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Tianjin Open 2015

Growth and Global Scale

Interview with Stephen Duckitt
Tournament Director

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Dear Readers,

The end of summer 2015 not only brought us summer heat, long days and warm nights, but also some shocking news. The Team of Business Tianjin offers condolences to the all victims of the Tanggu Explosion. This shocking accident has touched us all in a way we could not imagine. We hope that it will not go for nothing and serve as “wake-up call” and bring many positive changes. Even in hard times, business activities continue in Tianjin and in China.¹⁸

In August we spoke about tendencies of the Chinese economy, which continues on a path of weakening and continues sliding. The September issue will as well inform readers on Foreign Exchange Control Reform, which is led by the State Administration of Foreign Exchange. After applying some changes and additions, the foreign exchange registration procedure will be simplified and offer flexibility for transactions. Also, following the past events, we looked on the Tianjin explosion from the economic and social scale, not following the negative mood that continues to comprise foreign media. This month we talk about new challenges for High and New technology enterprises and challenges they meet.

And, of course, as we are to meet the Tianjin Open 2015 in Tuanbo area this October, Business Tianjin spoke exclusively with Stephen Duckitt, director of the tournament.

We hope you will enjoy reading our publications as much as visiting our website and get more news and information:
www.businesstianjin.com

Yours sincerely
Mike Ross

Managing Editor | Business Tianjin Magazine
managingeditor@businesstianjin.com



◀ **Tianjin Open 2015. Growth and Global Scale. Interview with Stephen Duckitt Tournament Director**

Stephen Duckitt, as The Tianjin Open director, has a lot of experience in working with the WTA in China – he started in 2005, and he began working for the Tianjin Open since the birth of the tournament – from 2014. Since last year, the Tianjin Open has been upgraded and improved, and Stephen is ready to share all the news with Business Tianjin.

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▲ **From Disasters To Reform**

The horrifying explosion in the warehouse of Binhai has left the world aghast but deeply sympathetic at Tianjin's misfortune. With social media relaying around the world videos of the explosion's brutal destructive power from multiple angles, it has held people transfixed. We all feel affected in a way that once was not possible.

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◀ **8 Social Media Marketing Mistakes To Avoid**

In the rapidly changing and dynamic field of social media marketing, mistakes are some of the best ways for us to grow and develop as marketers. Here is a list of 8 common mistakes that social media marketers make and how to avoid them.

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TIANJIN NEWS

Tianjin FTZ Experiences Rapid Development



The Tianjin Pilot Free Trade Zone (Tianjin FTZ) experienced rapid development since its launch on 31 Dec last year, according to a press conference. The number of new corporations in the three areas of the Tianjin FTZ – Tianjin Port Dongjiang Area, Central Business Area, and the Tianjin Airport Area - reached 7,053 between January and June, 109 percent more than last year. The three areas of the Tianjin FTZ grew at different rates. The Tianjin Port Dongjiang Area grew fastest, at 202 percent per year, and had the largest amount of registered capital, 90.4 billion CNY (14.6 USD billion).

Sino-Japanese Partnership to Build Production Line in Tianjin Zone



Tianjin FAW Toyota Motor Co Ltd, a Sino-Japanese joint venture, announced last week that it will build a new production line in the Tianjin Economic-Technological Development Zone. The company said it will invest 47.3 million USD in the production line, which will have an annual production capacity of 100,000 units. It will begin producing new models by the middle of 2018. The company plans to shut down an old production line by the end of 2017.

Loss for Foreign Automakers Estimated at more than 2 Billion Yuan



The massive explosions in the port of Tianjin on Wednesday night destroyed thousands of imported cars that were waiting to be distributed. As the fourth-largest port in the country and the one closest to the capital, Tianjin is an important import hub for many international vehicle manufacturers. A dozen companies were affected by the explosions, including Volkswagen, Renault, and Toyota, and the total loss for the automakers concerned has been estimated at more than 2 billion CNY (312.5 million USD).

Moment of Silence Honors Tianjin's Dead



Cargo ship horns blared in honor of the dead, while people stood in silent mourning in Tianjin at 9 am on Tuesday, the seventh day from the time of the blasts - a key date for people to pay respects to the deceased. The city sounded a siren as more than 300 people paid tribute at a garden in the Binhai New Area. Firefighters, armed police officers, volunteers and relatives of the victims lined up to lay bouquets of white chrysanthemums in front of a memorial wall, where a solemn sign expressed "grief for those who died in the Aug 12 accident". As of Tuesday, 114 people had been confirmed dead and hundreds injured, while 57 remained missing.

Insured Losses from Tianjin Blasts Could Reach 1.5 Billion USD



The insured losses from a series of explosions at a chemical warehouse in Tianjin on Aug 12 are likely to range from 1 billion USD to 1.5 billion USD, Fitch Ratings said in a report on Tuesday. The high insurance penetration rate in this area could make the blasts one of the most costly catastrophe claims for the Chinese insurance sector in the past few years, the report said. Motor insurance is expected to be a major sector of all claims, since over 8,000 vehicles were destroyed in the blasts.

Disaster Triggers Rise in Commodity Prices



Commodity prices, including iron ore, increased after last week's fatal blasts in Tianjin affected operations at the city's port. The explosions occurred on 12 Aug at warehouses in the Binhai New Area close to Tianjin Port. Iron ore was priced at 56.75 USD a metric ton on Tuesday, a 1.34 percent rise from a week ago, according to Platts Iron Ore Index, a benchmark assessment of the spot price for physical iron ore. Tianjin Port is a key distribution center for crude, refined and fuel oil. Many trading and logistics companies are located in the area.

FINANCE

CITIC Securities Responds to Short-Selling Accusations



China's top securities broker, CITIC Securities, responded on Sunday to claims that it has short-sold Chinese shares. One of the accounts used to be owned by two shareholders, a foreign hedge fund and the Shenzhen-based CITIC United Venture Investment Co Ltd, a subsidiary of CITIC Securities. Market rumors began that CITIC Securities had ganged up with foreign hedge funds to short-sell Chinese stocks.

China Now Runs 4 of the World's 5 Biggest Banks



Four of the five largest banks in the world are Chinese, according to SNL Financial's latest global bank rankings. It's a big change from the past few years when only two Chinese banks made the top five. Beijing-based Industrial & Commercial Bank of China holds the top spot with assets valued at 3.5 trillion USD. That means the bank is worth more than the entire value of the British economy. The only non-Chinese bank remaining in the top five is HSBC, which is headquartered in London. It fell several spots to position No. 4 this year.

China Shares Up Despite Weak Economic Data



Shares in mainland China were trading up on Monday despite the world's second largest economy's weak export data over the weekend. The country's exports fell by 8.3% in July, far worse than expected and suggesting that Beijing will need to roll out more stimulus for the economy. The benchmark Shanghai composite was up by 1.1% to 3,787.06 points. Shares in medical company Ansell though fell by 17% after the company gave a negative outlook, expecting strong headwinds from tough global economic conditions and the stronger US dollar.

China Devalues Yuan Currency to Three Year Low



China's central bank has devalued the yuan to its lowest rate against the US dollar in almost three years. The lender said the move was a "one-off depreciation" of 1.9% in a move to make the exchange rate more market-oriented. The move, which makes exports cheaper, comes after weak economic data from the world's second largest economy. Washington has in the past complained that China uses its currency for competitive advantage, but the US Treasury's response was measured.

Alibaba's 1Q Sales Short of Expectations, Shares Fall



With sales growth slowing in China, Alibaba is looking across its borders to give sales a boost. The Chinese e-commerce powerhouse reported first-quarter net income more than doubled on strong growth across its online and mobile platforms. Though revenue jumped 28 percent, the growth fell short of Wall Street expectations and shares fell to their lowest point since the company's initial public offering last year.

IMF: China Is Managing Transition to More Stable Growth



The International Monetary Fund delivered a reassuring economic assessment of China on Friday, at the end of a week that saw the Chinese currency plummet and global stock markets buckle at the prospect of more bad news from the world's second-biggest economy. In its annual checkup of the Chinese economy, the IMF predicted China's economy would grow 6.8 percent this year and 6.3 percent in 2016, unchanged from previous forecasts. China last year registered 7.4 percent growth, already the slowest since 1990.

LAW & POLICY

New Guideline Set to Focus on E-Commerce, Parallel Imports



The emerging online auto trading and parallel import car sales are expected to be focuses of the upcoming antitrust guideline for the auto industry currently being drafted by the National Development and Reform Commission. As the first rule relating to the auto industry in the country's Anti-Monopoly Act, which came into effect in 2008, the new guideline will cover traditional auto part production and supply chain, auto sales and after-sales services. Delegates from automakers, industry associations, officials and lawyers, took part in a closed-door meeting to discuss the issues.

China to Resume Levying VAT on Fertiliser



China will resume levying value added tax on fertilizer sales and imports to meet newmarket conditions, according to a joint ministry statement on Tuesday. The VAT taxation rate stands at 13 percent and the new rule will take place starting from 1 September, according to the statement released by the Ministry of Finance, Central Administration of Customs and State Administration of Taxation. However, now the fertilizer market is burdened with overcapacity, with farmers and companies facing increasing problems due to the outdated policy, according to the statement.

TELECOM

iPhone Falls from Number 1 Spot to 3rd in China



The iPhone's reign as the No. 1 smartphone in China only lasted a quarter. Apple (AAPL, Tech30), which was mired in seventh place in China as recently as a year ago, soared to become the most popular smartphone brand there during the first quarter, boosted by the launch of the iPhone 6. But the iPhone 6 aura dimmed soon enough, opening the door for challengers to take over the top spot.



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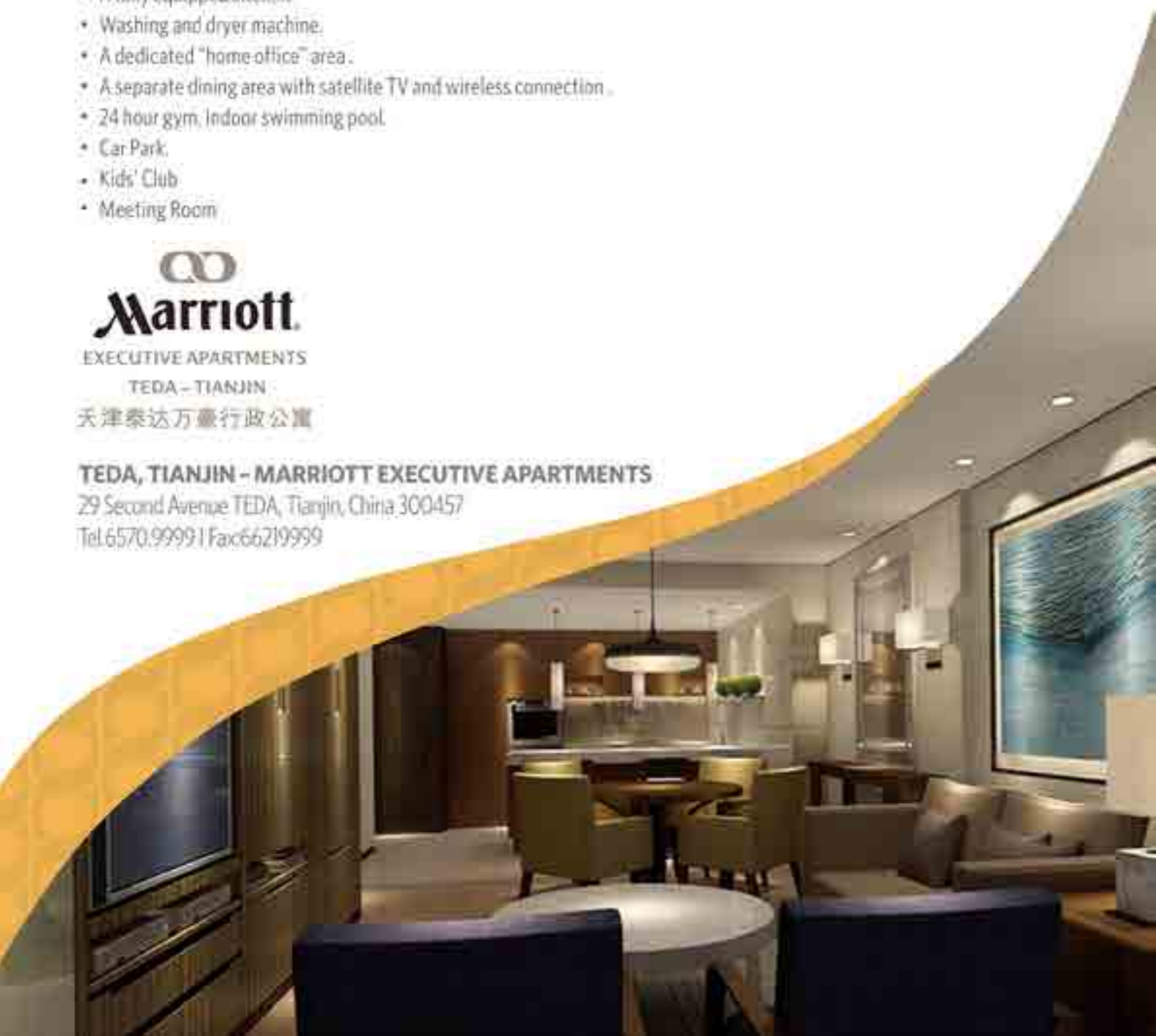
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40000

There are more Chinese restaurants in the US (40000) compared to the estimated 36000 McDonald's outlets around the world. Chinese food has been around in the US since the mid-1800s, when a huge influx of Chinese immigrants came to California during the Gold Rush.



Figure-8

The world's first figure-8 Ferris wheel is undergoing mechanical tests in Macao ahead of its opening in September. Towering at 130m is named "Golden Reel" and is part of the 3.2 billion USD Studio City project and a giant entertainment complex.



3.5

Formula One, America's first cars are up for sale at 3.5 million USD. Scarabs was the first American team to participate in Formula One. The marque's cars and their Fiat transporter are coming up for auction in the UK this September.



300000

Online shops run by college students created over 300000 jobs in China in 2014. Out of the 10 million jobs created, 6.18 million were run by college students or graduates.



20-year

A Chinese man from Fuyang city kept his promise of marrying his childhood sweetheart after saving coins for nearly 20 years to have enough money to buy a diamond ring. The collection weighed over 150kg and valued over 1600 USD.

2022

Beijing made history in winning the bid to host the winter Olympic Games in 2022. Vice premier, Liu Yandong, head of the Chinese delegation in Kuala Lumpur, told the world that China will keep all of its Olympic promises.



1000X

Verizon is working on new broadband technology that is capable of delivering some of the fastest Internet speeds ever recorded. The new service would provide customers download speeds of 10 gigabits per second, 10 times faster than Google Fiber and 1,000 times faster than the average US home Internet connection.

47.85

The 22-year-old Ning Zetao from China's Henan province became the first Asian swimmer to win the men's 100m freestyle, roaring home to edge Australian favorite Cameron McEvoy clocking an impressive 47.85 seconds at the Kazan World Championships.



8,580 miles

Emirates will operate its new Dubai-Panama City route with a Boeing 777-200LR aircraft. The flight will take an incredible 17 hours and 35 minutes in the westbound direction with a distance of approximately 13,800 kilometers (8,580 miles).

Monthly Economy Report

By Andrew Smith

There have been so many economic developments over the last month that it is hard to know where to start. Yet again it has been made blindingly obvious by official statistics that the Chinese economy, following in line with a general weakening of output across the globe, is continuing to slide. Mark Porubcansky of the Minn Post quite rightly pointed out that, Every winning streak comes to an end. China has become an economic powerhouse during decades of breakneck growth, but suddenly it is looking a bit wobbly. The question this summer as the country has lurched from stock-market meltdown to currency devaluation is whether the run is finally nearing an end."

Official statistics show that China's exports, which have been in a steep decline in growth for several months

now, fell by around 8% last month from the year before. The trend hardly comes as a surprise given the intrinsic weakness of key export markets in Europe and North America but it is clearly a major problem for the Chinese, as, despite efforts by policymakers to move towards a more balanced model, the economy is still highly reliant on export-led growth. As Russell Jones and Bimal Dharmasena of Llewellyn Consulting note, "The export-led model has run its course. In many ways, it sowed the seeds of its own destruction, the emphasis on exchange rate competitiveness and foreign exchange reserve accumulation morphing into undue monetary laxity, excessive credit growth, asset price inflation, income inequalities, and malign financial imbalances similar to those built up in the advanced economies pre-2007."

Unfortunately the problems don't stop there. This week, in a working paper for the National Bureau of Economic Research, Feng Shuaizhang of the Shanghai University of Finance and Economics and Hu Yingyao and Robert Moffitt of Johns Hopkins University concluded that the real rate of unemployment in China is far from the 4% rate that official statistics are indicating. Instead, they argue that unemployment rates in the world's second largest economy have been much closer to 8-10%. Whatever the true number is, the fact remains that key industries – particularly the hard hit manufacturing sector – is laying off staff in order to reduce costs in an increasingly uncertain economic environment.

That is why we saw a dramatic intervention by the central authorities in Beijing to bring about a substantial

devaluation of the yuan. On the week of August 17th the central bank made one of the most telling moves so far this year when they went about devaluing the Chinese currency for several days in a row. According to the Chinese authorities, the move was a 'one off intervention'. Speaking earlier this week, PBoC assistant governor Zhang Xiaohui said the central bank could directly intervene in the market, after reports it bought yuan to prop up the unit. She said, "Currently there is no basis for the renminbi exchange rate to continue to depreciate, the central bank has the ability to keep the renminbi basically stable at a reasonable and balanced level." She also emphasised that, "The central bank, if necessary, is fully capable of stabilising the exchange rate through direct intervention in the foreign exchange market." The devaluation is the latest attempt to stimulate growth. It follows on from a series of interest rate cuts that were designed to spur growth in key sectors that had suffered during the recent liquidity dry up.

Analysts are divided over whether the recent devaluation measures will be positive for the wider economy. Stephen King from HSBC caused quite a stir when he suggested that the devaluation of the yuan may eventually bring down the, "last wall of defence for global growth." He

pointed out that, "over the last decade China has acted as a shock absorber for the global economy, a punch bag seemingly able to soak up the recessionary blows that would otherwise have totally derailed global growth." This trend, he says, is well and truly

Every winning streak comes to an end. China has become an economic powerhouse during decades of breakneck growth, but suddenly it is looking a bit wobbly.

over as the interest rate cuts and now the dramatic devaluation drive signals that the Chinese themselves are worried about the prospects of their economy going forward.

In a recent article in The Guardian newspaper Larry Elliot summed up the split when he said that, "The optimists argue that China is adroitly easing its way to slower but more sustainable growth, that the fall in commodity prices has been caused

by over-supply rather than a shortage of demand, and that the rest of the world has had plenty of opportunity to prepare itself for an increase in interest rates from the Federal Reserve later this year." On the other hand, "The pessimists would say that China's hard landing is being disguised by dodgy official figures, that oil and metals prices are falling because demand is faltering and that the \$1tn of capital that has flowed out of emerging markets in the past year is evidence of a sharp drop in investor confidence." The one thing everyone can agree on however is the fact that economic conditions across the board are looking shaky and that is having an impact on everything from commodity prices to equity valuations.

Although the currency markets look set to remain volatile for some time to come, equity markets have taken a much bigger hit as a consequence of slowing Chinese growth and general concerns about the health of the global economy. In August, the mainland stock indexes and Hong Kong's Hang Seng yet again resembled a roller-coaster ride from hell. Some days they recovered from the recent string of huge losses, while on others they fell by up to 6% as previously optimistic traders started to panic and decided to sell off their holdings. Perhaps for the first time in recent history the perceived weakness in the Chinese economy has also started having a profound effect on Western investor sentiment. With the world's second largest economy seen to be in serious trouble, equity investors all around the globe have been engaging in a sell off that has basically thrown key indexes like the S&P 500 and the FTSE 100 into bear market territory. It is clear now that everyone in the financial world has their eyes firmly set on what is going on in China.

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From Disasters To Reform

The horrifying explosion in the warehouse of Binhai has left the world aghast but deeply sympathetic at Tianjin's misfortune. With social media relaying around the world videos of the explosion's brutal destructive power from multiple angles, it has held people transfixed. Where once such events were subheadlines or submerged deep in the World News section of newspapers, now citizen-observer videos now give catastrophes far greater immediacy and visibility. We all feel affected in a way that once was not possible.

This is mostly for the best, but not entirely so. The speed of communications demands immediate responses and immediate answers in a way that isn't always possible.

There is also the miscomprehension that comes from different cultures and levels of development assuming each other's legal, cultural and economic cultures will be carry across. People in developed nations forget, or may not be aware of, the deeply-embedded matrix of laws, culture, regulations, behaviors and history which combine to create a society with a high level of economic development and human attainment. Ignorance of these invisible benefactors can be observed in the way that some people actually campaign against vaccines – such is their unfamiliarity with the dangers of the diseases the vaccines had largely eradicated – or how some



The speed of communications demands immediate responses and immediate answers in a way that isn't always possible.

protest against “government” in general, blissfully unaware that that state of nature, without government, is as Hobbes said, “poor, nasty, brutish and short”. (For a stateless society, have a look at living conditions in Somalia. Closer to home, China's

period of ‘rule’ by warlords followed the collapse of its governance).

With economic development goes – if a government has the slightest competence – legal, social, and cultural progress. Education improves, health indicators improve, longevity increases. As human development increases, so the matrix of protections and freedoms afforded by the state deepens. This is what it means to be developed. States which are wealthy but lack basic protections, such as the Arab oil states, will always lag behind more advanced states even though they lack such natural blessings, such as New Zealand or Finland, in their attractiveness and geopolitical status. The struggle to



develop, to be sure, can be slow and painful. Some governments have to be dragged kicking and screaming into a better way of working; but some are more active, and are to be commended.

With Tianjin's rapid economic development, the city is an avatar for China's growth and reform. TEDA's broad streets and pleasant restaurants are a shining example of how the country is progressing. But it takes more than architecture and landscaping to demonstrate real progress. It is in the matrix of laws, culture and behavior that develop a society that genuine development can be measured. And while the explosion demonstrates some crucial failings, there is no doubt how far and how quickly Tianjin has come.

Home to more Fortune 500 companies than Shanghai, known for its care of its historical architecture, boasting the renowned Nankai University, and recognized for its livability, Tianjin is clearly blossoming. There may be setbacks, but it's how you recover that demonstrates your character.

With disasters come the painful lessons. There are always in fierce clarity in hindsight, but human nature is such that only catastrophes have a way of really focusing society's mind on the subject. I am old enough to remember the 1988 Piper Alpha disaster, where 167

While the explosion demonstrates some crucial failings, there is no doubt how far and how quickly Tianjin has come.

men perished when an oilrig in the sea north of Scotland exploded. No matter that the UK's economic well-being was then largely thanks to the oil boom, or that the rig alone accounted for around 10% of total North Sea oil and gas output: safety procedures were routinely ignored, and the rig itself, aging and under-maintained, was known as a death

trap. When the rig caught fire, those in command onshore refused to shut a pipeline carrying oil through the rig to refineries onshore (for fear of interrupting supplies), causing an enormous fireball and the collapse of the entire platform. Following an enquiry by Lord Cullen, the North Sea oil industry has greatly improved its safety record and now is recognized as the safest in the world. But it took a disaster to get to that point. The history of industrial development is (perhaps too often) one of reform after laxity. We can be sure that Tianjin will reform, too.



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Tianjin Open 2015 Growth and Global Scale

Interview with Stephen Duckitt Tournament Director

By Nadia N.

The Tianjin Open is an international WTA tournament, which will be held in the Tianjin TuanBo area in October 2015. Last year, the event hosted many great tennis players, ran a lot of promotions and activities during the tournament. This year it's going to be even bigger.

Stephen Duckitt, as The Tianjin Open Tournament Director, has a lot of experience in working with tennis in China – he started in 2005 with the ATP World Tour, working for the China Open between 2012-2014 and moving to Tianjin Open this year. The tournament has been upgraded and improved for 2015, and Stephen is ready to share all the news with Business Tianjin.



Tianjin Open was a great success last year, and it's been upgraded for 2015. What new features will be applied at this year's tournament?

We always look for new ways to make our tournament better. And, this year we made two large commitments for tennis in Tianjin. The most important one is doubling the prize money from USD 250,000 to USD 500,000. This will provide us with an opportunity to have 2 of the TOP 10 players in the world in our tournament. It's not only an achievement for us, but also encouraging new players to come in. The second commitment is the decision to implement Hawk-Eye Line-Calling technology that tracks whether the ball is in or out. Hawk-Eye not only takes away the doubt and uncertainty from players during the game, but also provides a new-dimension to broadcasting and absolutely another experience for fans.

Still, a lot of our readers don't know much about the Hawk-Eye technology. Can you tell us more about it?

Certainly, Hawk-Eye is gaining more and more popularity, and we see the higher level tournaments using it more frequently.

For a tournament of our size and level within the WTA structure, it is something very rare. Making this investment is very significant for us. Hawk-Eye reassures players during the game, gives them certainty, that they get a right line call. Hawk-Eye cameras are made to track the trajectory of the ball for replay purposes – they are extremely precise. For fans it is an experience of better, detailed broadcasting. It's going to be great for players and fans of the Tianjin Open 2015.

We have seen superstar names in a list of players participating in Tianjin Open 2015. Could there be any surprises in the following weeks?

We announced already that Poland's Agnieszka Radwanska will be featuring in the tournament this year. Surely, this is a wonderful result for the Tianjin Open. It shows that our efforts are rewarded by players participating in the tournament in

2015. Agnieszka is a world-class athlete – a finalist of Wimbledon, she has 14 titles, and, as one of the WTA top players, she is very popular. This week she slipped out of WTA Top 10. But it is natural for tennis players - they go up and down all the time. Her participating in the Tianjin open is a big achievement. We have some other exciting news: we have got 2 rising stars to add to our player list. Firstly - Karolina Pliskova, a player from the Czech Republic. Recently she joined the



Top 10 for the first time. If Agnieszka Radwanska's results improve in the next couple of weeks, it will mean will be hosting 2 of the WTA top 10 players. This is incredible! Also, we are happy to announce the return of Belinda Bencic - she was a finalist of the Tianjin Open 2014. That makes 3 players from the Top 20. Also, of course, for the Chinese perspective and fans we added Zheng Sai Sai to the field. Tianjin Open will also be highlighted by the return of Martina Hingis - champion of Wimbledon and a global superstar. It means that every single day of the tournament, high-quality tennis will be played, and fans are going to enjoy the tournament and see its growth.

Tianjin Open is growing very fast, and you mentioned that you "would like to put the Tianjin Open on a global scale". What are the plans to fulfil these ideas?

Every tournament needs to grow. We've already made significant

investments in increasing the prize money, offering Hawk-Eye technology; we've also done a lot of marketing. All this gets the word out, that this year Tianjin will host an international level tennis tournament. Now people don't need to go to the China Open to see world-class tennis, they can just stay right here in Tianjin. In the long term, there are plans within the Tianjin Health Industry park – to build a new central court, as a tournament begins to grow. We also plan for the Tianjin Open to grow within the WTA, to become a premier level tournament. That means better players, bigger prize money and more facilities.

There are several changes and additions to the sponsors from last year. Can you tell us about some of the sponsors of this year's tournament?

Certainly, a tournament can't survive without the support of the corporate community. So it is very important

that we are actively speaking with companies, both- in Tianjin and overseas. At our press-conference this week we announced sponsors for the Tianjin Open 2015 – there are some old and new ones. We welcome back the Crowne Plaza Tianjin Meijianguan as the official hotel – players will get to stay in 5 star facilities. We also welcome China Merchants Property Development – real estate and property development firm. During the tournament we will have "Head" as an official ball provider with Tianjin Open branding on it. And, we will have "Fiji" water as our official tournament water; it is a new international brand. Of course there are many more. It showcases that the level of investment is very serious and the tournament is an important event for the city.

Tianjin Open has become an important event, and after doubling the prize money, it becomes one of the richest WTA international tournaments of the year. What makes Tianjin Open so special?

In the WTA structure there are 3 categories of the tournaments. Premier Mandatory contains tennis events like Beijing Open, premier level – tournaments like Wuhan, and, finally, international level-tournaments like Tianjin Open.

International category – this is the current position of Tianjin Open. And prize money dictates the “status” within the group. So, USD 500,000 as the prize puts our tournament at the top, which allows us to grow even further. For us it is showcasing to the world that Tianjin is serious about tennis and the Tianjin Open will be here for a long time. Tianjin has great potential so our tournament will grow bigger with every year.

You were in London for Wimbledon. And, of course it's hard to compare it with Tianjin Open, as a young tournament, but what are the major differences between them? How can you make Tianjin Open to become one of the top tennis events?

Wimbledon has been around for a while – since 1877, and, of course, players and fans love it. It has great facilities, bigger fields for men and women, singles, doubles and mixed doubles. So, Wimbledon is a tournament that has a magical buzz to it! Tianjin Open is only in its second year. And legacy and tradition- this is exactly what we want to build. I have been in China for quite a long time – from 2005. At that time, there was only the China Open and I observed for a decade how it grew from a small tournament to the big tennis event, that it is today. Right now there are a lot of important tournaments all around China – in Shenzhen, Shanghai, and Wuhan etc. There are also tournaments in Hong Kong and Taiwan. Tennis culture is growing

in China – so will the Tianjin Open. Within 30-40 years, the tournament will develop, as well as its location- Tianjin Health Industrial Park. And, we will have it all- better facilities, bigger names and more superstars coming to play here in Tianjin.

Tianjin Open is a young tournament, but it did already host great players in 2014. What is their opinion about Tianjin Open?

Players always attend new tournaments with a feeling of trepidation- they are not sure what to expect. But participating in the tournament with such great facilities (stadium, that was built only 3 years ago, and general infrastructure), is a great experience for players. Now participants are sure – they are going to play on well-surfaced court in a new stadium, full of tennis fans. Plus, I should mention the unique Chinese touch that the staff and fans bring to the tournament. They really care about players, and love having them playing in Tianjin. It's very important, as players feel special getting tonnes of attention, which they probably don't get during some other tournaments.

Chinese fans are some of the most passionate.

Of course players love it; it is very different from other countries, where fans are more relaxed and easy-going. Also, this year we will make an arrangement to promote Tianjin to players as well. We plan to show them some key landmarks – Tianjin Eye, Haihe River, the Railway station etc. Players should see that Tianjin is a beautiful and cultural city.

There are obviously a lot of tennis fans in Tianjin. How will the Tianjin Open team encourage people to attend the tournament? What kind of ticketing

system will be applied this year?

We are very active in promoting the tournament. Last year we didn't really get out the message about Tianjin Open- our team had quite a short time to prepare for the tournament. This year, we will make sure that a lot of people will know about Tianjin Open and join us at the stadium. We are focused on reaching out to different community groups- talking to media, working with schools etc. Also we have an ongoing promotion to the Wimbledon players, training for kids and hosting summer camps.

We started our advertising campaign in the middle of August – put promotion videos on Chinese TV and much more. We want people to know, that tickets are already available! It means people can already start to book the best seats in the stadium for the Tianjin Open.

Last year, we used a local ticketing agency. Its certainly not convenient- people need to go to the ticket office to get one. But this year people can buy tickets online. It puts us on a national ticketing platform – people all around China will know about the Tianjin Open.

Now to buy a ticket for the tournament, you can simply use WeChat wallet – the transaction can be done within a minute. Another new initiative is reducing the ticket prices to make it more attractive! Moreover, we added student concession tickets and family discounts. Making the young generation interested in tennis – this is how we want to get tennis “growth”. And obviously we would like to make our tournament a “family affair”.

Could you give us your opinion about the facilities? What is the capacity of the centre court?

The Tennis stadium capacity in the Health Industrial park is 3,400 seats. We are also going to have 3 skyboxes – it is kind of “behind the scenes” investment that we are making in terms of upgrading the tournament.



We would like to have the stadium full every day, especially from the quarter-finals onwards. If all the tickets for the Tianjin Open get sold out, it will be a great achievement for the tournament in its 2nd year.

The stadium is located in Tuanbo area, a little far from the city. Are there going to be some transportation arrangements?

Last year we didn't have any arrangements for transportation- we learnt from that. Tuanbo area is a little far from downtown, but we want to make sure that everyone can easily participate in the event. So, closer to the tournament we will implement shuttle buses in several locations across the city. There are no final details, but later we will surely make an announcement through the media. We welcome people all around to come and join us at the Tianjin Open- even Beijingers, if after China Open they will still be hungry for tennis.

Tianjin is a "key city" in China and has a wonderful tennis background. What's your opinion about Chinese and Tianjin tennis players?

Tianjin won its position at the National Games – the women's tennis team has been champions for over 14 years. Obviously, it shows that the direction taken is right. Tianjin Tennis Centre is incredible – more than 20 courts, 12 indoor courts, facilities for kids, theatres, lecture

halls and dining facilities. And in Tianjin, as with everywhere else in the world, there are many outstanding athletes as well as players that need to work hard to succeed. But, when you visit children training and see that passion and drive, you can be sure

Now to buy a ticket for the tournament, you can simply use WeChat wallet

that the tennis culture will grow year after year.

We need to take care to promote future tennis players, new star names. Could you tell us about the activities that you are planning to help children celebrate during the tournament?

We've hosted a couple of initiatives in Tianjin already. First one – Tianjin Open summer camp. Kids can spend time during the holidays in Tianjin Tuanbo International Tennis Center and learn how to play tennis. Around 40 kids took part in our programme: they attended classes, educational sessions in the media centre, practised and learnt tennis skills and did fitness training. Importantly, kids can get their inspiration and motivation to play tennis, as they are practicing in the same stadium superstars play. Secondly we have a ball kid training programme. It is a very interesting and fun activity, as kids can be on

a court during important games. Around 50 kids from Yao Hua Binhai School already took part in the programme and learnt how to throw and pass the ball, give and receive towels, etc... So, some of them can actually work on the court during the tournament.

Tianjin Open 2014 has collected a lot of positive media attention, and there are a lot of hopes for this year's edition. What are your expectations for future Tianjin Opens?

We will continue to be better every time the tournament is held. We want to grow our attendance, media coverage, and level of tennis players. Also, we want to develop with our sponsors. Promoting the tournament as well as Tianjin, having a full stadium, excellent TV and media coverage and showcasing how great the Tianjin Open is – this is the short-term plan. In the future, it will be nice to grow to the level similar to Wuhan, or even the China Open. Our tournament is located in the Tuanbo area, facilities are new and there is a real possibility to develop. In the long term, the Tianjin Open has many opportunities to expand.

www.tianjinopen.com/en

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Don't Go Ditching Your Bonds Just Yet...

By Michael Dow



Bonds have long been described as the 'meat and potatoes' of any sensibly composed investment portfolio. When the stock markets and interest rates took a huge dive all those years ago the financial world couldn't get enough of them. Now the tide has turned, with cash-hungry people taking all kinds of gambles to get a piece of the stock market pie. With interest rates in key Western economies looking set to rise, bond holders are starting to panic about the future valuation of their previously prized asset class.

But could they be making a big strategic mistake? Despite the incredible stock rallies we have seen in the last year or so, many institutional investors still favour corporate bonds over corporate equities, and with good reason. One financier with a very strong appetite for corporate debt is Canadian business tycoon and prolific investor Kevin O'Leary. When asked about his preference for corporate bonds over equities and commodities, he stated that he is, "a big believer that I will get the same returns out of corporate debt, whilst being paid anywhere from 4-7% yield on these bonds, than I will from owning the equities." He also points out that, "a double B or a triple B bond is serviced before companies pay dividends." Big companies in today's world are well aware of the dangers that debt poses to investor confidence. They are more incentivised than ever before to pay off liabilities before even considering big dividend pay outs and expansions or acquisitions. This kind

of deleveraging has been happening all over the world for some years now, potentially making the corporate debt environment much healthier than it was prior to the 2008 meltdown.

Many institutional investors still favour corporate bonds over corporate equities, and with good reason

Then there is the all-important yield factor: the true key to long term riches without reckless risk taking. One of the key ways to make money work for you is to put it into the places where it can create a steady stream of income that will compound over time, and perhaps most importantly, shield you from the evil demon that is inflation. When

it comes to fixed rate investments such as bonds or even very basic high interest savings accounts, the truth of the matter is that unless the rate of return on your cash is higher than the rate of inflation you are letting your wealth gradually decay. When it comes to government debt, the typical yield you could expect to get from US Treasuries or UK and European gilts these days is between 1-4% (depending on the duration to maturity and a variety of other factors which influence the rate of return at any given time). In fact, judging by the ECB's actions in recent years, any valuation surges above this range for short-mid-term bonds will be met with measures to bring yields plummeting back down.

Admittedly, acquiring a strong corporate bond portfolio requires a significant amount of technical expertise. The good news for the average individual investor is that there are some superb, well managed bond funds out there which tend





to focus on either specific types of bonds (i.e. low or high risk, long or short term maturity etc.), or aim for a solid spread with a good balance of risk and return in mind. Moreover, with inflation rates expected to stay somewhere between zero and 2% in most European and North American nations, there is a very real chance that in nominal terms, government bond yields will fail to return anything to investors. Corporate bonds, particularly if you can stomach the prospect of putting your money into bonds that are rated below BBB (commonly known as 'junk bonds'), can easily return 5-10% per year; even more in some cases. The more risk you are willing to take on and the longer you are willing to wait in order to let your yield compound then obviously the better it will be for your overall rate of return.

So that is the nuts and bolts of why bonds, particularly corporate bonds

are still worth holding onto. They look ever more attractive though when we compare them to certain other investment opportunities out there today. The stock markets are the obvious danger zones at the moment. The Chinese market has seen booms and busts galore in recent months. This month it came crashing down in dramatic fashion yet again, despite consistent efforts from authorities to put some damage limitation measures in place. Nobody knows where exactly the great Chinese stock explosion will end, let alone when is the right time to put money in or take it back out.

Key indexes in the Western hemisphere aren't looking too great either right now. The American markets and the FTSE in London have undergone very sizeable corrections. There may well be more turbulence to come later this year, particularly if the expected interest rate rise dampens speculator credit. And of

course it is no secret whatsoever that commodities are performing very badly indeed as an asset class for investors. Whether we are looking at crude oil or industrial metals, it has become blindingly obvious now that the so called 'commodities super cycle' is well and truly over.

Basically, as things stand, investors are caught between a rock and a hard place for the most part. Sure bonds of all kinds carry their fair share of risk and the returns on the safer end of the spectrum hardly seem worth the bother. That being said though it certainly isn't the time to be ruling them out altogether. They are and always will be a fantastic method of balancing out a portfolio.

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“Daigou”: The gray market's implications for China's retail market

Sean Linkletter, Research Analyst, JLL Tianjin



Fueled mainly by rising incomes, gift-giving, and a wish to “stand-out”, the market for luxury retail products soared in Mainland China, seeing rapid growth for the greater part of the last decade. Luxury stores now light up the streets of core urban shopping districts and brands like Cartier, Gucci and Prada have expanded as far as Taiyuan and Nanning. The appetite for luxury goods grew so large that one high-end consumer said that Louis Vuitton has become “a brand for secretaries” – highlighting its growth across income levels. However, many international luxury retailers have seen sales slow recently as Chinese consumers become more sophisticated and price sensitive. More importantly, this characteristic is not limited to luxury goods. Mainstream consumers are no longer willing to pay the lofty price tags for imported goods in general, especially when they can buy the same products abroad for 20-30% cheaper. This has given rise to “daigou” (代购), a gray market for imported retail goods reported by the Wall Street Journal to be worth an estimated CNY 75 billion.

“Daigou” – representative shopping – is a phenomenon which has evolved over the past few years to help consumers buy luxury goods cheaper than they can in China, by avoiding locally leveraged taxes. Initially a Chinese traveler would buy a few extra items abroad for friends or family and this is still common. However, the scale of demand in China and the price discount for buying some items abroad has encouraged some mainlanders to focus on this as a business where they buy abroad and import directly. This business model may work because the shoppers are using their personal allowance to bring in goods duty free, but in many cases they may also be buying in quantity and avoiding reporting the goods to customs. There have also been media reports of Chinese students buying goods on



behalf of customers when they return for school holiday and netting large commissions on each purchase. Many brokers utilise social media platforms like Weibo and WeChat to sell to their extended networks. Others sell on Taobao or other online marketplaces.

A decreasing euro and Japanese yen have fueled the “daigou” market, widening the gap between domestic and foreign retail markets. In late 2014, prices in Chanel’s European outlets quickly became 40% cheaper than in Mainland China. As a result, Chanel lowered prices in China by 20% in March 2015. Many other foreign retailers have followed suit by lowering their prices to stay competitive with the “daigou” market.

Contrary to some reports, higher prices in China do not necessarily result in higher margins for retailers. Tusting, which produces handmade luxury handbags and leather goods in the U.K., noted the shipping costs and import taxes do in fact drive up costs and keep margins in line or even lower than they are in their home market. Some retailers have opened up online shopping portals themselves to compete. They are able to offer a discount from in-store sales since they can avoid the rental costs associated with prime retail locations.

The gray market’s looming impact on domestic retail sales has indeed caught the eye of local authorities.



The gray market’s looming impact on domestic retail sales has indeed caught the eye of local authorities. Not only does the gray market reduce retail sales, but it also leads to a significant loss in government tax revenues. In response, on May 15 this year, the Ministry of Finance announced that it would temporarily reduce the tariff rate on selected imported goods by about 50%. Affected imported goods include apparel, footwear, skincare, and diapers. The tariff cuts are intended to lessen the effects of “daigou” by helping to close the price gap on products sold overseas and in China.

It is unlikely that new rates will have a significant impact on domestic consumption. The import tariffs are only one of three taxes levied on foreign imports. Importers still need to pay consumption tax and a value-added tax (VAT), both of which were left untouched by the central authorities. Cosmetics, a major portion of the ‘daigou’ market, have a 30% consumption tax levied on their retail value in addition to 17% VAT. Therefore, the small import tariff rate reduction from 5% to 2% will have a negligible impact on domestic prices. Additionally, Chinese customers often forego domestic consumption and buy in-

ternationally for uniqueness, quality, and product safety. For example, sales of imported baby formula surged in Mainland China following a safety scandal in the mid-2000s. Fake products also deter consumers from buying domestically.

The growing “daigou” market shows Chinese consumers’ increasing global awareness and price sensitivity. Consumers can easily go online to compare country-by-country prices to ensure they are getting the best value for their money. Additionally, many international brands have become common and no longer yield the “social premium” that they did before. They need repositioning to cater to a more sophisticated and well-traveled consumer base and cannot rely on branding to justify high prices. Nevertheless, until retailers’ costs reduce and prices reach global competitiveness, it’s unlikely the “daigou” market will be going anywhere.

Import Tariff Rates

Category	Previous tariff rate	New tariff rate (as of June 1, 2015)
Apparel	14-23%	7-10%
Footwear	22-24%	12%
Skincare	5%	2%
Diapers	8%	2%

Source: China’s Ministry of Finance

Various Import Taxes

	Apparel	Cosmetics
Import Tariff <i>Duty Value * Tariff Rate</i>	7-10%	2%
Consumption Tax <i>Retail Value * Consumption Tax</i>	N/A	30%
VAT on Imports <i>Composite Price * VAT Rate</i>	17%	17%

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Investment News

Stocks and Shares

Global economic woes spark share falls

Shares and oil prices around the world have seen further falls, sparked by renewed fears over the health of the global economy. In China, authorities intervened again on the stock market to little effect. Shares in Shanghai fell 1.5%. In Washington, expectations of a US interest rate rise dimmed after Federal Reserve policymakers said the economy was still not ready. European markets in Paris and Frankfurt were down 1% in morning trade. London's benchmark FTSE 100 index shed 0.5%, while the price of Brent crude oil was down 1.1% at \$46.66 a barrel. US crude was down 0.4% at \$40.95.

Source: BBC

Gold hits five-week high

Gold hit its highest levels in five weeks as the dollar eased after the U.S. Federal Reserve suggested policymakers were in no hurry to raise interest rates. Although agreeing that the economy was nearing a point where rates should move higher, Fed officials last month were worried that lagging inflation and a weak global economy posed risks too big to commit to a rate "lift-off".

"There is some frustration because the Fed meetings were not exactly conclusive for a rate hike in September," ING Bank senior strategist Hamza Khan said. Spot gold rose as much as 1.2 percent to \$1,147.80 an ounce, its highest since July 16th.. Spot gold has recovered more than 6 percent from a 5-1/2-year low of \$1,077 in a late July rout, when investors cut their exposure on fears of further price declines.

Source: Reuters

U.S. oil falls towards \$40 on global glut

U.S. crude oil prices fell to almost \$40 a barrel, their lowest since the global financial crisis of 2009, as supplies rose in North America and the Middle East, filling stockpiles to record levels. Oil has lost a third of its value since June on high U.S. production, record crude pumping in the Middle East and concern about falling demand in Asian economies.

Source: Reuters



Tianjin economic forum

Currencies

U.S Dollar - Chinese Yuan



Euro - Chinese Yuan



GB Pound - Chinese Yuan



Japanese Yen - Chinese Yuan



info@TianjinEcoForum.com

IPR for the Mechanical Engineering Sector



Philippe Healey,
Project Manager,
China IPR SME
Helpdesk



China's economic success has been built on a foundation of manufacturing on a massive scale. In 2013 Chinese machine industries netted global revenues in excess of EUR 678 billion, with growth of around 20% on the previous year¹.

This success, resulting in a reputation as 'the world's factory', has made China's demand for machinery, tools and related technologies insatiable, making it a fantastic potential marketplace for Europe's high quality products and innovative technologies.

Unfortunately, rampant transgressions upon foreign IP by Chinese infringers in the past has left a black mark on China's history, leaving potential importers and manufacturers wary of doing business in the country. It has been estimated that German mechanical engineering companies alone suffer a combined loss of approximately EUR 7.9 billion due to product and brand counterfeiting².

However, as China's market develops and demand for the modern technologies required to succeed in the increasingly competitive global market has grown, China's legislators and enforcement authorities have made swift progress in updating IPR practices and educating Chinese manufacturers and other entities in the sector as well as awarding record numbers

¹ 2014 Chinese National Mechanical Industry Economy Report Press Conference- <http://www.mei.net.cn/jxgy/201411/584625.html>

² VDMA Study Product Piracy – 2014, published by German Engineering Federation

of Chinese patent applicants. As a result, domestic patent applications have rocketed and new IP registration procedures and dedicated IPR courts have made application and enforcement of IP rights more accessible for foreign actors.

Taking full advantage of this advancing system is essential in China, where timely and comprehensive registration of IPR can be the difference between soaring success and crushing defeat in the increasingly competitive Chinese marketplace.

The mechanical engineering sector presents some unique challenges when it comes to IPR protection in China.

IP Challenges

The mechanical engineering sector presents some unique challenges when it comes to IPR protection in China, and requires a proactive approach and a continuing IPR strategy well after registration has taken place.

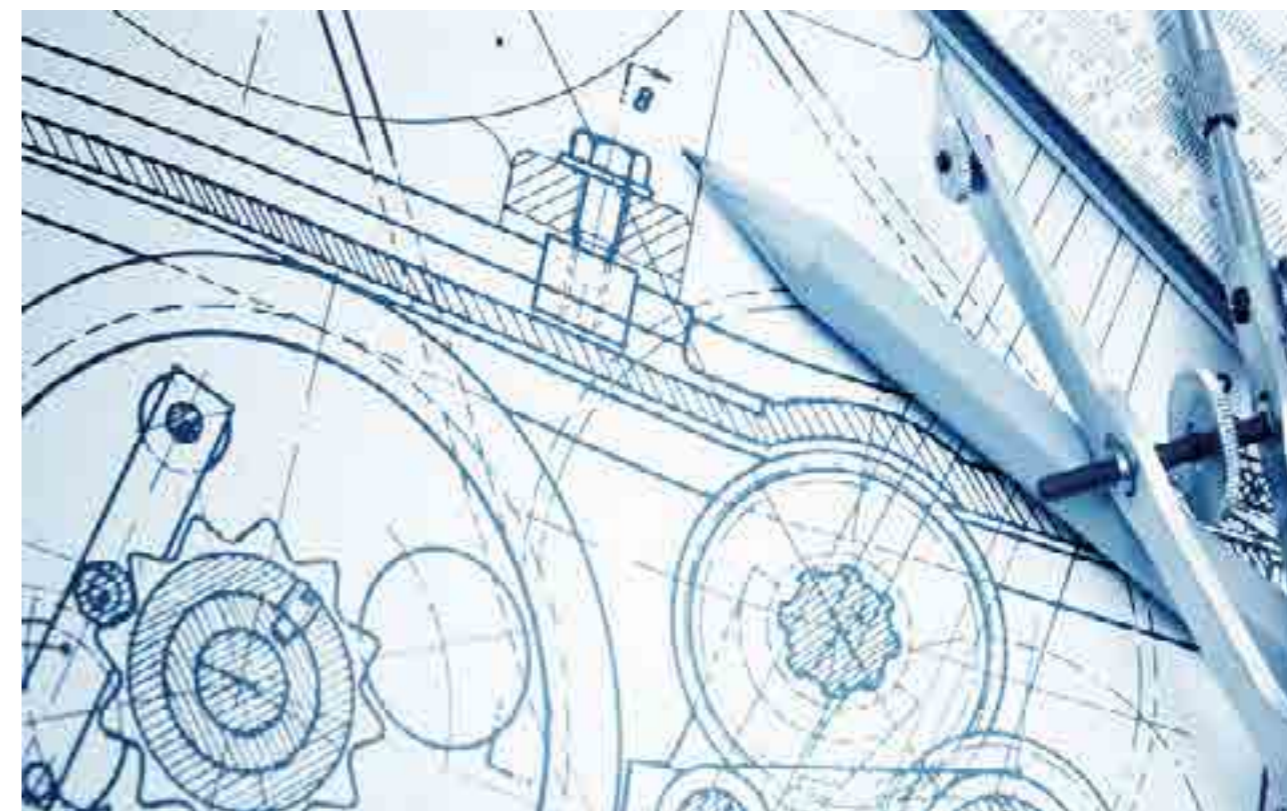
Along with the usual issues of brand infringement, unauthorised use of trademarks and counterfeiting of copyrighted promotional material, manufacturers also have to consider the infringement of their patents, whether this be an entire machine or individual parts or mechanisms. Counterfeiting of components and whole pieces of machinery has been a common complaint of companies operating in this sector in China, and is made possible due to the presence of a skilled, experienced work force and the use of reverse engineering.

As in the EU, reverse engineering,

or the reproduction of a product through disassembling and copying the internal mechanisms, is a perfectly legitimate means of obtaining business secrets through lawful research and is not considered as an infringement activity in China. This makes comprehensive registration of patents and utility models for parts and mechanisms essential for proper IPR protection against reproductions of products.

Timely application for protection is crucial in this industry. China operates a 'first to file' system with regard to

Timely application for protection is crucial in this industry.



trademarks. This means, in general, that whoever registers the trademark first in China has the right to that trademark. With regards to patents, Chinese companies are also registering more and more patents for use against foreign competitors. These two features of the Chinese system can leave EU SMEs unable to use their own branding or products in China without risking being sued by the domestic rights holder.

So get IPR savvy, know before you go and get those applications in before your products hit the market!

Trademarks: Brand protection

First on any company's list of priorities before entering the Chinese market, or at least as soon as possible in case the company is already active in China, should be protection of their core brand and market reputation. This is achieved through registration of the company name and/or logo and any other distinguishing visual marks which are associated with the brand and its products as trademarks.

China operates a 'first to file' system which makes early application essential in order to avoid potential issues of trademark hijacking by domestic companies seeking to take advantage of the target brand's reputation or make a profit selling the mark back to the EU SME that has the registered trademark for the EU at a profit.

Registration of trademarks in China can be done domestically through the China Trademark Office (CTMO) with the aid of a local trademark agent, or through an international registration under the Madrid protocol. However there are a number of issues to bear in mind when seeking registration in China which can make or break a brand in the Chinese marketplace:

1. China has a more narrow specification of classes of products and services than required by the classes set out in the Nice Agreement used in the EU to designate use of trademarks. In essence, China has divided the classes of the Nice classification further into sub-classes. Often this means that if you have protection in China for the overarching Nice class, but not for a certain sub-class within that class, you are not protected for that specific sub-class in China. It is therefore essential to register the appropriate sub-classes yourself to ensure that all of your products are protected. Failure to do so may result in guesswork by your agent or the CTMO leaving some of your products outside of the scope of protection provided by your trademark.
2. Foreign language names are rarely used in China and if you do not designate your company or product a Chinese language name then consumers will likely come up with their own. Once this has been done there is nothing stopping competitors from registering the Chinese name as a trademark and cashing in on your success, so it is worth considering registering a Chinese language name for your company and products!

Trade Secrets: Loose lips sink ships

A trade secret is any commercially exploitable information which is not public knowledge and is protected by confidentiality measures. To receive trade secret protection in China, EU SMEs need to take physical protection measures, technological protection measures and contractual measures.



Trade secrets are especially important to bear in mind when negotiating with potential partners in China and when hiring staff to work with sensitive material. Successful protection can be achieved through control of information and by requiring employees as well as domestic manufacturing and distribution partners to sign comprehensive Non-Disclosure Agreements before transferring any information for sample product runs etc.

NDA's are especially important and SMEs should always insist on signing as a term of doing business. There have been reports of domestic companies claiming that NDA's run against 'local business practice' acting as a sign of distrust, but if a Chinese individual or company is sincere, experience shows that they will sign the NDA.

Patents: Protection for your portfolio

SMEs seeking to operate in China's mechanical engineering sector must secure their domestically registered patent portfolio in order to succeed. It is important to remember that patents registered in EU countries do not provide automatic protection in China. For patent protection in China, a Chinese patent is needed. Please be aware that a patent needs to be new, inventive and industrially applicable. The requirement with regard to novelty means that the invention cannot be disclosed anywhere in the world by any means before the patent application in China is filed. If you do not adhere to this requirement, your patent can be invalidated at any time because it does not meet the novelty requirement.

There should be no hesitation amongst EU SMEs entering the Chinese market when it comes to registering patent protection for their core technologies, either via invention patents (max 20 years protection) or as utility models (max 10 years protection).

Design patents (which protect the looks of a product) are also a key area of IPR protection for EU SMEs in this field. This would also include component manufacture. Components which are unsuitable for trademarking such as handles and fittings, or too small such as machinery components, can be protected by design patents, which cover the visual characteristics of products. Please be aware that the novelty requirement also applies to design patents.

Copyright

Whilst copyright may not seem immediately applicable in the mechanical engineering sector, it is an important tool for protecting your marketing material, manuals, packaging, and ultimate market share.

Most common copyright infringements in this sector consist of copied product images featured on the infringer's website to advertise their products. However other examples include copies of sections and occasionally entire brochures, product descriptions, packaging and also manuals and instruction materials.

Whilst copyright is an automatic right in China, not requiring registration, any evidence of copyright ownership brought to courts in China must be notarised, i.e. witnessed by a notary public, or must be the copyright certificate as registered with the China Copyright Protection Centre (CCPC).

As such, it is often easier to simply make a voluntary registration of copyright with the China Copyright Protection Centre (CCPC), which will provide the owner with a certificate of copyright usable as evidence in any future actions. In the software industry, EU SMEs tend to prefer registration of source code with a notary public.

Enforcement

In China, IP actions can be enforced both before a civil court and through specialised administrative bodies. Where certain thresholds are met, as to the extent and value of the infringement, criminal proceedings may also be actioned. Additionally, where IP is registered with Chinese

CHINA IPR SME HELPDESK



customs authorities, exports of infringing goods may be prevented from leaving the country.

Take Away Messages

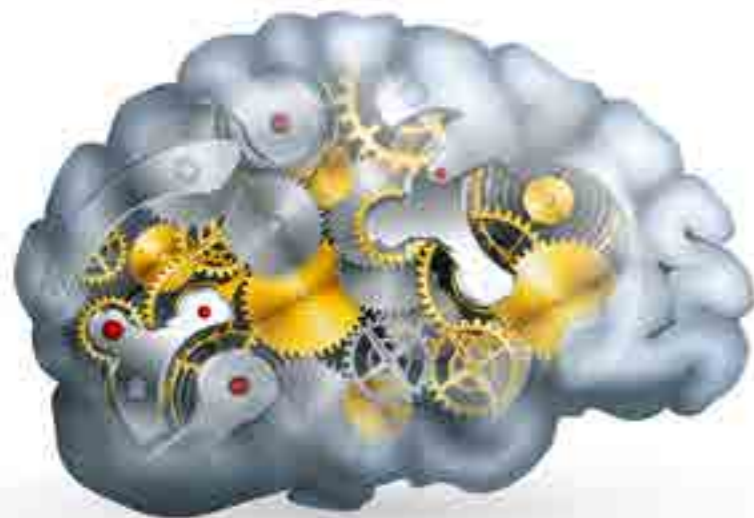
Some points to remember:

1. Before you take any action, make sure you have notarised proof of the infringement.
2. Administrative actions can be handy to get a 'quick fix' for infringements.
3. Civil courts are the only forum through which IPR owners can claim economic damages derived from IP infringement.

4. Judicial decisions in civil courts take longer to reach but act as a stronger deterrent to future infringement.
5. Civil court action can be expensive and time consuming, requiring well documented evidence which has been legalised, notarised and translated. SMEs should seek local legal advice as to the likelihood of success of potential claims before committing. If the litigation is successful, however, the opportunity to claim damages, and the influence on local industry might set a reminder against future infringement.

6. Customs authorities can provide an effective bar to the export of counterfeits, and they might be able to stop infringing exports pro-actively if the relevant IP has been registered with them.
7. Enforcement is an ongoing practice, SMEs must be proactive in checking competitor websites, patent portfolios of competitors, and the website of the CTMO for trademark registrations, in order to detect possible infringement in the first instance.

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8 Social Media Marketing Mistakes To Avoid

Everyone hates to dwell on mistakes. However, being aware of our mistakes is one of the best ways to learn and improve our future behaviour. In the rapidly changing and dynamic field of social media marketing, mistakes are some of the best ways for us to grow and develop as marketers. While learning from your own mistakes is a valuable lesson, there's no reason to make mistakes if you don't have to. Here is a list of 8 common mistakes that social media marketers make and how to avoid them.



Focusing on quantity over quality.

Not all followers are created equally. Social media is a numbers game and the primary reason to adapt various social media channels is because you want to have as many followers as possible. However, focusing only on the number of fans you have is a big mistake. Instead, focus your attention on the quality of your followers. Which would you rather have; 10 Facebook fans that don't engage with any of your posts or one fan that likes or shares one post per week? Focusing on engaging active fans will help maximise the reach and potential of your social media campaigns.

Having a massive social network may look impressive, but connections that don't engage with your content, share, tell others, or have any potential to convert into a lead or sale don't benefit you. Forget about buying followers or spending countless hours trying to build meaningless reciprocating followers (I follow you, you follow me). Let people come to you and connect with you because they want to. A few of them are worth far more than hundreds or thousands of superficial connections.



Not converting your followers.

Followers are great. But remember, the main point of social media marketing is to drive sales. A lot of companies, especially younger ones and those who are new to social media, lose track of this goal. Followers and advocates can give a boost to your ego; but if they aren't producing sales, you need to change things up. Selling on social media is a fine art. You have to learn to balance content that people simply "like" with content that gets them to take a step into your sales funnel.

Talking About Yourself Too Much

People don't use social media and connect with other users in order to see advertising. If you think your social media pages are billboards, you're in for a rude awakening. Social media isn't about you; it's about interactions around valuable content and ideas. Only after you make that happen can you get away with a little self-promotion.

Not Knowing Who You're Talking To

Marketing starts with identifying your target audience. Every successful product and service provides a All successful marketing shows that

Every successful product and service provides a solution or benefit to a specific group.

group All successful marketing shows that group why one brand is the best source for that particular product or service. Determine the common characteristics and interests of your narrowly defined target market. Use your social media pages to engage with them on those topics, finding subtle and clever ways to tie in your industry, and watch your efforts pay off.

Using Too Many Sites

Auto-posting content and links to every single social media site may seem like a great idea that will maximise your exposure. However, this kind of strategy leads to a number of superficial accounts on sites that your audience doesn't actually visit. Rather than establishing a ghost presence on every social media site on the web, establish an engaging presence on just one or a few relevant networks. Interact with connections on your page and theirs. Showing interest in others will generate interest in you. Furthermore, learn the best practices of each individual site that you use. For example, are the users most active during business hours or at night and on weekends? Does the site use hashtags? How do videos perform? Every social networking site is quite different, as are the ways to become successful on them.interest in others will generate interest in you. Furthermore, learn the best practices of each individual site that you use. For example, are the users most active during business hours or at night and on weekends? Does the site use hashtags? How do videos perform? Every social networking site is quite different, as are the ways to become successful on them.



No Social Media Marketing Strategy

Many social media marketing efforts fail because they don't have a clearly defined social media marketing strategy. You want the messages that you are putting through social media channels to resonate with your audience. However, the reality is that social media users are constantly being overwhelmed with messages and information. Your messages have to break through the noise and reach your target audience. Moreover, your message should be able to make a deep impact on its target users so that you stand to gain from your social media marketing efforts. This can only happen when you have a clear social media marketing strategy.



so that you stand to gain from your social media marketing efforts. This can only happen when you have a clear social media marketing strategy.

A social media marketing strategy sets clearly defined and measurable goals. It also includes a clear social media policy and lays out a regular schedule for producing content. Moreover, you

Your message should be able to make a deep impact on its target users .

should not be using the same social media marketing strategy for every social media platform. The audience on different social media sites varies as should the content you are sharing.

Ignoring Your Audience

Social media marketing channels allow you the opportunity to connect and engage with your prospective customers. Connecting with your prospective customers allows you to build a strong relationship. However, this can't happen if you make social media a one-way street. Your audiences are put off when they see continuous advertising efforts in their news-feeds. Instead, you should be focusing on building a two-way street with your target audience where you get an opportunity to connect with your audience and deepen the relationship with them. In other words, your focus should be on educating and relationship building rather than on selling.

Censoring Criticism

People will take to social media to voice complaints and unpleasant experiences. While there is a temptation to remove these



criticisms, you can risk diluting your brand image. When your audience discovers that you are trying to hide the fact that you were unable to fulfill promises or meet expectations, their trust will be shattered. Instead, you should listen to them and publicly try and solve their problems and queries. This would be much better for your brand image because then people would feel that you are taking them seriously while at the same time you are taking responsibility for the mistake.

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Executives! - listen up!

Stop turning your Admin staff in to HR staff!



Last month I was sitting in my garden in the UK enjoying the beautiful sunshine and clear air scanning my email messages when I saw a note come through from a client instructing my company to find them the position of “HR & Administration Director”. The fact that giving people instructions as opposed to a polite request, was not really the main source of my bemusement (although symptomatic of what needs to change in the “supplier/receiver” relationship in China) the main source of my eye-raising was the job title.

This article aims to describe one of the issues which wastes billions of

RMB a year, causes huge disruption within companies, and contributes to massive churn in white collar labour markets: the confusion of HR and administration professionals.

Most companies, including the large ones don't understand what HR is about. It is a parking bay for a whole host of different tasks including: salaries, personnel administration, hiring, firing, annual reviews, etc. Business strategy - in my view the most important strand of HR - is rarely included.

The difficulty with combining functions like this is that each requires unique, and sometimes

opposing skill-sets. For example: administration requires someone who is detail-oriented, enjoys order, and will not be satisfied until organisation and order are achieved. This is who they are as people and they enjoy it. Conversely, people who hire and fire, require completely different traits, some of which may be learned, but most of which are innate: “firers” require resoluteness and compassion; “hirers” need to be out-going, energetic, inspiring, and both require great communication skills. Anyone with a basic knowledge of the DISC assessment profile I have written about previously

(DISC = Dominance, Independence, Steadiness, Compliance) will realise that many of these responsibilities are at opposite ends of the behavioural spectrum. An administration person might, for example, be very compliant and steady, whereas a recruiter or a business consultant is likely to be dominant and highly independent.

Talking of the role of business consultant or strategist, especially in China, this role is completely at odds with the way the HR profession operates. The role of the strategic HR professional (rather than administration) is, put simply, to help the business with their people “issues”. This means that you need to be an adept communicator, a politician, a manager of big egos (often), in your task of guiding and teaching the organisation that better training, managing, communicating with, recruiting, inducting and treating their team members will result in better results. Often this means encouraging a manager that his direction is wrong or needs improvement. This requires dominance and frankly a low level of compliance. This is real HR.

In my experience, foreign companies in China do not understand or value the role of Human Resources professionals.. Companies regard

the role of administration and HR as a pooled group of assistants of which the cleverest and most boss-pleasing get promoted. Most “bosses”, absolutely including the foreign ones, encourage their chosen-one by tempting them with inflated titles and temping salaries, and whether consciously or unconsciously encourage a “yes boss” culture. They do not encourage critique of their ideas, and frankly neither party could handle either the giving or receiving of critique. (I had a very fun session this week with a very bright, “rising-star” of my company where I tried to encourage her to think of three things I needed to improve. We managed one, with the help of my wife, who (correctly) said that I was impatient. The rising-star agreed!)

Rather than treating HR as a serious discipline, what you in fact get are glorified assistants,

who are taught to obey rather than challenge (I refer specifically to China here). This poses substantial difficulties to companies where the wrong people are tasked

with, for example recruitment, or compensation and benefits. The costs of getting a “hire” wrong are well documented and typically amount to ten times (plus plus) the wrong hire's salary.

Let's look at an example:

1. New western general managers in China tend to make a lot of cultural blunders and mistakes in management. They are promoted because they are experts in their field, be it scientists, accountants, sales people etc, and in the case of the foreign companies, they are the “trusted one” in a foreign land. The one thing they really need is a “people-strategist” who will say “no” to them. This is the one thing they don't get.

2. Mistakes cost money. Let's use an example from my profession: If I hire a recruitment consultant and they cost me, for example, including employers costs 10,000 RMB per month. They also require a desk, telephone and computer, and if lucky a chair, again which costs money, and they - on average - take at least two hours of my time a week (directly) and much more indirectly. Now, add this all up: in a year, the cost is 120,000 RMB. Not small money if you multiply this by even 10 staff. Time-wise, in a year, it's 100 hours of my time, directly, or put another way, it's exactly two and a half weeks. Now apply the same sums to a position paying 1 million RMB per annum, and the result of getting it wrong really starts to look dangerous.

Let me give you another example in compensation and benefits, and let's look at issues surrounding this which help explain the importance of sound policy:

- Salaries in China are probably the most fluid and fast-moving in the world. Change is rapid, surprising, and unapologetic.
- Lack of fairness is one of the biggest causes of employment churn. Money isn't a motivator, it's a de-motivator.



3. Therefore, keeping the above two factors in mind, is it:

a. Sensible to delegate to someone who has no experience of designing and devising future-proofed compensation and benefits programmes, but happens to wear the label HR Director you have neatly assigned?

b. A good idea to get involved in the above, in partnership with your finance and HR teams, mindful that you (the GM) are the ultimate “HR head”?

c. Hire a compensation and benefits specialist?

Clearly the answer is either b. or c. depending on the size and resources of your company. You would be amazed at how often the reality is that the answer is a.

To refresh: Don't confuse strategic HR and administration, both are vitally important but they require different qualities.

Encourage critique and ideas from your HR team, it will flourish and you will learn

Encourage critique and ideas from your HR team, it will flourish and you will learn. Use specialists or get involved yourself - you don't delegate your tax affairs to your administrator, why do the same with Human Resources? – Arguably your most important resource.

On a final note, there is a paradox here: Chinese people, in my view, are amongst the most resourceful and

capable group of people I have worked with. In my view they have a huge capacity to adapt and absorb, and given the right frame-work it is my belief that they would brilliantly fulfil the real role of an HR professional. The paradox therefore is that it is the foreigners (mainly) that prevent this by treating people as assistants and reinforcing the belief that this is how and what the job should be.

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Foreign Exchange Control Reform



Manuel Torres



Lucy Luo

By Manuel Torres (Managing Partner) and Lucy Luo (Associate) of Garrigues Shanghai



The Negative List is not the only reforming method carried out by Chinese government, in addition, the foreign exchange control led by State Administration of Foreign Exchange has been in progress in recent years.

FIEs in China have been subject to strict foreign exchange control for years, especially under capital account transactions. The reform on foreign exchange registration and capital registration was initially carried out in Shanghai FTZ in 2014 and is gradually applied to other pilot areas. On February 13th, 2015, Notice of the State Administration of Foreign Exchange on Further Simplifying and Improving the Policies of Foreign Exchange Administration Applicable to Direct Investment (“Circular 13”) was released, which intends to simplify the FDI foreign exchange registration procedure and offer more flexibility to the cross-border transactions. On April 8th, 2015, Notice of the State Administration of Foreign Exchange on Reforming the Administrative Approach Regarding the Settlement of the Foreign Exchange Capitals of Foreign-invested Enterprises (“Circular 19”) was released, which intends to relax the capital account settlement for all FIEs across the nation.

SAFE Circular [2005] No. 13

Upon the effective date of Circular 13, June 1st, 2015, upon the effective date, foreign exchange registration at SAFE will be replaced with direct registration at qualified banks. Circular 13 also revokes the registration requirements regarding the confirmation of the monetary investment, non-monetary investment and consideration of equity transfer to the Chinese seller by a foreign investor and the revoked confirmation registration for foreign investor’s monetary investment will be replaced with registration at qualified banks. In addition, instead of foreign exchange

annual inspection by SAFE, a foreign investor will be required to submit an annual report on SAFE's information system by itself or its authorized accountant or bank.

SAFE Circular [2015] No. 19

With the same effective date as Circular 13, Circular 19 comes into effective on June 1st, 2015. Under Circular 19, conversion-at-will of foreign exchange capital in capital accounts is allowed while the use of the converted funds is subject to certain conditions and bank's review. After the foreign investor converts its foreign exchange registered capital, such converted RMB funds shall be reserved in a special RMB account ("Pending Payment Account") to trace the usage of such funds. The converted RMB shall be used according to the PRC laws and regulations, in particular, Circular 19 set some prohibitions for the usage of the converted RMB funds, as these funds shall not be used for following purpose:

1. Beyond business scope or prohibited by State laws and regulations

2. Securities (except prescribed by laws and regulations)
3. Making RMB entrusted loans (except permitted under business scope)
4. Repaying inter-corporate loans (including third-party advances)

The Negative List approach may, in the future, be applied nationwide.

Repaying RMB bank loans that have been sub-lent to third parties

Purchase of real estate (except foreign-invested real estate enterprises)

As per our oral communication with Shanghai SAFE, under Circular 19 the FIE shall undertake in writing that all of the information provided by it for payment is true and authentic and the use of converted RMB funds shall be fully in compliance with the PRC laws and regulations within its business scope.

Other than the undertaking letter attached to Circular 19, Shanghai

SAFE mentions that a standard undertaking letter is circulated to commercial banks, which requests the FIE to further undertake that the domestic reinvestment is not aiming to evade the foreign investment approval set by the Catalogue of Industries for Guiding Foreign Investment and equity investment is not the main business of the company.

It is further orally confirmed by Shanghai SAFE that FIEs with business scope covering "investment", "investment consulting" or "investment management" are allowed to use the RMB capital in the Pending Payment Account for the contribution of registered capital to the companies invested by itself. To receive the contribution, the domestic company invested by the FIE shall register the domestic reinvestment with local SAFE (or the designated bank, as the case may be) and then open a Pending Payment Account.

Therefore, as qualification to use the converted RMB for domestic investment is subject to SAFE's oral explanation and practice, the policy may be further adjusted. Take into account the commercial banks are authorized to enforce Circular 19,



we also suggest consulting the details with the in-charge bank of FIEs.

The Draft Foreign Investment Law

The released draft Foreign Investment Law shows the PRC government's strong effort to unify the legal system of foreign investment. Hereinafter, we would like to share some key features regarding this significant draft law.

The Ministry of Commerce ("MOFCOM") released a draft of the Foreign Investment Law ("Draft") for public comments on January 19th, 2015.

The Draft is aiming to replace the existing foreign investment legal framework by a uniformed foreign investment law.

This Draft is also designed for the purpose of keeping consistent with Company Law and other relevant laws and regulations.

The Draft also promotes the Negative List approach in order to simplify the approval procedure and offer national treatment to FIEs.

National Security review system will be improved to review all foreign investments that endangers or

may potentially endanger national security.

The Draft expands the definition of foreign investor, under the Draft, a domestic company will be deemed as foreign investor if a foreign investor is:

- holding, directly or indirectly, more than 50% of shares, equity interest, share of property, voting power or other similar equity in the enterprise;
- being titled to, directly or indirectly, appoint more than half of the members of the decision-making body of an entity or holding sufficient voting power to have significant impact on the resolutions made by the decision-making body; and
- being able to have significant impact on the operation, finance, human resource or technologies by contractual control or trust arrangement.

The broader definition of foreign investor may question the feasibility of variable interest entity structure ("VIE"), which was first used by Sina.com and is now widely used by the foreign investors in those industries not allowing wholly owned by foreign funds, i.e. value-added

telecommunication, education, etc..

It also provides a boarder definition of foreign investment, which not only covers green field investment and acquisition, but also iterates that he following activities directly or indirectly conducted by foreign investors shall be regulated as foreign investment:

- providing financing with a term of one year or more to their subsidiaries in China;
- obtaining a concession to exploit and develop natural resources in China or to build and operate an infrastructure project in China;
- obtaining real property rights in China; and
- controlling, or holding interests in, a domestic enterprise via contractual or trust arrangements or other means.

The Draft significantly expands the coverage to activities that were previously not subject to foreign investment review or reporting. Whether it could actually decrease the market entry barriers would be subject to the scope of the Negative List and the implementation of the Draft.

The foreign investment approval will

Legal Assistance

adopt the Negative List model that has been applied in Shanghai FTZ, while the Information Reporting System, which requires the FIEs and their subsidiaries in China to upload Initial Information Report, Change Report and Annual report via the online reporting system provided by MOFOM, for those FIEs with total assets, sales income or revenues exceeding RMB 10 billion per annum in China, or having more than 10 subsidiaries in China, Quarterly Report is required for foreign investors

The Draft expands the current scope of matters that are subject to national security review. Any foreign investment that endangers or may potentially endanger national security is subject to a unified national security review regime to be implemented by a joint committee, regardless whether any acquisition of controlling stake of domestic enterprises or any particular industry is involved. Such a broad coverage raises much uncertainty to foreign investment, and hopefully the guidelines on national security review to be promulgated separately in the future will provide some detailed clarifications. The national security review decision shall be final and immune to administrative

reconsideration and administrative litigation.

Under the Draft, the corporate governance of foreign invested entities should follow the same requirements as domestic enterprises under the PRC Company Law, the

If the industry is listed as prohibited, then foreign investments are not allowed.

PRC Partnership Law and the PRC Individual Proprietorship Enterprises Law, etc.

For the VIE structure, which is commonly used by foreign investors to invest in Chinese enterprises which are restricted to foreign investment, the Draft provides following options:-

For those sectors permitted for foreign investment but not allowed wholly owned by foreign funds, the foreign investors could consider to use the joint venture structure to replace the VIE structure.

For the prohibited sectors, VIE structure would not remain in the "grey area", but would either be

regularized or outlawed subject to the Negative List and the released provisions governing existing VIE structures.

The Draft allows the existing FIEs and VIEs to change the corporation governance structure to fully in compliance with the then stipulated Foreign Investment Law within a three-year transitional period.

Outlook

China has progressively reforming relative laws and regulations for foreign investments in recent years. As a result of this, Chinese market is more opened to foreign investors than before

Meanwhile, within the four FTZ, management measures will be/has been released by each FTZ to enforce the Negative List. The Draft Foreign Investment Law is subject to several rounds modifications, and before it comes into effective, current legal framework will continue to apply for certain period.

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New challenges for HNTEs with cross-border royalty payments

By Kelvin Lee / Winnie Di, PwC Tianjin

HNTEs and royalty payments: the dilemma?

In China, the reduced 15% tax rate for High and New Technology Enterprises (“HNTe”) is one of the most attractive tax incentives for Chinese companies. In fact, HNTEs are becoming more and more popular in China and there has been a stable increase of 6,000 HNTEs in recent years. To become a recognised as an HNTe requires companies to meet certain criteria, including its business scope being falling into a required industry, R&D expenses meeting certain percentage of revenue, certain percentage of R&D staffs, ownership of core intellectual property, etc.

Among these requirements, the ownership of IP (or an exclusive IP use right) echoes with the Chinese government’s intention to upgrade the industry and encourage companies to enhance productivity and effectiveness. Although quite a number of MNCs have concerns about keeping IP in China, many foreign-invested companies are taking action in pursuing core IPs through self-development or purchase from overseas related or non-related parties in the attempt to enjoy the tax incentives on offer.

Many foreign invested companies, especially in the manufacturing field, have cultivated technological

reliance on overseas IP owners, as evidenced by a common commercial phenomenon - intra-group royalty for IP licensing. Accordingly, these China licensees need to pay technology royalty fees to overseas parties.

Based on our experience, both the state-level and local-level tax authorities are paying more and more attention to HNTEs if they pay overseas parties for technology royalties.

Such concern from China’s tax bureaus should be expected. On the one hand, HNTe qualification attaches huge importance to the ownership of core IPs.. On the other hand, royalty fees paid by



an HNTe imply the importance of overseas technological support, leading outsiders to picture the indispensability of the licensed IP.

SAT’s checks

Back in 2012, a notice issued by Finance Department, State Administration of Taxation (“SAT”) and Science Committee requested to put more checks for HNTEs. Some local tax bureaus took the opportunity and targeted those HNTEs who have a large amount of technology royalty payments to overseas parties. In a nationwide assessment on cross-border intra-group payment under Circular Shuizongbanfa [2014] No. 146 last year, these HNTEs paying technology royalties became easy targets. Further, Public Notice [2015] No. 16 released by SAT provided the legal basis and more detailed guidance for local-level tax authorities in scrutinising the outbound payments including technology royalties.

Challenges from tax authorities

SAT’s checks echo the global Base Erosion and Profit Shifting (“BEPS”) wave. Following the current discussions regarding BEPS on deliverables related to intangible sections, China tax bureaus started paying more attention from tangible assets transactions to intangible assets transaction arrangements among MNCs.

China tax bureaus started paying more attention from tangible assets transactions to intangible assets transaction arrangements among MNCs.

It is not a surprise for tax bureaus to raise questions such as: Being a HNTe which should own core IP (or exclusive IP use right), is it necessary to pay high technology royalty fees? If the answer is yes, to which extent is the self-owned technology applied in the production? If there are huge royalties involved, does it deliver the message that the said HNTe has not obtained core IP at all?

Formal challenges from tax bureaus are not rare. They tend to raise challenges from two angles.

Firstly, tax bureaus would question IP status of a HNTe. Below are some typical questions raised by tax bureaus:

- What is the relationship between the overseas licensed IP and the IP reported for HNTe application?
- How to prove that the licensed IP is actually the core IP used for production?
- How to prove the necessity



of the licensed IP within the production?

- How to prove that the licensed IP plays a subordinate role in the production?

Secondly, tax bureaus also challenge how reasonable the royalty payment is from a transfer pricing perspective:

- Is the royalty paid to overseas related parties which don't undertake functions, bear risks or have no substantial operation or activities? Does the royalty payment correspond with the functions and risks undertaken by the royalty recipient?
- Does a HNTE get higher profitability than an ordinary contract manufacturer as the HNTE bears more function/risk? Doesn't royalty payment reduce the profitability of a HNTE?
- How to figure out the price of the royalty? Should the charging base be calculated on the full payment? Should the rate of the royalty be updated after obtaining HNTE qualification?

- When a HNTE shares its technical IP to related parties, is there any arrangement for compensation?

These two angles usually form a trade-off relationship with each other, which makes it more difficult for taxpayers. Without a well-prepared response to the above questions negative tax impacts could follow: (1) a HNTE may be revoked or could not be qualified as a HNTE going forward due to its 'weakness' in IP requirement; or (2) the technology royalties paid by this HNTE may have to be reduced or even disallowed for deduction under income tax law.

The takeaway

Under the even more stringent supervision on cross-border payments by China's tax authorities, HNTEs who pay technology royalties to overseas related parties are advised to assess any potential conflict between the HNTE IP position and the royalty substance. Although China's tax authorities do not have a clear instruction on the compliance materials to

defend the position of taxpayers, an early review of internal documentation would be helpful.

It should also be remembered that tax impacts may not only affect the HNTE itself, but also involve other stakeholders including overseas investors, domestic partners (in a joint venture), overseas licensors, etc. Different commercial interests of such parties may escalate the complexity of the situation. For instance, overseas licensors may be reluctant to decrease royalty charges, overseas investors may prefer the HNTE status in view of the higher profit level brought by the 15% rate, and the HNTE itself may be more concerned more about both the lower CIT rate and the cost deduction issues of the royalties.

In view of the above, it is advised that HNTEs with royalty payments start to pay more attention to potential challenges.

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Green Transportation “Tianjin Slow Circle Scheme”

By: Richard J. Cook



With any growing urban area, congestion problems are bound to follow. If you know Tianjin city center well, you will be well aware of the carnage gridlocks that take place daily between 7am – 9am and 5pm – 7pm roughly speaking. During these times, standing on Weijian Lu, Wedi Dao or Nanjing Lu will display a picturesque scene of thousands of cars, motorized scooters, electric scooters and bicycles all moving at a snails pace.

“Green Solution”

Recognizing that Tianjin’s city center is culminating within this serious issue, the local government hopes to pilot a scheme that will have some significant effects on reducing the problem. The solution is to convert 7.2km squared of central Tianjin, roughly 50km of road and streets, into green lane roads dubbed the “Slow Circle Scheme” by 2020.

The goals may be far reaching if the scheme proves successful and

eventually goes ahead. Multiple schemes would eventually branch outward across the city in a domino effect, increasing Tianjin’s brand as a modern green livable city. Focusing on the specific goals, the scheme aims to target a reduction in traffic in the center of the city, whilst aiding an improvement of driving standards. Amongst this radical road shake up is the notion of non-vehicle parking zones, one way and narrow street systems for cars with the intention of slowing traffic down and deterring them from such central streets.

The proposed area encompasses the Central Business District of Tianjin City Centre, more commonly referred to as the downtown area. Specifically, Nanjing Lu, Beng Bu Dao, Nanmenwai Dajie, Xi Ma Lu, Bei Ma Lu and some unspecified roads along the Haihe River area, totaling 42 roads and streets altogether. It is thought that, if successful, the project will entice more green transport methods such as car-pooling, public transportation and ultimately more walking.

“Jostling for Right of Way”

A common feeling when walking the streets of Tianjin is the dominance of the motor vehicle. Roads packed with cars and questionable standards of driving mean a great jostle consistently takes place for all who take to the roads. Thus, at the center of the scheme is the planning department and its considerations for reorganizing road space.

Reports from the investigation suggest that up to 3 times more space is needed for non-motor vehicle road users.

By ratio, the road availability calculation for motor vehicles, non-motor vehicles and pedestrians is 72:10:18, meaning non-motor vehicles, such as bicycles and electric scooters, are squeezed for space. As for pedestrians sidewalk width is also an issue. 56% of sidewalk was measured as less than 2 meters wide and 78% less than 3 meters. Behind this petite pedestrian space is overshadowing demand for car parking facilities or other obstacles. In most cases, an increased number of motor vehicles correlate with the decreased size of sidewalks over the past 10 years.

The Global Problem of Urban Congestion”

Across many of China’s teeming urban areas this scene is often repeated. Yet this side effect of modern mega urbanization is not just restricted to China, far be it, the scale is much larger in China. Many innovations are currently being piloted across the world. Across Europe, city centers also have pedestrian only streets or vehicle slow down zones. Notably are inner city areas of the UK, often you would be able to see reduced speed restrictions and narrow one way streets here. More radical formulas for reducing traffic are congestion zone charges again notable in the UK, namely London. However, in a city such as Tianjin a radical policy for congestion zone charges would prove to be extremely unpopular and difficult to implement due to road and street layout, thus making it impractical.



On the Horizon

Many other cities in China such as Beijing and Tianjin already have strict congestion reduction procedures in place. Most notable in Tianjin would be the weekday car registration reduction laws. If you're not familiar to this, basically each day is designated two numbers and vehicle registrations ending in these numbers cannot take to the roads on the set days.

“Coming Soon”

The development of transportation schemes in Tianjin run parallel to new infrastructure projects in the city and the municipality. Tianjin's additional Metro Lines have been on the drawing board for years and are

currently under construction. For some time now there has been delays on the vast project, to be expected considering the initial timetable set out. Metro Line 6, now expected to be completed by June 2017, made local news recently as globally acclaimed technology manufacturer Otis struck an agreement to provide escalators for the project having already worked on the Tianjin Metro system. By 2017 the Slow Circle Scheme will be a work in progress, coinciding with Metro extension plans.

Metro stops will fall into the green plans as each stop will be designated a motorbike and cycle parking. Hopefully this privately means the clean up of eye soaring bicycle piles

and the implementation of proper secure non-motorized vehicle storage points.

If all goes well, in this case, both projects will correspond with one another relieving congestion misery. Yet collectively the grand picture of transportation development in Tianjin as a whole is still way off. The Slow Circle Scheme could further invigorate the scene of bicycles or eclectic scooters in use as well as walking. Furthermore, innovative projects such as this would assist calls from the central government to wage a war on pollution problems.



New Appointments



Kevin Xie Executive Assistant Manager (EAM) in charge of Rooms Division The Westin Tianjin

The Westin Tianjin has recently appointed Kevin Xie as EAM in charge of Rooms Division. Kevin started his Starwood journey with Sheraton Tianjin in 1998, from Guest Service Agent to Reception Manager in nine years. He joined Radisson Plaza Hotel Tianjin as Rooms Division Manager in 2007. Kevin came back to Starwood Group, acquired a promotion as Director of Rooms in Westin Tianjin in 2011. He is a member of The Rooms Council China and Greater China SPG Council.

Kevin has a strong work ethic, is creative and progressive and has a warm-hearted personality. “The Westin Tianjin is a destination where our guests are understood and feel this is a place where “I can find a better self,” said Kevin. “We will drive to continue providing memorable experiences, personalised, instinctive service to let guests experience our 6 pillars of wellness: Eat Well, Move Well, Sleep Well, Work Well, Feel Well and Play Well”.



Lim Li Italian Sous Chef Sheraton Tianjin Binhai

Sheraton Tianjin Binhai hotel is pleased to announce the appointment of Lim Li as Bene's Italian Sous Chef.

Chef Lim brings his talent and rich experience gained from previous culinary positions held in the United Arab Emirates and China. He's worked as the Chef De Partie of Hyatt Capital Gate and worked with a Michelin starred chef for 2 years. He is the first Chinese Chef De Partie to have worked at Hyatt Capital Gate Abu Dhabi. His previous posts also include The Regent Shanghai and Intercontinental Century City Chengdu.

In his new role, Chef Lim will be responsible for menu creativity and leading the culinary team for the hotel's Bene Italian restaurant & bar. He says, “Some people like to paint pictures, or do gardening, or take photos. Other people get tremendous pleasure out of the kitchen, because cooking is just as creative and imaginative as art.”



Wilson Shao Director of Sales and Marketing Pan Pacific Tianjin

Pan Pacific Tianjin welcomes Wilson Shao into the role of Director of Sales & Marketing. A native of Tianjin Wilson brings vast experience with him from his days at Grand Hyatt, Renaissance and St. Regis hotels in various locations across China. Young and dynamic,

Wilson brings with him the latest sales techniques and management skills to our Tianjin property. of position

In his last position

Wilson graduated from the University De Perpignan in France with his bachelor's degree in hotel management. He speaks fluent English, Mandarin and French. His experience, passion and drive to succeed will be instrumental in maintaining our great brand as one of the key players in the competitive Tianjin market.

Pan Pacific Tianjin opened in October 2014 with 289 guestrooms and 30 serviced suites. This brand new property features a state-of-the-art fitness centre, four restaurants and bars and 10 flexible meeting spaces including a 640-sqm pillar-less ballroom.

Spanish Cuisine Festival

@ Renaissance Tianjin Lakeview Hotel

Spanish Food Festival Opening Party

Price: 128 CNY/person

Date: 30 August 2015

Venue: BLD Lawn Garden

Michelin Star Night

Exclusive Michelin Gala Dinner at Fire House!

Dinner presented by Spanish Michelin Star Chef Carles Tejedor from Oilmotion, former Executive Chef of iconic Michelin-starred Via Veneto Restaurant in Barcelona.

8 course Michelin star taster menu, including authentic Spanish delicacies.

Price: 888 CNY/person

Date: 3 to 5 September 2015

Venue: Fire House

When Humphrey Met Carles

Spanish Michelin Star Chef Carles Tejedor from Oilmotion, former Executive Chef of iconic Michelin-starred Via Veneto Restaurant in Barcelona in cooperation with Executive Chef Humphrey Wang, will walk you through an unforgettable Spanish culinary experience.

Price: 258 CNY/person, Spanish Lunch Buffet (Saturday & Sunday)

388 CNY/person, Spanish Dinner Buffet

Date: 6 to 27 September, 2015

Venue: BLD Lawn Garden

For more information and reservations, please contact :

Renaissance Tianjin Lakeview Hotel, BLD at +86 22 5822 3160 / 3161



“Our Tiny Times” 2015 Summer Wedding show @ The St. Regis Tianjin

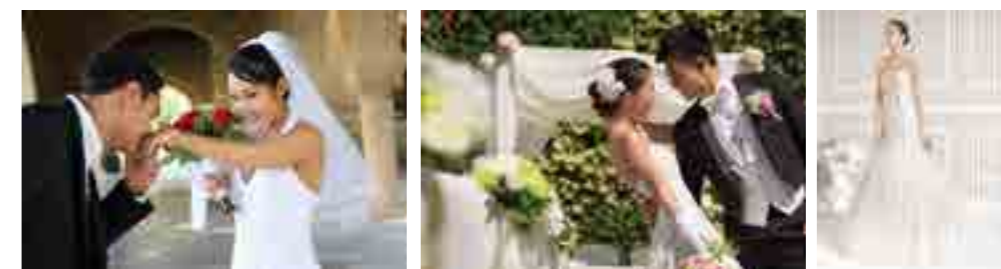
On August 2nd 2015, a great Summer Wedding Show with the theme of ‘Tiny Times’ was successfully held in the Diamond Hall at The St. Regis, Tianjin. Supported by the Prague Manor Wedding Planning Company, it attracted many couples who got to experience the romantic event at The St. Regis Tianjin. A splendid band from the Philippines and Porsche 911 drive-in access added trendy and exotic elements to the fantastic wedding show.

The Diamond Ballroom at the St. Regis was finely decorated with the ‘Tiny Times’ style background wall and screen. Four female models that represented the four main characters in the movie “Tiny Times,” gracefully led the dance for the couples and helped spread the message of love.

Located on the hotel’s top floor (18th floor), the Diamond Ballroom at the St. Regis offers stunning views over Tianjin from floor-to-ceiling windows. Polished wood floors, white marble accents, and gold-coloured glass pillars as well as a graceful leaf motif on the ceiling give this room a dazzling look and feel. It has an adjoining open roof garden capable of containing 200 guests, as well as a refined bridal suite that has a fabulous dressing room, making a perfect location for a wedding ceremony.

The St. Regis wedding banquet team offered special treats on the day of the show and promoted WeChat lucky draw activities. Prizes included a free stay at Starwood Sheraton Jiuzhaigou Hotel. In 2015, the St. Regis Tianjin will continue to launch specialised wedding receptions, setting up a glorious stage for memorable weddings for its customers. An innovative riverside outdoor wedding ceremony is becoming a popular trend in 2015 Tianjin wedding planning. The elegant 800-square-metre St. Regis courtyard awaits your arrival along the picturesque Hai River, where you will exchange vows at the city’s most coveted address.

Request an appointment with a St. Regis wedding specialist and discover exceptional rates for your friends and family. From bespoke flower arrangements to fabulous room d é cor to amazing accommodations for your guests, the St. Regis wedding specialists will assure each of your needs is flawlessly met.



SHANGRI-LA HOTEL, TIANJIN CELEBRATES ITS 1ST ANNIVERSARY



Shangri-La Hotel, Tianjin celebrated its 1st anniversary on 8 August 2015. Shangri-La Hotels and Resorts opened its 85th hotel in China's largest northern port city in August 2014. Shangri-La Hotel, Tianjin sits on the bank of the Haihe River in the new Hedong District, overlooking Tianjin's signature architecture dating from the 19th century. The hotel has a convenient location 5 minutes from the city's central business district and 10 minutes from the Tianjin Railway Station.

The hotel contains 304 spacious rooms, ranging from one of the largest deluxe rooms in the city, the 48-square-metre Deluxe River View Room, to the 240-square-metre Shangri-La Suite. All guestrooms overlook the Haihe River, and the executive Horizon Club Lounge on Level 32 offers panoramic views of the city. In addition to its guestrooms, the hotel offers 39 serviced apartments. Shangri-La's complimentary Wi-Fi service is available throughout the hotel. The hotel is fully integrated within Tianjin Kerry Centre and is the only five-star international hotel in the city connected to a shopping mall, River View Place, which houses multiple dining and entertainment venues and the largest of Shangri-La and Kerry's Adventure Zones for kids.

On this meaningful occasion, Mr. Hakan Ozel, general manager of Shangri-La Hotel, Tianjin, said, "In the past year, Shangri-La Hotel, Tianjin has committed to delighting each of our guests every time with our warm and caring hospitality straight from our hearts. As the Shangri-La Hotel, Tianjin family, we are fully committed to our social responsibility by making a positive contribution to our community."

Chamber Reports

Upcoming Events:



Special cocktail networking event:

Working face to face in Asia - crossed visions

Date: 2015 September 7th Time: 17:00 - 19:00

Venue: Pan Pacific Hotel Tianjin

The European Chamber Tianjin Chapter, Alliance française de Tianjin and German Chamber are pleased to invite you to the Special Cocktail Networking event on 7th, September.

As Chinese market opens to foreign investors and industries, the human relationship between China and the rest of the world is meant to be more and more intense. Those relationships are a diamond for the growth of the activity. How to make sure our cultures serve the business?

Contents:

1. Analyze the misunderstandings and blockages at the workplace and how to deal with them
2. Overcome daily oppositions and misunderstandings (relations at work, with the hierarchy, in group relations, the organization of time)
3. How to use synergies (in the logics of knowledge, in systems of action)

Speaker:

Bernard Ganne, labor sociologist and Emeritus Research Director at the CNRS, offers lectures, or master classes around intercultural issues at work in China. Chinese linguist, French professor at Wuhan University, expert on interculturalism.

Agenda:

17:00-17:15 Registration;

17:15-17:35 DVD Projection;

17:35- 19:00 PPT Presentation& Discussion

Language: French, interpreted into English

2015 Customs & Trade Workshop

如何为中韩自由贸易协定做准备?

Date: 2015 September 18th Time: 14:00 - 16:30

Venue: Nikko Hotel Tianjin

The European Union Chamber of Commerce in China Tianjin Chapter and PricewaterhouseCoopers cordially invite you to join 2015 Customs & Trade Workshop: What to prepare for the upcoming China-Korea FTA?

中国欧盟商会与普华永道诚挚地邀请您参加: 2015海关及国际贸易研讨会 - 如何为中韩自由贸易协定做准备?

Content 内容:

- Korean Customs Landscape 韩国海关纵览
- Korean Customs overview 韩国海关概述
- Recent issues and developments in Korea 韩国最新动态和发展
- China-Korea FTA 中韩自由贸易协定
- Operation Strategy under China-Korea FTA 中韩自由贸易协定操作策略
- FTA 3 cycles 自由贸易协定3个周期
- Case Sharing 案例分享

Speaker 演讲嘉宾:

Nathan Pan, Senior Manager, World Trade Management Services PwC

普华永道国际贸易服务高级经理 潘南山先生

Language 语言: Chinese 中文

Agenda 日程:

14:00-14:30 登记注册 Registration;

14:30-16:30 讲座 Presentation

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

Past Events:

Women's Professional Committee (WPC) Executive Lunch July 30, Hyatt Regency Tianjin East

To expand their cultural knowledge, the Tianjin Women's Professional Committee welcomed an expert on Chinese porcelain to their latest executive lunch. Jin Liu, tea ware expert of the DCK Tea Company, spoke to the group on July 30 about the history of Chinese porcelain development. He brought some of his high-end porcelain pieces with him to point out details of the artistry involved. Both the lesson and a buffet lunch took place at the Hyatt Regency Tianjin East. The Tianjin Women's Professional Committee will continue to combine networking with lessons in culture and business with more events this year.



First Aid Training – Basic Skills to Save Lives August 7, Tangla Tianjin

AmCham China Tianjin, in conjunction with the Euro-Centre North Asia, organised a special training programme for members August 7 at the Tangla Tianjin hotel.

During the training, Sarah Jiang and Winnie Liu, an American Heart Association Certified First Aid Training Instructor and a Registered Nurse, introduced the basic skills of CPR. The lesson taught specific techniques for resuscitating adults, children and infants, and also coached participants on when it's appropriate to use CPR.

All those who completed the training received a certificate issued by the Euro-Centre North Asia.



Upcoming Event:

- 10 September, 2:00PM-5:00PM, Updates on Tianjin Pilot Free-Trade Zone, The Westin Tianjin
- 11 September, 2:00PM – 5:00PM, Talent Retention Strategy – How to Retain Talent by Compensation and Benefits, TBD
- 17 September, 7:15AM – 9:00AM, Monthly Executive Breakfast Briefing, The Ritz-Carlton, Tianjin
- 24 September, 12:00PM – 2:00PM Monthly Women Professional Committee (WPC) Lunch, TBD
- 17 October, 10:00AM – 8:00PM, Tianjin's First Joint Chamber Golf Tournament, Tianjin Panshan Golf Club

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:

Seminar – Intelligent Production and the Role of Industry 4.0 30.07.2015

The German Chamber of Commerce organized a seminar on Intelligent Production and Industry 4.0, which can help companies to tackle challenges like rising labor costs, high quality requirements or increasing diversity of customer needs. In his presentation, Mr. Rene Galbavy, Senior Consultant at Staufen Shanghai, introduced the main aspects of the Intelligent Factory and also explained how a company can achieve an Intelligent Factory. Further he illustrated the role of "Intelligence" and showed some practical examples.



Special Event – WAGO company visit and factory tour Thursday, 7 August, 2015

On 7th August 2015, the German Chamber of Commerce invited its members and friends to a tour at WAGO Electronic (Tianjin) Co., Ltd. WAGO is one of the world's leading suppliers of electrical interconnection and automation products. Mr. Volker Palm, General Manager of the Tianjin plant and also Advisory Council Member of the GCC Tianjin Office, gave a brief presentation about the company and answered questions in an interactive Q&A session. Following this, WAGO led to the production hall, making everybody gain an insight into its automated and half-automated production processes. The tour finished with a visit to the company's storage facilities.



Upcoming Events:

- August 26, 2015, 7.00pm–10.00pm: Kammerstammtisch Tianjin, Drei Kronen 1308 Brauhaus Tianjin
- August 28, 2015, 6.00pm-11.00pm: 6th German Chamber Oktoberfest Tianjin, Paulaner Tianjin
- September 8, 2015, 7.30am-9.00am: Breakfast Seminar - Working face to face in Asia: crossed visions, Pan Pacific Hotel
- September 9, 2015, 5.30pm-9.00pm: Networking Dinner in TEDA, Delights Restaurant & Bar
- September 17, 2015, 3.00pm-5.00pm: Seminar - The new Chinese Environmental Protection Law 2015 - Initial experience from practice, German Chamber Office Tianjin
- September 23, 2015, 7.00pm–10.00pm: 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

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

富淳中餐厅
空港物流加工区中心大道55号
天津滨海圣光皇冠假日酒店2层



Qing Wang Fu

A: No. 55, Zhongqing 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

SôU

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)

Pattaya

A: 33 Shengli Lu, Italian Style Street, Hebei District
T: +86 22 2445 8789
芭堤雅泰国餐厅
河北区意式风情街胜利路33号

Western

Café@66

A: 1F, Radisson Bul 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

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

Huayatt Regency Jing Jin City Resort & Spa
A: No. 8, Zhujiang Da Dao Zhouliao 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

DINING



Promenade Restaurant

A: 1F, The St. Regis Tianjin No. 158, Zhang Zizhong Road Heping District
T: +86 22 5830 9959

河岸国际餐厅
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)



Riviera Restaurant

A: 1F, The St. Regis Tianjin. No. 158, Zhang Zizhong Dao, Heping District
T: +86 22 5830 9962

蔚蓝海餐厅
和平区张自忠路158号天津瑞吉金融街酒店一层

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



Inasia Restaurant

(Olympic Stadium Store)
A: 4F, A-Hotel, Olympics Gym, Nankai District, Tianjin 天津市南开区水滴体育馆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
海维林酒吧
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

SERVICES



SmartKidz International Tianjin

A: 5F, Building C, He Zhong Building, You Yi Bei Lu, Hexi District
T: +86 186 2230 2923(English)
+86 186 2235 9571(Chinese)
+86 186 2230 3926(Chinese)
E: thai.enc_cn@yahoo.com
WeChat: SmartKidz TJ
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

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

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

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

Jeff's House Kindergarten

Welcome to my house. We will play, learn and grow together. We are a family. We and our parents will all be the masters.
A: No. 77, Munan Dao, Heping District
T: +86 22 2331 0236/0636
W: jeffhouse.net
杰夫幼稚园
和平区睦南道77号(近河北路)

SERVICES

Hotels

★★★★★ 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
天津海悦悦榕庄
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



HYATT REGENCY TIANJIN 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

Shan Yi Li Boutique Hotel

A: No.55 Chongqing Road, Heping District.
T: +86 22 87135555
E: info@qingwangfu.com
山益里精品酒店
中国天津市和平区重庆道55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



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区紫金山路



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



Holiday Inn Tianjin Aqua City

A: No. 6, Jieyuan Dao, Hongqiao District
T: +86 22 5877 6666
天津水游城假日酒店
红桥区芥园道6号



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



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

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

Serviced 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

PAN PACIFIC TIANJIN HOTEL

A: No. 1 Zhang Zi Zhong Road, Hong Qiao District
T: +86 22 5863 8888
E: infor.pptsn@panpacific.com
天津泛太平洋酒店
中国天津红桥区张自忠路1号

Sheraton Apartment

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



Ariva Tianjin Bin Hai 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



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



Fraser Place Tianjin

A: No. 34 Xing Cheng Towers Ao Ti Street, West Weijin South Road, Nankai District
T: +86 22 5870 2351 (pre-opening office)
T: +86 22 5892 0888 (From 1st October 2015)
E: sales.tianjin@frasershospitality.com
天津市招商辉盛坊国际公寓
南开区卫津南路西侧奥体道星城34号楼



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

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

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

European Chamber

A: 41F, The Executive Center, Tianjin World Financial Center, 2 Dagubei Lu, Heping District
T: +86 22 5830 7608
E: tianjin@european-chamber.com.cn
W: european-chamber.com.cn



SERVICES

HEALTH

American Chamber

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

German Chamber

A: Room 1502, Global Center, No. 309 Nanjing Road, Nankai District,
T: +86 22 8787 9249
E: tianjin@bj.china.ahk.de

Serviced Office



The Executive Centre

Asia-Pacific's Premium Serviced Office Provider
A: 41F, Tianjin World Financial Center 2 Dagubei Road, Heping District
T: +86 22 5856 8555
W: ufh.com.cn
天津和隆家医院
河西区津江道天满园22号



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区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
天津和隆家医院
河西区津江道天满园22号



Women's and Children's Specialized Health

A: No.21, ShuiShangGongYuan East Road, Nankai District
T: +86 22 5898 2012
W: amcare.com.cn
美中宜和医疗集团天津美中宜和妇儿医院
南开区水上公园东路21号

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

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

Leo GYM

A: 3 Floor, Olympic Center Stadium Swimming Diving Hall, Binshui Xi Dao, Nankai District
T: +86 22 6097 6681
W: leogym.com.cn
力奥健身
天津市南开区滨水西道奥林匹克游泳跳水馆

DINING

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
 采悦轩中餐厅
 开发区第二大街50号天津滨海喜来登酒店2层

Japanese

Sake n Sushi Bar
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

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

SERVICES

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
F: +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

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

HEALTH

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 Centr
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

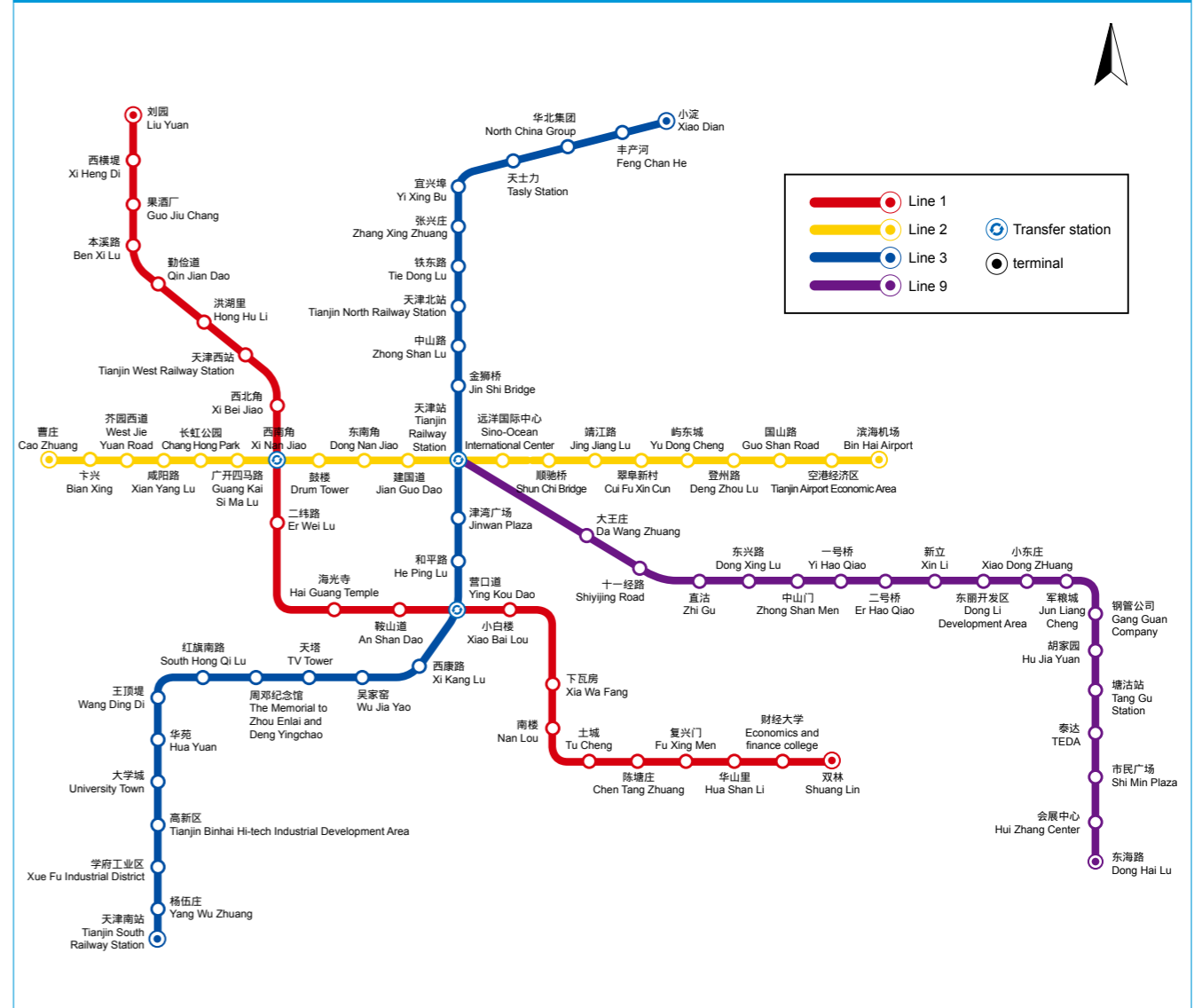
BULLET (C) TRAIN

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



China's Economic Rise and Its Global Impact

by Ken Moak and Miles W.N. Lee (Weining Li)



The large majority of English language books examining China's economic rise and its concomitant return to geopolitical preeminence have, inevitably and perhaps necessarily, been from the Western perspective. (When China Rules The World, by English Marxist Martin Jacques, being the most notable exception). Now China's Economic Rise and Its Global Impact comes determined, as the authors state in the preface, to provide "an alternative approach to study why China's economy has grown so big so quickly" and aim to "generate a balanced view on China's political economy".

Laudable aims. And the book certainly has some particular strengths, such as its understanding of the problems facing China's economy, and the steps being taken to overcome them; and on the gross self-interest masquerading as economic counsel pushed by the US and Western countries to developing economies – as seen again and again in the disastrous results from Russia's shock transition to capitalism to the Tiger Economies during the 1997 financial crises.

However, whenever the book discusses China's interaction with Western nations, the tone becomes shrill and aggressively defensive. One welcomes a counterpoint to Western perspectives, but they have at least to be logically consistent. China's Economic Rise instead parlays any fact

and bends it in the desperate aim of convincing the reader that China is right, China is fair, China is wise, China is benevolent, China is peaceful. So, for example, "[u]nlike their Western counterparts, the average Chinese is a thrifty consumer, buying what he or she needs or wants with cash" – but in the very next sentence we're told that consumer credit isn't available in China. So much for thriftiness. Chinese defense spending was necessitated by the Americans. Chinese corruption probably aided economic growth. China's leaders wisely stopped disasters like the Cultural Revolution before it got out of hand. And so it goes.

Unusually for a book from Palgrave Macmillan, the book is occasionally clumsy verbally, and the references are sometimes sophomoric. Citing Wikipedia just isn't on. There is a definite need for a book detailing China's great rise and envisioning its ambitions, but this unfortunately is not it.

People To Avoid In China

Sifting through the weird and woeful



China doesn't necessarily have more people to avoid than any other country, as a percentage of its total; but as a country with a huge population, there are always going to be a few oddballs and psychos. It's the same with the ex-pat population: there could be many reasons for someone to pack up and leave their homeland, and not all of them are the usual job interview responses like "I wanted an adventure" or "I wanted to see the world". Let us therefore delve into China's wretched hive of scum and villainy and see how to avoid them.

The bar lunatic

China has a strange effect of making me more social and outgoing than I usually am in my native land. It is

always great to meet Chinese people because you can learn so much from them, and it's always good to meet other ex-pats because you can share and compare your experiences.

This doesn't always work out for the best. One night I was out with some friends in Ali Baba's, just talking over a few drinks. I was facing the bar, and saw a guy standing there looking anxiously around. He kept checking his watch, suggesting he'd been stood up. He was about 40, perhaps Australian, with long dark hair. I caught his eye several times, and, taking pity and feeling like I was doing something noble, invited him to join us. This proved to be a big mistake, as he started ranting about how much he hated China, Chinese culture, and Chinese people. Which made us retort, "So what

are you doing here then?" To which he replied, "I'm here to learn from Chinese people." At which I stood up and invited him to leave.

Lesson: random strangers in a bar are often random and strange for a reason. Tread carefully.

The hostess

Sometimes, especially when I'm exploring a new place, I'll go for a beer on my own. Yeah, all on my own. I take a bag with a book to read so I'm quite comfortable. So, please, bar hostess, I don't need your company to help me enjoy the bar.

Lesson: Just. Say. No.

Last Word

The leasing agent

There is a special level of hell reserved for Chinese property agents, with their scooters and commission. Their goal is not to help you find a place to stay within your stated fields (location, price, rooms, etc). They know that they are the gatekeeper to your knowledge of the market. Thus, they insert themselves between you and the landlords, keeping each side blind, the better to get the best deal for themselves. "You want a three bedroom apartment, near Xia Wa Fang? Okay," he says, taking you to view a two bed apartment near Huayuan.

Lesson: use local property websites like 5i5j.com to seek out apartments and market data points. Take over a lease from a friend. But never, ever, simply rely on leasing agents.

The dealer

"Hey man, you want some stuff?" Sure, I really want to risk jail or deportation to buy stuff from a dealer openly operating in the middle of Beijing's busiest shopping areas. That makes sense. You'll be certain of a good deal, too. Sure.

Dealers are, for some reason, always African males, and somehow able to ply their trade in Beijing's Sanlitun area without attracting the attention of the authorities. I have to assume that they have some success (otherwise they wouldn't be there), but anyone stupid enough to buy from them deserves whatever they get.

Lesson: I don't need to explain this one, do I?

But never, ever, simply rely on leasing agents.

The schmo

There are many noble reasons for living abroad - adventure, travel, career opportunities, personal development. But The Schmo goes abroad because he has burned out his network back home and needs a new set of circumstances in which he can continue to be a Schmo. In China he (it's always he) is suddenly foreign and exotic, and earning more than the national average - fun times! You would hope that in such a situation, The Schmo might grow and develop.

But that, of course, is precisely what's lacking in him in the first place.

I've met a couple of Schmo's. One was teaching English at a university in a Tier 3 city, where the students were mostly children of peasant farmers. He earned substantially more than their parents did, yet he tried to get his students to club together to buy him a cell phone, and would stand at the canteen entrance hoping to meet a student because he had somehow left his dining card behind and needed someone to pay for him. Another Schmo I met was the most socially inept person I've ever encountered. He meant well, but he would tell crude jokes at any time or location, crashed into conversations like a blundering rhinoceros, and ignored or was oblivious to social signals that a toddler could notice. His blissful lack of social embarrassment, funnily enough, made him quite the hit with his employer, who used him like a dancing bear to attract business.

Lesson: make friends carefully. You might be stuck with them for a long time.

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btianjin.cn/150912



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