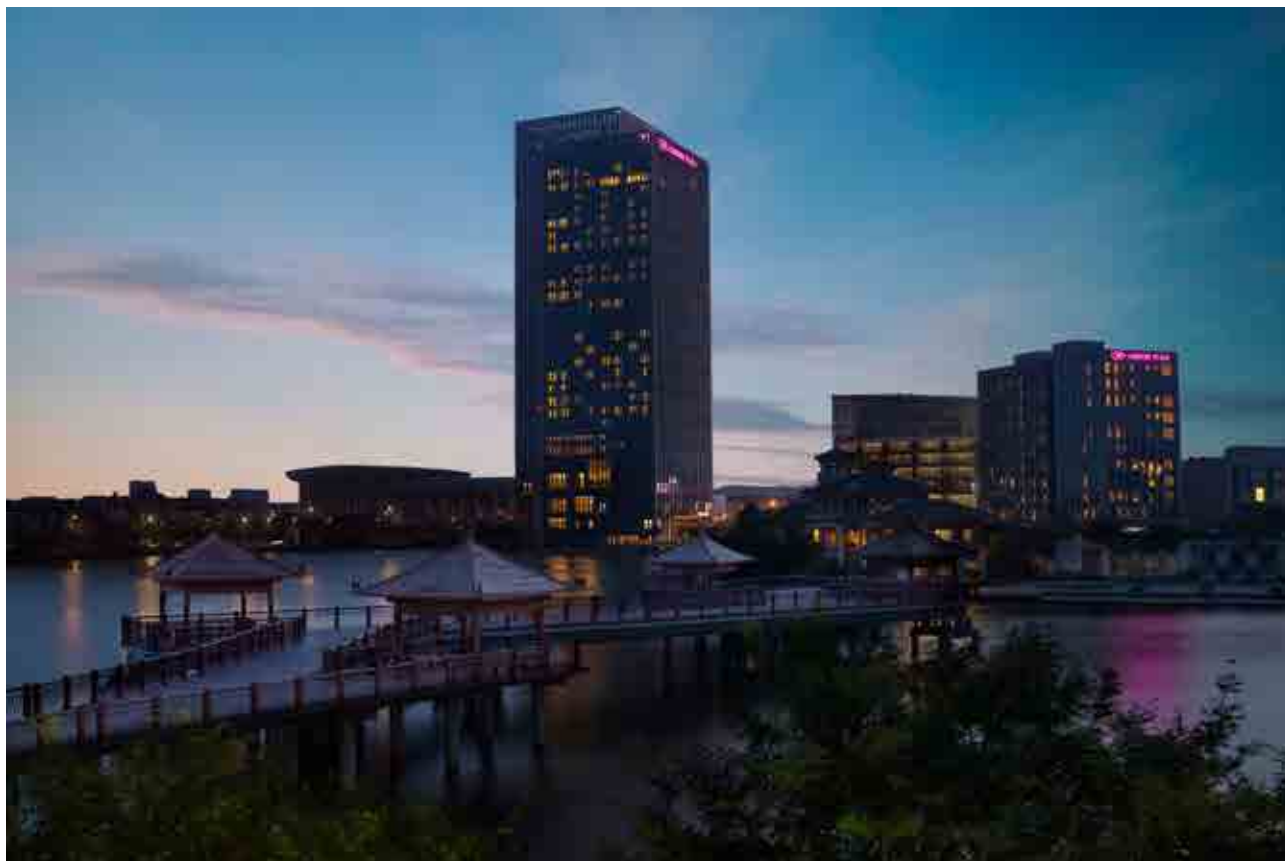
The manufacturing sector has traditionally been the main driver of low unemployment in China. Now the key focus is creating new jobs in the service sector. This goes back to the broader trend of a move towards a more domestic consumption-based model. Of course promoting job creation in high-value areas of the economy is no easy task. It will be interesting to see what the authorities do to encourage the private sector to employ more people. At the moment there is simply too much burden on the public sector and too much of a reliance on borrowing, investment and exporting. **B**

Visit us online:
btianjin.cn/150401



Excellence is Not an Accident Dialogue with Uwe Lukas

By Joei Villarama



If you want to choose the type of pillow for that perfect, unparalleled sleep, there are at least five kinds to choose from the Crowne Plaza's Pillow Menu. This 493-room upscale hotel in Tianjin takes luxury to a whole new level and at its helm is General Manager Uwe Lukas whose decades of experience in the industry can be relied upon to deliver near-flawless operation.

Uwe arrived in Tianjin months before the hotel's construction was finished so he was able to catch several things in the nick of time, managing to make design improvements in the restaurants and rooms from the lighting to the lay-out. His eye for detail only matches his sensitivity to the demanding end-users' tastes and preferences. With additional design tweaks, the hotel further maximized its much-coveted location by a serene lake.

Well-known for his attention to details, he does not let it distract from his focus on the bigger picture. Such is the typical balancing act required of a General Manager and Uwe's strengths come to play with positions held in Singapore, Thailand and China and now, Tianjin is fortunate to have him.





You have worked in hotels in Phuket, Sanya and Inner Mongolia. What are the challenges of working in Tianjin that weren't in those previous locations?

Most of my working life is in Asia and the biggest difference is the level of competitiveness here in Tianjin where there are many equally good hotels which have opened in the past few years. Phuket and Sanya also attract top hotel brands but in those places, the demand is high. The situation in Tianjin is more challenging so increasing business is a major goal. However, our location right in front of the Meijiang Convention Center makes it advantageous for us to attract patrons.

You have spent a bigger part of your career in Asia. What motivates you to stay in Asia?

I was in Germany and Switzerland for 13 years and then I went to Asia where I've stayed for 27 years. I like the mentality of the people in Asia. They have a natural willingness to serve and I appreciate how they warmly welcome people and guests.

Hospitality is innate in Asians and that makes working here enjoyable.

What was your biggest take-away lesson from the experience of hosting Davos delegates last year?

We just opened around the time of Davos and a myriad of things were happening all at the same time making it a most exciting experience for everyone. There were many guests in such a short period of time including CEOs, organizers and participants. The biggest take-away is that the group pulled through with marvellous teamwork. It was a baptism by fire of sorts for some but people passed the test and delivered high quality service.

How do you build up an excellent team and what is your philosophy on how to inspire more teamwork?

You have to find the right people and give them work fit for their skills and talent. They need freedom and space to do their work but you also need to set some boundaries. Motivate them to achieve common goals and targets and you have the recipe for a successful team. It comes naturally

when people feel they are appreciated. They put extra effort and passion into what they're doing.

Being a General Manager is not a one-man job. Nothing happens without a solid team. I won't be able to see everybody everyday so it's crucial that people perform their roles responsibly and effectively. This doesn't happen by accident.

You started your career as an Executive Chef and in the Food and Beverage Department. How did you make the transition from handling food to the overall management of a hotel? What prepared you to make that transition?

I started as a cook and eventually went on to become an Executive Chef. That was my goal when I started. The transition did not happen in one day. It was a gradual growth and I was fortunate to have a mentor who gave the opportunity for me to move out of the kitchen. He was the General Manager of the hotel in Thailand and he supported me through my career growth. We discussed, talked a lot and I asked

him a lot of questions which he answered patiently. But it's also about finding your own way, searching, and reading, practicing and applying every lesson learned.

I miss being in the kitchen, the great smells wafting from in there but as GM, I still get to go around the kitchen. What's important to always remember is that everyone desires to grow and there is potential for everybody if they go the extra mile.

What do you feel is the best educational preparation for this career in the hotel industry? What do you think is the best practical preparation?

Hotel schools are there but that's not the only way to go. You have to know what you like to do. Do you like facing and interacting with people? Then you'd be more suited serving at the front of the house. The hotel has every job imaginable for different types of personalities and interests. The bottom line is service – making life easier and pleasant for the guests. Attitude plays an important part, too as in everything you do, attitude makes a big difference. So in terms of practical preparation, it's just getting as much experience as you can and widening the range of things you can do.



What are future trends in the hospitality industry that you are excited about?

There's a lot of development happening in terms of Information Technology, for instance through the internet, people can check into the hotel without physically going to the front desk. In the future, there's going to be a way that you can get the key to your room even before you arrive at the hotel through an app on your mobile phone. Many of the things we have now, we didn't have 10 years ago. Travelling was not as convenient back then. Since there are many technological advances, the habits and expectations of guests and clients change and evolve and you have to keep track of that and stay updated and ahead always.

How would you describe the most crucial turning points in your career? What happened at that point?

There were two crucial turning points. First when I stepped out of the kitchen as I had mentioned earlier. The second one was when the tsunami happened in Thailand. It was during this period when I saw how people behaved and witnessed what real character means. Both guests and staff quickly got involved in helping out in what was a very tragic and trying situation.

I was at home when it happened and I suddenly got a phone call saying the lobby was flooded so I rushed to the hotel only to find all the roads closed. Eventually, I managed to reach the hotel. At first, we didn't know it was a tsunami that hit us. We just focused on getting everyone evacuated and on higher ground, providing the basics of food and water, treating the injured and getting information out as quickly as possible. It was amazing to see how everyone pitched in and worked tirelessly. We managed to get the resort running in one week. Till then, I never realized how strong, kind and resilient human beings are so it was an eye-opening and heart-changing experience.

What do you love the most about being a General Manager?

People – the guests and staff. I get a lot of satisfaction if the guests and the staff are happy. There are small pieces of daily rewards that you get. It doesn't get much better than that.

What makes the Crowne Plaza in Tianjin unique and what do you think gives it the edge in the service industry?

Definitely it's our location close to the Meijiang Convention Center and in an affluent neighbourhood. Going to and from both the airport and downtown is convenient. The surrounding area is quiet and there is a beautiful lake that lends an idyllic ambience even in an urbanized setting. There are two malls nearby which adds to the ease of being in a new, unfamiliar place.

We are proud of the building's and interior's highly stylish modern design, especially in all the restaurants. Plus, we do not just offer hotel rooms. There is a selection of 40 serviced apartments that provide the finest long-term, international standard housing option available in Tianjin. **B**

Visit us online:
btianjin.cn/150402

China's Economy in the 'New Normal' Era

By Tracy Hall



For almost four decades China has been achieving historically unprecedented economic growth on the back of exports and investment. The old model has served the nation very well indeed. But all good things must come to an end eventually. We are now living in a much more competitive and much more global economy. On the whole this is a good thing but it does make it harder for Chinese companies to maintain their traditional competitive edge in certain sectors. This is particularly the case with

manufacturing, where higher wages and production costs in China are allowing countries like India and Vietnam to compete against them. This is being compounded in part by the massive drop in external demand from the developed world. What's more, the increasing levels of public and private debt are making it riskier to promote investment-led growth. The result, of course, has been a sizable slowdown in GDP growth over the last few years. In 2014, the Chinese economy is estimated to have grown by about 7.5%. This year, it is

forecast to be around 7%. Economists are calling these rates of annual growth the 'new normal'. According to the World Bank's China 2030 report, which was published back in 2012, the best case scenario for the Chinese economy is a 6-7% average annual GDP growth over the next decade or so. During the annually held Nation People's Congress in March, Premier Li Keqiang acknowledged that China is entering a new stage in its socioeconomic development in which the sky-high GDP growth rates of yesteryear are unlikely to return.

However, he and his government have made it very clear that they wish to pursue a higher quality of growth to offset the reduction in overall quantity. Going forward it is hoped that long term sustainability and a more balanced growth model that benefits society as a whole will replace the 'growth at all costs'.

In order to achieve this transformation Premier Li and President Xi Jinping have set out a very bold reform agenda. Broadly speaking, their aim is to move the economy away from its traditional reliance on exports and infrastructure investment to fuel growth. Instead the economy will be driven much more by domestic consumption. Moreover, there have been strong indications that the government will seek to harness more private capital in order to reduce the burden on the public sector. This will include important areas of the economy such as construction projects and state-owned enterprises (SOEs). If policymakers implement these structural reforms successfully there will be some bumps in the road but it will certainly make the economy healthier and better prepared in the event of another major global financial crisis.

Another key aim of the Xi and Li administration is moving the Chinese economy further up the global value chain. For a long time now the

country's mammoth manufacturing sector has been geared towards producing cheap manufactured goods for consumers around the world. With increasing competition from elsewhere it is time for China to create high end products and provide

Premier Li Keqiang acknowledged that China is entering a new stage in its socioeconomic development.

high value services. Obviously the key to this is innovation. That means directing some of the public sector investment away from things like building projects towards education. It also requires a policy framework that gives incentives to people to start businesses and allows existing companies to invest more of their revenue in R & D. That is why the current programme that President Xi enacted when he came into office is very welcome indeed.

It is important to bear in mind that for this new model to work it is has to be about more than just promoting economic growth. Issues like the environment, income inequality,

social mobility and corruption must also be confronted head on. Right now things are looking up. Over the last couple of years the government has made a series of moves to tackle the environmental issues, particularly in cities like Beijing and Tianjin. President Xi and his team are engaging in what may well be the biggest and most ruthless anti-corruption drive in Chinese history. Reducing the income gap between rich and poor, urban and rural residents will take time, as will increasing social mobility. But if everything else goes to plan then this should happen.

At first glance this 'new normal' may be a daunting prospect. Slower growth will have all kinds of knock on effects for businesses and individuals. The good news though is that if the government manages the slowdown well then this may well be one of those clouds that has a silver lining. We could see the birth of a new economy, a system that is fairer, more balanced and less volatile. In turn this will lead to the emergence of a rejuvenated society in which all of China's citizens can enjoy a higher degree of prosperity. **E**

Visit us online:
btianjin.cn/150403



Investing in Yourself: How to Turn Human Capital into Financial Capital

By Michael Dow



Every month we look at different ways to make your money work for you. Most of the time we're talking about stocks, bonds, ETFs, mutual funds, real estate, precious metals and so on and so forth. That stuff is all wonderful but actually there is one asset class that is absolutely unparalleled when it comes to doubling, tripling and quadrupling your cash flow over the course of your life. When you've mastered this form of investing you will realise that everyone who has ever told you that the most sure-fire way to get rich is investing in real estate was downright wrong. We are not talking here about capital investments, but rather human capital investments. By properly investing in ourselves we can generate far higher returns than any piece of real estate, stock market or mutual fund in the history of mankind. Like any other investment, all it requires is

some of your time, effort and money.

What most people don't realise is that human beings are not all that different from stocks. Namely, we have an intrinsic value that is primarily based on how profitable we are. Then there is the value that is placed on us by the market. Some of us are hidden gems that are undervalued because the market hasn't yet recognised what we can bring to the table. Others are about where they should be whilst other people's services are bought at a higher price than they probably should be.

Fortunately in the real economy people don't often throw money at people because a magazine article or brokerage firm says it's a good idea. Employers and customers alike tend to be far better at valuing people than they do stock markets. That might be quite a daunting

reality for some people, but those of us who recognise this fact of life can use it to our advantage. This is where investing in ourselves becomes important. The good news is that there are many different ways to make an astronomical return by doing this. Some of them require very little money to get started. It doesn't take much more than a bit of effort and a few good habits to take care of our health, for example, and the returns over a lifespan are phenomenal.

Education is the ultimate way to cultivate human capital if people invest in it properly. It is true that the cost of learning is going up. Then again, as Warren Buffett once said, "if you think education is expensive, you should try ignorance". In this information age the failure to invest time, money and effort in valuable education is a very bad money move

indeed. Another great way to lose your money is failing to consider the risk-reward ratio before embarking on a course. That's why so many people who complete a degree in art history find themselves in a lot of debt and not much to show for it. In other words, they end up with a certificate that is a liability, as opposed to an asset that can help them to produce a greater cash flow. That doesn't mean an art history graduate is completely worthless in the job market but there are many other academic qualifications that generally have much more of an upside.

Admittedly it isn't cheap to do a degree anywhere these days but fortunately there are some low cost options that can greatly increase our market value. If you look hard enough it's possible to find well priced online or evening courses in everything from IT to human resource management. This being the case it is amazing how many people are missing out on an opportunity to enhance their most basic of skills. Putting a bit of time aside each week to brush up on our writing, public speaking, maths, time management and all the other core selling points of a good employee in today's world pays off bigtime.

Most companies these days offer their staff an array of opportunities to gain extra skills that will increase

their value. It doesn't always involve taking a course on your day off. Sometimes they will offer on-the-job training schemes that may not lead to a salary increase but will give the resume a great boost. Failing that you could always spend some of your hard earned spare time

What most people don't realise is that human beings are not all that different from stocks. Namely, we have an intrinsic value that is primarily based on how profitable we are.

at the library reading up on your industry absolutely free of charge. World renowned life coach and sales guru Brian Tracy points out that "If you read only one book per month that will put you into the top 1% of income earners in our society. But if you read one book per week, 50 books per year, that will make you one of the best educated, smartest, most capable and highest paid

people in your field. It will transform your life".

One thing that Robert Kiyosaki's Rich Dad Poor Dad series teaches us is that financial education is just as important, if not more important than formal education. Buying the right books and attending a few seminars on the basics of personal finance is sure to boost your earning power. Investing a bit of time to understand how the economy works, how businesses grow and what factors affect the property market will make your journey to financial independence much smoother. The principles, analytical models and 'tricks of the trade' that you will pick up along the way come in very handy when it comes to making those all-important investment decisions. Not only will you be better at spotting money making opportunities but you will also become more skilled at preserving your wealth.

If you are still not convinced that investing in yourself is worth the hassle then there is yet another big reason why everyone reading this article should go forth and multiply their earning potential. Specifically it is the fact that the government can't tax you for enhancing your human capital. Sure they can take a chunk out of your pay rise, just as they can tax your dividends. The difference though is that they can't sting you during the appreciation process. Compare that to what happens when one of your stocks or a piece of real estate goes through the roof. By investing in yourself you are essentially building a cash-generating asset that is untaxable and has unlimited growth potential. If that isn't enough of an incentive then nothing is. **E**



Visit us online:
btianjin.cn/150404

Stocks and Shares

ExxonMobil subsidiary searches for oil, gas near Guyana

A subsidiary of U.S. based ExxonMobil Corp. has begun exploratory drilling for oil and gas off Guyana's coast in South America. The launch of the 300 million USD project comes amid heavy objection from Venezuela's government, which claims the area being explored belongs to it. ExxonMobil country manager Jeff Simmons said that drilling will last about 60 days. Venezuela has long claimed two-thirds of Guyana's territory as its own and has taken action in the past. About two years ago, Venezuela detained a ship conducting a seismic study under a concession from Guyana. It was released after a week.

Source: AP

Apple set to join Dow Jones replacing AT&T

Apple, the biggest U.S. company by market value, will be included in the Dow Jones Industrial Average from 19 March. It replaces AT&T, which first joined the US stock market barometer in 1916. Despite being one of the most successful US firms, Apple was excluded from the Dow because its high stock price would have distorted the price-weighted index. But a change in the structure of Visa shares, which is in the same sector, has made room for the iPhone maker. From 18 March, Visa shares will be split four-for-one, which reduces the weighting of the information technology sector in the overall index. "As the largest corporation in the world and a leader in technology, Apple is the clear choice for the Dow Jones Industrial Average," said David Blitzer, chairman of the Index Committee at S&P Dow Jones Indices.

Source: BBC

China's top hypermarket group Sun Art says 2014 profits up 4.8%

Sun Art Retail Group Ltd on Sunday reported a 4.8 percent rise in 2014 profits. It came as China's biggest hypermarket chain continued to expand into lower-tier cities. The joint venture between Taiwanese conglomerate Ruentex Group and French retailer Groupe Auchan SA said net profit reached 2.91 billion CNY (464.15 million USD) in 2014, up from 2.78 billion CNY in the previous year. That was compared to an average forecast of 2.98 billion CNY from 18 analysts polled by Reuters. Turnover rose to 91.9 billion CNY from 86.2 billion CNY a year earlier. The company's gross profit margin increased 1.3 percentage points to 22.9 percent. Sun Art opened 49 new hypermarket complexes during the year, bringing the total to 372. It said it will continue to maintain a stable pace in new store expansion, while also focusing efforts on developing e-commerce business.

Source: Reuters



Tianjin Scores High Marks in JLL's Global City Ranking

By Chelsea Cai, Senior Analyst, JLL – Tianjin

Determining in which countries to expand and invest can be difficult for any company and gauging what cities to go to next can be even more daunting. However, JLL – a professional services and investment management firm offering specialized real estate services – has made that decision-making process a little easier with its City Momentum Index (CMI), and

one of the standout city's on the 2015 CMI is Tianjin.

The index tracks the speed of change of a city's economic base and its commercial real estate market, combining measures of short-term economic and real estate momentum with longer-term success factors, and covers 120 major global cities. The CMI is unique in that it captures the dynamics of a city's real estate

market – its rates of construction and absorption, price movement and the attraction of a city's built environment for cross-border capital.

In producing this index, JLL's intention has been to alert the market to signals of change and to highlight the characteristics of city success. It does not necessarily hold that those cities at the top of the CMI will provide the strongest

JLL City Momentum Index 2015 – Top 20

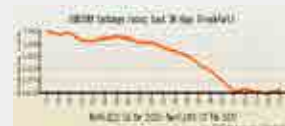


Currencies

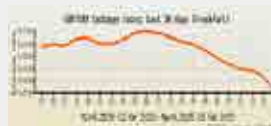
U.S Dollar - Chinese Yuan



Euro - Chinese Yuan

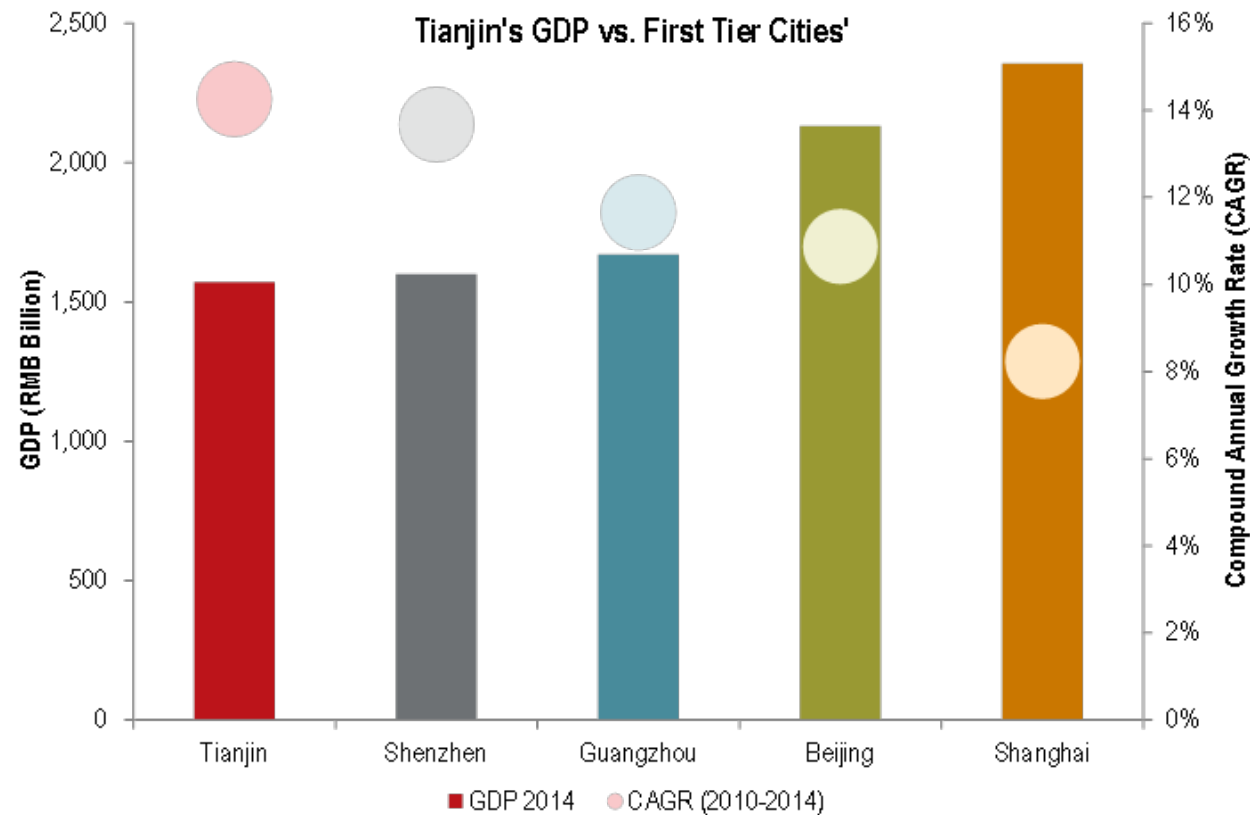


GB Pound - Chinese Yuan



Japanese Yen - Chinese Yuan





Source: Municipal Statistics Bureaus, CEIC

future performance of commercial real estate, or the most immediately attractive real estate investment environments, but rather they are the cities where change is occurring fastest and are the ones to be closely monitored.

JLL produced its first CMI in 2014, providing new insights into what makes cities dynamic and attractive for future opportunities. In the recently released second annual CMI, London and Shanghai were the only global cities to remain in the top five from the previous year. London took top spot, moving up from second place, and Shanghai moved from fifth to fourth place. The shifting positions among the top 20 cities reveal major trends and changes driving global momentum:

- Technology-rich cities dominate the CMI. Several of the world's most tech-rich cities maintained a position in the top 20, including London (1), San Jose (2), Boston (7) and San Francisco

(9). Newcomers to the top 20, thanks to the technology sector, include Sydney (11), Bangalore (12), Dublin (14), Nairobi (15) and Melbourne (16).

Tianjin has received some criticism for building too much, but what this index recognizes is that Tianjin is laying the groundwork for an even stronger future.

- China's cities are buoyant despite the economic slowdown. China's recent economic performance has not stopped seven of its cities appearing in the global top 20. Trade and connectivity prove critical to Chinese

cities, demonstrated in the "corridor of dynamics" along the Yangtze River connecting Shanghai (5), Wuhan (8), Chongqing (10) and Nanjing (20). As China moves up the value chain, the technology sector has become an important driver of success, helping to boost cities such as Beijing (3) and Shenzhen (4).

- Continental European cities were once again absent from the list of the most dynamic cities. London topped the 2015 CMI and Dublin entered the top 20 at 14. London's strong economic fundamentals, cross-border investment, positive outlook and reputation as a global tech hub boosted its position. Dublin is currently the world's fastest growing office rental market.

While six new cities entered the 2015 CMI, established tech and creative hubs, such as Austin, Los Angeles and Seattle, dropped to just outside the top 20. Hong Kong and Tokyo fell outside this year's top 20 due to a

temporary loss of impetus, but have strong long-term fundamentals. For the first time, cities in India and sub-Saharan Africa were represented in the CMI due to the robust demand for office space from technology companies (Bangalore, 12) and MNC expansion (Nairobi, 15).

Tianjin had a strong showing in this year's CMI as it yet again ranked in the top 20. Tianjin was able to beat out many other world cities because of the rapid pace of its economic expansion and the improving quality of its real estate market. Tianjin's top scores in the CMI (rank out of 120 cities) included:

- GDP Growth 2014, 2015, 2015-17 (1)
- Air Passenger Growth (1)
- Office Completions (as percentage of stock) 2014 (5)
- Retail Rental Growth 2014 (5)
- FDI Intensity (FDI volumes as a percentage of city GDP) (8)

As one of the fastest growing economies in the world for several years now, opportunities abound in the city, which is why Tianjin has led the country in terms of FDI. In addition, many MNCs have

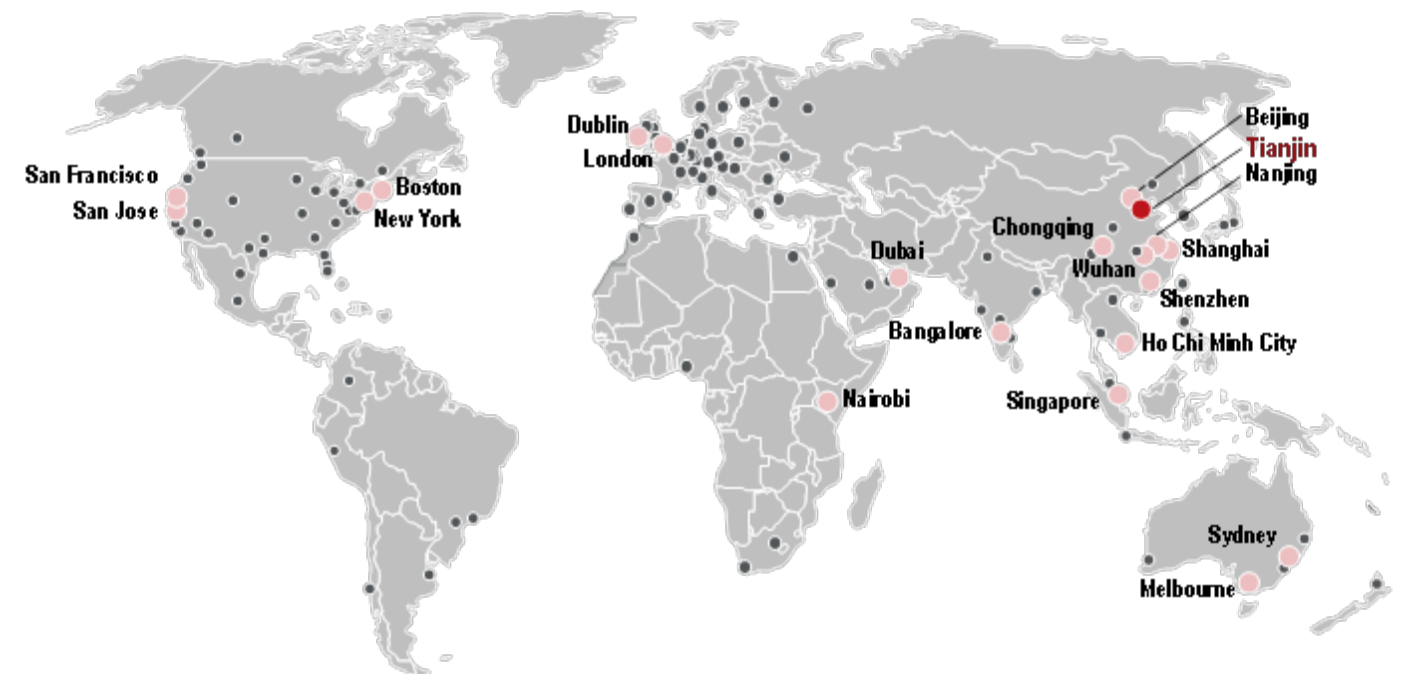
recognized the business prospects and the potential of the city, with Volkswagen and Airbus opening new plants and assembly lines, and Standard Chartered Bank becoming the first foreign bank to transact a cross-border Chinese renminbi loan in China at the Sino-Singapore Tianjin Eco-city. Moreover, Tianjin has just been approved to establish a new free trade zone near its seaport, which is the world's fourth largest port by throughput. The city's planned free trade zone has already started to attract foreign investors, and the new CBD proposed in the area will be world-class in terms of planning and design, and is already attracting large foreign and domestic developers.

With Tianjin's economy on pace to overtake Shenzhen's and Guangzhou's in the next five years, Tianjin is gaining the momentum that many cities around the globe are looking to duplicate. As the government continues to invest in making the city more innovative with a new national innovation demonstration zone in the Tianjin Binhai Hi-tech Industrial Development Area, Tianjin is likely to maintain its position among the top 20 cities in the CMI.

Michael Hart, Managing Director at JLL Tianjin, said, "Tianjin has received some criticism for building too much, but what this index recognizes is that Tianjin is laying the groundwork for an even stronger future. As the economy shifts toward the service sector, new office buildings, hotels and retail centers will be the basis for additional economic activity and are turning Tianjin into a first-class city. The city's recent expansion of the airport, improvement in subway lines and the addition of new and exciting restaurants are making Tianjin a great place to live, take a holiday or open a business."

For more information about the CMI and global city research, visit JLL's Cities Research Center at <http://www.jll.com/cities-research>.

Visit us online:
btianjin.cn/150405



The Rise of Chinese Brands

By Justin Toy

For the past five years, Millward Brown, a global company focused on brands, media and communications, has conducted extensive research on the top Chinese brands. 2015's results have uncovered a number of surprises and trends to keep an eye on. The biggest shock this year was that Tencent, the technology and internet portal that created QQ and Wechat, grew by almost 100 percent and became China's most valuable brand. Alibaba entered the rankings this year at number 2 after a highly publicized and successful IPO. In fact, technology companies have become a dominant force in China and have surpassed financial institutions as the highest value category (106.9 billion USD), making up 23 percent of the top 100 brands' value.

Tencent was able to dethrone China Mobile that has held the top spot since Millward Brown began this study in 2011. This year also marks the first time a private 'market driven' enterprise has held the number one spot in China. When this study began, the top five brands were all state owned enterprises (SOEs). However, brands from the private sector have been growing at a blistering pace. Since 2013, market driven firms have grown by 97 percent while SOEs have declined by 9 percent.

The BrandZ™ Top 100 Most Valuable Chinese Brands 2015

Rank	Brand	Category	2015 Value (\$B)	2014 Value (\$B)	% Change
1	Tencent	Technology	106.9	53.5	+100%
2	Alibaba	Technology	85.1	42.5	+100%
3	China Mobile	Telecom	75.1	75.1	0%
4	China Bank	Banking	65.1	65.1	0%
5	China Construction Bank	Banking	55.1	55.1	0%

The BrandZ™ Top 100 Most Valuable Chinese Brands 2015

Rank	Brand	Category	2015 Value (\$B)	2014 Value (\$B)	% Change
1	Tencent	Technology	106.9	53.5	+100%
2	Alibaba	Technology	85.1	42.5	+100%
3	China Mobile	Telecom	75.1	75.1	0%
4	China Bank	Banking	65.1	65.1	0%
5	China Construction Bank	Banking	55.1	55.1	0%

The BrandZ™ Top 100 Most Valuable Chinese Brands 2015

Rank	Brand	Category	2015 Value (\$B)	2014 Value (\$B)	% Change
1	Tencent	Technology	106.9	53.5	+100%
2	Alibaba	Technology	85.1	42.5	+100%
3	China Mobile	Telecom	75.1	75.1	0%
4	China Bank	Banking	65.1	65.1	0%
5	China Construction Bank	Banking	55.1	55.1	0%

The BrandZ™ Top 100 Most Valuable Chinese Brands 2015

Rank	Brand	Category	2015 Value (\$B)	2014 Value (\$B)	% Change
1	Tencent	Technology	106.9	53.5	+100%
2	Alibaba	Technology	85.1	42.5	+100%
3	China Mobile	Telecom	75.1	75.1	0%
4	China Bank	Banking	65.1	65.1	0%
5	China Construction Bank	Banking	55.1	55.1	0%

Trends to Keep an Eye on in 2015

The Erosion of Multinational Brand Power

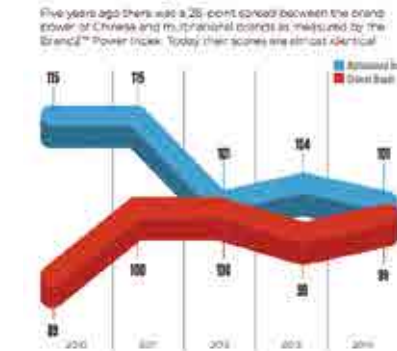
Chinese brands have been able to narrow the gap between themselves and multinational brands. In the past multinational brands were seen as superior and a default choice for some consumers. However, Chinese brands have

been catching up by improving their development and execution of marketing strategies. Many Chinese brands have also increased their use of big data and analytics to better understand the rapidly changing consumers in China.

Chinese consumers increasingly see brands as a symbol of value and not just as a reflection of status. This shift is the result of greater sophistication, brand awareness, and thriftiness in the face of a Chinese economy that is cooling down.

The brand dimensions that Chinese brands were able to improve upon in the minds of Chinese consumers were meaningfulness (meeting functional needs and forming an emotional bond) and consistently salient (being vibrant and coming to mind quickly). However, in terms of being seen as different, standing out from the rest and being a trendsetter, Chinese brands still lag behind foreign brands.

Chinese and multinationals close in brand power...

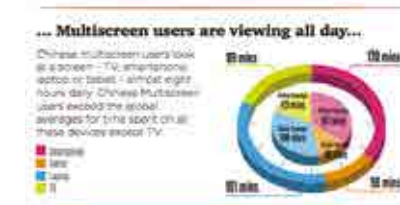


Mobile

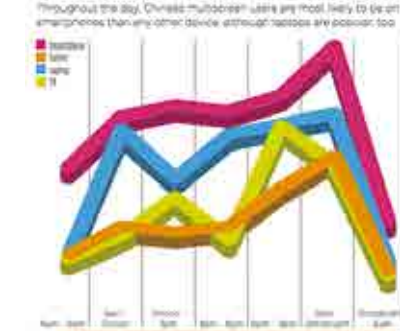
Mobile phone users in China reached a total of over 1.2 billion, 92.6 percent of the total population, as of August 2014. Smart phone users are estimated to be over 480 million and growing strong. Given how connected China is, brands have been ramping up their mobile presence with enhanced services and communication.

Mobile payments have been increasing rapidly in China as well. China Everbright Bank reported an increase in mobile payments of 126 percent in the first half of 2014

while China Merchant Bank reported an increase of mobile traffic of 186 percent over the same period.



Users most often are on their smartphones



Media

In order to take advantage of mobile and technological trends, brands have been reorganizing their media plans into more digital spending. Multi-screen users in China looked at a screen for almost eight hours a day with two thirds of that time spent evenly between smartphones and laptops. In 2014, the internet accounted for about one third of all media spending, while TV accounted for less than 5 percent for the first time ever.



Since 2009, media spending on the internet rose from 3.4 billion USD (8 percent of media spending) to 24.3 billion USD, an increase of almost 600%. Over the same time span, TV spending has increased by about 33 percent from 27.1 billion USD to 36.2 billion USD. However, during that time, television's media spending share has decreased from 63 percent, to 47 percent.

Chinese brands have been catching up by improving their development and execution of marketing strategies.

Premium Positioning

As a growing number of Chinese consumers reach the upper classes of society and as the gap between foreign and domestic brands shrinks, more and more Chinese brands are beginning to offer premium products and services. This trend has been most noticeable in the airline industry as Air China, China Southern Airlines, and Hainan Airlines have all increased their offerings for higher paying passengers. Hainan Airlines



recently introduced limo pick-up services in some North American cities that it services. Yashili, a soy milk and dairy company, has begun to offer high-end imported dairy products (mostly to gain consumer confidence in an industry that was rocked by scandal several years ago). Tsingtao and Snow have begun to invest more in promoting premium labels. This trend can help Chinese brands catch up to foreign brands in terms of brand differentiation.

O2O

E-commerce and technology websites have been busy expanding their operations, bringing their products and services offline. Alibaba, Tencent, and Baidu all focused on expanding their core business into integrating offline systems in order to be able to connect with customers on a more constant basis. Yihaodian, an online grocer, improved its distribution by setting up pick-up locations in major apartment complexes and in over 300 Family Mart locations (convenience stores) in Shanghai.

Meanwhile, many brick and mortar firms have developed their online presence. New Oriental, an education company, has established a joint-venture with Tencent. The venture will help New Oriental expand its reach and help offer more products and services. The food company Sanquan launched a new online platform called Sanquan Fresh. The service allows for online ordering and offline delivery.

Innovation

China's top brands are becoming increasingly known for their innovation and creativity. Led by the technology and retail sectors, Chinese consumers see brands in these sectors not only as creative, but also wise and straightforward. Being creative has helped China's top brands compare favorably with global brand leaders. Looking at global technology leaders from Millward Brown's global study, Tencent ranks fifth in the world in brand value, just behind Microsoft. Baidu ranked eighth, just behind Facebook.

Demographics

China's demographics are top heavy. The median age in China is 35.2, compared to 25.9 in India and 30.5 in Brazil. Brands in China are starting to offer more products and services that correspond with this reality. China Everbright Bank has offered more pension services. CR Sanjiu, a health care provider, is offering more over-the-counter remedies. Real estate developers are planning and developing retirement communities while insurance and finance brands offer more wealth management services. **B**

Making the Best of Interviews

By Robert Parkinson, CEO & Founder of RMG



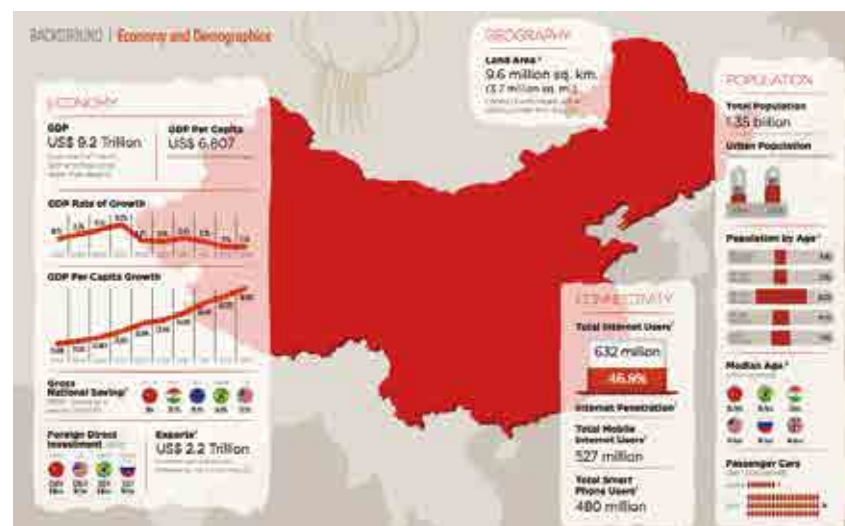
In a recent radio show, China International Radio's Career Builders, I was asked to talk about the volume of Chinese job changing around the Spring Festival time and spoke mainly from the point of view of Chinese employees. It was a very interesting discussion. Unlike the situation in China, British employers barely worry about the "festive employee loss" issue. On my way back I thought about the topic from the different angle. HR Managers either recruit to fill a new role or to replace someone who is about to leave. In the busy hiring season I notice that the majority of HR managers are often

so eager to interview candidates that they misjudge a lot of job applicants' performance in the interview process. To make the best of interviews, efforts shouldn't just come from the interviewee. I think that it is a good idea to give some potentially-can-succeed candidates a second interview opportunity.

The first principle is to make sure that HR staffs always notify candidates about the interview process and tell them the result on time. Failure to succeed at an interview is sometimes the result of sudden changes in the financial or personnel dynamics of the company. It has nothing to do

with the quality of candidates. If you keep a senior managerial candidate waiting for 3 months without any feedback, they will absolutely be angry with you. Remember the golden rule is to notify candidates as soon as possible after the interview. Instead of sending an email, I would suggest that candidates are notified by phone.

Few people in HR call candidates about the result of an interview, but it is a very important and indispensable step. Although nobody likes being rejected for whatever reasons, keeping candidates waiting makes it worse. In particular, promising candidates



Visit us online:
btianjin.cn/150406

who are interested in your company might postpone or give up interview opportunities from other companies. If you forget or intentionally postpone letting them know, you will leave a poor impression of the professionalism of the HR department and the company. To follow up with the example of keeping a senior manager waiting for interview results, anger equals distrust. Once they are angry with your ignorance, they rarely turn back to you even if you ask in a very nice way.

I suppose that is also the major reason why there are sometimes complaints from recruitment consultants that HR Managers are sharp and brusque. It seems that some HR Managers and HR staff behave in a less than professional way, making U-turns on candidates before and after the interview. While a 180° attitude change is likely to alienate, a friendly approach will produce better results in the long term.

If the interviewee fails to deliver his or

her best performance, HR staff should not be judgmental. It is best to finish the interview by telling a candidate how long he or she will have to wait for the result. Some interviewees might be too nervous or unprepared

To Win Friends and Influence People, you have to “become genuinely interested in other people.”

for the first interview, but sometimes they can show real potential with a precious second chance. The benefit for HR Managers is huge, too. If important positions suddenly become available – and this happens all the time – it is often effective to look back at old contacts instead of searching for new people.

In addition, I strongly suggest that HR managers keep a record of all

candidates are fail or postpone at the first round interview. This can be done on a simple Excel sheet or in a more sophisticated company talent database. Those who impressed at interview but just failed to meet the standard needed to move to the next round might be usefully highlighted. Such a database can be the basis of a company recruiting network which is very useful when there is an unexpected and urgent need to fill a position. This will be particularly helpful for start-ups or small businesses to further develop and expand. You can also use this to notify those in the ‘not quite’ category of the latest job opportunities. If they are truly interested in the business, they will want to apply again.

For example, recruitment consultants in my company always keep records of past interviews. The official term in the recruitment business for this is called building up the “interview pipeline.” They add information about potential candidates and put them into various categories



according to their needs and abilities. Whenever they communicate with these candidates, they always write down key points and useful information in the conversation. Candidates are highlighted in different colors to indicate their potential and attractiveness to clients. In this way, consultants are reminded on the frequency to keep in contact with these applicants. When a level of trust has been built up, these candidates are extremely helpful in sharing not only industrial information but their availability to clients.

With such a powerful candidate pipeline, you will want to maximize what you can achieve with it. In addition to sending them new vacancy updates, what else can you do? There is an important term in the field of marketing - User Stickiness. Many marketing executives work hard to encourage users to keep visiting their official websites, Facebook, Ebay, and store websites. The third suggestion is to apply user stickiness human resource management, too.

HR Managers are able to increase the “stickiness” of the relationship with potential candidates simply by adding those high potential candidates to the company newsletter list. In this way, candidates can be updated in the newsletter with industry insights, company news, notices of new product releases, industry surveys, networking events and so forth.

To make the plan work well, you'd better discuss your thoughts with the marketing or sales department beforehand. Make sure that they are willing to open a separate list in the newsletter system. With some advanced newsletter apps, you can track the performance of each list, too. For instance, with my company, the marketing team uses Mail-chimp to send the monthly newsletter out. We can separate sending lists and name the categories by ourselves. We can see the number of people who open the email, how many times they open it, the specific percentage of people who click links, and who they are. The app will even usefully rate each person on the list from 1 (poor engagement)

to 5 (great stickiness). It is worthy of trying this with solid data feedback, so you can get to know candidates better. We are all busy at work. Starting every task from fresh might waste too much time. However, if we can keep discovering new people and make full use of the current candidate pipeline at the same time, what a result it will be! Recruiting is a job that involves constant daily communication with different people. Wearing the “HR Poker Face” mask every morning and taking it off after dusk will not work at all. To quote a principle from How to Win Friends and Influence People, you have to “become genuinely interested in other people.” I am genuinely interested in candidates. I do believe that hard-working candidates are worthy of a second chance. I urge you to give it a try. **E**

Visit us online:
btianjin.cn/150407



Updates on Enterprise Income Tax Treatments for Restructuring



Manuel Torres



Guanyu Shen

By Manuel Torres (Managing Partner) and Guanyu Shen (Associate) of Garrigues Shanghai

Background

In the spring of 2014, the Chinese State Council published a circular (Circular 14), emphasizing the importance of Mergers and Acquisitions (“M&A”) transactions in the economic development, and showing the directions to improve the efficiency, of said transactions, among other encouraging policies. Responding to said Circular 14, the Chinese Ministry of Finance and the State Administration of Taxation (“SAT”) have jointly promulgated two new circulars, namely Circulars 109 and 116, which have lowered the criteria for enjoying certain beneficial tax treatments applicable to M&A transactions, enlarged the application scope of the said treatment and clarified other relevant tax treatment. In this article, we will outline the main contents of the new circulars and provide you with our observations.

Previous Rules under Chinese Enterprise Income Tax (“EIT”) Law and Circular 59

According to the Chinese EIT Law, as a general principle, capital gains derived from M&A transactions have to be recognized based on the selling price of the involved target assets or equity (namely, said assets or equity’s fair market value) minus the cost of the same. In such cases, restructuring transactions taking place among group members of multinational companies (“MNC”)s could incur significant EIT liabilities to the MNCs, since any transfer of assets or equity could generate capital gains for EIT purposes.

The Chinese State Administration of Taxation (“SAT”) observed this obstacle and Circular 59 was issued in 2009 to optimize EI restructurings in a prudent manner. This circular provided a Special Tax Regime (“STR”) to said restructuring transactions, namely entitling the involved transaction parties to an EIT deferral for any capital gains derived therefrom, if the following conditions are met together:

The restructuring shall take place for reasonable commercial purposes, rather than to avoid, reduce or delay tax costs;

The ratio of the assets/equity to be acquired or merged shall meet the prescribed requirement, i.e. said assets/equity should account for 75% of the total asset/equity of the target entity to be acquired (“Acquisition Ratio”);

The original business activities corresponding to the acquired assets or equity shall remain unchanged for at least 12 months after the M&A transaction;

Payment in equity (i.e. the “share consideration” compared to cash or other consideration) shall account for at least 85% of the total consideration involved in the M&A transaction; and

The main shareholder receiving the share consideration shall not transfer the said equity within 12 months as of the M&A deal.

In addition to be above, non-resident enterprises involved in an M&A transaction in China has to meet additional requirements to enjoy the EIT deferral STR. For example, non-resident enterprises have to have a 100% equity holding relation with either their overseas affiliates or their Chinese affiliates involved in the restructuring transaction; and, the overseas transferor has to guarantee the relevant Chinese tax bureau in writing that it will not transfer the relevant equity obtained in the transaction within 3 years (inclusive).

As shown, the criteria for applying and obtaining the STR for EIT deferral is quite strict and we only identified a few successful cases in China that have enjoyed the STR in recent years. In addition, it is noteworthy that EIT deferral is a delay of the relevant tax payment liability, which does not represent an EIT exemption. Thus, the EIT deferral might result in more EIT contribution in the future.

Due to the outlined reasons, it was a general demand of tax specialists in China that the Chinese STR applicable to corporate restructuring transactions would be eased further, allowing more transactions falling in the threshold of the tax deferral regime. Thus, further mitigating or avoiding additional transaction costs for companies aiming at restructuring their corporate functions, assets and risks based on market demands.

Said demand for a less tight STR on corporate restructurings might now have been heard, at least partially, under the new Circulars 109 and 116.

New Circular 109 & Circular 116

Circular 109

Circular 109 has lowered the 75% Acquisition Ratio to 50%, which indicates the other aforementioned conditions remain and keep on restricting the application of STR for EIT deferral.

The criteria for applying and obtaining the STR for EIT deferral is quite strict and we only identified few successful cases in China in the past years that have enjoyed the STR.

In addition, Circular 109 has further established, as long as the aforementioned conditions 1) and 3)

are met, a new preferential treatment (“NPT”) to the assignment of equity/assets among qualified resident enterprises, i.e. (i) assignments taking place between parent resident enterprise and its 100% directly controlled resident subsidiaries and (ii) assignments taking place between resident enterprises under the same 100% direct control of one or more identical resident parent company(ies) might benefit from said NPT. Said NPT implies that (i) the assignor and assignee do not recognize capital gains, (ii) the tax basis of the assigned assets or equity for the assignee shall be assessed by the original net book value recognized by the assignor, and (iii) the deductible amortization of assigned assets for the assignee shall be assessed based on the original net book value recognized by the assignor.

Circular 116

Circular 116 allows a 5-year straight postponement on any capital gains generated by a resident enterprise from its equity investment in another resident enterprise, as long as said





investment is carried out in the form of an in-kind contribution of assets (equity in exchange for a non-cash contribution); consequently, the relevant EIT due by the equity contributor could be deferred in 5-year-straight installments.

Garrigues' Observations

In general, Circular 109 and Circular 116 have come up with significant tax relief for M&A transactions in China, as more transactions would meet the requirements and thresholds to enjoy the EIT deferral under the STR, along with the NPT among resident enterprises. Nevertheless, we would like to draw your attention to the following salient points:

- From a wording perspective, the NPT under Circular 109 applies on M&A transactions among Chinese resident companies only; rather than include non-Chinese resident companies. Non-Chinese resident companies may benefit from the original STR in their M&A transactions by virtue of the Acquisition Ratio being reduced.

Foreign investors might consider establishing a Chinese holding company ("CHC") to consolidate and manage all the Chinese subsidiaries.

CHC is a foreign investment vehicle in China with rather high criteria to incorporate, e.g. a CHC shall have at least 30 million USD registered capital to be injected by a foreign investor. Apart from ordinary foreign invested enterprise ("FIE"), a CHC can manage equity investments in China as its usual business to have various Chinese subsidiaries. Indeed, a CHC could be a representation of the foreign investor in China. Any potential restructurings of the subsidiaries beneath the CHC might be performed in the tier below CHC as pure domestic transactions for purpose of enjoying the NPT by satisfying the less strict conditions under Circular 109.

- Regarding the NPT for resident enterprises, the wording of "assignment" has been introduced, which is not quite clear. It might be expected that Chinese authorities might issue implementation circulars to further explain the term of "assignment". Normally, a term of "assignment" in China appears in the transactions among stated-owned bodies, e.g. governmental bodies or state-owned enterprises ("SOE"), where relevant assets/equity might be

only assigned without consideration on the basis of their internal system. If the term of "assignment" in Circular 109 shares the same concept for the state-owned bodies, it would create a financial issue for the assignor or/and assignee on how to balance their accounts in such non-cash-flow transactions. Donation income and/or expenditure entries can be imagined but still need further clarification by Chinese authorities.

In light of the above, enterprises planning to perform restructurings in China would be recommended to pay attention to these updates and be well prepared in the relevant documentation. Furthermore, updates of the implementation rules of Circular 59 are expected to be published soon. Garrigues China is fully available to provide a more in-depth analysis on the application of both the new circulars and updated tax treatments. **E**

Visit us online:
btianjin.cn/150408

How Fast can A Company Convert Cash into Even More Cash?



Marwan Emile Faddoul
 Managing Partner
 NFG Consulting LLC
www.nfgconsulting.com



By aiming to reach rapid growth, a Chinese manufacturing company committed a huge mistake that almost made it go bankrupt. Nevertheless it was able to make it up and turned itself from being one of the smallest companies in the field to being a major contender. What went wrong, and how was it able to get back on its feet?

To illustrate this issue, I will share with you the story of a hypothetical Chinese friend, whom we will call Mr. Zhang, who is running a hardware manufacturing store. His company was established in 2009 and was specialized in producing different types of smart phones and tablet pcs.

The company's main strategy was to sell directly to customers. It combined its low cost sales and distribution model with a production cycle that began after the company received a customer's order. This made to order (MTO) model and manufacturing process empowered the company to deliver a customized order within two to three days, and yielded low finished goods inventory balances. Unlike its competitors, who built to forecast and maintained sizeable finished goods inventory in their stock or at their channel partners, my friend's company maintained only hardware components in its warehouse. These components ranged from processors, Graphics, memory to batteries and cameras, were based on sales forecasts and were sourced mostly from local suppliers.

Management

Little by little my friend was able to expand and make a name for himself, yet he was far too small than his giant competitors. He knew he had two choices in front of him: either to stay small and face the consequence of being crushed by his competitors within months, or to go for big time growth in one big jump.

It is important to know where to invest the company's money and how the cash cycle is being monitored.

His mind was set, and on March 2011, Mr. Zhang went aggressive in the market, investing millions in marketing campaigns, in an attempt to capture sales from small businesses and first time consumers. Over the next two years, the company enlarged this indirect distribution channel by adding other mass market retailers and by expending to foreign markets, relying on resellers to distribute the company's products. Mr. Zhang's strategy seemed to work, and his sales increased by more than 150 percent within less than two years. But without knowing he was losing money.

On September 2013, the company reported about 5 million CNY loss for the second quarter of that year. The loss was tied to 4 million CNY in charges relating to the sell-off of excess inventory. Like many companies, Mr. Zhang's manufacture was focused on its Profit & Loss statement, but cash flow was not a regularly discussed topic. It was as if he was driving along watching only the speedometer, when in fact it was running out of gas.

Later that year I met with Mr. Zhang, and discussed ways to solve the company's problems and to put it back on track. After several weeks of preparation and planning, we

decided to shift the company's focus from exclusively growth to liquidity, profitability and growth. It adopted company-wide metrics around the new focus. In addition, the company took measures to improve its internal systems for forecasting, reporting and inventory control. Furthermore, a new vendor certification program was put in place, reducing the number of suppliers, ensuring component quality, and improving delivery performance. Finally, the company decided to get rid of all its retailers, and returning to a straight to the customer model. This was done

through a massive expansion in internet distribution.

These changes fueled the company's recovery, yet it was down to two essential criteria that the company instituted its goals on: The ROIC (Return on Invested Capital) and the CCC (Cash Conversion Cycle).

Why did I ask my friend to focus on these two elements and how did it help?

For the case Mr. Zhang had, just like most of the manufacture companies, it is important to know where to invest the company's money and how



the cash cycle is being monitored. The return on invested capital helps to determent the company's financial performance and is used to measure how well the company is investing its capital. On the other hand the cash conversion cycle is a metric that expresses the length of time, in days, that it takes for a company to convert resource inputs into cash flows. The cash conversion cycle attempts to measure the amount of time each input dollar is tied up in the production and sales process before it is converted into cash through sales to customers. This metric looks at the amount of time needed to sell inventory, the amount of time needed

to collect receivables and the length of time the company is afforded to pay its bills without incurring penalties.

By presenting a well-developed and precise financial statement that includes the income statement, the balance sheet and the cash flow statement, the company was able to implement the ROIC and CCC formula, and eventually identify the weaknesses in their cash cycle.

On November 2014, almost fourteen months after identifying the initial problem the company's losses, Mr. Zhang's Company had managed to reduce its days of inventory outstanding by 56%, lower its Account Receivable to 68% in comparison

to its previous year, and increased its days of payable outstanding by 31%. As a result, he was able to reach a negative cash cycle where he was able not to pay for his inventory until after he had sold the final product associated with them. He was simply able to convert cash in hand into even more cash in hand, within a very short period of time. **B**

Visit us online:
btianjin.cn/150409

Formulas

In order to calculate the Cash Conversion Cycle we need to take into consideration several items from the financial statements. These items include: The revenue and cost of goods sold (COGS) from the income statement. The Inventory, Account Receivable and Account Payable at the beginning and end of the time period, from the balance sheets; also, the number of days in the period. The Cash Conversion Cycle formula is presented as follows:

$$CCC = DIO + DSO - DPO$$

Days Inventory Outstanding (DIO): [also known as **Days Sales of Inventory DSI**] this addresses the question of how many days it takes to sell the entire inventory. The smaller this number is, the better it is. $DIO = \text{Average Inventory (AI)} / \text{COGS per day}$.

Days Sales Outstanding (DSO): This looks at the number of days needed to collect on sales and involves Account Receivable. The smaller this number is, the better. $DSO = \text{Average AR} / \text{Revenue per day}$.

Days Payable Outstanding (DPO): This involves the company's payment of its own bills or AP. The longer DPO is, the better. $DPO = \text{Average AP} / \text{COGS per day}$

The Return on Invested Capital is always calculated as a percentage by applying the following formula: **ROIC = (Net Income – Dividends) / Total Capital**. The Total Capital includes long term debt, and common and preferred shares.

Bohai Straight Tunnel

By Richard Cook



In this month's edition we shift our focus from the 'under construction' to the 'conceptualization' of local/regional projects. As the rapid transport industry gets a kick and the tail of two China's becomes ever closer through infrastructure developments, we cast our eyes onto what could be a world feat of engineering. On Tianjin's doorstep is the inlet of the Bohai Sea. The Bohai Basin has lay witness to one of the most rapidly developing shipping lanes in the world. Tianjin is at the apex of this shipping lane, constituting the primary port for China's capital, Beijing. The Bohai Sea itself is but a nuisance, a cut into the mainland that requires navigation via road or rail to go around. To get around the bay takes 1,400km and an unprecedented amount of time. It is not hard to see that this is a logistical constraint

for further economic development. The movement of heavy goods and materials from the natural resource rich areas in the north is vital to the vast industrial machine of China. Manufacturing hubs around China need a way to overcome this restraint.

The proposal to overcome the Bohai Strait is to construct the largest underwater tunnel in the world, from Dalian on the Liaodong Peninsula to Yantai on the Shangdong Peninsula. The tunnel itself will be designed to facilitate high-speed rail links between the north and south of the Bohai Strait, significantly reducing the time it takes to bypass the Bohai Basin. Stretching for roughly 123km, 90km of which is submerged, the tunnel will exceed the combined lengths of the British-French Channel Tunnel and the Japanese

Seikan Tunnel. This unparalleled feat is likely to take the best part of 10 years, if not longer to complete. The cost of the project is likely to reach between 30 billion USD and 40 billion USD. Acquiring the funds for this venture has been the subject to much debate. The National Development and Reform Commission (NDRC) have been referencing financial models for raising the projects funds. BOS, basically meaning, build-operate-sell, could see a private venture pay for the project itself, if policy makers approve. Also, reviewing the English-French Channel Tunnel experience, a private/public ownership model has been suggested.

The tunnel, once completed, will take 40 minutes to cross the basin and is expected to be incorporated into the east-coast rail network,

stretching from as far north as Harbin, to as far south as Shenzhen. With China Railway Engineering Corporation expected to be the operators, an east-coast heavy rail network featuring this colossal structure will result in a newfound ability for the Chinese raw material industry to maintain desired growth. Not only that, it will be able to expand operations considering the newfound efficiency of rail freight distribution that this project could facilitate. For the freight industry and its users, it could mean lower fuel consumption, easing of congestion on the existing east coast rail network, meaning better distribution of services for Beijing and westward networks. The Bohai Rim is one of China's most encompassing economic regions. The aforementioned shipping lanes that pass into the region symbolize this. With over 150 cities and a population of 300 million the development of this project could provide a successful long-standing investment. Concerning the potential usage, the NDRC suggest 30,000 vehicles could use the tunnel and its car carrying carriages, generating 13 billion CNY annually. This would aid the BOT - build-operate-sell - notion when it comes to acquiring project

funding. Already established is a cross straight ferry, however with the increasing size of Tianjin as an international port and regional heavyweight in terms of trade, clogging up the straight with more

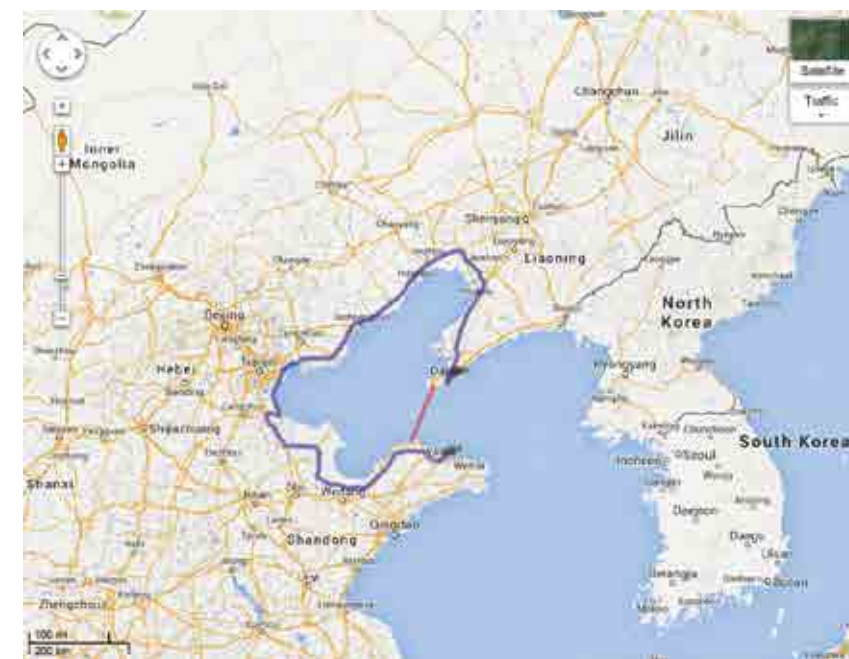
The tunnel, once completed, will take 40 minutes to navigate and is expected to be incorporated into the east-coast rail network, stretching from as far north as Harbin, to as far south as Shenzhen.

ferries is not a practical option. Surely doing such a thing would hamper the economic growth of the region. This is not the first time the idea of a Bohai Straight Tunnel has been raised. In fact, last November saw the NDRC respond to a fifth submission of a potential cross straight project. Thus, there is clear interest in this scheme from a number of economic actors.

As for an international perspective, the tunnel has been considered

as a bargaining chip by China. In the summer last year, China was open to deliberation with several British firms, who had expressed interest in the construction of the tunnel. It is thought that in exchange for British firms being involved in the construction of the Bohai Straight Tunnel, the British would open the door further to the prospect of Chinese involvement in the construction of their new generation of rail infrastructure in the UK, known as HS2. Unlike their British counterparts, the Chinese rail industry has significant knowledge and experience in high-speed rail construction. Thus, should the British be interested, the project may work well both ways. Not to mention that infrastructure deals between the two nations are already in existence, primarily in the energy sector.

Whether you have just arrived in Tianjin or you have been here for several years, you have probably heard about this project. The fundamental question is feasibility. With the Chinese economy slowing down, both realists and optimists realize the dangers of undertaking symbolic projects like the Bohai Straight Tunnel. From an engineering perspective, the tunnel is completely constructible and plenty of Chinese and international firms have displayed signs of interest for involvement. However, the willingness to truly execute the plan remains gloomy. Doing nothing soon will create long-term problems. Therefore, in 2016 it is expected that the new Five Year Plan will incorporate the Bohai Straight Tunnel as a regional priority for infrastructure development. Within the coming year, the conceptualization of this project may finally give way to the genesis of this great engineering feat. **B**



Visit us online:
btianjin.cn/150410

Past Events:

Women's Professional Committee (WPC) Executive Lunch for Cervical and Breast Cancer Awareness

AmCham China Tianjin and Tianjin United Family Hospital held the Women's Professional Committee (WPC) lunch on 12 March at Shangri-La Hotel, Tianjin.

Dr. Robert Wang, Obstetrician and Gynaecologist at Tianjin United Family Hospital shared his knowledge of the concerns, screening, treatment and diagnosis of cervical cancer and breast cancer with the ladies.

Ladies enjoyed the fantastic Chinese dishes provided by the Shangri-La Hotel as well as the opportunity to network with old and new friends.



Tianjin Monthly Executive Breakfast Briefing

The guest speaker for this month's Executive Breakfast Briefing was Mr. Andreas Ockel, General Manager of Airbus (Tianjin) Final Assembly Company Ltd. He shared his observations and the latest information about the global aerospace market, the footprint of Airbus in China and challenges the company faces in its daily operations with nearly 40 guests. Attendees were very active during the Q&A session.

The Monthly Executive Breakfast is becoming a signature event for the Tianjin Chapter, providing members an excellent opportunity to meet Tianjin's Executive Committee members. The next one will be held on 16 April.



Upcoming Events:

16 April 2015, 7:15—9:00AM: Monthly Executive Breakfast Briefing, The Astor Hotel

20 April 2015, 15:00—17:30PM: Tianjin Real Estate Committee Event--China60: From Fast Growth to Smart Growth, Hotel Nikko Tianjin

23 April 2015, 2:00—5:30PM: Exclusive Company Tour to GE Healthcare, GE Healthcare Tianjin Company

24 April 2015, 9:00AM—5:00PM: Essential Skills Training: Confident Recruitment and Selection Interviewing

Room 2918, 29F, The Exchange Tower 2, 189 Nanjing Lu Heping District Tel: +86 22 2318 5075 Fax: +86 22 2318 5074 www.amchamchina.org

Past Events:

Breakfast Briefing: HR Trends 2015 in China

12 March 2015

Co-organized with German Chamber, the European Chamber Tianjin Chapter hosted the Breakfast Briefing in the Hotel Indigo Tianjin Haihe. More than 30 participants joined for this event. The speaker from Fiducia Management Consultants shared his insights into HR topics in China - finding, hiring, retaining and terminating - to facilitate the process.

This breakfast seminar discussed the typical challenges when looking for new employees, explained some of the pitfalls of China's Labor Laws to watch out for, and provided an overview of the current HR trends in China so companies could adjust their recruitment strategies accordingly.



Workshop: Project Management Essentials

13 March 2015

Projects are fast becoming an important way of working within organizations to achieve new levels of performance, new products and services at less cost than routine operational activities.

The European Chamber Tianjin invited project management expert Mr. Richard Chen from Eddic Management to give our members an intensive summary from three perspectives of Project Management: Objective, Scheduling and Monitoring. This half-day workshop was well received by more than 30 project managers.



Full Day Training- Negotiation Skills

17 March 2015

Negotiation requires important skills and knowledge to keep up our confidence and achieve the desired outcomes. Based on the Harvard Negotiation Method, the trainer Mr. Ramil Cueto from C2C delivered full-day training to the chamber members on negotiation skills. Participants had not only acquired the systematic process and framework for negotiation but learned and practiced different negotiation tactics.



41F, The Executive Center, Tianjin World Financial Center, 2 Dagubei Lu, Heping District, Tianjin 300020.
Tel: +86 22 5830 7608 Email: tianjin@european-chamber.com.cn Website: www.european-chamber.com.cn

Chamber Reports

Past Events:



Interchamber Breakfast Seminar - HR Trends 2015 in China

Thursday, March 12, 2015

The German Chamber of Commerce invited to the Interchamber Breakfast Seminar with the topic of HR Trends in China. HR has changed from predictable movement patterns and salary demands to the desire to work for a company that offers opportunities for growth and a future. With the strategic timing of just after Chinese New Year when many are busy hiring new employees, Paul Marty, Client Service Manager of Fiducia Management Consultants, shared his insights into HR topics in China - finding, hiring, retaining and terminating - to facilitate the process. This breakfast seminar discussed the typical challenges when looking for new employees, explained some of the pitfalls of China's Labor Laws to watch out for, especially for contracts, the employee handbook, and when you terminate employee, and provided an overview of the current HR trends in China. During the Q&A important issues were discussed such as the usage of mobile phones for both business and private matters by the young generation employees, which can't be separated from workplace because costumers depend on direct and fast communication.



Upcoming Events:

April 9, 2015 07:30-09:00: Breakfast Seminar - Optimizing Your Company's Internal Control, Westin Hotel Tianjin

April 16, 2015 10:00-12:00: Seminar - How to apply for visa to Germany - Information by the German Embassy and the German Chamber, German Chamber Office Tianjin

April 24, 2015 14:00-17:30: HR Workshop - International Assignment Management, Recruitment and Chinese Labor Law, The Astor Hotel Tianjin

April 29, 2015 19:00-22:00: Kammerstammtisch Tianjin, Drei Kronen 1308 Brauhaus Tianjin

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

Matchmaking at St. Regis Tianjin

The St. Regis Tianjin together with Uber Tianjin and Baihe.com, successfully held a matchmaking event "I am not a socialite - Click Uber, Meet your Beauty at St. Regis Tianjin". During 19:00 and 21:00, there were 50 people finding that other half at the 18th floor Diamond Ballroom.

The Diamond Ballroom is located on the hotel's top floor (18th floor) and offers stunning views over Tianjin from floor-to-ceiling windows. Polished wood floors, white marble accents, and gold-colored glass pillars as well as a graceful leaf motif on the ceiling give this room a dazzling look and feel.

All male guests who joined this event were high quality members from Baihe.com, aged over 26 with an annual income over a million. All girls that joined this event came from the winners of a competition on 8th March. Female participants were highly educated, averaged 18 to 26 years of age, taller than 1.66m and weight under 50kg.



"The Art of Dough" with Kids at the St. Regis Tianjin

The St. Regis Tianjin together with Tianjin TV Children Channel < The king of tomato life> successfully held fan meetings for "The Art of Dough". During 14:00 and 16:00 on 22nd March, 45 children learnt how to do a doughy hedgehog with Cheney, Executive Pastry Chef from St. Regis Tianjin.

Child participants that signed up on the St. Regis Tianjin official WeChat account, ranged from 4 to 8 years old. In the day's activities, children learnt about the art of Chinese dough, and started to make a doughy hedgehog with a pastry chef. Because of their imagination, doughy hedgehogs of all different and strange styles were created. As a reward, every child participant got a gift box from the St. Regis Tianjin. It included Macarons, a brochure from the Children Channel and Hello Booky Education.

On the day, the children learnt about Western culture and how to use Western eating utensils properly. 15 child participants tried Western food from the St. Regis Tianjin.

Pursue your passions and celebrate the art of play with enriching family adventures that you will treasure for a lifetime. The St. Regis Tianjin has hand-selected packages that are custom-tailored to please each member of your family. Please follow us on our Official WeChat Account to keep up to date with the latest news: StregisTianjin3200



DINING

TIANJIN

Chinese

China Station

A: 2F, Radisson Plaza Hotel Tianjin No. 66, Xinkai Lu, Hedong District
T: +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

Fortune Restaurant

A: 2F, Crowne Plaza Tianjin Binhai No. 55, Zhongxin Da Dao Airport Industrial Park
T: +86 22 5867 8888 ext. 2355
富源中餐厅
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



Qing Wang Fu

A: No. 55, Chongqing Road Heping District
T: +86 22 8713 5555
+86 22 5835 2555
E: info@qingwangfu.com
W: qingwangfu.com
庆王府
和平区重庆道55号

Riverside Chinese Restaurant

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

Tao Li Chinese Restaurant

A: 6F, Hotel Nikko Tianjin No. 189, Nanjing Lu, Heping District
T: +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

Tian Tai Xuan

A: 1st and 2nd Floor, The Ritz-Carlton, Tianjin, No. 167 Dagubei Road, Heping District, Tianjin
T: +86 22 5809 5098
天泰轩中餐厅
和平区大沽北路167号天津丽思卡尔顿酒店一楼和二楼

Japanese

Benkay Japanese Dining

A: 5F, Hotel Nikko Tianjin, No. 189 Nanjing Lu, Heping District
T: +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

Café Vista

A: 1F, Wanda Vista Tianjin, 486 Bahao Road, Da Zhi Gu, Hedong District
T: +86 22 2462 6888
美食汇全日餐厅
河东区大直沽八号路486号天津万达文华酒店一层

Kasumi

A: 1F, Crowne Plaza Tianjin Binhai No. 55, Zhongxin Da Dao Airport Industrial Park
T: +86 22 5867 8888 ext. 2322
露日式料理
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

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

Seasonal Tastes

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

Seitaro

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

SóU

A: 49F, Tangla Hotel Tianjin, No.219 Nanjing Road, Heping District
T: +86 22 2321 5888 ext.5106
思创
南京路219号天津唐拉雅秀酒店49楼

Thai

YY Beer House

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

Western

Café@66

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

Churchill Wine & Cigar Bar

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



Aulare Latin Restaurant

A: Magnetic Plaza, Building A4 1F, Binshui Xi Dao Nankai District
T: +86 187 2229 0691
E: tianjin@aulare.com
艾伊莎丽西餐厅
南开区滨水西道时代奥城商6-140座1层(体育馆对面)

Texas BBQ Saloon

A: Units 115 and 128, Central Avenue, Building C7, Magnetic Plaza, Nankai District
T: +86 22 8713 5555
+86 182 0258 9904 (English)
+86 182 0258 9924 (Chinese)
德克萨斯风味烧烤西餐厅酒吧
南开区奥城商业广场C7座115-128

Prego Italian Restaurant

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

Qba – Latin Bar & Grill

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



Bistro Thonet

A: No.55 Chongqing Road, Heping District
T: +86 22 8713 5555
E: info@qingwangfu.com
W: qingwangfu.com
庭悦咖啡
和平区重庆道55号庆王府院内



Brasserie Flo Tianjin

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

1863 Bistro & Terrace

A: 1F Astor Wing, The Astor Hotel, A Luxury Collection Hotel, Tianjin No. 33, Tai'er Zhuang Lu Heping District
T: +86 22 2331 1688 ext. 8918
1863别致西餐厅&花园
利顺德翼, 和平区台儿庄路33号天津利顺德大饭店豪华精选酒店一层

Café Majestic

A: 1F Haihe Wing, The Astor Hotel, A Luxury Collection Hotel, Tianjin No. 33, Tai'er Zhuang Lu, Heping District
T: +86 22 2331 1688 ext. 8910
凯旋咖啡厅
海河翼, 和平区台儿庄路33号天津利顺德大饭店豪华精选酒店一层

Café Venice

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

Glass House

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

Pan Shan Grill & Wine

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

Promenade Restaurant

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

Spectrum All-Day Dining

A: 7F, Hotel Nikko Tianjin No. 189, Nanjing Lu, Heping District
T: +86 22 8319 8888 ext. 3570
彩西餐厅
南京路189号天津日航酒店7层

Mighty Deli (South Park Store)

A: No. 85-87, Shuishang Gongyuan West RD, Nankai, Tianjin (opposite to Nancuiping Park) 南开区水上公园西路85-87号南翠屏公园对面
T: +86 22 8783 9683
(Somerset Store)
A: 5F, Somerest Youyi, Pingjiang Dao, Hexi District
天津市河西区平江道盛捷服务公寓5层
T: +86 22 2810 7747

Zest

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

DINING



Inasia Restaurant

(Olympic Stadium Store)
A: 4F, A-Hotel, Olympics Gym, Nankai District, Tianjin 天津市南开区分水湾体育馆A-Hotel四楼
T: +86 22 2382 1666/2233 (Somerset Store)
A: 5F, Somerest Youyi, Pingjiang Dao, Hexi District 天津市河西区平江道盛捷服务公寓5层
T: +86 22 2810 7992

Bars

China Bleu

A: 50F, Tangla Hotel Tianjin, No. 219 Nanjing Lu, Heping District
T: +86 22 2321 5888
中国蓝酒吧
南京路219号天津唐拉雅秀酒店50层

O'Hara's

A: Astor Wing, The Astor Hotel, A Luxury Collection Hotel, Tianjin No. 33, Tai'er Zhuang Lu Heping District
T: +86 22 2331 1688 ext. 8919
海维尔酒吧
利顺德翼, 和平区台儿庄路33号天津利顺德大饭店豪华精选酒店一层

The St. Regis Bar

A: 1F, The St. Regis Tianjin, No. 158 Zhang Zizhong Road, Heping District
T: +86 22 5830 9958
瑞吉酒吧
和平区张自忠路158号天津瑞吉金融街酒店一层(津塔旁, 哈密道正对面)

Purple Bar

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

Flair

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

Education



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

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



SmartKidz International Tianjin

A: 5F, Building C, He Zhong Building, You Yi Bei Lu, Hexi District
T: +86 186 2230 2923(English)
+86 186 22303272(English)
+86 186 2235 9571(Chinese)
+86 186 2230 3926(Chinese)
E: thai.enc_cn@yahoo.com
W: SmartKidz-TJ.com
W: Smartkidz-tj.com
Fax: +86 22 8386 0969
天津童慧国际学校
河西区友谊北路合众大厦C座5层



Hopeland International Kindergarten

W: hik.cn
E: hik@hik.cn
华兰国际幼稚园(梅江园)
Hopeland international kindergarten Meijiang Campus
解放南路西侧环岛东路7号
A: No. 7 Huandao East Road, West side of Jiefang South Road, Tianjin
T: +86 22 5810 7777
华兰国际幼稚园(水上园)
Hopeland international kindergarten Shuishang Campus
天津南路霞光道46号
A: No. 46, Xianguang Street, Weijiang South Road, Tianjin
T: +86 22 2392 3803
华兰国际幼稚园(海逸园)
Hopeland international kindergarten Haiyi Campus
梅江湾翠波路5号
A: No. 5 CuiBo Road, Meijiang Bay, Tianjin
T: +86 22 6046 2555

InterMediaChina

A: No. 7 Huandao East Road, West side of Jiefang South Road, Tianjin
T: +86 22 5810 7777
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

SERVICES

Catering Solutions



Flo Prestige

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

International Schools

International School of Tianjin

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



Tianjin International School

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



Wellington College International Tianjin

A: No. 1, Yide Dao, Hongqiao District
T: +86 22 8758 7199 ext. 8001
Mobile: +86 187 2248 7836
E: admissions@wellington-tianjin.cn
W: wellington-tianjin.cn
天津惠灵顿国际学校
红桥区义德道1号

Event Planning



InterMediaChina is Tianjin's premiere event planning company. We will pinpoint the features that can make your event a success and ensure that your target audience is reached through superb advertising and promotion. Also arrange the following:
• Budgeting
• Selecting and reserving the event site
• Transportation and parking
To set up an event with InterMediaChina, please send e-mail to gm@intermediachina.com

Hotels & Apartments

Hotels

Hyatt Regency Jing Jin City Resort & Spa

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



Renaissance Tianjin Lakeview Hotel

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



Banyan Tree Tianjin Riverside

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



Hotel Indigo Tianjin Haihe

A: No.314 Jiefang South Road, Hexi District, 300202, Tianjin
T: +86 22 8832 8888
F: +86 22 8832 6868
天津海河英迪格酒店
中国天津市河西区解放南路314号

SERVICES



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



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



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



Tangla Hotel Tianjin
A: No. 219, Nanjing Lu, Heping District
T: +86 22 2321 5888
 天津唐拉雅秀酒店
 和平区南京路219号



Crowne Plaza Tianjin Meijiangan Hotel
A: East to south Youyi Road (opposite to Tianjin Meijiang Conference & Exhibition Center), Xiqing District
T: +86 22 5857 6666
 天津梅江中心皇冠假日酒店
 西青区友谊南路东侧(天津梅江会展中心对面)



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



Sheraton Tianjin Hotel
A: Zi Jin Shan Lu, Hexi District
T: +86 22 2731 3388
 天津喜来登大酒店河西紫金山路



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



The St. Regis Tianjin
A: No. 158, Zhangzizhong Road Heping District
T: +86 22 5830 9999
 天津瑞吉金融街酒店
 和平区张自忠路158号(津塔旁, 哈密道正对面)



The Astor Hotel, A Luxury Collection Hotel, Tianjin
A: No. 33, Tai'er Zhuang Lu, Heping District
T: +86 22 2331 1688
 天津利顺德大饭店豪华精选酒店
 和平区台儿庄路33号



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

Radisson Blu Plaza Hotel Tianjin
A: No. 66, Xinkai Lu, Hedong District
T: +86 22 2457 8888
 天津天诚丽笙世嘉酒店
 河东区新开路66号

Apartments Astor Apartment
A: No. 32, Tai'er Zhuang Lu Heping District
T: +86 22 2303 2888
 利顺德公寓
 和平区台儿庄路32号



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

Sheraton Apartment
A: Zi Jin Shan Lu, Hexi District
T: +86 22 2731 3388
 喜来登公寓
 河西紫金山路



Qing Wang Fu Club Suites & Serviced Residences
A: No.55 Chongqing Road, Heping District
T: +86 22 8713 5555
E: info@qingwangfu.com
W: qingwangfu.com
 庆王府公馆
 和平区重庆道55号

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



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



Somerset International Building Tianjin
A: No. 75, Nanjing Lu Heping District
T: +86 22 2330 6666
 天津盛捷国际大厦服务公寓
 和平区南京路75号

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

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

Logistics

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

Printing Services

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

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 organisations of all sizes throughout China and abroad. For further details, please send e-mail to gm@promotianjin.com

SERVICES

Real Estate



CBRE Tianjin
A: 42F, Units 12 & 13, Tianjin World Financial Centre Office Tower, No. 2 Dagubei Road, Heping District.
T: +86 22 5832 0188
W: cbre.com.cn
 世邦魏理仕天津分公司和平区大沽北路2号天津环球金融中心津塔写字楼42层12-13单元



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

Royal Relocation Consultants

A: Room 301, Building 19, Magnetic Capital Serviced Apartment West Bin Shui Rd. Nankai District
T: +86 22 2813 6943
W: royal-relocation.com
 荣联国际安居服务公司
 天津市南开区时代奥城酒店公寓19号楼301室

Associations

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

Travel Agencies



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

HEALTH

Serviced Office



The Executive Centre
 Asia-Pacific's Premium Serviced Office Provider
A: 41F, Tianjin World Financial Center 2 Dagubei Road, Heping District Tianjin
T: +86 22 2318 5111
W: executivecentre.com
 天津德事商务中心
 和平区大沽北路2号天津环球金融中心津塔写字楼41层



Regus Tianjin Centre
A: 8th Tianjin Centre, No.219 Nanjing Road, Heping District
T: +86 22 2317 0333
Regus Golden Valley Centre
A: 11th Floor, Block One, Golden Valley Centre, Heping District
T: +86 22 5890 5188
W: www.regus.cn
 雷格斯天津中心
 和平区南京路219号天津中心8层
 雷格斯金谷大厦中心
 和平区金谷大厦一号楼11层

Hospitals



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



Tianjin United Family Hospital
A: No.22, Tianxiao Yuan Tanjiang Dao, Hexi District
T: +86 22 5856 8500 (Reception)
 24 Hour Emergency:
T: +86 22 5856 8555
W: ufh.com.cn
 天津和睦家医院
 河西区潭江道天潇园22号



Beijing Shanghai Tianjin Hongkong Singapore

Our business registration service will open your doors to china

WHERE YOUR BUSINESS BEGINS!

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

www.boxinves.com

E-mail: bjacc1@boxinves.com

Mobile: +86 159 2210 9101

Tel: +86 22 2391 7700

Our Satisfied Customers:



DINING

Arrail Dental Tianjin International Building Clinic
和平区南京路75号天津国际大厦302室
A: Rm 302, Tianjin International Building, No. 75 Nanjing Rd, Heping District, Tianjin PRC
T: +86 22 2331 6219/10/67
24Hr Emergency Line: 150 0221 9613
W: arrail-dental.com

Gyms

Astor Fitness & Health Club
A: 3F, Haihe Wing, The Astor Hotel, A Luxury Collection Hotel, No. 33, Tai'er Zhuang Lu Heping District
T: +86 22 2331 1688 ext. 8876
利顺德健身俱乐部
海河翼, 和平区台儿庄路33号天津利顺德大饭店豪华精选酒店三层

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

TEDA & TANGGU

Brazilian

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

Chinese

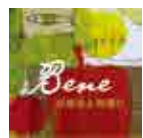
Wan Li Chinese Restaurant
A: 2F, Renaissance Tianjin TEDA Hotel & Convention Centre No. 29, 2nd Avenue, TEDA
T: +86 22 6621 8888 ext. 6750
万丽轩中餐厅
开发区第二大街29号天津万丽泰达酒店及会议中心2层

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

Japanese

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

Italian



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

Western

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



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

BARS



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

Education



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

SERVICES



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

Hotels

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



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



Sheraton Tianjin Binhai Hotel
A: No. 50, 2nd Avenue, TEDA
T: +86 22 6528 8888
T: +86 22 6528 8899
W: sheraton.com/tianjinbinhai
天津滨海喜来登酒店
开发区第二大街50号



Crowne Plaza Tianjin Binhai
A: No.55 Zhongxin Avenue Airport Economic Area, Tianjin
T: +86 22 5867 8888
天津滨海圣光皇冠假日酒店
天津市空港经济区中心大道55号



HILTON TIANJIN ECO-CITY
A: No. 82 Dong Man Zhong Lu, Sino-Singapore Eco-City, Tianjin, P.R. China 300467
T: +86 22 5999 8888
F: +86 22 5999 8889
E: tianjinecocity.info@hilton.com
W: tianjinecocity.hilton.com
天津生态城世茂希尔顿酒店
天津市中新生态城动漫中路 82号

HEALTH

Apartments



TEDA, Tianjin - Marriott Executive Apartments
A: 29 Second Avenue TEDA, Tianjin
T: +86 22 6621 8888
天津泰达万豪行政公寓
天津经济技术开发区第二大街29号

Spas

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

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

Hospitals



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

Gyms

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

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

TIANJIN-BEIJING AIRPORT Shuttle Bus ¥83 one way

Tianjin - Beijing Airport Terminals 2/3

04:00-18:00, runs every hour. Tian Huan Distance Bus Passenger Station The junction of Hongqi Lu and Anshan Xi Dao. Tel: +86 2305 0530

Beijing Airport Terminals 2/3 - Tianjin

07:00, 08:00, 09:00, 10:00 then every 30 minutes until 23:00. Exit on the 1st floor at Gate 15 / Terminal 2 and Gate 1 / Terminal 3. Tel: +86 10 6455 8718

TEDA-BEIJING AIRPORT Shuttle Bus ¥90 one way

TEDA - Beijing Airport Terminals 2/3

06:45, 08:45, 14:45, 17:15. 1st Avenue, TEDA. Tel: +86 22 6620 5188

Beijing Airport Terminals 2/3 - TEDA

10:30, 13:00, 18:30, 20:30. Exit on the 1st floor at Gate 15 / Terminal 2 and Gate 1 / Terminal 3. Tel: +86 10 6455 8718

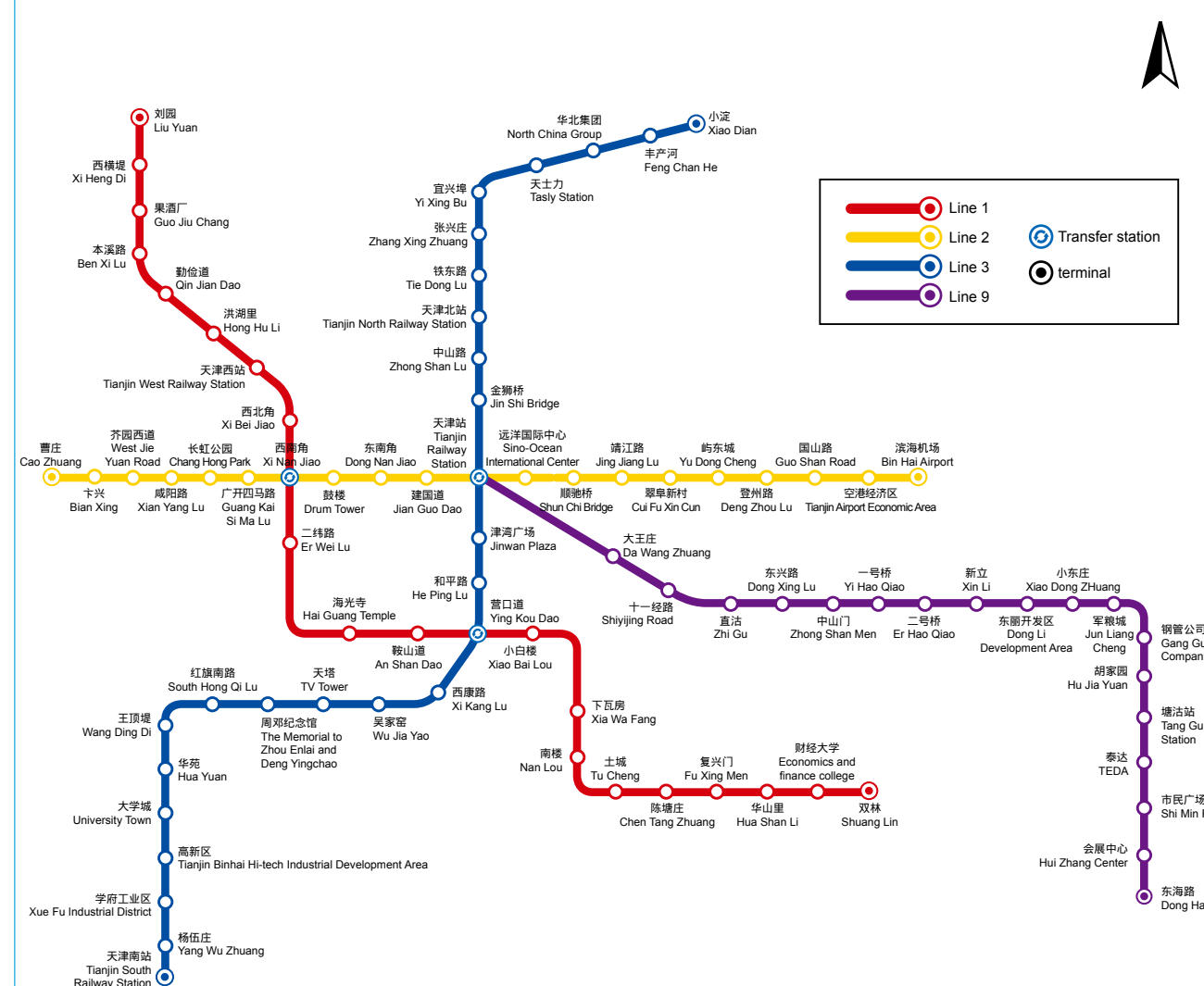
BULLET (C) TRAIN

TJ ~ BJS (¥55 - ¥66)			BJS ~ TJ (¥55 - ¥66)		
Train	Tianjin	Beijing	Train	Beijing	Tianjin
C2002	06:25	06:55	C2001	06:35	07:05
C2094	22:45	23:15	C2093	23:00	23:30

TG ~ BJS (¥66 - ¥80)			BJS ~ TG (¥66 - ¥80)		
Train	Tanggu	Beijing	Train	Beijing	Tanggu
C2274	12:40	13:10	C2273	10:45	11:15
C2280	20:25	20:55	C2279	18:50	19:20

Wuqing ~ BJS (¥39 - ¥46)			BJS ~ Wuqing (¥39 - ¥46)		
Train	Wuqing	Beijing	Train	Beijing	Wuqing
C2202	06:53	07:18	C2201	06:45	07:07
C2232	20:43	21:08	C2231	21:15	21:37

TIANJIN SUBWAY



Banking

银行业务
yín háng yè wù

As a foreigner who is working or living in China,
shēn wéi gōng zuò huò zhě jū zhù zài zhōng guó de wài guó rén,
身为工作或者居住在中国的外国人,
you have to do a lot of transactions with banks in China.
shēng huó zhōng bù kě quē shǎo de biàn shì yǔ yín háng dǎ jiāo dào.
生活中不可缺少的便是与银行打交道。

So, how do you open a bank account, withdraw money and exchange foreign currency?
Nà me, rú hé zài yín háng kāi hù, qǔ kuǎn hé huàn wài bì ne?
那么, 如何在银行开户, 取款和换外币呢?

The situations we discuss are very common
Běn qī wǒ men jiù lái kàn yí xià zhè xiē shēng huó zhōng de cháng yòng yǔ.
本期我们就来看一下这些生活中的常用语。



Open a bank account

Kāi hù
开户

When you want to open a new bank account in China,
kāi hù shì zhǐ bàn lǐ quán xīn de yín háng kǎ,
开户是指办理全新的银行卡,
you need to take your passport and go to the bank window to apply for an account.
wài guó rén xié dài běn guó hù zhào, dào gè yín háng chuāng kǒu jí kě bàn lǐ.
外国人携带本国护照, 到各银行窗口即可办理。

A: "Hello, I want to apply for a bank card."
" Nǐ hǎo, wǒ xiǎng bàn yín háng kǎ."
"你好, 我想办银行卡。"

B: "Yes, please show your passport."
"Hǎo de, qǐng chū shì hù zhào."
"好的, 请出示护照。"

A: "This is my passport."
" Zhè shì wǒ de hù zhào."
"这是我的护照。"

B: "Please wait."
" Qǐng shāo děng."
"请稍等。"

B: "Please sign here."
" Qǐng zài zhè lǐ qiān míng"
"请在这里签名。"

B: "This is your bank card."
" Zhè shì nín de yín háng kǎ."
"这是您的银行卡。"

A: "Thank you."
" Xiè xiè."
"谢谢。"

B: "You're welcome."
" Bù kè qì."
"不客气。"

Withdrawals

Qǔ kuǎn
取款

A: I want to withdraw 1000 yuan.
" Wǒ xiǎng qǔ 1000 kuài qián."
"我想取1000块钱。"

B: "Please enter your password."
" Qǐng shū rù mì mǎ."
"请输入密码。"

B: "You can also go to the ATM in front of the bank."
" Nín yě kě yǐ dào yín háng mén kǒu de
"您也可以到银行门口的
zì dòng qǔ kuǎn jī qǔ kuǎn."
自动取款机取款。"

A: "Okay, thank you."
" Hǎo de, xiè xiè."
"好的, 谢谢。"

Foreign currency exchange

Duì huàn wài bì
兑换外币

A: "I want to exchange Euros into RMB."
" Wǒ xiǎng bǎ ōu yuán huàn chéng rén mín bì."
"我想把欧元换成人民币。"

B: "Well, how much?"
" Hǎo de, huàn duō shǎo?"
"好的, 换多少?"

A: "1000 Euros."
" 1000 Ōu yuán."
"1000欧元。"

*中文里面, 千、万、十万、百万、千万和亿在英文中是:
In Chinese, thousand, ten thousand, hundred thousand, million, ten million and a hundred million are "qiān, wàn, shí wàn, bǎi wàn, qiān wàn, yì" respectively.

By Priscilla Nolet

Movie

A Beautiful Mind, Directed by Ron Howard
Drama

A Beautiful Mind is a biographical drama about the famous but troubled US mathematician John Nash. The movie relates the story of his life, from his beginnings at Princeton to his winning the Nobel Prize in economics. Russell Crowe stars as Nash and delivers a heartfelt performance.

At Princeton Nash struggles with his inner demons as he attempts to come up with a truly original idea for his thesis paper. After graduate school he turns to teaching, becoming romantically involved with his student Alicia. Meanwhile, the government asks his help with code breaking. This soon gets him involved in a terrifying conspiracy plot and Nash grows more and more paranoid. After observing this erratic behavior, Alicia informs a psychiatric hospital and Nash is admitted for treatment. Eventually, with Alicia's help, he is able to recover his mental strength and regain his status as a great mathematician. He finally makes a revolutionary breakthrough that will eventually earn him the Nobel Prize.



Quote of the Month

A business that makes nothing but money is a poor business.

- Henry Ford

Book

Ten Little Niggers, by Agatha Christie

Collection: Crime Novel

Origin: United Kingdom

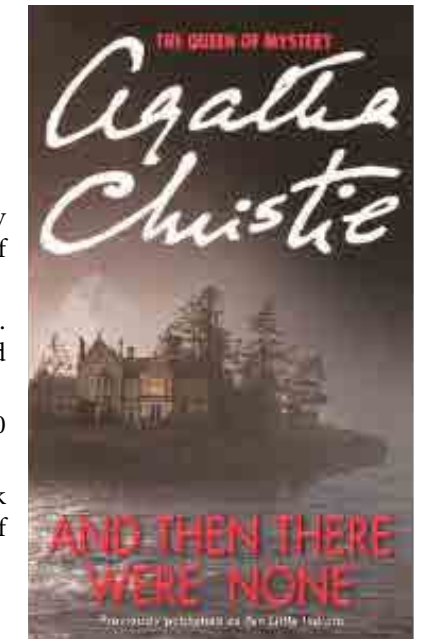
Publication date: 6th November 1939

And Then There Were None is a mystery novel by Agatha Christie, widely considered as her masterpiece and described by Christie as the most difficult of her books to write.

In the novel, ten people are invited to come to an island under different reasons. All of them have been complicit in the death of other people but always escaped from justice.

And Then There Were None is Agatha Christie's best-selling novel with over 100 million of copies sold.

For people who love thrillers, you will really enjoy the great suspense this book provides. It is definitely one of the greatest mystery novels written by the queen of mystery herself!



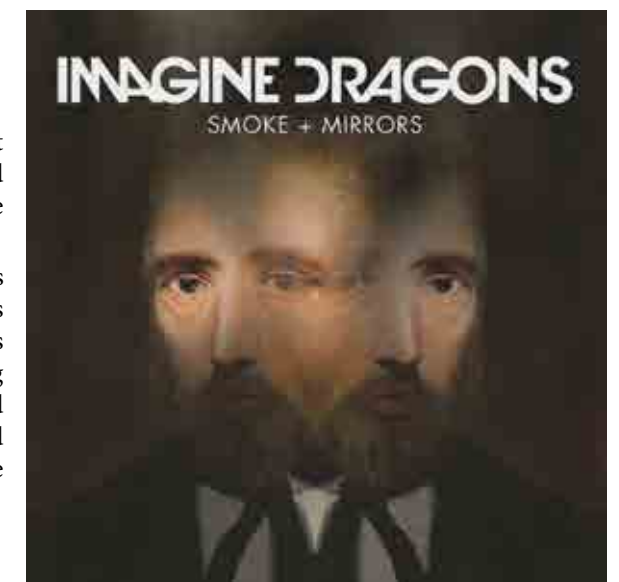
Music

Smoke + Mirrors, by Imagine Dragons

New Album released on 17 February 2015

After the international success of their first album Night Visions, in 2012, American rock band Imagine Dragons released its second studio album Smoke + Mirrors on 17 February in the United States.

The idea behind the new album was considered a New Year's resolution ...to create a new style of music. Smoke + Mirrors is inspired greatly by the band's travels on the Night Visions Tour. The new album is a mixture of lively songs and inspiring melodies. That exude the feeling of happiness they experienced during the big road trip. Imagine Dragons has also announced its first show for the North American tour which will take place in Portland, Oregon on 3 June 2015.



When the Foreign Product Craze Goes Too Far

By Michael Dow



Globalisation has made it much easier for people to buy products and services from the opposite end of the globe. Big companies have adapted to this new age by gearing their operations towards a more global consumer base. China's rapidly expanding middle class has long been a golden goose for money-hungry foreign firms. Everyone from American tech companies and German car manufacturers to Italian fashion

houses and Japanese toilet seat manufacturers have been cashing in on the Chinese consumer's insatiable demand for foreign products. There are many factors driving this craze – some of them cultural, some of them related to general consumer preferences. Like everyone else, this country's citizens want to get the best value possible for their hard earned cash. Foreign brands are generally considered to be of a higher quality than their

domestic counterparts. Those who can afford to buy Gucci bags and Bentley motors are deemed to be of a high social standing.

This has all been very well and good for multinational companies but it hasn't always been great for Chinese consumers. Imported food products are a good case in point. Concerns about the quality and safety of locally produced goods may well be warranted but anyone who wishes to avoid the

health hazards that are involved in consuming certain locally-produced items have to pay a huge price for peace of mind. It is always astonishing to see how many boxes of baby formula are hauled on and off the 2 hour flights from Manila to Xiamen. Those savvy Chinese passengers must spend thousands upon thousands of yuan on flights, hotels and excess baggage charges to procure such vast amounts of foreign baby milk.

Then there are the scam artists who are constantly preying on the Chinese consumer market. In Guangdong province there are entire factories whose operations are solely based around knock offs. To the untrained eye it is hard to distinguish their products from the real thing. Some people don't particularly care whether they are buying the genuine article or not. Places like the Beijing Silk Market are extremely candid about their

selling of 'Armani' shirts for 30 "kuai" each, as are the electronics vendors in Shenzhen who flood Guangdong Province and Hong Kong with shoddy fake iPhones. Although they are committing a crime, neither the authorities

This has all been very well and good for multinational companies but it hasn't always been great for Chinese consumers.

nor the consumers seem overly bothered by their dodgy dealings.

Having said that, there are plenty of instances in which fraudsters are tapping into a vulnerable target market who are being

scammed in the traditional sense of the word. The high demand for Japanese products has been especially beneficial to savvy swindlers. A recent news report told the story of a company called Tuhao who claimed to be selling imported Japanese rice. At one stage their sought after product was fetching up to 1500 RMB for a five kilogramme packet as more and more health conscious Chinese rice eaters went online to buy up this 'white gold'. Following an investigation by Chinese customs it came to light that this so called Japanese rice was actually being cultivated in Liaoning Province, just three hundred miles down the road from Tuhao's customers in Tianjin and Beijing. Apparently the going rate for that particular crop in Liaoning is around 6 RMB for 500 grams. That is some profit margin for the swindlers who needed nothing more than a





trip to the local market and some fancy Japanese-looking packaging to make some serious money. This story is just the latest in a stream of scandals involving fake Japanese products. Last year, it was reported that a shop in Shanghai had made millions of yuan by cashing in on the growing demand for fancy Japanese toilet seats. All of their range, except for the pieces that were used in the store for demonstrations, were manufactured in Chinese factories and were in no way approved by a Japanese specialist.

As the authorities clamp down on certain cons, the ingenious perpetrators are finding innovative new ways to rip people off. One increasingly popular scheme involves registering a company in North America and Europe

then setting up manufacturing operations and distribution networks in China. This is a more costly and time consuming way of tapping into the foreign product craze but it has certainly paid off for a number of people. A face mask producer in Beijing that was registered in Canada and claimed to be approved by the appropriate North American governing bodies made so much money that their owners became dollar millionaires within five months. They became even richer when they sold their company to an American investment firm after being in business for less than half a year. Again, it was simply a case of tapping into the Chinese consumers' distrust of local products. A bit of clever marketing and some nice looking packaging is

all it takes to hit the jackpot.

Unfortunately, while this adoration of foreign goods continues and Chinese competitors fail to convince the local market that home grown products are just as good, the Chinese consumer will be trapped in a catch 22 situation. It will require more innovation in the manufacturing side and some serious investment in marketing. This will no doubt happen over time but hopefully in the meantime the authorities here will take a tougher stance on dodgy rice distributors and fake iPhone dealers. ☒

Visit us online:
btianjin.cn/150412

Aulare
urban latin restaurant
艾伊莎丽西餐厅

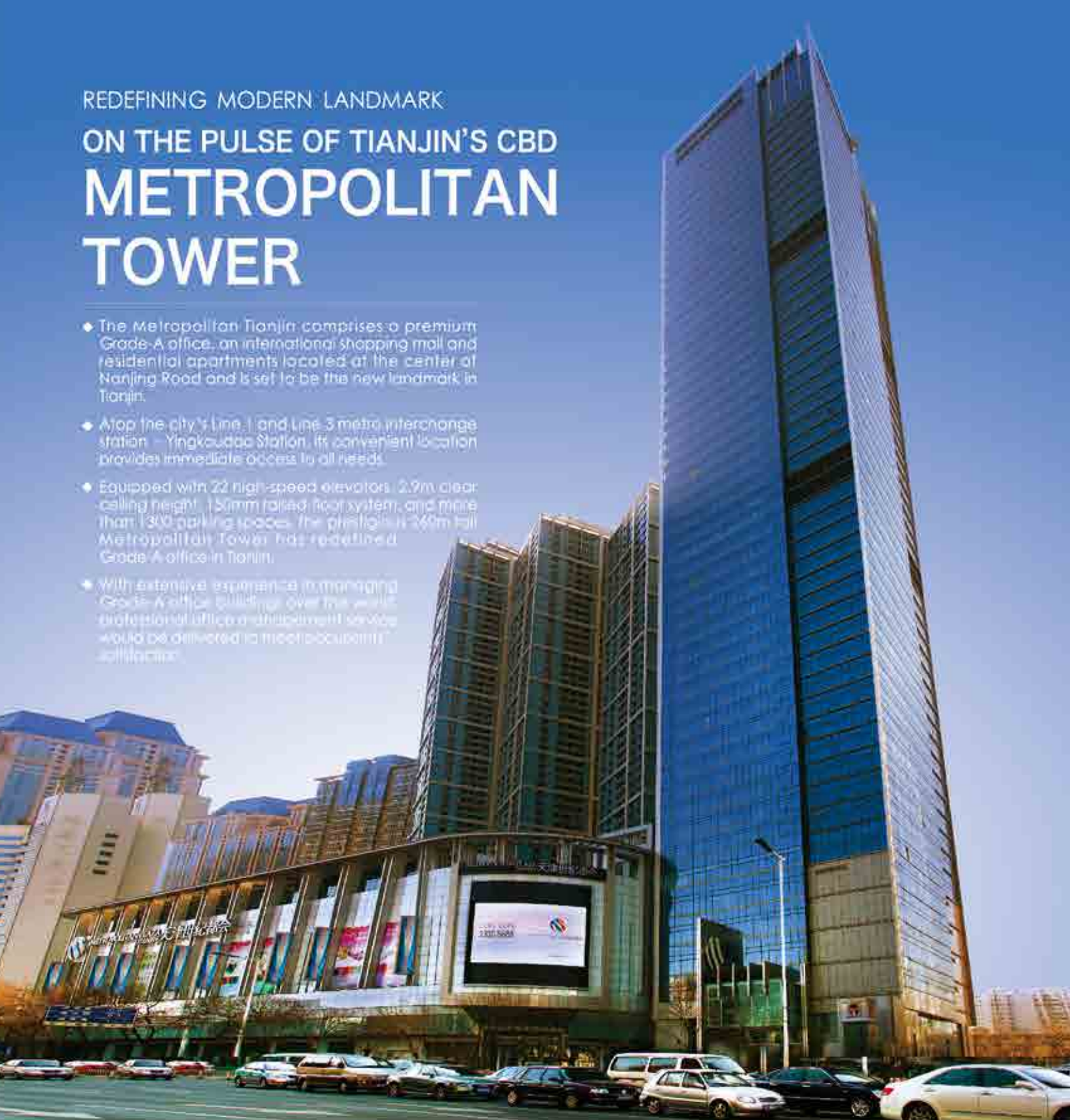
+86 187 2229 0691
tianjin@aulare.com
Magnetic Plaza, Building 6-140, 1 Floor Nankai District
南开区奥城商业广场商6-140,1层

REDEFINING MODERN LANDMARK

ON THE PULSE OF TIANJIN'S CBD

METROPOLITAN TOWER

- ◆ The Metropolitan Tianjin comprises a premium Grade-A office, an international shopping mall and residential apartments located at the center of Nanjing Road and is set to be the new landmark in Tianjin.
- ◆ Atop the city's Line 1 and Line 3 metro interchange station – Yingkoudao Station, its convenient location provides immediate access to all needs.
- ◆ Equipped with 22 high-speed elevators, 2.9m clear ceiling height, 150mm raised floor system, and more than 1300 parking spaces, the prestigious 266m tall Metropolitan Tower has redefined Grade-A office in Tianjin.
- ◆ With extensive experience in managing Grade-A office buildings, over the world, professional office management services would be delivered to meet occupants' satisfaction.



Address: 183 Nanjing Road, Heping District, Tianjin, China

Leasing Hotline: **8622-2330-8888**



Hutchison Whampoa Properties (Tianjin) Limited
和记黄埔地产(天津)有限公司

Sole agent of a joint venture company, wholly owned by Hutchison Whampoa Property Limited and China Resources Holdings Offshore Limited and Tsingtao Beer Co., Ltd.

和记黄埔地产有限公司与中法实业(中国)有限公司
新加坡淡滨尼有限公司与天津滨海新区和记置业有限公司合作



METROPOLITAN TOWER



世纪都会商厦