

Insight Into a Changing Tianjin BUSINESS

MAGAZINE



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Business Tianjin

March 2011

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Dialogue with Hermann Kleinod, GM, Siemens Electrical Drives Ltd. (SEDL)

German-born Hermann Kleinod was with Siemens, Germany for over 20 years and has been with SEDL since December 2008. He manages the company with a workforce of over 1,400. [See P20](#)



Prime Cuts - Tianjin is at the centre of a huge shake up of China's meat business

Depending on where you shop you'll have noticed that meat counter options can be limited in China. But that's changing with the rise of a new breed of Chinese meat companies which have been using international capital, technology and know-how to make local meat markets more colourful places. And two of the biggest of the new wave have centred their operations on Tianjin. [See P28](#)



Keeping a Trade Secret

Nearly all businesses in all industries and sectors possess trade secrets. Trade secrets are a valuable and highly useful form of intellectual property. China, like most other countries, provides a legal framework for the protection for trade secrets, and the law provides for remedies in the event that your trade secrets are unlawfully disclosed. [See P43](#)



Confessions of a non-Chinese speaker

I have an embarrassing confession to make – lean in close and I'll tell you. I've been in China for more than three years, and my Chinese is still terrible. For those who are fluent – well done; you have my sincere admiration. I know how difficult Chinese is. I just hope you can help me out sometime! [See P69](#)

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March 2011



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Dear Reader,

Rising salaries outpace inflation. Yet the cost of living continues to be as great a concern for consumers as the cost of employment for businesses. Buyers lament regular increases in the pricing of fuel, household goods, and the autos and homes for which they're purchased. Meanwhile, Tianjin's minimum wage – set to increase by 16% this year – is just one of many causes for investors and manufacturers to consider establishing themselves outside the Great Wall.

While western trade partners proclaim that alleviating both currency suppression and trade protections will strengthen China's global foothold – increasing the value of its currency and allowing tougher market competition – doing so may adversely affect both inflation and business expenses at home.

This month's Economy and dual Feature Stories discuss recent developments in these areas, as well as their potential outcomes.

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

Sincerely,

Jamie Michael Kern

Chief Editor – Business Tianjin magazine

Letter to the editor

In regard to the January 2011 article on Government Procurement:

While the article overall is correct, it is very misleading – as happens frequently – when talking about "government procurement". The only real error is the market estimate – it is not 85 billion USD but 700 billion CNY.

The misleading factor is that the author does not explain what that market represents – the bulk of so-called public projects and bidding is covered by the Bidding Law (BL) and not by the Government Procurement Law (GPL). For EU companies, the GPL is of little interest, as the real market – projects mostly by State-owned enterprises (SOEs) and for public utilities – fall under the BL.

That is one of the main issues currently being discussed in the WTO regarding China's accession to the Government Procurement Agreement – China does not include the SOEs in its proposal.

Gilbert Van Kerckhove

TIANJIN NEWS

49.5 MW wind farm connected to grid



The largest wind farm project in Tianjin Municipality was connected to the grid on of 15 February, supplying enough power for 247,500 households a year. The 49.5-megawatt Shajingzi Wind Farm could generate 10 million kilowatt-hours of electricity a year, equivalent to the use of 30,000 tonnes of coal, said Liu Mingzhi, head of the development and planning department of the Tianjin Power Company. By the end of 2012, the farm is expected to generate up to 200MW.
-16 February 2011

Binhai New Area to propel development



The Tianjin Binhai New Area (TBNA) will serve as the Bohai region's main growth engine – fueled by 1.5 trillion CNY (228m USD) in investment from 2011 until 2015 – propelling an industrial boom supporting three world-class industrial clusters, senior officials said on the sideline of the Tianjin People's Congress. "We must seek growth by cultivating three internationally leading hubs in the Tianjin Binhai New Area – namely, the aerospace and aviation, petrochemicals and alternative energies industries," said TBNA head Zong Guoying. Five other bases, including those for equipment manufacturing, electronics and information industries, will be established in the TBNA. These clusters will be nationally leading in terms of scale and quality.
- China Daily, 27 January

NNE Pharmaplan opens new office in TEDA



On 24 January 2011, NNE Pharmaplan opened new office at TEDA Service Outsourcing Park to be closer to pharmaceutical & biotech clients in Binhai area and provide more services in the near future, said office manager Amir K. Tafreshi. NNE Pharmaplan is the world's leading engineering and consulting company in the complex field of pharma and biotech. It covers all segments from biopharmaceuticals and vaccines to medical devices. NNE Pharmaplan employs close to 1,600 people at more than 25 locations around the world.

- Business Tianjin, 27 January

Snow Polo tournament



Asia's first snow polo tournament opened on 15 February at the region's newest and largest polo grounds, Goldin Metropolitan club in Tianjin. The five-day event aimed to promote the luxury sport to the nation's new and growing ranks of wealthy. According to the China Horse Industry Association, a government organisation established to develop China's equine sector, the country imported more than 1,300 horses in 2010, compared to about 300 five years ago, at an expense of tens of millions of dollars. A handful of polo clubs have cropped up around the country in recent years, including Tang club in Beijing, Nine Dragons Hill Polo Club an hour from Shanghai, and Goldin Metropolitan club.

- 21 February

Tianjin Pipe posts strong production and sales



In 2010, steel pipe manufacturer Tianjin Pipe Corporation increased its industrial output by 23.49% year-on-year while its sales revenues rose by 42.12% y-o-y. In addition, during China's 11th five-year plan period (2006-2010), Tianjin Pipe recorded an increase of 403.25% in its industrial output and rises of 454.93% and 251.08% in its sales revenue and pre-tax profit respectively, all compared to the 10th five-year plan period (2001-2005). Tianjin Pipe stated that, through technological upgrades, it has significantly expanded its seamless pipe production capacity.

- SteelGuru, 12 February

Buyers hopping for animated rabbit



Tianjin Film Studio started strong at EFM with pre-sales on the 3D animation Legend of a Rabbit. In the first three days of the market, the film sold to Noori for Korea, Luxor Film for Russia/CIS, Ram Indo for Singapore, Malaysia and Indonesia, and Horizon International for Turkey. To keep a promise to a dying Kung Fu master on the run, a humble farmhouse Rabbit must step out of the kitchen and take on ancient Beijing's baddest Panda in order to save the fate of China's Kung Fu Academy. The 12-million-USD Legend of a Rabbit was created by a team of 500 animators over three years and is in post-production now. Director Sun Li Jun is a graduate of the Beijing Film Academy Animation School whose past features include the award-winning Zhang Ga The Soldier Boy. The film's

seven fight scenes were choreographed by leading Tai Chi master Jing Jian Jun.
- *Screendaily, 14 February*

GIC affiliate, Yanlord buy Tianjin site
Singapore-listed Yanlord Land Group said it would jointly acquire a residential site in Tianjin with an affiliate of Government of Singapore Investment Corp Real Estate for 1.16 billion CNY (224.8m USD). Yanlord and GIC Real Estate affiliate Reco Yizhong will acquire a 364,787-sqm site in Jinnan District, situated within the planned Tianjin Haihe Academic Park. The site benefits from Tianjin government initiatives to develop the area into a 37-sqkm educational district that will house over 200,000 students, 20 vocational institutes and campuses of Tianjin University and Nankai University. In 2012 and 2013, the Tianjin Haihe Academic Park will play host to the China University Games and the East Asia Games.
- *TODAYonline, 1 February*

FINANCE

CNOOC raises capex target 57% in 2011



Top Chinese offshore oil and gas producer CNOOC Ltd plans to raise oil and gas output in 2011, the company said in a statement. State-backed CNOOC said it aimed to produce 355-365 million barrels of oil equivalent (boe), compared with estimated output for 2010 of 327-329 million boe. CNOOC, the smallest of China's triumvirate of energy companies that also includes PetroChina Co Ltd

and China Petroleum & Chemical Corp (Sinopec), said it had targeted 8.8 billion USD in capital expenditures for 2011, compared with a revised 5.6 billion USD in 2010. Oil prices climbed 15% in 2010 on the back of expectations that a global economic rebound will drive demand. Analysts are similarly bullish for 2011, predicting crude prices to trade at around 100 USD for the year.
- *Reuters, 28 January*

World's largest bank will open its doors in Peru

ICBC, the world's largest bank by market value, requested permission to open a subsidiary in Peru. The Industrial and Commercial Bank of China is optimistic about the Peruvian economy and the soundness of its financial system. ICBC is driving a further global expansion strategy with the opening of subsidiaries in countries like France, Holland, Italy and Spain. The subsidiary in Peru, a country whose economy is growing at rates close to those of China, would focus primarily on corporate

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finance companies doing business with China.

- *Living in Peru, 30 January*

China reduces its US Treasury holdings for second month

China cut holdings of US Treasury bills by 4 billion USD to 891.6 billion USD in December, according to the US Treasury department. This follows sales of 11.2 billion USD in November. The move comes as analysts try to gauge the strength of the US economy's recovery and the outlook for growth and interest rates in coming months.

- *16 February*

China to see gas demand soar by 20% in 2011

China's natural gas demand will rise 20% in 2011 to 130 billion cubic meters and production will increase 16% to 110 billion m3, according to a statement from the National Energy Administration (NEA). China's gas consumption in 2010 also rose 20% year-on-year, while, production increased 12% from 2009. Wang Siqiang, deputy director at the

NEA, said the expansion of the nation's pipeline coverage means that natural gas consumption will keep increasing rapidly in the coming years. In addition to the areas close to production sites for gas, which are traditionally major consumers, other areas, such as Bohai Bay, the Yangtze River and the Pearl River Delta regions, will also become consumers as their economies expand.

- *People's Daily Online, 30 January*

CDB aims for German expansion



China Development Bank (CDB), a large State-owned lender, is among the four final bidders for a buyout of Germany's troubled WestLB AG bank, the Wall Street Journal reported. Under the direct supervision of the State Council, China Develop-

ment Bank, together with US-based leveraged buyout firms Blackstone Group LP, Apollo Global Management LP and J.C. Flowers & Co, has entered the final round of potential bidders in a bidding process set to hit the 10 billion EUR (13.61b USD) mark, the journal said. Walter Hillebrand-Droste, a spokesman for WestLB, told the Global Times that the bank could not confirm the report.

- *Global Times, 31 January*

China pays 5.4 billion USD for B.C. gas play

PetroChina International Investment Co. Ltd. has agreed to pay 5.4 billion USD in a natural gas investment with Encana Corp. that promises to be the largest Chinese investment in Canadian energy assets. The deal underscores the voracious appetite Asian firms have for North America's vast deposits of oil and gas – and speaks to the growing attraction of Canadian energy assets to overseas companies, which are increasingly looking at ways to buy western reserves that can some day be delivered to consumers in China and South Korea.

- *Globe and Mail, 10 February*

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Tentative steps toward global currency



Now that it has passed Japan to become the world's second-largest economy after the United States, China is considering the next step as a world power: making its money a global currency. No one expects that to happen immediately. And even the Chinese government is wary of making some of the free-market moves that would enable the renminbi to take its place alongside the dollar, euro and Japanese yen as a fully convertible reserve currency. Still, over the last year Beijing has begun to gradually loosen its tight currency controls. For the first time, for example, American companies like McDonald's and Caterpillar have been allowed to finance their China projects by selling renminbi-denominated bonds in Hong Kong. Richard Lavin, a group president at Caterpillar, said his company's 150-million-USD Hong Kong offering last November was less expensive than taking out a loan in China or raising the money in dollars and then converting those dollars into renminbi. The bonds were issued to help finance Caterpillar's equipment leasing business in China.

- *New York Times*, 11 February

Unionpay overseas deals up 44% during Spring Festival

China Unionpay Co, the world's largest credit card company in terms of number of cards issued, said its overseas transactions grew robustly during this year's Spring Festival holiday, which lasted from 2 to 8 February. The value of overseas transactions using China Unionpay cards jumped 44% year-on-year to 6.37 billion CNY (965 million USD), said a statement on the company's website. China Unionpay card transactions rose strongly at popular tourist destinations, including Japan, Singapore and Thailand, during the seven-day holiday. In Taiwan alone, the bankcard transactions

exceeded 100 million CNY. China Unionpay cards have been accepted by 104 countries and regions as of the end of last year. Its transactions in countries such as the United Arab Emirates, Canada and South Africa more than doubled during the Spring Festival.

- *Xinhua*, 11 February

China still #1 gold producer



China produced 340.88 tons (308,443kg) of gold in 2010, an annual increase of 8.57%, making it the world's top producer of gold for the fourth consecutive year, according to the website of the National Development and Reform Commission (NDRC). The NDRC said China's gold industry developed at an annual growth rate of 9.8% from 1978 to 2007. China produced 270.5 tons of gold in 2007, becoming the No. 1 gold producer for the first time. China retained that status by producing 282.1 tons in 2008, 313.98 tons in 2009 and 340.88 tons in 2010. The number of gold-producing companies has meanwhile been reduced from 1,200 to 700.

- *People's Daily Online*, 12 February

China profits from solar-power strategy, Europeans backpedal

China, the world's biggest electricity consumer, is figuring out how to capture a larger share of the solar-energy market without losing money. The government will spend at least a year studying Europe's system of paying above-market prices for solar power before deciding if there's a better way to spur clean-energy plants across China, said Wu Dacheng, an adviser to national power regulators. The delay has stalled projects planned on Chinese soil by developers such as First Solar Inc. of the US. "We need to learn from European countries like Germany" that

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pay subsidised rates to spark solar-panel installations, said Wu, vice chairman of the Solar Photovoltaic Committee of China's Renewable Energy Society, in an interview.

- *Bloomberg, 14 February*

LAW & POLICY

China starts trial property tax to cool market

China announced details of a long-awaited property tax in two of its largest urban centres. But the move intended to crack down on speculation and curb rising prices that are fueling public anger was relatively mild, and analysts said it would have only a limited impact on investment. The trial tax, the closest thing yet to the style of tax levied annually on residential property in countries like the US, will be applied differently in Chongqing and Shanghai, apparently to see which one works best, before being rolled out across the country. The tax comes after the country's cabinet raised the minimum down payment on second-home purchases from 50% to 60%, and imposed limits on home purchases as part of efforts to cool the overheated real-estate sector and rein in inflation.

- *Wall Street Journal, 28 January*

China allows some banks to set deposit rates freely

China is allowing some banks, including China Merchants Bank Co., to set deposit rates freely under a pilot program. Under the trial, launched two months prior, banks can set their own rates for deposits with a maturity of no more than five years. The pilot programme is mainly aimed at insurance companies and big companies that tend to have fixed large deposits in banks.

- *China Daily, 15 February 2011*

Beijing bans festival fireworks

Beijing authorities announced a ban on setting off fireworks and firecrackers near high-rise buildings during February's Lantern Festival. The capital's fire department said the ban on the traditional way of celebrating Chinese festivals will be implemented at 11,370 high-rises, including residential buildings of more

than 10 storeys and commercial buildings reaching 24m high. No firecrackers or other fireworks can be set off within 60m of such buildings. This is the first time Beijing authorities have implemented a fireworks ban since the city held the Olympic Games in 2008. Then, the government didn't extend the ban after the games ended, but put restrictions on the size of firecrackers used in the inner city. A fire that destroyed part of the under-construction headquarters of China Central Television in 2009 led to a debate on limiting the traditional but dangerous custom.

- *China Daily, 11 February*

Police increase efforts to rescue child beggars

An online campaign to publish photos of child beggars is assisting authorities to crack down on gangs that kidnap children, hoping to help reunite kidnapped children with their families. The Ministry of Public Security said that the public can dial 110, a police hotline, if they suspect children are being organised or forced to beg on the streets. "Addressing child trafficking and organised begging by minors needs the joint efforts of all sectors of society," said Chen Shiqu, head of the anti-trafficking office under the ministry. The public have played a positive role in providing clues, rescuing minors and offering social assistance, he added. The ministry's move follows an online campaign, which was launched by netizens on micro blogs on 25 January.

- *China Daily, 12 February*

LOGISTICS

First charter flight from China arrives in Honolulu



A China Eastern Airlines A-340 touched down at Honolulu International Airport at 11:30AM on 30 January, becoming the first-ever direct charter flight from China

to Hawaii. The chartered flight brought 263 passengers, who were greeted with flower lei, hula dancing and live Hawaiian music. The flight is the first of three charters arranged by China CYTS Tour Holding Company, one of the leading tour operators in China. It is also the first flight to arrive after the signing of a Memorandum of Understanding between the US and China, allowing for more direct flights to and from Hawaii. "This has been a long time coming," said David Uchiyama of the Hawaii Tourism Authority. "There have been a lot of conversations with different carriers out of China. We're hoping that this is going to lead to either additional charter flights or scheduled service."

- *31 January*

Beijing working to improve subway lines

Beijing is spending millions of dollars to improve its subway lines in a bid to encourage more people to use public transport and to help ease the city's massive traffic jams. By 2020, there will be a network of 1,000km serving the city's 22 million residents, but experts say it probably will not be enough. The subway stations in the morning rush hour get overcrowded, and have now begun regulating the number of passengers entering from 7AM daily. Dr Meng Yanchun from Tsinghua University said this is all too little, too late.

- *11 February*

China signs 13b-USD rail deal with Iran

Iran and China have signed a contract worth 13 billion USD to build a railroad network extending 5,300km. China has recently emerged as the largest trading partner of the Islamic republic. Assadollah Asgaroladi, the head of the Sino-Iranian Chamber of Commerce, was reported as saying direct bilateral trade currently stands at 30 billion USD. Iranian and Russian railroad officials have discussed railroad cooperation and activation of the North-South transport corridor which will connect Iran to Azerbaijan and Russia and then on to Southeast Asia. Zawya reported that the transport of goods along the North-South corridor is forecast to be 5 million tons per year in the first phase,

increasing to 10-15 million tons a year in the future.

-Reuters, 11 February

First desert airport in Xinjiang

China is expected to have its first desert airport in Takla Makan Desert, China's largest desert, in the Xinjiang Uygur Autonomous Region, during the 12th Five-Year plan, according to the Xinjiang Civil Aviation Administration. The planned airport will be built in the hinterland of Takla Makan Desert, about 500km from Korla, the second largest city in Xinjiang. The new airport is expected to give a leg up to further exploration and development of oil and gas resources in the Tarim Basin, and it will be conducive to desert tourism and emergency desert relief. In 1986, the Southern Xinjiang Petroleum Exploration Company rented Y-12 and Y-5 aircraft to provide air transportation in the Takla Makan Desert and built the first steel airfield runway in the desert.

- People's Daily Online, 12 February

TELECOM & TRANSPORTATION

Turkish Airlines launches Guangzhou service



Turkish Airlines opened its service to Guangzhou on 31 January with an inaugural flight from Istanbul's Ataturk International Airport, a Boeing 777, touching down in the southern Chinese city. The first flight was greeted by a dragon dance and a delegation of well-wishers that included the Honorable Gong Xiaosheng, Ambassador to Turkey for China, and the Honorable Murat Salim Esenli, the Ambassador to China for Turkey.

- Business Tianjin, 1 February

Race to launch 4G

China will finish large-scale testing of

the fourth-generation (4G) mobile communication network, TD-LTE, in the next 18 months, signifying the country's intention to join the race in the deployment of advanced communications systems and share the benefits with developed markets. Zhang Feng, director of the telecommunications development department at the Ministry of Industry and Information Technology (MIIT), said on Thursday at a news conference in Beijing that large-scale tests of the TD-LTE network, which kicked off earlier this month, will last about 1.5 years. He said the research and development of TD-LTE commercial devices will be completed in 2012, adding that "China welcomes international companies to participate in the development of TD-LTE". 4G, which can provide a connection speed more than 50 times faster than the current 3G network, is regarded as the growth engine for the future telecom market.

- Xinhua, 28 January

GENERAL

Facebook says it may win advertising from China, even after ban

Facebook Inc., inaccessible in China since 2009, said it may start winning advertising sales from companies in the world's fastest-growing major economy after opening an office in neighbouring Hong Kong. Chinese companies seeking to sell their products overseas may "potentially" buy advertising from Facebook, said Jayne Leung, who heads the Palo Alto, California-based company's sales operations in Hong Kong. Facebook at present has no customers from China in its direct sales division, she said.

- Bloomberg, 9 February 2011

Parents, game operators to control minors

A notice issued on Monday by eight central government departments, including the Ministry of Culture and Ministry of Public Security, ordered the implementation of the Parents' Guardian Project for Minors Playing Online Games on 1 March. Under the plan, which was first introduced on a pilot basis in February 2010, all online game operators must cooperate with parents in monitoring their

children's online game-playing. As long as the parents can prove their identity as guardians and the gaming account of their children, the game operators should follow the parents' request to restrict their young children's online game-playing, including setting a limit on the daily or weekly playing time or even imposing a total ban. Operators must also regularly monitor the game account and help parents to prohibit or restrict the inappropriate playing of online games, the document said.

- China Daily, 1 February

New Year's holiday sees spirituality in demand



Tens of thousands of people visited temples to burn incense and pray for good fortune during the Spring Festival holiday, amid a rising demand for spiritual comfort throughout the country. On 3 February, about 66,000 people went to the Yonghegong Lama Temple in Beijing. That was about 3,000 more than had gone on the first day of the holiday in 2010, and half of the visitors who came in 2011 were young, according to the temple's management committee. Worshippers began waiting outside the temple in the early morning, stamping their feet to keep warm, all in the hopes of being the first to burn incense in the new year. The line extended to one kilometre by 6:30AM, when the temple started selling tickets – half an hour earlier than usual. Many of the faithful believe that Buddha will take special care of the first person to burn incense in a new year.

- China Daily, 10 February

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March Chinese Economy Report

By Daniel Kenneth

High inflation, stronger global demand and ample money supply

China's consumer price index (CPI) rose 4.9% in January year-on-year (y-o-y), up again from 4.6% in December, and far above a government target of 4%. What is worse is the inflation was largely due to the highest increase in non-food prices in years. The National Bureau of Statistics has re-weighted the CPI this year, to put less emphasis on food, more on property and services, according to Financial Times.

China's trade surplus fell 53.5% y-o-y in January to 6.45 billion USD, according to the Chinese Customs Bureau. Exports grew 37.7% in January compared to 17.9% in December. Imports also grew 51% compared to 25.6% in December. The quicker pace was largely due to front-loading of trade activity in advance of the Lunar New Year holiday.

Monthly trade data at the start of each year is always quite volatile: one month with strong data and one month with weak data, depending on which month the Lunar New Year falls. The Lunar New Year distorts data readings as late as March because many manufactures return to their home region without resuming full production for several weeks. Nevertheless, January Chinese trade data suggest strong economic growth momentum ahead. Improvements in the global economy led developed countries to import more Chinese products. Also, strong Chinese domestic demand growth, due to abundant domestic liquidity, has increased imports for commodities such as crude petroleum oil.

The People's Bank of China (PBoC) has engaged in several monetary tightenings since October 2010, by setting lower lending quotas, raising interest rates three times and imposing a higher reserve requirement ratio (RRR). The result so far has not been too effective. As mentioned in February's China Economy Report, overall bank lending and money supply figures are more accurate measures to gauge Chinese domestic demand and future inflation numbers.

Chinese lending reached 1.2 trillion CNY at one point in January, but many banks scaled back during the last days of January due to regulatory pressures, according to a number of financial news agencies. Final January new bank loans reached 1 trillion CNY – still very large but down from 1.4 trillion CNY the year before. Financial Times reports that Chinese banks typically ramp-up their lending activity early in the year before the banking regulator issues tighter credit quotas.



Money-supply growth in January provides certain assurance of a future slowdown in Chinese inflation. To measure money supply, we have to look at how much total money is available in an economy at a particular point in time. Typically, the M2 figure – which includes money in circulation and bank deposits – is used. M2 in January increased by 17.2% y-o-y, significantly down from 19.7% in December. However, these two figures would have likely been distorted downward by the Lunar New Year; we will have to wait for February data to make more accurate assessment on the tightening of monetary conditions. The bottom line is that Beijing still has to carefully manage high inflation, excessively strong economic growth and ample money supply.

More monetary tightening ahead

On Friday, 18 February, PBoC raised RRR by 50 basis points (0.5%). Effective on 24 February, the official RRR for large banks will be 19.5% and small and medium banks 17.5%. Actual RRR, however, will vary for different banks given usage of a dynamic differentiated reserve requirement ratio (DD-RRR).

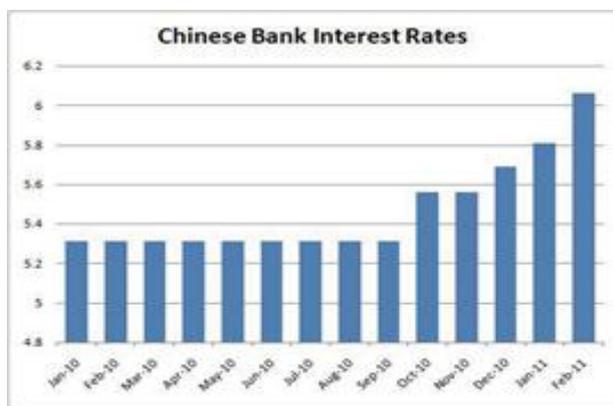
DD-RRR adjustment combines traditional discretionary monetary policy management at the macro level with prudential requirements at individual financial institution levels, potentially helping strike a balance between achieving monetary and macroeconomic stability and safeguarding financial stability, according to Morgan Stanley Research.

When China raised interest rates in October 2010 for the first time in almost three years, it surprised investors and initiated a massive decline in equities, currencies and commodities markets. However, when Beijing increased deposit and loan rates to 3% and 6.06% respectively, the Shanghai stock market made modest gains. Investors have taken the last two rate rises in their stride because of a new-found confidence that China will be able to contain

inflation without slamming the brakes on economic growth, reported Financial Times.

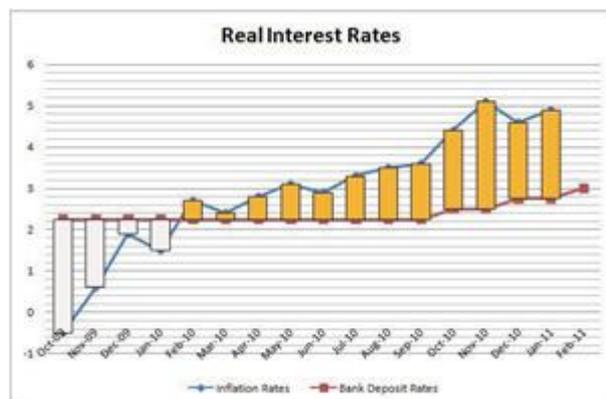
“The rate hike is a sign of strength rather than something that should trigger fears of a major slowdown,” said Dariusz Kowalczyk, a strategist at Crédit Agricole, capturing the mood of many of his peers, according to Financial Times.

As overall lending figures remain strong, PBoC will continue to deploy several monetary tightening measures to control inflation, which would include DD-RRR, open market operations (buying and selling government securities or other financial instruments), infrastructure investment approval, lending controls, and USD/CNY appreciation in the next few months to tighten financial conditions and reduce inflation. Beijing will eventually hope to bring inflation down to the 3% level towards the second half of 2011.



China's push on inflation—implications for society and investors

With Chinese inflation running at around 5%, the real interest rate (nominal interest rate minus inflation rate) has been in the negative zone – an incentive for people to borrow and spend rather than keep their savings on deposit at banks, explains Financial Times. As you can see from the chart below, effectively from April 2009, Chinese savers would be at an advantage borrowing at 2.25% and purchasing a basket of assets that will likely rise in value in a few months. The implicit benefit would be the yellow bar between blue line and red lines.



"It's not right to keep real interest rates in negative territory for a long time," said Xia Bin, an academic member of the PBoC's monetary policy committee, according to Reuters. "China's whole-year inflation for 2011 is expected to be above 4%," he Xia. He noted that China will have to increase bank deposit reserve requirements further if market liquidity remains excessive. If expectations of higher prices become entrenched in society, inflation could prove trickier than expected to control according to Financial Times.

As Beijing struggles to maintain economic growth while keeping inflation under control, there are a few ways that investors can bet on the future of the Chinese economy, reported Financial Times. The most obvious way is to trade shares of Chinese companies listed in Hong Kong and Shanghai through brokers that have been allotted quotas to invest on the mainland. But shorting these stocks on the mainland is expensive and difficult. Another way is to invest in commodities that China consumes the most, such as steel, copper and nickel. Industrial metals like copper that are used to produce pipes and wiring are quite sensitive to Chinese demand, and in fact fell sharply after China's rate rise in October 2010.

Trading currencies of commodity-producing countries as well as equities of commodity producing companies in those respective countries would be efficient way to bet on China's economic outlook. The Australian dollar is often used by traders as a gauge for Chinese growth because of the country's strong trade links with Chinese manufacturing activity. Also, shares of commodity producers in Canada or Australia would be good investment method as demand for such commodities or even Chinese SOEs for M&A has substantially increased over several years.

Gap between lending and deposit rates

As reported above, the spread between China's interest rate (when banks lend money to borrowers) and bank deposit rate is extremely high, between 3 to 3.5 percentage points. The rationale behind such a policy has to do with how China deals with extremely high non-performing loans (loans in default or close to being in default). When non-performing loans soar up to a point which may threaten the entire banking system and cause financial crisis, developed nations have guaranteed deposits and/or even bailed out the banks, and paid for the bailout by raising taxes.

Because that is a politically unpopular way of saving the entire banking system, regulators can also engineer a steep yield curve by forcing down short-term rates. If the regulators are given a longer amount of time to handle banks' surging non-performing loans, banks can borrow from depositors at a depressed rate and lend to customers at much higher rates, explains Michael Pettis, Finance

professor at Peking University's Guanghai School of Management.

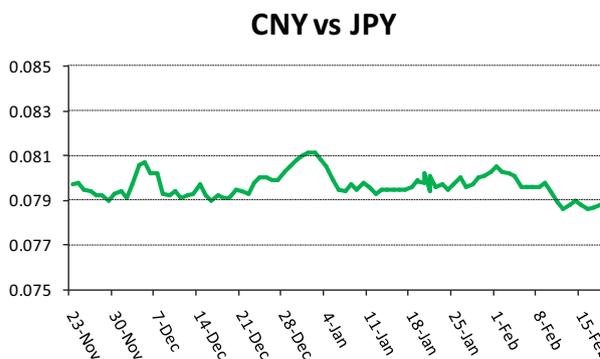
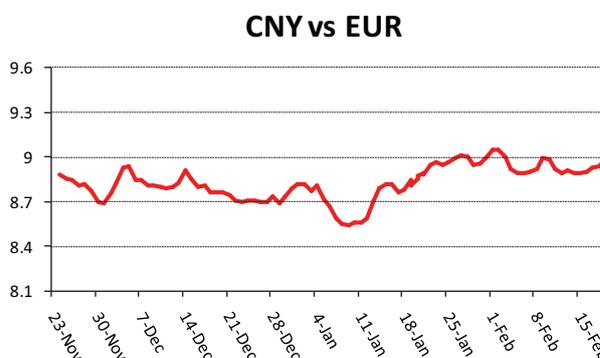
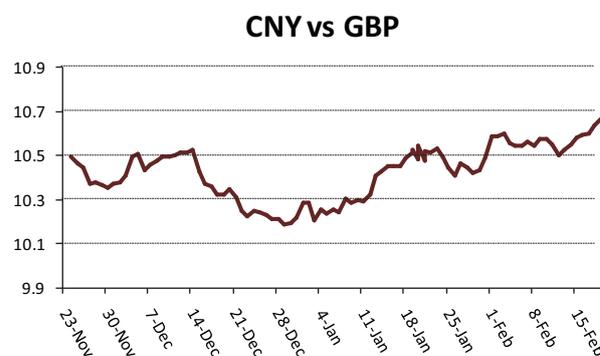
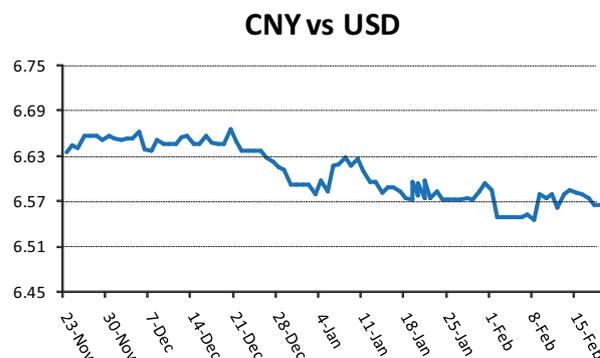
In countries like China with highly controlled financial systems this is possible. Beijing has mandated a wide spread between the lending and deposit rates. Also, more effectively, Beijing has set both lending and deposit rates below the normal range. Therefore, every year borrowers have enjoyed ample amount of liquidity to expand their business with a suppressed cost of capital. By most standards, even ignoring the borrower's credit risk, the lending rate in China during the past decade is likely to have been anywhere from 4 to 6% too low, according to Pettis.

“Inflation could prove trickier than expected to control, especially if expectations of higher prices become entrenched in society.” – Financial Times

Pettis explains that this is essentially a “hidden tax” on households, and that a very large transfer of wealth from household depositors to banks and borrowers has occurred for the last decade or so. Households are not earning sufficient interest on their deposits. This is mainly why Chinese household consumption has declined over the decade as a share of gross national product from a very low 45% at the beginning of the decade to an astonishingly low 36% last year, according to Pettis. In contrast, China's gross domestic product, powered by very cheap lending rates, has substantially exceeded the growth in household income.

PBoC has and will continue to encounter difficulty in deploying drastic monetary tightening measures such as interest rate hikes or USD/CNY appreciation because they result in a surge in non-performing loans. The consequence is that the household sector, which has already been hugely taxed, will be forced again to clean up a banking crisis. As for the next step in this vicious cycle, China will become more reliant on economic growth, on the trade surplus and on investment to keep unemployment rates in check. Another expensive banking crisis, Pettis predicts, will make it even more difficult for China to achieve the rebalancing its economy urgently needs. ■

Three-month CNY trends



Data source: Oanda.com interbank rate

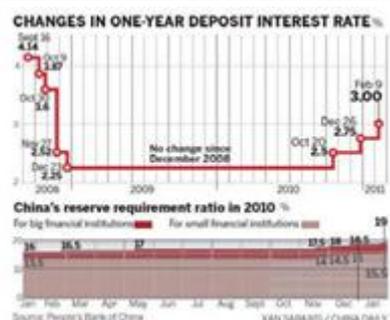
16%

China is set to increase the minimum wage level to a reasonable degree in enterprises at the proper time in 2011. In the first month of 2011, Shanghai, Beijing and Tianjin announced increases to the minimum wage. Tianjin plans to increase the minimum wage by 16%.



20,000,000

Tianjin Port aims to double its handling of containers by 2015 to become one of the world's top 5 container ports, said the port's chairman. The plan is to increase the port's annual container throughput to 20,000,000 TEU by 2015.



25

The central bank raised interest rates for the third time since October 2010 – this time by another 25 basis points – to help mop up liquidity and tame surging inflation. The benchmark one-year lending rate increased from 5.81% to 6.06%, and the one-year deposit rate rose from 2.75% to 3%, the People's Bank of China announced on its website.



300,000

Shanghai World Expo authorities said that about 300,000 tourists visited the China Pavilion of the expo during the seven-day Spring Festival holiday. Tourists from outside Shanghai comprised 70% of the total visitors. A daily peak was recorded at 48,000 visitors.

31.5%

Loans in China's rural areas amounted to 9.8 trillion CNY (1.49b USD) by the end of last year, up 31.5% from a year earlier, said a report released by the People's Bank of China. The hike in rural lending was 11.9 percentage points higher than that of all lending by financial institutions.



500,000

Five Carrefour stores in Shanghai and southwest China's Yunnan Province were fined 500,000 CNY (75,988 USD) each on 29 January for overcharging and cheating customers.

160,000,000

China's private sector now provides more than 160 million jobs, according to the State Administration for Industry & Commerce. The country registered about 40 million private businesses amidst robust growth during the 11th Five-Year Plan period (2006-2010). The private sector has employed 7.87 million workers laid off from state-owned or collective enterprises in the past five years.

86

China is expected to raise its 2020 target for the nuclear power industry to 86 gigawatts, or 5% of its power generation, representing at least 70 billion CNY (10.6b USD) of investment annually. The nation will approve another 10 nuclear power projects during the 12th Five-Year Plan (2011-2015), said the National Energy Administration.



5,000

Apple presently sells the Wi-Fi-only iPad in the domestic market, while the 3G-equipped iPad is also available in overseas markets. The 3G iPad is expected to start at 5,000 CNY (757 USD) including tax, 20% higher than the Wi-Fi-only model.

60

According to the Beijing Meteorological Bureau, Beijing set a 60-year record for the latest date of first winter snowfall on 29 January 2011. Since 1951, the latest record of the first snowfall in Beijing was in 1984, when it also arrived on 29 January.

223%

Private Chinese enterprises exported goods worth 481.3 billion USD in 2010, up 223% compared with 2005. The year-on-year increase has averaged 26% over the past five years, reported the All-China Federation of Industry & Commerce.

4.9%

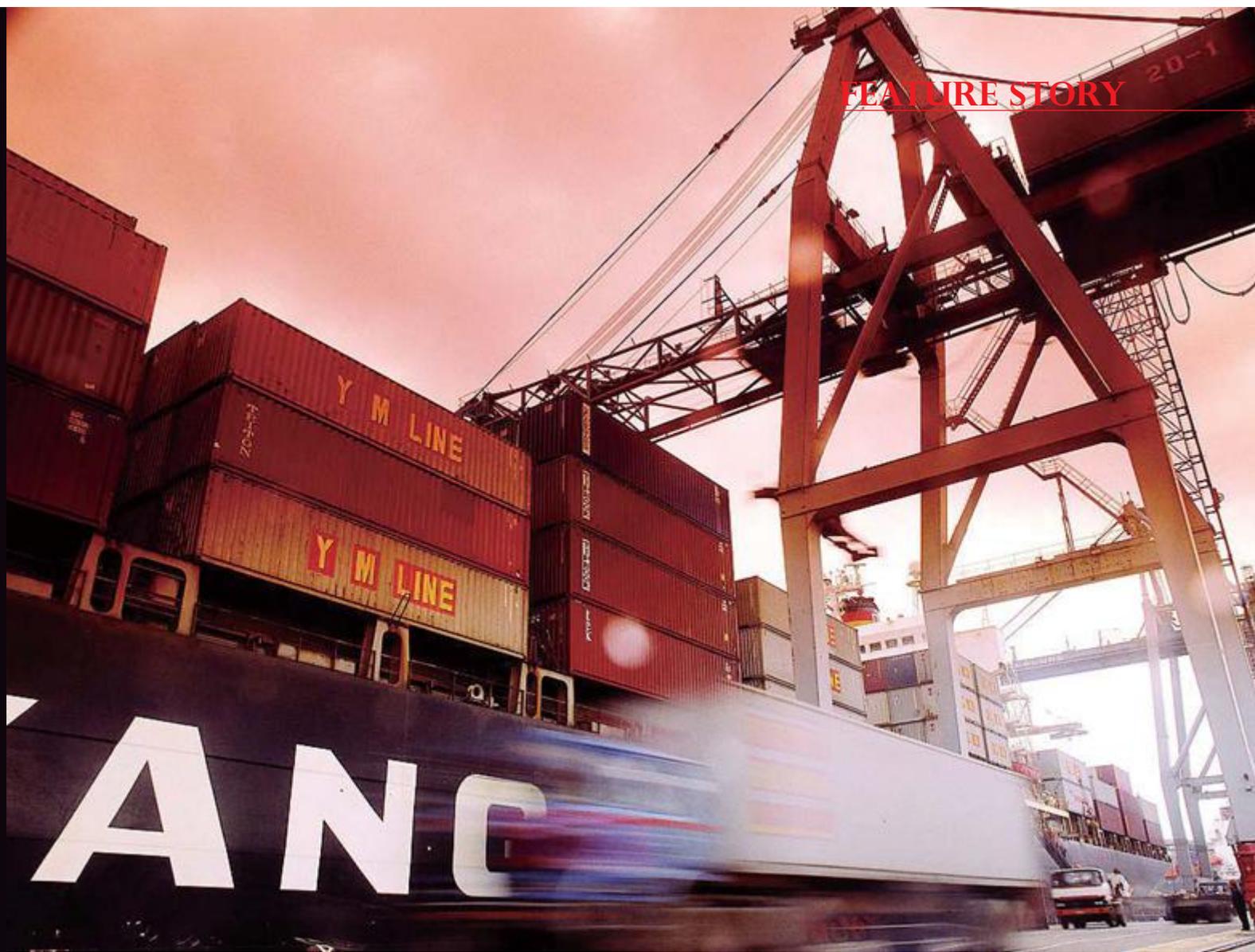
China's consumer price index (CPI), which is a main gauge of inflation, rose 4.9% year on year in January. The increase was 0.3 percentage points higher than the December figure from last year. However, the figure is 5.1% lower than in November, which was a 28-month high.



Free Trade vs. Protectionism Conduct and performance of US and China

(Part II)

Med Chottepanda, Ph. D
Economist/Consultant
ABEFIS, Tianjin, China



Anecdotes of Protectionism in China and US

Illustrated below are some of the crucial trade disputes between the US and China in recent years.

Case of US tariff on Chinese tires:

The United Steelworkers Union claimed that a surge of tire imports from China had cost 5,000 US tire workers their jobs since 2004. In addition to union complaints, US manufacturers contend China is keeping its currency, the Yuan, undervalued by as much as 40% to make Chinese products cheaper in the United States and American goods more expensive in China, reported the Associated Press on 13 December 2010.

As a result, the US government imposed a tariff on imported tires from China. The tariff started at 35% in

September 2009, followed by reductions to 30% in the second year and 25% in the third year.

AP further stated that in response to Chinese allegations of the tariff being a US trade protectionist measure, the WTO ruled that US government acted within its rights when it raised import taxes on Chinese tires to reduce their flows into the United States.

China's retaliation: In late September 2010, a year after the US tire tariff, China increased its tariff on US poultry imports from 31.3% to 105.4%. China also threatened to impose a tariff on US auto parts.

Dumping of paper from China and Indonesia in US:

In 2009, just as the recession was biting into demand, NewPage and other US coated-paper

companies found Chinese and Indonesian manufacturers were grabbing market share by offering their products at lower prices. Before long, mills in Michigan and Wisconsin had to shut down, and Maine – with three mills affected by the new competition – wondered what would happen next, wrote Ron Scherer in the Christian Science Monitor on 4 October 2010.

“If those mills had to close that would devastate those communities,” said Rep. Mike Michaud, whose district includes two of the plants. Mr. Michaud and the rest of the Maine congressional delegation, Republicans and Democrats, all showed up at a hearing to determine if NewPage and the other companies had been harmed. The message from the delegation, was “we just want a level play-

FEATURE STORY

ing field,” said Michaud, according to the Christian Science Monitor.

“Buy American” clause in US stimulus package: In the 2009 US economic stimulus package, the inclusion of a “Buy American” clause which seeks to ensure that only US iron and steel are used in projects funded by the bill created an uproar. Politicians and economists from around the world said that the clause was the worst signal that President Obama could send regarding the desire for a global recovery, reported James Melik of BBC World Service on 4 February 2009.

“We know by experience that erecting obstacles to trade will make things worse,” said Pascal Lamy, Director-General of the WTO. He warned that protectionism can only exacerbate the situation, leading to protectionist retaliation among nations. Melik, quoting Gandhi, reminded, “An eye for an eye makes the whole world blind”.

China’s Indigenous Innovation Policy: The Chinese Government has promulgated a series of “indigenous innovation” programs covering high-tech product groups that will limit overseas companies’ ability to transfer technology and sell products to Chinese government entities. To qualify as “indigenous innovation”, a product must be produced by an enterprise that owns the intellectual property (IP) in China, has a trademark owned by a Chinese company that is registered in China, embodies a high degree of innovation, and is certified by the Chinese National Certification Commission. Companies that have first developed IP outside China will apparently be excluded from the government procurement market in China, according to Prof. Stanley Lubman of UCLA School of Law. He states that the policy is clearly inconsistent with the WTO Agreement on Government Procurement (GPA).



It is morally and economically justifiable for exporters and countries with large trade surpluses created through documented unfair trade practices to pay for both unemployment benefits and training costs of layoffs for which they are indirectly responsible.

Business groups in the US led by the American Chamber of Commerce and others sent a joint letter to the Secretaries of State, Treasury, Commerce and the Attorney General on 26 January 2010, asking them to raise the issue with their Chinese counterparts, because the indigenous innovation program will discriminate against US and international companies and have an adverse impact on the US economy and jobs.

Currency intervention from China: China is accused of artificially undervaluing the Yuan, having limited its gains against USD to about 3% since a June 2010 pledge to make it more flexible. The country held CNY at about 6.83 per USD two years prior to shield exporters from the global crisis. Premier Wen Jiabao reiterated the government’s view last October that a rapid increase of the Yuan would hobble China’s economy – a fresh rebuke to US and European calls for a higher exchange rate. “If the Yuan isn’t stable, it will bring disaster to China and the world,” said Wen, as

reported by Bloomberg on 7 October 2010. “If we increase the Yuan by 20% to 40% as some people are calling for, many of our factories will shut down and society will be in turmoil.”

Dumping

One of the major sources of price distortions is dumping: when a producer sells a product abroad at a price below its sales price in its home market, or at a price lower than the cost of production. The dumping margin does not capture all the financial costs associated with the dumping that are incurred by a private exporter or state-owned enterprise (SOE).

Furthermore, the exporting country often fails to follow international labor standards or institute basic social legislation governing child labor, environmental protection, occupational safety and health, equal employment opportunity, collective bargaining, minimum wages and intellectual properties – primarily because of cost considerations – all of which are required to be in place under the In-

ternational Labor Organization Convention. Compliance with these labor standards entails the necessary costs of labor and thus reduces the unfair advantage in product pricing.

Cheap imports, coupled with the lack of aggregate demand for products and services due to the recent economic downturn, resulted in layoffs worldwide. US workers who lost their jobs in rubber, paper, lumber or textiles to unfair foreign competition are entitled to unemployment insurance under the US Trade Readjustment Act (TRA). These unemployed have no chance of returning to their old jobs and are unable to employ their trade-specific skills. This is one of the main causes of the current lingering high unemployment in the US.

A suggested short-term mitigation

Several countries, including the US, have been facing high trade deficits year after year, while a few countries such as China frequently end up with high trade surpluses through unfair trade practices. This imbalance brings about high unemployment and income loss for workers in deficit nations who are employed in sectors affected by import competition.

This author believes that it is morally and economically justifiable for the exporters and countries with large trade surpluses created through documented unfair trade practices to pay for both unemployment benefits and training costs of layoffs for which they are indirectly responsible. Based on the scope of damage caused by unfair trade practices, one option is to set aside a certain portion of the trade surplus under a Trade Stabilization Fund to pay for the unemployment benefits and training for a period not to exceed six months, which is the norm under the TRA. Alternatively, a fee to cover the unemployment benefit and training can be levied along

with the import tariff based on the average cost per unemployed. This requires a better estimate of persons likely to lose jobs as a result of unfair competition.

The WTO is in a position to address this issue, and to develop a mechanism and criteria to set up the fund and disburse the money to compensate workers via their respective governments. Part of the fund may be used to raise the awareness of the basic requirements for fair trade and technical assistance in balancing trade among trading partners.

Conclusions

Economics Nobel Prize winner and trade theorist Paul Krugman affirms that there is near unanimity among economists that free and unrestricted trade benefits economies while protectionism hurts them. Like Britain in the 19th century, the US has been the linchpin of this liberal trading order, despite occasional setbacks. As the world's largest economy, the US has largely kept its market open, offering access to US consumers as a lever to open other countries to foreign goods and services. Bryan T. Johnson of Heritage Foundation claims that the US has a long history of advocating free trade, and has been a free-trade country throughout most of its history.

The developed countries have been going through one of the most difficult times in the last two years, with the recession and slow recovery periods characterized by high unemployment and mounting trade deficits. Productive resources are underutilized due to the lack of aggregate demand, and the comparative advantage concept (see Part I, Feb 2011) does not work in the best interest of workers and the economy, at least in the short term. Unfair competition coupled with increasing trade deficits place an economic bur-

den on domestic companies bound by them: a disadvantage when they compete with goods and services produced by countries unfettered by such restrictions.

Approximately 100-120 state measures are implemented every quarter by governments worldwide that discriminate against foreign commercial interests. The G20 has repeatedly failed to deliver on its "no protectionism" pledges made in prior meetings, and its members continue to contribute the lion's share of protectionism worldwide. The total number of harmful measures implemented by G20 governments during the recent economic crisis and subsequent recovery has exceeded 500. Of the 141 harmful measures implemented against least-developed countries worldwide, the G20 alone accounted for 71% (101) in past two years, according to Global Trade Alert (1 November 2010).

China has been a major target of trade protectionist measures since 2008. By the end of November 2009, 19 nations and regions opened 103 cases against China. The US topped that list after launching the highest US-dollar volume of cases, including a 1.2-billion-USD tire case and a 2.8-billion-USD steel pipe case. The EU has opened 12 review investigations against China in 2009, making up 50% of all EU reviews, reported the China Daily (13 December 2010). Robert Scott, a senior economist at the nonpartisan Economic Policy Institute in Washington, DC, estimates that since China was admitted to the WTO in 2001, the US has lost 2.4 million jobs. Now that the US trade deficit with China is starting to rise again, Mr. Scott expects that US will lose another 400,000 jobs this year. **■**



Quality First

Dialogue with Hermann Kleinod
General Manager, Siemens Electrical Drives Ltd. (SEDL)

Siemens Electrical Drives Ltd. (SEDL) is a joint-venture production base for fully digitally controlled AC and DC drives and motors, owned by Siemens Ltd., China and its Chinese partners, BENEFO and TRIED. Established in 1994 in Tianjin High-Tech Park, SEDL is one of the largest foreign-owned companies in the city and is the #1 manufacturer in the Asia-Pacific region for energy-efficient drives and motors. Based on state-of-the-art technology provided by Siemens Germany, SEDL products are used by both domestic and overseas customers.

German-born Hermann Kleinod, the General Manager of SEDL, was with Siemens, Germany for over 20 years and has been with SEDL since December 2008. He manages the company with a workforce of over 1,400.

What were the primary business reasons for establishing the manufacturing plant in Tianjin?

The main reason is to serve our existing and potential customers in China with “Buy German” quality and the significant logistical advantage of “Made in China” products. We can satisfy the needs of our local customers with locally produced products, which has been a key factor for our success. Cost factors and abundant supply of workers certainly help to be competitive.

What are SEDL’s product lines and their major applications?

SEDL produces motors, generators and related converters. Our strategy is based on four business pillars:

The first pillar is our industry business, which serves our customers in various industries with our high- and low-voltage motors and converters.

The second pillar deals with renewable energy, and we supply our customers with energy-efficient generators and converters for Windmill applications and converters for solar energy.

The infrastructure business is our third pillar, and we produce components like motors and drives for metro/subways and high speed trains.

The fourth pillar deals with services, repairs and maintenance, which cuts across the businesses of other three pillars.

Who/where are the key markets that use your products?

Currently the share of our domestic business accounts for nearly 85% and the rest is exported to regions or countries like Northeast Asia, Australia, India, South Africa and





some South American countries. Our export share is likely to gain momentum as the economy in other countries fully recovers.

How do SEDL products help achieve energy efficiency?

Our energy-efficient products are used from the generation phase of energy through the consumption phase of energy. For an example, our drive system can operate a pump and save up to 60% of energy compared to the conventional fixed-speed solution. Our drives for hybrid electric buses consume 40% less energy than conventional diesel buses. We are proud of our contribution to energy efficiency.

What kinds of support and services are normally provided along with the products?

Our service and technical support to our customers is one of the key factors to our success. Our service organisation is integrated with the global Siemens Network, and we provide all types of technical support, including spare parts. We are able to repair all kinds of motors and converters on site or in our service centre, if necessary.

What is the size of your workforce? How do you go about recruiting skilled workers in Tianjin?

The current workforce constitutes 1,430 employees and we expect to grow by about 20% annually. We are a

Chinese company and more than 99% of our staff are local employees.

We receive adequate supply of blue-collar workers locally, but the situation is different for recruiting white-collar staff. It is difficult to find employees with the necessary theoretical and practical background, especially for technical positions in R&D and senior project management.

We use several hiring channels, such as the TEIDA talent web, HR market, direct contact with the local universities, and, of course, Siemens internal market for promotional jobs. Our company's reputation as a good employer and word-of-mouth often attract candidates to work for SEDL.

Does SEDL use robots on its production lines? If not, do you see a role for them in manufacturing plants like SEDL?

Our use of robots is minimal. However, we use several semi-automatic machines for our production lines of motors and drives, which act almost like robots. I believe that the usage of robots depends primarily on two criteria: efficiency and process reliability. Only a few working processes in our case justify the use of robots for producing motors and inverters.

Your company seems to follow Total Quality Management. How is it managed? Do you encounter

problems in introducing the TQM principles?

For me, quality management starts with the top management. The top management has to ensure that quality has highest priority in an organisation. After several years of using TQM principles, we have started a "zero defect culture" at SEDL. Quality should be in the DNA of every employee and each should be responsible for quality.

The prerequisite for achieving quality management at all levels is continuous training and coaching as well as process improvement. The challenge is to maintain the quality and standard achieved and keep improving the processes.





The economic miracles of Tianjin and China present a great opportunity for all of us.

How do you maintain a highly motivated workforce?

We provide good working conditions with challenging jobs. We continuously invest in human capital and we have a commitment to our employees. The result is that we have a very low staff turnover rate in the industry. Our top management sets values, principles and good work ethics and it works and lives by them, which are conducive for staff to be motivated.



Do you receive adequate support and services from the City and Provincial governments to operate the company?

At the time of setting up of our factory in Huayuan Industry Development Area, Tianjin Municipal Government and Tianjin High-tech Park were very supportive of our efforts in quick turn-around of registration and licensing process. With our business expansion plan for SEDL, we hope to receive the same level of cooperation in the future.

What are your overall positive and negative experiences in running a business in China?

China has had phenomenal economic growth in the past 10 years and I wish we can replicate that growth rate in SEDL. China offers a great flexibility and opportunity to run a business. Maintaining a structured and sustainable business in a German manner, given the flexibility, remains a challenge and an opportunity.

On 14 May 2010, Premier Wen Jiabao visited the SEDL facility. What were his impressions?

It was a great privilege to have the Premier on our facility and it was the highlight of our factory's history. We showed him how SEDL products can lead to energy savings, industry and infrastructure development in China. In his speech, the Premier remarked how SEDL has achieved modern production technology, a highly motivated work-

force and increased R&D activities, contributing to the growth of China's economy.

Siemens has received numerous awards in China. What factors contribute to being one of the top global enterprises here?

Siemens is a multinational company and also a "Chinese Company". As a business enterprise, Siemens offers challenging global careers to employees and balanced improvements in performance with respect to the interests of society, shareholders, employees and customers. We meet or exceed national and international standards on safety, environmental protection and quality. We are proud to be recognised as one of the top global companies in China.

Any other comments you would like to share with our readers?

Working in the most dynamic market in the world is exciting. Participating in and experiencing the economic miracles of Tianjin and China present a great opportunity for all of us at SEDL. As we live and work in China, we should be open to China's culture and living environment, though things are done differently. 

A photograph of a man in a dark suit, white shirt, and striped tie, sitting at a restaurant table. He is looking directly at the camera with a neutral expression. In front of him are several wine glasses on a white tablecloth. The background is slightly blurred, showing a framed picture on the wall.

Excellence in service

Interview with Mr. Robin Maivusaroko
Hotel Manager, Sheraton Tianjin Hotel

By Med Chottepanda

The Sheraton Tianjin Hotel, Tianjin's first five-star hotel, sits in a pristine garden setting, yet is only 5km from the city center, thirty minutes from Tianjin International Airport, and two hours from Beijing. It is conveniently located within easy access of the central business district as well as the Xiqing Economic Development Zone, Tianjin Port Free Trade Zone / Tianjin Airport Industrial Park and TEDA.

Sheraton, along with Westin, Le Meridien, W Hotels, Luxury Collection, St. Regis, Four Points, aloft and element hotels, is part of Starwood Hotels & Resorts.

When and how did you join the hotel industry?

Following my training at Swiss Hotel Management College, I worked in Sheraton in the Hague and Ramada Inn in Norway before returning to work in the Fiji Resort Hotel and Tourism. Then I joined the Starwood family in Hainan in 2008. About two months ago, I was promoted and transferred to manage the Tianjin Sheraton.

What is your role on a daily basis?

Continuous support and guidance to management team together with constant communication at the operational level are my priorities. I meet with guests informally and elicit their feedback. I also meet with my team every morning to discuss not only the operations but also address the guest feedback to make our service better.

What skills and attributes are required for a manager of an international-class hotel?

A hotel manager is a people's person, constantly dealing with guests on one hand and associates on the other. In our hotel, we treat our guests as "not just stay here" but "they belong here". We do it based on our 23 years of traditions.

How do you find the right type of employees for your Hotel? What kind of training programs you offer?

Our internship program with Blue Mountain Vocational School and other local colleges and universities are our major sources of supply. We have an intensive orientation program for new employees on the Sheraton system, culture, attitude and loyalty, in addition to specific operational tasks.

Can you explain some of your marketing strategies?

Word of mouth is always a good marketing agent. We review the guest feedback carefully and take prompt action. We also work with travel agents and tour operators and, of course, the Starwood family through its worldwide network, which helps us fill our rooms. Our food and beverage promotion, including newly added hotpot and buffet dinners, add to our restaurant business.





How do you plan to distinguish a financially driven metropolis from your previous station in the leisure market?

My experience in a resort in Fiji is that guests usually stay longer – primarily for vacations – and are more demanding, unlike a business-hotel like Sheraton, where the customers stay for a shorter duration, mostly for business reasons. However, they all expect value for their money and time.

What are some common problems you face when dealing with customers? How do you guarantee their satisfaction?

The major sources of problems are communication and cultural differences among our customers. We have a good share of customers from Korea and Japan and we make sure that our breakfast includes the delicacies of these and other countries on the menu, as breakfast is the most important meal of the day. We emphasize the value of culture in training our staff.

What are your short-term and long-term goals for the hotel?

Continuing with our Sheraton tradition of service excellence and the introduction of new food and bev-

erages to meet the changing tastes of our customers is our short-term goal. A hotel renovation plan is in the works as a long-term goal. We have 65 Starwood brand hotels in China and we plan to have 185 in about five years.

What are your New Year resolutions in regards to Sheraton Hotel Tianjin?

Work smarter and introduce innovative ideas at the operational level. We are committed to improving our services amidst growing competition in Tianjin from modern new hotels. Our major focus is on improved quality, new food and beverage promotion, and satisfying our loyal customers.

From my personal standpoint, learning the Chinese language as quickly as possible is my immediate task, and my teacher helps me by getting down to my level to teach me.

Can you share with our readers some of your unique experiences while working in the industry?

While working in Fiji Guest Resort, I had an opportunity to meet well-known people, like Nicole Kidman and Tom Cruise, Rupert Murdoch and his wife, Pierce Brosnan, and Mr. and Mrs. Bill Gates who came over there for their honeymoon. This resort provided them a hideaway, free from paparazzi.

I had an unforgettable experience of acting as an “extra” for a Chinese Movie, Fei Cheng Wu Rao, filmed at the Sheraton Hotel, Hainan, when I was working there.

What do you do during your down time?

I work every day at the gym and play squash with my new friends. My wife and my 2 children (10 and 8) have joined me and I am able to spend quality time with them. They go to school at Tianjin Rigo International. I am also learning to play guitar and look forward to summer to play tennis.

What would be your advice to young people aspiring to work in the hospitality industry?

Like anything in life, the hospitality industry demands long hours and the commitment of its employees. Opportunity for progress and reward comes quickly to the right people. China’s market is growing strong and there will be a need for many Chinese graduates to work for a company like Starwood, which often provides opportunities to work in other countries through its vast network of several brand hotels. 



WELLINGTON COLLEGE
INTERNATIONAL
TIANJIN



Mr. David Cook, Founding Headmaster



Scholarship and Bursary Programme Evening

A Proud Tradition, Educating for the Future

Wellington College International Tianjin introduced its Scholarship and Bursary Programme at a cocktail reception held at the Nikko Hotel on Tuesday, 22 February 2011. The event was presided over by Dr Anthony Seldon, Master of Wellington College in the UK, and Mr David Cook, Founding Headmaster of the College in Tianjin. They were joined by governors and several members of the teaching staff at the new College, due to open in August 2011, including Mr Murray Fowler and Mr John Zermani, respectively Deputy Head and Head of the Junior School. There were also various heads of department from Wellington College in the UK, who were making their first visit to Tianjin. Earlier in the day they had visited the College campus and had expressed their delight at the wonderful facilities, all closely based on the architecture and design of the College in England. The event was well received with many captains of industry and leading representatives present from the Tianjin community.

In the elegant atmosphere of the Nikko Hotel's Diamond Room, Dr Seldon spoke eloquently on the enviable reputation Wellington College had in international education, and on his hopes and expectations for the partnership between the two schools, and, more generally, that between China and the UK. A royal foundation, Wellington College was established 150 years ago and boasts a long and proud connection with the royal family. The Visitor for the College is none other than Her Majesty the Queen; but, as Dr Seldon pointed out, Wellington in Tianjin is not far behind, with the Queen's son, His Royal Highness, the Duke of York, becoming the Visitor to the College following his visit in September 2010. Dr Seldon then spoke about the Eight Aptitudes model of education, Wellington's unique brand of learning, which will now be replicated at the College here in Tianjin.

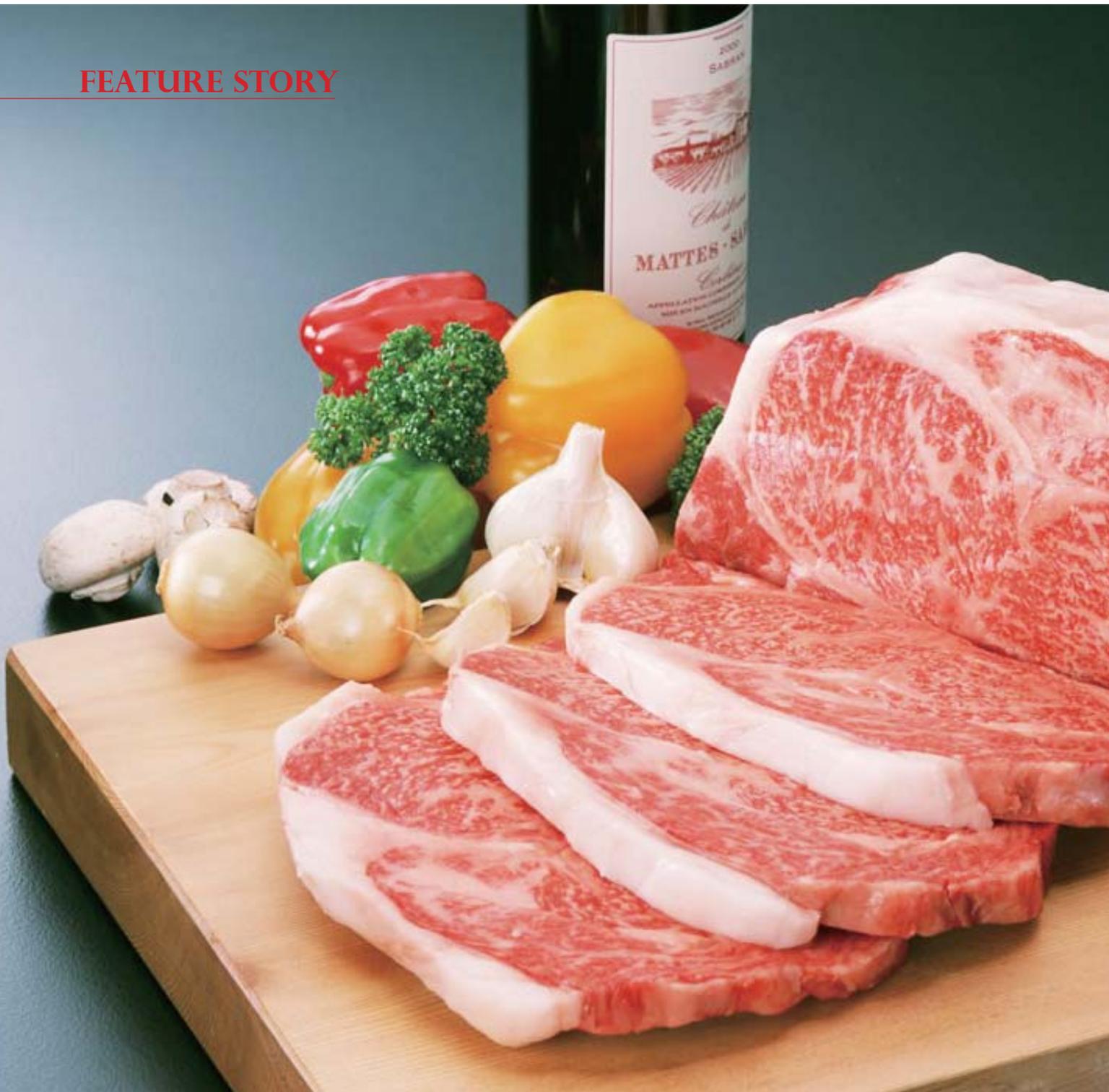
"This is a concept derived from Howard Gardner's theory of multiple intelligences. The Eight Aptitudes are linguistic and logical, social and personal, cultural and physical, moral and spiritual. The College has reworked Gardner's ideas, demonstrating that every single child has eight different aptitudes. The message to every student is 'you can do it', to achieve the best results. But it goes beyond just results and the College is without a doubt a leader in teaching happiness and well-being to all its students."

Dr Seldon concluded with a very firm prediction, drawing applause from all those gathered. "We aim high at Wellington and we know the College in Tianjin will become the leading international school in China. All our students will be encouraged to pursue their goals with self-belief and ambition, while seeking out those areas in which they can excel, supported by the highly-committed staff and the outstanding facilities at their disposal."

It fell to Mr David Cook, the Founding Headmaster of the College in Tianjin, to announce the Scholarship and Bursary Programme. The Wellington Scholarships will be awarded on merit at all age groups from Year 7 to Year 12, and will cover five disciplines: academic, sporting, music, drama and art. Most international schools only offer academic scholarships at Year 12. When asked why Wellington was being more ambitious in its provision, Mr Cook responded, "Wellington College is an exceptional school, and we want to help exceptional people meet their full potential. By offering the scholarship programme from an earlier stage and in a far wider field of disciplines, we are investing more time and expertise in helping our students reach their potential, whatever the activity, therefore giving them the best possible start to their future university pursuits and career aspirations." Further information on the Wellington Scholarship and Bursary Programme can be found on the College website at www.wellingtoncollegeintl.cn.

Mr Cook concluded by reporting on the progress of the construction of the College in Tianjin. "We are firmly on course to complete the school by the end of May, giving us nearly three months to prepare for the opening."

All those present at the evening were duly impressed by the presentations and there was a general feeling of anticipation for the opening in August. The College wishes to thank all those who attended the evening and helped to make it such a glittering success. Wellington College International Tianjin will be holding Open Days on 2 April and 14 May this year. Places at the Open Days will be limited, so if you are interested in attending, an early booking is encouraged. For bookings and general enquires please contact the College by calling +86 22 8758 7199 or +86 187 2248 7836. You may also register for the Open Days by emailing the College at registrar@wellingtoncollegeintl.cn.



Prime Cuts

Tianjin is at the centre of a huge shake up of China's meat business

By Mark Gao



Zhu Xianfu, CEO, Zhongpin Inc.

Depending on where you shop you'll have noticed that meat counter options can be limited in China. Wet markets serving tripe and pigs' trotters pale in comparison to the hundreds of varieties of ham (cured, cooked, salted, pickled) which make western supermarket meat counters 100-metre-long affairs.

But that's changing with the rise of a new breed of Chinese meat compa-

nies which have been using international capital, technology and know-how to make local meat markets more colourful places. And two of the biggest of the new wave have centred their operations on Tianjin.

Zhongpin Inc opened the first phase of a new facility in Tianjin last year, which hands the firm the capacity to process 100,000 tonnes of chilled and frozen pork every year. Also in the city, Tianjin Baodi

Agriculture & Technology Co did 6.2-billion-CNY worth of business in 2008 out of meat products, pig breeding and the production of hemoglobin and other proteins for use in medications.

What distinguish both firms are their scale and ambition. Zhongpin and Baodi are both 'integrators' – an industry term for meat firms active at all ends of the value chain. Thus both Tianjin-based firms breed and

FEATURE STORY

slaughter pigs, also processing and distributing the meat. Unlike the majority of Chinese peers, the two companies have the logistics capacity to distribute meat products nationwide. This is a particular achievement in China, where cold-chain logistics remain primitive.

preferred protein,” says Zhongpin chairman and CEO Zhu Xianfu.

But the popularity of pigs also creates a challenge: there aren't enough. Pig prices climbed 30% in the first half of 2010 as government bought up animals to protect pig farmers' in-

it's the firm's "outstanding" quality assurance and industry-leading logistics systems that really put it ahead of competition.

In a country that remains obsessed with food safety, being able to produce and trace high-



Pork is king

As China remains the world's top consumer and breeder of pigs it's easy to see why pork prices are a key indicator of inflation used by government to track consumer prices. Lower-value than beef or lamb, pork accounts for 64% of China's meat consumption, with beef and lamb ranking 8% and 6%, respectively, of meat consumed in 2009 according to China Meat Association data. "Pork will stay at the top of the food buying list as China's

comes. Prices rose again in the third quarter of 2010 after bad weather and droughts in key agricultural areas lifted the cost of feed.

Consolidate, modernise

Zhongpin, which scored over 1 billion USD in sales through 2010, builds its success on knowing the market and being able to predict future trends, says Zhu. "We have a strong brand presence and high-quality facilities and quality products." But, notes Zhu,

quality products is crucial to consumer loyalty. But getting perishable goods across the country is Zhongpin's trump card. Beyond key east-coast cities like Shanghai and Tianjin, China's logistics system remains threadbare. Having studied meat cold chain systems around the world and applied a system in-house, Zhongpin has been able to offer its logistics services commercially to other food companies, explains Zhu.

Yet for all Zhongpin's logistical abilities it still struggles to reach all corners of China, instead focusing on eastern regions. The lack of truly national retailers – Wal-Mart and Carrefour aside – has also made it difficult to build supply chains quickly through supermarkets, notes Zhu.

He's also been able to play within the government's Hog Slaughtering Industry Development Guidelines 2010-2015, which he believes is "achievable". The blueprint encourages the mass consolidation of China's pig processors from several thousand small-time slaughterhouses to a few dozen big-time operators like Zhongpin and Baodi. The China Meat Association, which oversees the sector for the government, promises that future capacity increases will be strongest in beef and mutton, with pork processing capacity growing at a steadier pace.

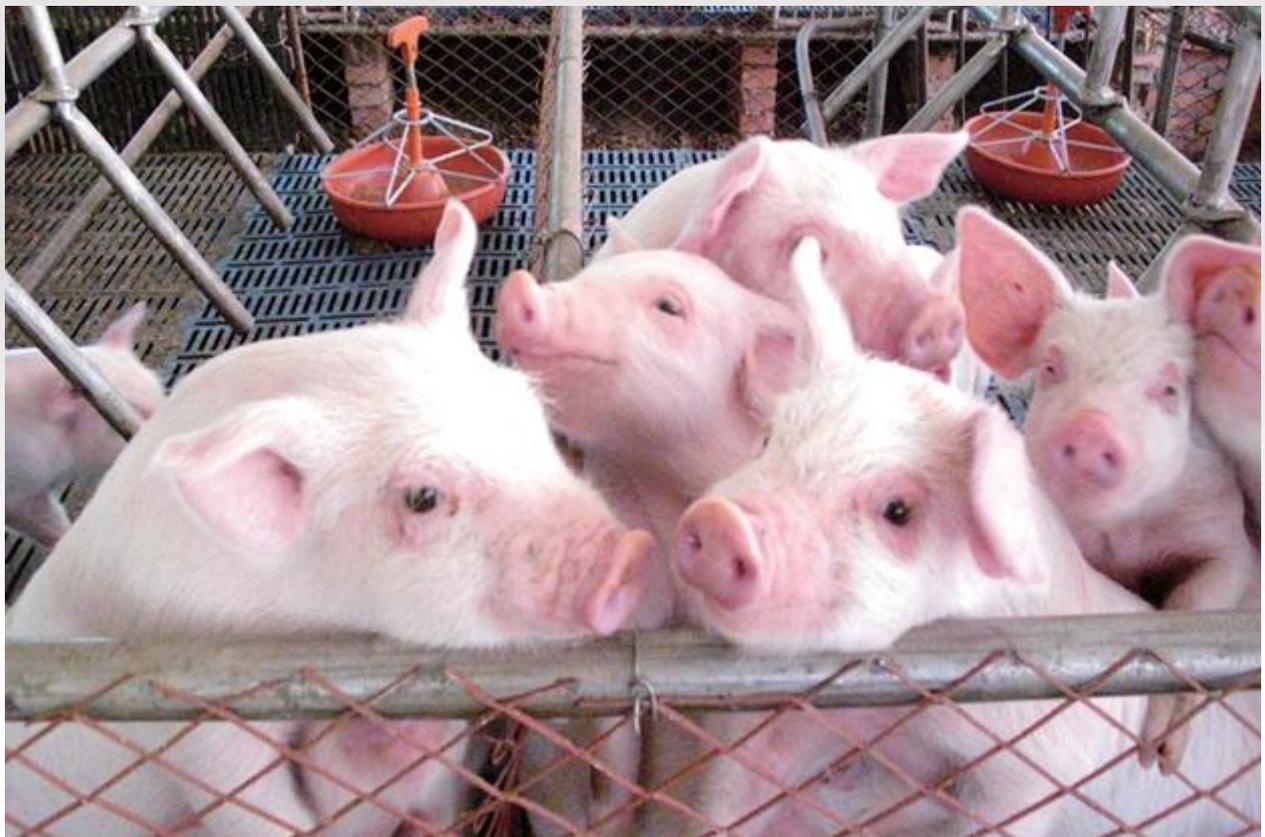
Helping to implement government policy, the CMA has propagated a bold target to cut the number of slaughtering houses from a current 20,000 down to 3,000 by 2015. To achieve its aims, government offers subsidies to 'integrator' style operators: thus Zhongpin has received 5 million CNY from the central government towards the costs of establishing its boar-breeding farm in Henan and completing its logistics facility in Tianjin. Government subsidies to meat producers are also being spent on mechanising slaughterhouses, and improving food safety and traceability.

Foreign peers enter fray

Given the growth in meat consumption, it's not surprising that the world's biggest meat processors have set up shop in China. American sausage-maker Hormel is currently seeking to expand its sales through

M&A or joint ventures, according to CEO Jeffrey Ettliger. The Minnesota-based firm, which has plants in Beijing and Shanghai, has a modest China presence next to locals like Zhongpin but aims to build sales of its trademark vacuum-packed sausages and spam in China's mid-tier cities, says Ettliger.

Another US firm, Smithfield, has also attempted to crack China but hasn't been successful: faced with limited expansion options it sold its stake in a local joint venture to China's COFCO for 194 million USD. Number one in the US in smoked hams and pork (and two in bacon), Smithfield will likely always play second fiddle to domestic firms in China, which has been keen to favour home-grown (though internationally financed) firms like Zhongpin through subsidies and a disruptive approach to imports. If it continues on its consolidation drive,



China may mirror the US, where four firms process over 80% of the country's beef and 60% of its pork.

Different tastes

While China has proven difficult for exporters of steaks and sirloins it has been happy to take chicken and pigs' feet and cows' stomachs. The hunger for offal creates opportunities for Western meat processors for whom Chinese delicacies are cast-offs. Local meat buyers and consumers share little of the Western preoccupation with tenderloins and ribeye steaks, favouring instead body organs prized locally as delicacies. Beijing-based German butcher Steffen Schindler also notes the local taste for offal: "we never expected it, but bull penises were some of the most valuable by-products we've sold."

There are key differences in how China consumes and prepares meat compared with Western markets. Local butchers for instance aren't set up for refrigeration, since locals prefer to consume meat freshly slaughtered; western-style meat processors preserve meat through an elaborate process of chilling and vacuum packing. In China carcasses are either served up immediately or stripped for sale in wet markets.

Firms like Zhongpin are of course changing that, though most Chinese meat companies – by not being mechanised like their Western counterparts – suffer from inefficiencies. In standard meat processing procedure, chilling prevents the growth of microorganisms and preserves the meat which is broken down into primal cuts and smaller "subprimals" for boxing and distribution. Processors also get extra revenue by selling cheaper "mechanically recovered" meat (scraped from bones) for pet food and fast-food burgers. Even so-called waste materials such as bone, fat and offal are sent to a rendering

plant and turned into tallow, a valuable liquid animal fat used in various industries such as cosmetics and increasingly biofuels.

By 2050, developing country meat consumption will have risen by 65%.

Meat prices: why meat companies like Zhongpin are top stocks

Meat firms have never been hot stock picks, but with rising consumption of meat in China and other developing countries unlikely to slow, meat farmers and processors seem in for good times. The figures are certainly eye-catching: the International Food Policy Research Institute predicts that by 2050, developing country meat consumption will have risen by 65%. And it expects it to climb 16% in the developed world.

Meat prices paid by European slaughterhouses have always been volatile and unpredictable but slaughterers in Europe are currently paying 4 EUR per kilo for prime beef steers – they paid 3.17 EUR in 2008, which was in turn 17% up on 2007 prices.

In December 2010, prices rose sharply in Australia, Brazil and Argentina (44%, 54% and 142% respectively) over the same period in 2009. In Turkey beef prices hit a record 8 EUR per kilo in 2010. Much depends on the numbers of animals reared but also on the cost of feed, which is already reaching for record highs.

Stagnant production due to droughts in Latin America and Australia are blamed by analyst Tony D'Altorio at Investment U Research. He points out that global meat prices hit a 20-year high in 2010. Quoting the

UN Food and Agriculture Organisation's meat price index (which in August rose to its highest level since 1990, up 16% over the past year), he says lamb prices hit a 37-year high and beef climbed to a 2-year high. On the commodity markets, futures for live cattle and pork bellies are also at record price levels. In Australia, lamb prices have risen over 5.50 AUD a kilo, something they haven't done since 1974.

But it's a volatile situation: a combination of low prices in the early 2000s and record-high feeding hit livestock farmers everywhere. Faced with droughts and high grain prices, as well as a recession, American farmers culled their herds to cope. Australia lost half its sheep herd to droughts and won't be restocking soon, explains D'Altorio, since like farmers elsewhere its herdsmen are faced with rising grain prices.

In the meantime China wants more meat, as does Brazil, which is having to cut exports to feed rising local consumption. Other BRIC giant India meanwhile is eating more chicken than ever, in turn driving grain demand and prices. Oil-wealthy Middle East countries continue to grow their demand for mutton.

The biggest winners of all of this are meat companies in developing countries. Just like Zhongpin, Brazilian meat processors JBS ADR and BRF have seen demand for their shares on New York exchanges soar. Meat companies are hot bets with investors, concludes D'Altorio. And likely to remain so. **B**

Chinese logic of power in the company

TALENTS MAG, 7 February 2011

Nowadays there are plenty of private companies in China. They all find one common problem: company governance structure. In western organisations, shareholders authorise professional agents to manage the company, while Chinese enterprisers harbour concerns when management lies outside the family.

In China, imperial power lasted over a millennium. As a result, there is a deep-seated belief that management rights should be concentrated in an individual with a supportive network. Chinese logic of power – one family member makes the decisions – can bring efficiency, but also fewer checks and balances. For the same reason, more counterbalances may reduce efficiency. It is important for organisations to reach a balance between counterbalance and efficiency.

As industries develop, the power from a single-family enterprise is limited both in capital and management ability. So it needs a system that allows professional management. If the organisation has an outstanding family member in charge, he or she can manage the company and make decision with others; if not, it should hand over the position to professional executives.



Health service business in China – foot bath therapy

Directors & Boards, 12 January 2011

Some people conservatively estimate that the population in China with the spending power to purchase and desire for health services will reach 100 million in 5 years. Logically, if each of them spent 1000 CNY per year, the market will experience annual revenue of 100 billion CNY.

Within the Chinese health care industry, foot bath therapy is booming. It is a popular and fashionable option for today's men and women, one which can relieve work-related stress. The current operators are sensitive to massage technology competitiveness, so most enterprises insist that their staff be trained for several months. They realise that improving service quality is an effective path to maximising customer satisfaction and building their brand.

Due to the prosperity of foot bath therapy, its market has experienced rapid development of chain management, both in direct sales and franchise membership operation.



China's new pragmatic consumers

2011 Number 1 – McKinsey Quarterly

Half of China's total 2010 growth in consumption resulted from "trade up" purchases – when consumers upgrade their existing products – reveals a McKinsey survey over 15,000 Chinese consumers in 49 cities. In addition, half of China's households "balance their trade-up purchases with spending reductions elsewhere".



This means that companies looking to cash in on increased domestic consumption need to cater to the categories in which Chinese are trading up, and avoid those in which they are decreasing spending. The survey found that 80% of trade-up purchases for higher-quality clothing, shoes and accessories came from lower-middle-class consumers looking to show off new wealth or impress job interviewers. Over 70% of increased spending for dining and 50% for alcohol came from white-collar men seeking to improve relations with clients and colleagues.

Down-trading occurred in personal-care products and packaged snack foods.

Companies who can convince customers that their products will increase job success and/or status will be able to channel some of this trade-up spending. Consumer education is key, both in advertising and in-store.

Setting up in India compared with China

China Briefing, 11 February 2011

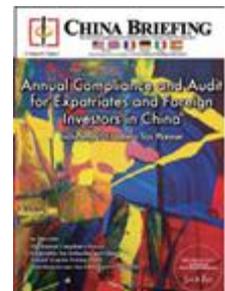
The author analyses the benefits and drawbacks to establishing various organisational structures in India and China.

For example, project offices, once popular in China, are now being phased out as Chinese contractors can now handle construction work without foreign sub-contractors. Yet in India, POs remain useful for "foreign investors to participate in infrastructure and construction-related projects".

China's foreign-invested commercial enterprises are independent legal entities, whereas India's branch offices are not, though they fulfill similar roles for investors. India's BOs experience higher income tax than China's FICEs. For trading, China's 17% VAT exceeds India's (fully reclaimable) 12.5%.

The wholly foreign-owned enterprise has become the "vehicle of choice for the international investor wanting to manufacture, service or trade in China". It boasts 100% foreign control, security, IPR and the ability to repatriate profits. India's private limited companies do much of the same.

An investment decision depends upon the two nations' markets and directions. China is moving up the value chain, away from cheap exports and into R&D. India is too, but is also stepping in to fill the manufacturing void. Both nations' consumers are becoming increasingly powerful, though wages and welfare expenses remain lower in India.





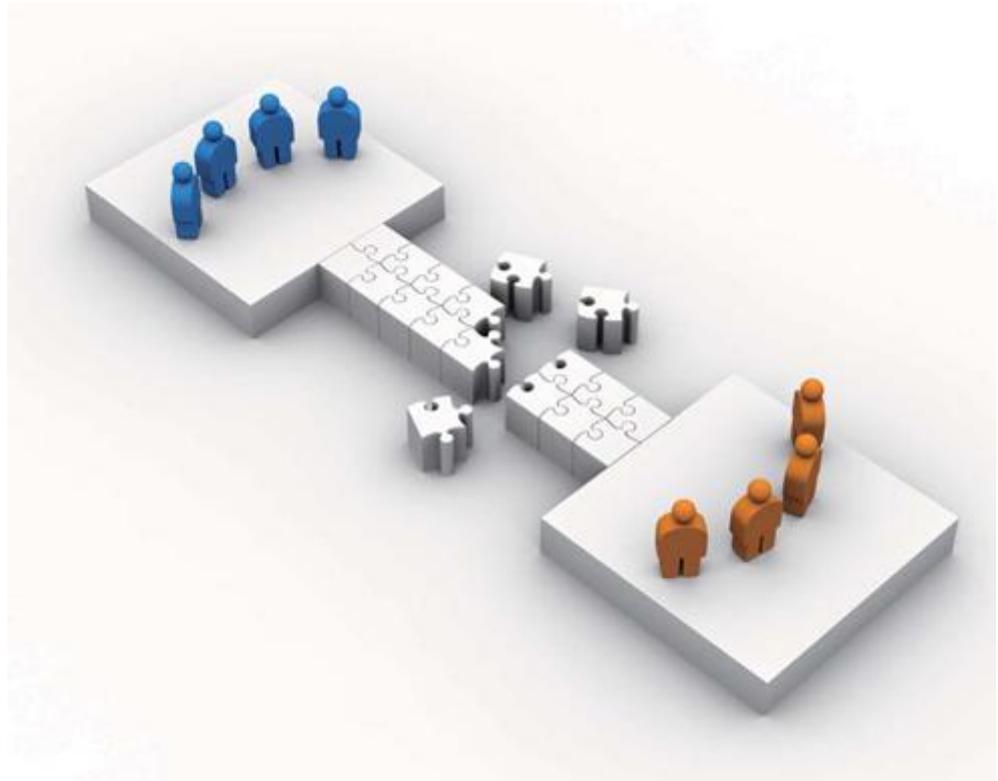
Diego D'Alma



Robbie Chen

by attorneys
Diego D'Alma
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Garrigues Shanghai

Tax rules for mergers & acquisitions and new implementation rules (Part II)



Circular 59 opens new doors for taxpayers to elect a more lenient tax treatment for their corporate restructurings under certain conditions, but it also leaves behind uncertainties. Thanks to the timely promulgation of the Public Announcement, some of the doubts under Circular 59 have been resolved. In addition, the Public Announcement provides more detailed clarification, documents and procedural requirements for the application of the special tax treatment under Circular 59.

Key points of the Public Announcement

Clarifications on several uncertainties left by Circular 59

Although Circular 59 has opened doors for the special tax treatment that could be used

by taxpayers to defer their tax obligations in a corporate restructuring, it also has left behind several uncertainties. As mentioned last month, the Public Announcement intends to clarify said uncertainties and has solved part of them.

Definitions clarified

Several unclear concepts that might limit the application of Circular 59 have now been clarified.

a) Effective date of a corporate restructuring

Circular 59 did not provide clear guideline on how to determine the effective date of a restructuring, which leads to uncertainties with regards to several conditions of the special tax treatment, such as how to determine, amongst other issues, the maintenance period

of the acquired business, the transfer restriction to the equity received in a reorganisation and, most importantly, the fiscal year to which a corporate reorganisation has to be attributed. The Public Announcement has now clarified the effective date as follows:

- In a debt restructuring, the date on which the debt restructuring contract/agreement is effective;
- In an equity acquisition, the date on which the transfer agreement takes effect and the statutory modification procedures have been completed;
- In an asset acquisition, the date on which the transfer agreement is effective and the delivery of the assets involved has been actually completed;
- In a merger, the date on which the merging enterprise has obtained the legal title of the assets of the enterprise being merged and the modification procedures with the State Administration of Industry and Commerce have been completed;
- In a split, the date on which the split enterprise has obtained the legal

title of the assets of the enterprise being split and the modification procedures with the State Administration of Industry and Commerce have been completed.

b) Adoption of consistent tax treatment by all the restructuring parties

In practice, the restructuring parties (i.e. the transferor and the transferee) may have different opinions on the election of the tax treatments under the same corporate restructuring. The Public Announcement only allows the adoption of the same tax treatment by all the restructuring parties. Considering that the adoption of different tax treatments by the restructuring parties under the same corporate restructuring would lead to difficulties in the tax administration, this requirement may be welcome by both the taxpayers and tax authorities.

Clarifications on the Special Tax Treatment

Apart from the above general clari-

fications, the Public Announcement also developed and clarified definitions and measures specifically affecting the special tax treatment. As Circular 59 was unclear on how to proceed with the application for the special tax treatment and how to implement some of its conditions, the Public Announcement has provided further clarifications.

a) Confirmation for the special tax treatment

Circular 59 provides that if the special tax treatment is elected by the parties to the restructuring, provided that it qualifies for the requirements stated therein, written record-filing documentations should be submitted to the in-charge tax authorities in the annual EIT filing. It would then be expected by the parties to obtain the tax deferral of EIT on the eventual gains triggered in the restructuring. However, it is not impossible that after undergoing burdensome record-filing procedures, the special tax treatment application is challenged and finally denied by the tax authorities. Therefore, prior to the annual EIT filing, it is difficult for the restructuring parties to ascertain if the restructuring is qualified for the special tax treatment.

The Public Announcement allows the leading party (this new concept will be addressed in the next paragraph) in the restructuring to apply for confirmation on the special tax treatment prior to the annual EIT filing with its in-charge tax authorities, which will then submit the application to the provincial-level tax authorities for its final confirmation. The Public Announcement has also imposed a compulsory time limit for tax authorities on such confirmation, i.e. in principle, by the end of the annual EIT filing for the year in which the restructuring is completed.



The term of “leading party” is a new concept introduced by the Public Announcement. Its introduction may lie in the fact that the leading party could coordinate preparation of the documentation for the record-filing procedure and, in case confirmation is needed, the leading party may submit the application to its in-charge tax authorities. The leading party is defined in the Public Announcement as the debtor in a debt restructuring, the transferor in an equity or asset restructuring, the surviving enterprise in a merger by absorption, the enterprise with more assets before the merger in a merger by re-establishment, and the enterprise being split or the surviving enterprise in a split.

b) News impacting the conditions for applying the special tax treatment

Circular 59 sets out several conditions for the entitlement of the special tax treatment, such as the reasonable commercial purpose requirement and the holding period requirement. The Public Announcement further explained these conditions.

▪ *Qualification for reasonable commercial purpose*

As one of the conditions to qualify for the special tax treatment under Circular 59, a restructuring must have a reasonable commercial purpose. However, Circular 59 does not clarify what constitutes a reasonable commercial purpose. Instead of setting out a specific definition on the reasonable commercial purpose, the Public Announcement lists the factors that would be taken into consid-

eration by the tax authorities for the recognition of the reasonable commercial purpose. The enterprise is required by the Public Announcement to provide the following information to justify the reasonable commercial purpose of the restructuring:

- Method, background and time of transaction, business operations before and after the transaction, as well as relevant business practices;
- The form and substance of the transaction (legal consequences, actual or commercial outcome of the transaction);
- Possible change of tax status for all parties due to the restructuring;
- The change in the financial situation of all parties due to the restructuring;
- Whether the restructuring activities will bring any abnormal economic



interest or potential responsibility that would not occur under normal market conditions;

- The involvement of non-resident enterprises in the restructuring.

■ *Documentation requirements for the special tax treatments*

If a restructuring satisfies the conditions for the special tax treatment and the special tax treatment is elected by the restructuring parties, the following documents should be prepared:

- General introduction of the restructuring, including a statement on the reasonable commercial purpose;
- The agreements or contracts executed for the restructuring;
- Valuation report issued by a qualified Chinese valuation firm;
- Legal supporting documents indicating the fair value of the share consideration;
- Documents certifying that the restructuring satisfies all the conditions for the special tax treatment;
- The approval documents issued by the competent authorities;
- Other documents required by the in-charge tax authority.

■ *Follow-up compliance requirements*

The Public Announcement has also set out the follow-up compliance requirements after the special tax treatment is elected and implemented. Substantiating documents must be submitted to the competent tax authorities by all parties when filing the annual return of EIT for the year after restructuring is completed, certifying that there is no change in the conditions qualifying them for the special tax treatment in the 12 consecutive months after the restructuring. If any change occurs to any of the parties, resulting in the restructuring activities not qualifying for special tax treatment, all the other

parties must be informed in writing within 30 days from the change. The leading party must inform the competent tax authorities within 30 days after receiving the notice, and all the parties must make adjustments in the tax treatment for the restructuring within 60 days after the change.

Our Comments

The long-awaited Circular 59 has laid down the foundation of the EIT treatment of corporate restructurings. Especially, Circular 59 has introduced a more lenient taxation method for taxpayers, though with hefty requirements to be achieved by the taxpayers.

With the promulgation of the Public Announcement, many of the uncertainties left behind by Circular 59 have been clarified, and detailed documentation and procedural requirements have been provided for different restructurings under both the general tax treatment and the special tax treatment. In addition, the Public Announcement has also introduced several new concepts and new procedures, through which the Public Announcement provides foreseeable consequences for the restructuring parties with the procedures being more practicable than before.

As a summary we can say that Circular 59 and the Public Announcement are positive developments in clarifying the tax regime applicable to corporate restructurings in China. Unfortunately, in China, under the governing regulations, a purely commercial-driven corporate reorganisation could still be easily subject to an effective tax burden due to the capital gains derived in the restructuring, subjecting the involved parties to imminent tax payments upon the realisation of gains in such transaction. This is because neither Circular 59 nor the new complementing

Public Announcement has achieved a straightforward tax deferral regime under, of course, certain conditions and limitations.

Therefore in China the conditions for the tax deferral regime are still quite different and stricter than those we find in other jurisdictions. The conditions and limitations for pre-restructuring thresholds and holding periods are difficult to meet, (not to mention that the monetary compensation, even if only partial, is taxed upon the deal) and, in addition to said already hefty conditions and limitations, there are also burdensome documentation requirements and even a post-deal lock-up period that might not be consistent with the corporate and commercial factors driving a restructuring. The Public Announcement has not lifted such burdens. And new mechanisms, such as confirmation, still raise uncertainties on a later revocation of an applied tax deferral (even with the doubts of a penalty) if post-deal conditions are not met.

Enterprises which are undergoing restructurings or intend to conduct a restructuring should thoroughly study Circular 59 and the Public Announcement carefully and assess whether they can satisfy the conditions for special restructurings in order to enjoy the special tax treatments. ■

Garrigues has over 13 years of experience in advising companies in their investments in China. The team of

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





Simon Bai
Winners Law Firm

Reciprocal enforcement of commercial judgement and arbitration awards between Mainland and Hong Kong

Enforcement of commercial judgements by courts between Mainland and HK

Before 2006, judgements obtained in the courts of Hong Kong were unenforceable on the Mainland, and vice versa. This is still the case for China with most other jurisdictions, because it is a matter of national sovereignty.

On 14 July 2006, the Hong Kong and Mainland China Governments signed a ground-breaking agreement, entitled *An Arrangement on Reciprocal Enforcement of Judgements in Civil and Commercial Matters by the Courts of the Mainland and of the Hong Kong Special Administrative Region pursuant to Choice of Court Agreements between Parties Concerned* (the Arrangement), under which they agree to recognise and enforce judgements made in each others' courts.

Accordingly, on 30 April 2008, the Chief Executive of HK officially promulgated the

Mainland Judgements (Reciprocal Enforcement) Bill, an implementation Ordinance of the Arrangement, which then came into full force on 1 August 2008. On the Mainland, the Supreme Court of China promulgated a *Judicial Interpretation* giving effect to the Arrangement, starting from the same date of 1 August 2008.

Under the Arrangement, when a designated court in Mainland China or Hong Kong has made a final judgement requiring the payment of money in a civil or commercial case pursuant to a choice of court agreement in a commercial contract, any party concerned may apply to the People's Court of the Mainland or a court in Hong Kong for recognition and enforcement of the judgement. As a result of the Arrangement, Hong Kong became the first common law jurisdiction in the world whose court judgements are recognised on the Mainland, and vice versa.





Enforcement of Mainland judgement in HK

A judgement creditor under a Mainland China judgement may make an ex parte application to the High Court of HK to have the judgement registered. The time limit for making such an application is two years from the date of the delivery of the judgement. Upon registration, such judgement assumes the same force and effect as if it had been handed down by the HK High Court.

The judgement creditor, however, must prove that:

a. the Mainland judgement was given by a designated Mainland Court on or after the commencement of the Mainland Judgements (Reciprocal Enforcement) Ordinance. Designated Mainland Courts include courts at the Intermediate's People's Court level or above and to those Basic Level People's Court's designated to have

jurisdiction over civil and commercial cases (42 in various provinces);

b. the Mainland judgement was given pursuant to a Choice of Mainland Court Agreement made on or after the commencement of the Ordinance. A "Choice of Mainland Court Agreement" is an agreement (in writing) made by the parties to a specified contract and designating a Mainland Court to determine a dispute which has arisen or may arise in connection with that contract, to the exclusion of other jurisdictions;

c. the Mainland judgement is final and conclusive as between the parties to the Mainland judgement;

d. the Mainland judgement is enforceable on the Mainland;

e. the Mainland judgement orders the payment of a sum of money (not in

the form of fines or other penalties).

Setting aside registration of registered Mainland judgements

There are possibilities under the Ordinance whereby registration of a Mainland judgement can be set aside. On an application by a party against whom the registered Mainland judgement may be enforced, the High Court shall set aside the registration if satisfied that:

a. The choice of Mainland Court Agreement pursuant to which the judgement was given is invalid under mainland law;

b. the Mainland judgement has been wholly satisfied prior to registration;

c. the Hong Kong courts have exclusive jurisdiction over the case according to Hong Kong law;

d. the Mainland judgement was given



in the absence of the judgement debtor who according to Mainland law was not summoned to the original court or was not given sufficient time to defend his case;

e. the Mainland judgement was obtained by fraud;

f. a judgement on the same cause of action between the parties to the Mainland judgement has been given by a Hong Kong court or an arbitral award has otherwise been made by an arbitration body in HK or a place outside of HK;

g. the enforcement of the Mainland judgement is contrary to public policy;

h. the Mainland judgement has been reversed or otherwise set aside pursuant to an appeal or a retrial under Mainland law.

Enforcement on the Mainland of Hong Kong judgements

Where a sum of money is payable under a Hong Kong judgement given by the Court of Final Appeal, the High Court or District Court pursuant to a Choice of Hong Kong Court

Agreement, the judgement creditor that wishes to enforce that judgement in the Mainland can apply under the Ordinance for a certified copy of the Hong Kong judgement to the High Court or District Court. The High Court shall also issue a certificate certifying that the judgement can be enforced by execution in HK. The HK judgement must be final (by the Court of Final Appeal, the Court of Appeal, the Court of First Instance, or the District Court) and there must be a Choice of HK Court Agreement clause. In addition, the judgement must be concerned with civil or commercial contractual matters, not with succession, tort, employment matters etc.

On the Mainland, the judgement creditor then makes an application to the Intermediate People's Court at the place of domicile of the judgement debtor, or at the place where the judgement debtor's assets are located. If the place of domicile and the location of assets fall within the jurisdiction of different People's Courts, the applicant may elect to apply to any one of such courts for enforcement.

Enforcement of arbitration awards between Mainland and HK

By an arrangement made between Hong Kong government and Central government of Mainland China in 1999, the *Arrangement concerning Mutual Enforcement of Arbitral Award between the Mainland China and the HKSAR* (the Arbitral Award Arrangement) became effective on 24 January 2000. It states that arbitral awards of CIETAC, 56 domestic arbitration centres and the maritime law arbitration centre of Mainland China can be recognised and enforced in Hong Kong. Similarly, Hong Kong International Arbitration Centre awards can be enforced in Mainland China. Since January 2000, the arrangement for mutual enforcement in both Mainland China and HK has been working smoothly.

The China Supreme Peoples' Court (SPC) on 5 January 2010 published a *Notice regarding the Enforcement of Hong Kong Arbitral Award in Mainland China* (Notice). This Notice clarifies one pending question as to whether ad hoc arbitral awards rendered in Hong Kong or arbitral awards rendered by the International Court of Arbitration of the International Chamber of Commerce (ICC) and other foreign arbitration institutions in Hong Kong are considered as Hong Kong arbitral awards under the Arbitral Award Arrangement. The Notice confirms that these two types of arbitral awards are Hong Kong awards and can be enforced in Mainland China according to the Arbitral Award Arrangement. 

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

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- Mergers & Acquisitions

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- Tax declaration
- Payroll
- Logistics
- HR services



Jackie Zhang
Gaopeng & Partners
PRC Lawyers

Are civil parties allowed to choose applicable laws for foreign-related civil matters, such as entering into a contract in China?

Yes. According to the chapter VIII of *the General Principles of the Civil Law of the PRC* promulgated by the National People's Congress on 12 April 1986, for a citizen of the PRC settled in a foreign country, the law of that country may be applicable as regards one's capacity of civil conduct. The parties to a contract involving foreign interests may choose the law applicable to settlement of their contractual disputes, except as otherwise stipulated by law. If parties do not choose, the law of the country to which the contracts is most closely connected shall be applied.

On 28 October 2010, the Standing Committee of China's national People's Congress adopted the *Law of the Application of Law for Foreign-related Civil Relations of the PRC (the Law)*, which shall come into force on 1 April 2011. As the first statute on conflict rules, the Law respects parties' autonomy by allowing parties to a foreign-related contract to choose the applicable laws for the contract, subject to the general exception made in the compulsory provisions of Chinese laws or the needs of social public interests of the PRC.

In others area of foreign-related civil matters – such as trust, entrusted agency, ownership of movable property or goods in transportation, assignment and licensing of IP, and arbitration agreement – the Law also allows parties to choose applicable laws to govern their legal relationship, subject to the same general exceptions based on the mandatory provisions of the Chinese laws and the preservation of social public interests of the PRC. In some other fields, such as property ownership between husband and wife and divorce by agreement, the Law permits concerned parties to choose a proper law within the given scope.

Under the law, the parties concerned may choose, by agreement, the laws applicable to arbitral agreement. For those who do not choose, the laws at the locality of the arbitral authority or of the arbitration shall apply.

On intellectual property rights: the laws at the locality where IP protection is claimed shall apply. Moreover, the laws at the locality where protection is claimed shall apply to the tort liabilities for intellectual property. The Law also gives concerned parties flexibility to choose laws of jurisdiction at the locality of the court as applicable law by agreement.

Jackie Zhang received an LLM degree from Nottingham University in the UK and began to practice law in 2000. She specialises in corporate law regarding foreign investment. 





Philippe Healey,
Project Manager,
China IPR SME
Helpdesk

Keeping a Trade Secret

Part I



Nearly all businesses in all industries and sectors possess trade secrets. Trade secrets are a valuable and highly useful form of intellectual property.

Unlike some other forms of IP rights such as patents and copyrights that have a finite term, trade secrets can theoretically enjoy an infinite term of protection so long as the trade secret remains just that – a secret. The main difference between protecting something by patent or as a trade secret is that, while technical information is publicly disclosed in patents, it is kept away from the public eye in trade secrets. A trade secret can last forever as long as the confidentiality measures that protect it continue to work. An invention patent, on the other hand, typically expires after 20 years.

Trade secrets, however, are easily lost. Once the information becomes public information, it no longer enjoys any legal protection. As a result, prevention is the golden rule when it comes to protecting your trade secrets, because

once your secret is out, there is usually very little that you can do about it. China, like most other countries, provides a legal framework for the protection of trade secrets, and the law provides for remedies in the event that your trade secrets are unlawfully disclosed.

Know your secrets

You can only protect trade secrets when you know you have them. But what exactly can be a trade secret? In China, by definition, a trade secret is “any non-public information with actual or potential commercial value and that is guarded by confidentiality measures”. Thus, in order for the information to be a trade secret, it must:

- (a) be non-public – it must not be known by the general public or by your competitors;
- (b) have actual or potential commercial value – it must give the owner a competitive advantage or be capable of generating economic benefit;
- (c) be guarded by confidentiality measures – the owner must take reasonable measures to protect the confidentiality of the information.



Businesses usually lose their trade secrets because they are too relaxed about keeping the information inside the company.

All three elements are essential pieces of the puzzle.

If you are still unsure whether you have trade secrets, a good rule of thumb is to consider whether the information is something your competitors would want to know or that would give them a commercial advantage. Your trade secrets may include:

- expressions of ideas that give your business a competitive advantage, for example, a new type of product, an innovative business model, or a new online concept;
- know-how such as manufacturing or design techniques, skills, formulations, work-flow processes, quality control methods, knowledge relevant to the development, testing and manufacture of your products, including also "negative know-how" or information learned during research and development on what not to do or what does not work;
- the status of products or services under development, expected product release dates and details of how they function and their technical features, for example, new design features, a new interface, device functions, or how

a new software programme works;

- valuable business information such as customer lists, cost and price information, suppliers and contractors, contract terms, marketing strategy and plans;
- any other information with potential commercial value, such as your preferences with regard to customers or suppliers, rankings of quality of suppliers or creditworthiness of customers.

If you have not already done so, it is important to catalogue what trade secrets you may have, rank the trade secrets in terms of importance and value, and to remember to periodically update your catalogue as your business grows.

Keep it secret, keep it safe

It is important to remember that once trade secrets become publicly known, they can no longer be protected as trade secrets. Ways in which a trade secret can be disclosed include publication, disclosure of technical information by your engineer during a seminar, disclosure of information or documents during negotiations and other business dealings with third parties without a non-disclosure agreement, conversations, accidental disclosure by misdirected emails or other correspondence, etc.

Trade secrets differ from jewellery or other valuables in that they are not always in a tangible form, but as with anything of value, it is important to keep trade secrets safe. Trade secrets may be stored in printed documents, CDs or DVDs, computer files and hard drives, USB drives, or even in your head. As it is not always possible to keep trade secrets locked away, keeping them safe involves using a combination of physical, technical and contractual barriers, and implementing a trade secrets protection policy. Although some businesses go to great lengths to protect their trade secrets, any business can and should take simple, sensible precautions.

Physical barriers may include simply marking documents "CONFIDENTIAL", keeping sensitive documents in a safe, undisclosed location, and locking files away after business hours. In addition, access to areas where sensitive business documents are stored should be restricted to certain employees. Limit access and copying rights to the personnel who actually need it. All visitors should be logged, required to sign a non-disclosure agreement before being granted access to sensitive areas of your premises, and should not be left unattended.

Technical barriers require the use of information technology (IT) to protect trade secrets stored in electronic files on your computers or data servers. The basic rule in



IT security is that the more valuable the information, the harder, more expensive and more difficult it is to protect. Consulting an IT security specialist can help you to design a cost-effective IT security system. However, even simple, inexpensive means of IT security measures can be used, such as employing the proper use of passwords, commercially available encryption, and logging features. In addition, it is important to have a written technology policy in place and to ensure that your employees abide by the technology policy. For example, as it is extremely easy for your employees to e-mail sensitive documents to third parties or to transfer files using USB memory cards or CD/DVDs, you might want to consider restricting the ability of your employees to use these tools. Your employees in China should be given a copy of your technology policy written in both English and Chinese (possibly as an appendix to their employment

contract) and be required to sign an agreement stating they received and understand the policy.

Contractual barriers normally involve the use of non-disclosure or confidentiality agreements, and are generally considered one of the best ways to protect your trade secrets. Every existing employee and all new employees should be required to sign an employment contract with non-disclosure or confidentiality provisions. For employees in China, the contract should be in both English and Chinese to prevent an employee from claiming he or she did not understand the confidentiality obligations. Such agreements should also be entered into with suppliers, subcontractors and business partners who are given any level of access to your trade secrets.

Be sure to document the trade secrets protection measures you take and

make sure your trade secrets protection policy is written down. It is also essential to maintain sufficient records of the flow of information in and out of your company, including keeping records of meetings, discussions, e-mails, written correspondence and the transfer of electronic files so that you can conduct an investigation and have evidence in case you suspect your trade secrets have been misappropriated.

Finally, be vigilant in implementing your trade secrets protection policy. Businesses usually lose their trade secrets because they are too relaxed about keeping the information inside the company. Make sure your management is informed. Trade secrets are a double-edged sword – your staff and workers must be told not only to protect your trade secrets but also not to obtain or utilise the trade secrets of others. Designating a person to be in charge of ensuring compliance with your trade secrets protection policy may be a useful option to consider.

Check back next month for the second part of this article, which will address managing employees' access to Intellectual Property, dealing with third parties and what to do when your secret is out. ■

CHINA IPR SME HELPDESK

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

QUALITY CONTROL

品质管理

VOLUME 39

A: We're having some quality control problems. We need to go to the source to work them out.

我们 | 有 | 一些 | 品管(1) | 的 | 问题。 | 我们 | 必须 | 找出 | 问题 | 根源(2) | 并 | 设法 | 解决(3)。
wǒmen | yǒu | yīxiē | pǐnguǎn | de | wèntí。 | wǒmen | bìxū | zhǎochū | wèntí | gēnyuán | bìng | shèfǎ | jiějué。

B: What is the problem exactly?

到底 | 是 | 什么 | 问题 | 呢?
dàodǐ | shì | shénme | wèntí | ne?

A: Complaint rate for our new product line is very high, almost seven percent.

我们 | 新 | 产品的 | 抱怨率(4) | 非常高(5), | 几乎 | 高达 | 百分之七。
wǒmen | xīn | chǎnpǐn | de | bàoyuàn lǜ | fēicháng gāo, | jīhū | gāodá | bǎi fēn zhī qī。

A: And our technicians keep finding problems when testing the components.

并且 | 我们 | 的 | 技术 | 人员(6) | 测试 | 部件(7) | 时 | 也 | 一直 | 发现(8) | 问题。
bìngqiě | wǒmen | de | jìshù | rényuán | cèshì | bùjiàn | shí | yě | yīzhí | fāxiàn | wèntí。

B: It's because you claim the lowest cost. The quality cannot be expected to be high as well.

因为 | 你们 | 要求(9) | 最低 | 的 | 花销(10)。 | 对于 | 质量(11) | 也 | 不能 | 期望(12) | 太高。
yīnwèi nǐmen | yāoqiú | zuìdī | de | huāxiāo。 | duìyú | zhìliàng | yě | bùnéng | qīwàng | tài gāo。

A: Yes, but (the product) still needs full function. And we think that your factory needs to take measures to improve quality control.

是, | 但 | 仍 | 需要 | 有 | 完备 | 的 | 功能(13)。 | 我们 | 认为 | 你们 | 工厂 | 需要 | 采取 | 措施(14) | 来
Shì, | dàn | réng | xūyào | yǒu | wánbèi | de | gōngnéng。 | wǒmen | rènwéi | nǐmen | gōngchǎng | xūyào | cǎiqǔ | cuòshī | lái
改善(15) | 品管。
gǎishàn | pǐnguǎn。

B: That will involve additional expenses, which we'll have to pass on to you as a price increase.

那将会 | 涉及(16) | 额外的(17) | 开销(18), | 而 | 我们 | 只好 | 把 | 价格 | 增加(19) | 部分 | 转嫁 | 给你们。
nà jiāng huì | shèjì | éwài de | kāixiāo, | ér | wǒmen | zhǐhǎo | bǎ | jiàgé | zēngjiā | bùfèn | zhuǎnjià | gěi nǐmen。

A: I'm afraid that's unacceptable. Your contract says that you will deliver the product with a reject rate of less than five percent.

恐怕(20) | 我们 | 无法 | 接受(21)。 | 你们的 | 合约(22) | 上 | 说你们 | 会以 | 低于 | 百分之五 | 的 | 瑕疵率 | 交货(23)。
kǒngpà | wǒmen | wúfǎ | jiēshòu。 | nǐmen de | héyuē | shàng | shuō nǐmen | huì yǐ | dīyú | bǎi fēn zhī wǔ | de | xiáclǜ | jiāohuò。

B: Well, I'll review the contract and talk with management. Then we'll get together and think over this issue.

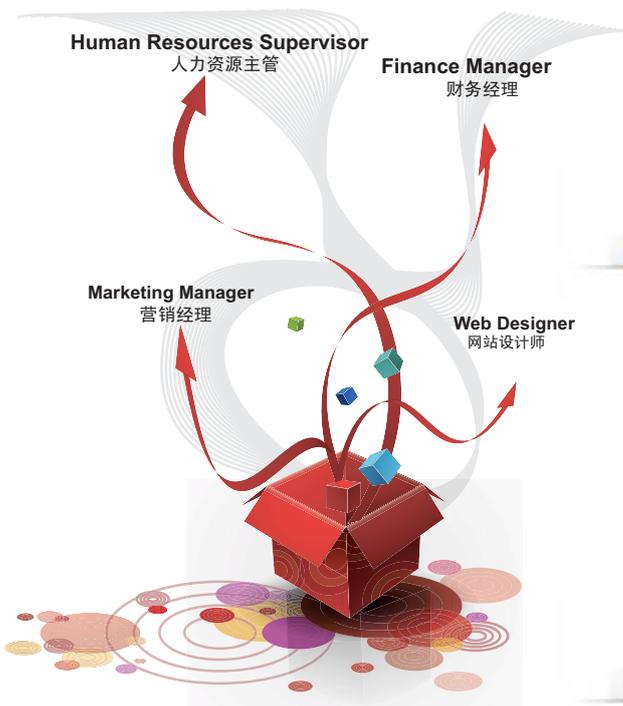
好吧, | 我会 | 再看 | 一遍 | 合约, | 并和 | 管理 | 部门(24) | 讨论。 | 然后 | 我们 | 会 | 一起 | 推敲(25) | 这个 | 问题。
hǎo ba, | wǒ huì | zài kàn | yíbiàn | héyuē, | bìng hé | guǎnlǐ | bùmén | tāolùn。 | ránhòu | wǒmen | huì | yìqǐ | tuīqiāo | zhègè | wèntí。

(1) 品管	pǐnguǎn	quality control	(14) 采取措施	cǎiqǔ cuòshī	take measures
(2) 根源	gēnyuán	source	(15) 改善	gǎishàn	improve
(3) 解决	jiějué	work out	(16) 涉及	shèjì	involve
(4) 抱怨率	bàoyuàn lǜ	complaint rate	(17) 额外的	éwài de	additional
(5) 高	gāo	high	(18) 开销	kāixiāo	expense
(6) 技术人员	jìshù rényuán	technician	(19) 价格增加	jiàgé zēngjiā	rate hike
(7) 部件	bùjiàn	component	(20) 恐怕	kǒngpà	afraid
(8) 发现	fāxiàn	find	(21) 无法接受	wúfǎ jiēshòu	unacceptable
(9) 要求	yāoqiú	claim	(22) 合约	héyuē	contract
(10) 花销	huāxiāo	cost	(23) 交货	jiāohuò	deliver the product
(11) 质量	zhìliàng	quality	(24) 管理部门	guǎnlǐ bùmén	management
(12) 期望	qīwàng	expect	(25) 推敲	tuīqiāo	think over
(13) 功能	gōngnéng	function			

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

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HR@boxinren.com

Marketing Manager
营销经理

Code: MM110301

JOB DESCRIPTION:

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

WHO WE ARE LOOKING FOR:

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

Human Resource Supervisor
人力资源主管

Code: HRS110302

JOB DESCRIPTION:

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

WHO WE ARE LOOKING FOR:

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

Finance Manager
财务经理

Code: FM110303

JOB DESCRIPTION:

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

WHO WE ARE LOOKING FOR:

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

Web Designer
网站设计师

Code: WD110304

JOB DESCRIPTION:

- Create design prototypes, including graphic design, site navigation, and layout of content, for company websites
- Build websites using technologies that conform to international standards, and ensure that they are universally accessible
- Maintain and update existing websites when requested by clients
- Provide training on maintenance and update procedures to clients who choose to take charge of their own websites

WHO WE ARE LOOKING FOR:

- Bachelor's degree in graphic design or other discipline related to the primary responsibilities
- At least 2 years of web design experience, of which a minimum of 1 year producing table-less, XHTML, standards-compliant cross-browser, and gracefully-degrading code, and a minimum of 1 year of experience with DOM scripting and Movable Type
- Knowledge of JavaScript, CSS, PHP and dynamic HTML; experience with Adobe Flash, Dreamweaver, and Photoshop
- Superior knowledge of current web-design trends and techniques, a strong online portfolio displaying user-centered design, and experience with web database solutions definite assets



2010 EUCCC Photo Contest Photo Exhibition

European Chamber of Commerce, Tianjin Chapter organised Tianjin's first company photo contest on 12 December 2010 at Raffles Hotel Tianjin. Business Tianjin, as the Exclusive Media Partner of this event, will publish the best photos from the exhibition, submitted by local companies, in its February and March issues to share with you.



AKZO

Alcan



Gamesa

English First

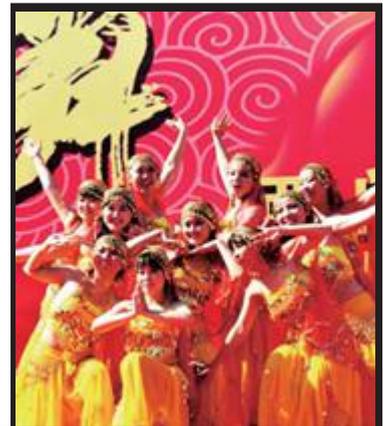
Goglio



Haohe



Ipsen



TIMEC

NNE



Vestas



Siemens



진남구 상무위원회 초청만찬

1. Jinnan District Commerce Committee Invitation Dinner

Date: 14 January 2011 (Friday) 15:30-19:00

Venue: SongJiang Ecological Village Club

Content: Foreign merchants' function & commendation congress

2. Member of Parliament at Korean's Democratic Party, Kim Sung visited the Korea Chamber of Commerce & Industry in Tianjin

Date: 15 January 2011 (Saturday)

Venue: 2F, Banquet Hall, Fenglin Hotel

Content:

1. Introduction of Tianjin's current situation
2. Symposium between koeran merchants in Tianjin and the congressman

3. Symposium with the Bureau of Religious Affairs

Date: 21 January 2011 (Friday) 17:15

Venue: Coffee shop, Crystal Palace Hotel

Content: Bureau of Religious Affairs' New Year Party

Attendant: Vice-chairman of Religious Affairs branch

Director of the State Administration for Religious Affairs

4. Japanese Association's New Year Party

Date: 28 January 2011 (Friday) 17:15

Venue: Daimond Room, Hotel Nikko

Content: Japanese New Year Party

Attendant: Council officer of the Foreign Cooperation Branch



민주당 김성곤 국회의원 천진한국상회 방문

1.진남구 상무위원회 초청만찬

○ 일 시 : 2011년 01월 14일 (금) 15:30-19:00

○ 장 소 : 송강생태향촌구락부

○ 내 용 : 진남구 신년외상 연회 및 표창대회

○ 참 석 : 황찬식회장,강극석수석부회장, 신동환상임부회장,우남제수석국장

2.민주당 김성곤 국회의원 천진한국상회 방문

○ 일 시 : 2011년 01월 15일 (토)

○ 장 소 : 풍림호텔2층 연회청

○ 내 용 : 1. 천진시현황 소개

2. 천진한국인(상)회 임원과국회의원 감담회

○ 참 석 : 황찬식 회장 등 9명 국회의원 4명

3. 종교국과의 간담회 참석

○ 일 시 : 2011년 01월 21일 (금) 17:15

○ 장 소 : 수정궁 커피숍

○ 내 용 : 종교국 신년회

○ 참 석 : 김명관 종교분과부회장,정현직사무국장

4. 일본인회 신년회 참석

○ 일 시 : 2011년 01월 28일 (금)

○ 장 소 : 니코호텔(6층 다이아몬드실)

○ 내 용 :일본인회 신년회

○ 참 석 :이희정 대외협력분과 위원



AmCham-China Tianjin Chapter

Upcoming Event

AmCham-China, Tianjin Chapter Tenth Annual Charity Golf Tournament

9:00AM – 8:00PM, Saturday, May 14th – Tianjin Kingkey Country Golf Club

It's time to dust off the clubs and swing into spring at the AmCham-China, Tianjin Chapter's Tenth Annual Charity Golf Tournament on Saturday, May 14th, 2011. For the 2011 tournament, AmCham-China, Tianjin Chapter will partner with the Jian Hua Foundation again to support disabled children.

We will have a variety of media coverage and fun programs on this milestone event. Don't miss this opportunity to enjoy a round of golf and make a difference in children's lives. **All proceeds will be donated to the Jian Hua Foundation.**

About the Jian Hua Foundation:

The Jian Hua Foundation's purpose is to help the people of China through education, development, medical and social service. The Jian Hua Foundation strives to serve people with compassion, integrity and expertise. The main work in the Tianjin Office includes providing rehabilitation training for disabled children and their parents, and community service and health education for college students to give them a bright future.

Sponsorships now available!

We hope that in addition to joining us for an exciting round of golf, you will also consider sponsoring the event and contributing to AmCham-China's charity efforts. The annual charity golf tournament is a great opportunity to promote your company to AmCham-China's extensive membership of Tianjin, Beijing, Dalian and Wuhan's top business leaders ranging from Fortune 500 companies and SMEs to entrepreneurs and individuals. We have developed a number of sponsorship packages designed to meet a range of marketing budgets.

We look forward to your sponsorship and hope you'll join us for a great round of golf!

For more information on sponsorship, please call the AmCham-China, Tianjin Chapter office at +86 22 2318 5072, or send an e-mail to amandahe@amchamchina.org.
Contact person: Amanda He



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



The Benelux Chamber of Commerce's main objective is to facilitate networking between its members, the Benelux Embassies and Chinese interest groups. We oversee a powerful network of Benelux companies and professionals, helping them exchange views and experiences regarding doing business in China.

BECOME A MEMBER

Do you want to do business in China? Do you want to get to know the Benelux business community? Do you want to be able to reach a network of thousands of people? BenCham is your first stop.

With over 10 years of experience in the ever-evolving and fast-growing environment that is China, BenCham can help you get on your way. BenCham receives hundreds of requests for assistance every year that we refer through our relevant members.

Membership advantages:

- Matchmaking: link your business to our diverse membership base
- Come to our high-quality events all year round
- Display your organisation in our Directory and have access to our whole membership database (printed version and online)
- Display your company news in our monthly Newsletter
- Make use of our new website to post your vacancies, events and member-to-member opportunities online, FOR FREE!
- Benefit from our excellent relationship with all Benelux Embassies and consulates, and be invited to our exclusive Members-Only events, including receptions and dinners.



For more information regarding our membership, please visit our website (www.bencham.org) or mail us at beijing@bencham.org.

OUR LINKEDIN FAMILY

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

UPCOMING EVENTS

- 1-2 March 2011: **Training – Effective Business Writing**
- 4 March 2011: **SME Event – e-Commerce**
- 10 March 2011: **Business Event – Mergers and Acquisitions**
- 15 March 2011: **Training – Change Management for Managers**
- 17-18 March 2011: **Training – Auditing the Procurement Function in China**
- 22-23 March 2011: **Training – Strategic Financial Management**
- 25 March 2011: **Training – Work more effectively with Outlook**
- 31 March 2011: **Business Event – Sustainable Development (French spoken)**

PAST EVENTS

- 15 February 2011: **CSR Event – The Carbon-Conscious Company**
- 17 February 2011: **Young Professional Event – How to Pop the Expat Bubble**
- 22 February 2011: **Business Event – Introduction to the 12th Five-Year Plan**
- 26 February 2011: **BenCham Gala Ball: The BenCham X Ball – X years in China**

To keep updated on upcoming and past events, please mail our office at office-bj@bencham.org or visit our website www.bencham.org.

MISSION

BenCham strives to strengthen business, government and community ties between Benelux organisations and individuals in China.

BENCHAM BEIJING OFFICE

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www.bencham.org

YEARLY SPONSORS





Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce

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

MEMBERSHIP DIRECTORY 2010-2011 First time in USB format

Camera di Commercio Italiana in Cina
中国意大利商会
China-Italy Chamber of Commerce

**Membership
Directory
& Card**

No. 00000

The CICC is renewing the 12th Yearly Edition of the Membership Directory listing of all CICC Members. Written both in English and Chinese, our Directory is an important marketing tool distributed to all our Members, to the Partner Institution in Italy, to the Italian and Chinese Institution, to foreign Chambers of Commerce in China, the Italian Chamber of Commerce in Asia and to select media. This year, our Membership Directory is published in USB format for the first time. You can buy our Membership Directory for a mere 600 CNY (member price; 750 CNY for non-members).

PAST EVENTS

26 January 2011, New Year Networking Evening The Renaissance Capital Hotel, Beijing

Organised by the China-Italy Chamber of Commerce in Beijing, SwissCham Beijing, The European Chamber of Commerce in China, the British Chamber of Commerce, the Canada China Business Council and the French Chamber of Commerce, the event is a special cocktail to bring new and existing members Together to exchange contacts and to meet chamber staff, boards of directors and committee members, while celebrating the New Year.

22 February 2011 Introduction to the 12th Five Year Plan Seminar at Kerry Centre Hotel, Beijing

Organised by the China-Italy Chamber of Commerce, the Benelux Chamber of Commerce in China, the Swiss Chinese Chamber of Commerce and the Israeli Chamber of Commerce in China.

In March of this year China will adopt the 12th Five Year Plan. This strategic policy will guide China's economic de-

velopment through 2015. In fact, the policies outlined in the plan will affect the business of every foreign-invested company in China.

The event covered the 10 basic goals of the five year plan.

24 February 2011 New Regulations relating to representative offices (RO) in China Seminar at Radisson Blu Hotel, Beijing

Organised by the China-Italy Chamber of Commerce, the Swedish Chamber of Commerce, the Danish Chamber of Commerce, the Spanish Chamber of Commerce, the French Chamber of Commerce and the Hong Kong Chamber of Commerce.

This update provides a background to the RO regulatory landscape and introduces the new regulations and their impact on RO management, operations and taxation. The seminar will be presented by Ms. Marianne Ramel and Ms. Guo Min from Gide Loyrette Nouel Beijing office.

UPCOMING EVENTS

9 March 2011
Raising children Internationally & Inter-culturally
Seminar at Capital Club, Beijing

Organised by the China-Italy Chamber of Commerce, the Israeli Chamber of Commerce in China, the Spanish Chamber of Commerce and the Australian Chamber of Commerce in China.

The presentation will focus on the impact of life in a foreign country on the child's character and behavior. Dr. Zilber will offer strategies for mitigating some of the challenges. Dr. Zilber will also present a message to managers and CEOs of participating companies about the benefits that cross-cultural kids offer to the companies that one day will hire them.

For any information or request, please visit our website www.cameraitacina.com or contact our offices:

Beijing
Unit 1612, Zhongyu Plaza,
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100027, Beijing, China
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989 Changle Road 200031
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Tel: 0086-21-54075181 Fax:
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Guangzhou
Room 1401, International Financial Place,
No.8 Huaxia Road,
Pearl River New City 510425
Tel: 0086-20-85160147 Fax:
0086-20-85160149
infoguangdong@cameraitacina.com

Shenzhen
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merce Tower, 3rd Fuhua Road, Futian
District, 518048 Shenzhen, China
Tel: 0086-755-88311675
Fax: 0086-755-88312127
infoshenzhen@cameraitacina.com

MARCH 2011

MON	TUE	WED	THU
<p>Special Days</p> <p>Mar.05 Learning to Lei Feng Day Mar.08 International Women's Day Mar.15 World Consumer Right Day Mar.21 World Sleep Day Mar.21 Chun Fen Mar.22 World Water Day Mar.23 World Meteorological Day</p>	<p>1 French Music Concert 2F, Education Centre Building North gate of Balitai Campus Tianjin Normal University Wujiayao Street, Hexi District Alliance Française de Tianjin +86 22 2354 0218 1-31 Mar.</p>	<p>2 法语活动节 fête de la francophonie</p> 	<p>3 ISH China 2011 - Sanitation, Heating Air-Conditioning Bath & Kitchen Beijing China International Exhibition Center (CIEC) info@china.messefrankfurt.com 3-5 Mar.</p>
	<p>8 Arabian Nights - Rimsky-Korsakov Opuses Concert Tianjin Concert Hall 19:30 ¥ 50/100/180/280/380/500CNY +86 22 2332 0068</p>	<p>9</p>	
	<p>15 TOC Asia - the shipping, ports and terminal event for Asia Renaissance Tianjin TEDA Convention Centre Hotel 15-17 Mar.</p>	<p>16</p>	<p>17</p>
<p>21</p>	<p>22 China International Petroleum & Petrochemical Technology & Equipment Exhibition New China International Exhibition Center 22-24 Mar.</p>	<p>23</p>	<p>24 MUCH ADO ABOUT NOTHING Tianjin Binhu Theatre 19:30 ¥ 60/80/100/150/200/300 CNY +86 22 23352226 / 27778571</p>
<p>28</p>	<p>29</p>		

APRIL 2011

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

<p>6 China (Beijing) International Lighting Exhibition Beijing China International Exhibition Center (CIEC) 6-8 Apr.</p>	<p>7 Beijing Overseas Property & Investment Show China World Trade Center(CWTC) 7-10 Apr.</p>	<p>8 China International Biomass Energy Exhibition & Technical Conference Beijing China International Exhibition Center (CIEC) 8-10 Apr.</p>
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TIANJIN & BEIJING EVENTS

FRI	SAT	SUN
4	5	6
<p>Wan Long Ski Resort Direct Bus Service ¥ 350 per person (Round trip bus service only) ☎ +86 135 0207 0987 ✉ info@chinabustravel.com (Alan) Trip leader: Scott Fitzgerald (IST) 4-6; 18-20 Mar.</p>	<p>TICC Wine Dinner (Proceeds donated to Breast Cancer Awareness) 🏠 Nikko Hotel Tianjin, Spectrum Level 7 ⌚ 19:30 ¥ 400CNY/person ✉ ticc_09@hotmail.com</p>	
11	12	13
<p>Don't cry for me, Argentina - Quinteto Tango Extremo 🏠 Tianjin Concert Hall ⌚ 19:30 ¥ 50/100/180/280/380/5000CNY ☎ +86 22 2332 0068</p>	<p>French Movie Festival 🏠 Alliance Française de Tianjin ☎ +86 22 2354 0218 12-13; 19-20; 26-27 Mar.</p>	<p>The Four Seasons - Vivaldi Works Concert 🏠 Tianjin Concert Hall ⌚ 19:30 ☎ +86 22 2332 0068</p>
18	19	20
<p>String Quartet Concert - by Dandelion Women Quartet 🏠 Western Shore Art Salon ⌚ 20:00 ¥ 100CNY ☎ +86 22 2326 3505</p>	<p>Flying in Spring - Classic Chamber Music Concert 🏠 Western Shore Art Salon ⌚ 20:00 ¥ 100 CNY ☎ +86 22 2326 3505</p>	<p>Triumphal Horn - World Classic brass Music Concert 🏠 Tianjin Concert Hall ⌚ 19:30 ☎ +86 22 2332 0068</p>
25	26	
<p>Expat Show Beijing 🏠 China World Trade Center(CWTC) www.weacn.com / expatshowowbeijing 25-27 Mar.</p>	<p>Modern Drama-Lulu,listen to me 🏠 Tianjin Grand Theatre ⌚ 19:30 ¥ 180/280/ 380/80/680/880/600(380x2)/800(480X2) CNY ☎ 400-818-3333</p>	
		

TIANJIN & BEIJING EVENTS

13	26	27	
<p>China Outbound Travel & Tourism Market 🏠 China World Trade Center(CWTC) 13-15 Apr.</p>	<p>Beijing International Exhibition for Public Security Products 🏠 Beijing China International Exhibition Center (CIEC) 26-28 Apr.</p>	<p>Asia Imaging Fair & China Sign Fair 🏠 China National Convention Center(CNCC) 27-29 Apr.</p>	

Selected DOMESTIC FLIGHTS

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

From Tianjin

DEST	DEP	ARR	Flight No	Days
Changchun	10:55	12:35	GS6571	1234567
Changsha	09:10	11:25	CA1467	1234567
Chengdu	13:00	15:30	8L9976	1234567
Chifeng	14:10	15:15	MU2135	1.3.5.7
Chongqing	11:55	14:25	PN6238	1234567
Dalian	11:10	12:00	GS7579	1234567
Fuzhou	07:55	11:55	MF8138	1234567
Guangzhou	13:50	17:00	HU7201	1234567
Guiyang	08:10	12:30	GS7465	1234567
Haikou	09:10	14:05	GS7561	1234567
Hangzhou	13:15	15:00	MF8377	1234567
Harbin	16:00	17:55	CZ3125	1...5..
Hefei	15:20	16:50	GS7463	1.3.5.7
Huhhot	14:00	15:15	GS7468	1234567
Kunming	15:40	18:55	CA1401	1234567
Nanjing	15:00	16:35	FM9291	1234567
Nanning	13:15	18:15	MF8377	1234567
Ningbo	13:10	15:10	GS6603	1234567
Qingdao	08:35	09:35	GS7575	1234567
Sanya	15:00	18:50	CA1389	1234.67
Shanghai	09:00	10:50	FM9134	1234567
Shenyang	11:30	12:45	3U88617
Shenzhen	16:35	19:40	ZH9936	1234567
Taiyuan	11:05	12:30	GS6601	1234567
Urumqi	16:00	21:50	CZ6928	1..4.6.
Wuhan	08:00	09:45	GS6695	1234567
Xiamen	14:30	17:05	MF855	1234567
Xi'an	08:10	09:55	GS7465	1234567
Yantai	08:20	09:20	GS7421	1234567
Yinchuan	09:20	11:05	CZ6457	.2345.7
Yuncheng	09:00	10:25	GS6677	1234567
Zhengzhou	12:10	13:30	HU6609	1234567

To Tianjin

ORIGIN	DEP	ARR	Flights No	Days
Changchun	13:15	15:05	GS6572	1234567
Changsha	18:20	20:15	CA1468	1.34.67
Chengdu	09:40	12:10	8L9975	1234567
Chifeng	15:55	17:05	MU2136	1.3.5.7
Chongqing	08:55	11:15	PN6237	1234567
Dalian	20:10	21:05	GS7580	1234567
Fuzhou	08:30	12:25	MF8137	1234567
Guangzhou	08:05	11:00	CZ3133	1234567
Guiyang	13:10	17:25	GS7466	1234567
Haikou	14:55	19:25	GS7562	1234567
Hangzhou	21:55	23:55	MF8378	1234567
Harbin	18:45	20:45	CZ3126	1...5..
Hefei	20:10	21:40	GS7464	1.3.5.7
Huhhot	09:00	10:10	GS7467	1234567
Kunming	07:40	12:10	8L9975	1234567
Nanjing	22:55	00:45(+1)	FM9292	1234567
Nanning	19:05	23:55	MF8378	1234567
Ningbo	16:00	18:05	GS6604	1234567
Qingdao	10:40	11:40	GS7576	1234567
Sanya	19:50	23:20	CA1390	1234567
Shanghai	12:10	14:10	FM9133	123456.
Shenyang	13:35	14:55	3U88627
Shenzhen	12:25	15:40	ZH9935	1234567
Taiyuan	15:55	17:00	GS6602	1234567
Urumqi	09:20	15:05	CZ6927	1..4.6.
Wuhan	20:10	22:00	GS6696	1234567
Xiamen	13:45	16:15	MF856	1234567
Xi'an	15:50	17:25	GS7466	1234567
Yantai	19:20	20:20	GS7422	1234567
Yinchuan	11:55	13:25	CZ6458	.2345.7
Yuncheng	15:20	16:40	GS6678	1234567
Zhengzhou	19:20	21:00	HU6463	1234567

Airline Code

3U Sichuan Airlines
8L Lucky Air
BK Okay Airways
CA Air China
CZ China Southern Airlines

FM Shanghai Airlines
GS Grand China
HO Juneyao Airlines
HU Hainan Airlines
JD Deer Air

MF Xiamen Airlines
MU China Eastern Airlines
NS Northeast Airlines
PN West Air
SC Shandong Airlines

VD Kunpeng Airlines
ZH Shenzhen Airlines



Selected INTERNATIONAL FLIGHTS

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

From Beijing

DEST	DEP	ARR	Flight No	Days
Addis Ababa	21:05	07:50(+1)	ET605	1.3..6.
Amsterdam	11:55	15:10	KL0898	1234567
Bangkok	17:05	21:15	TG615	1234567
Brussels	01:30	05:45	HU491	.2.4.67
Delhi	20:25	01:35(+1)	CA947	1.3.56.
Dubai	23:05	03:45(+1)	EK307	1234567
Frankfurt	11:30	14:50	LH721	1234567
Hanoi	15:30	18:20	VN901	.23.5.7
Helsinki	11:35	14:25	AY052	1234567
Hong Kong	10:00	13:40	CX347	1234567
Istanbul	23:55	04:35(+1)	TK021	1234567
Kuala Lumpur	16:00	22:30	CA971	1.3.567
London	12:10	15:15	BA0038	12345.7
Los Angeles	21:00	16:30	CA983	1234567
Madrid	00:05	05:35	CA907	.234.67
New York	13:00	13:30	CA981	1234567
Osaka	00:00	00:00	JL886	1234567
Paris	13:40	17:40	AF125	1234567
San Francisco	16:00	11:20	CA985	1234567
Seoul*	11:45 14:00 21:20	14:40 17:00 00:15(+1)	KE852 KE856 KE854	1234567 1.3.5.7 1234567
Singapore	00:10	06:40	SQ801	1234567
Sydney	17:00	07:40(+1)	CA173	1234567
Tel Aviv	22:00	03:00(+1)	LY096	.2.4..7
Tokyo	16:40	21:00	JL024	1234567
Ulaanbaatar	11:55	14:30	CA901	1234567
Vancouver	15:50	10:30	CA991	1234567

To Beijing

ORIGIN	DEP	ARR	Flight No	Days
Addis Ababa	01:20	19:25	ET604	1.3..6.
Amsterdam	17:40	09:55(+1)	KL0897	1234567
Bangkok	10:25	15:50	TG614	1234567
Brussels	12:30	05:30(+1)	HU492	.2.4.67
Delhi	03:15	11:45	CA948	.2.4.67
Dubai	03:50	14:45	EK306	1234567
Frankfurt	17:15	09:30(+1)	LH720	1234567
Hanoi	10:05	14:30	VN900	.23.567
Helsinki	18:00	07:55(+1)	AY051	1234567
Hong Kong	17:00	20:15	CX312	1234567
Istanbul	23:45	15:00(+1)	TK020	1234567
Kuala Lumpur	23:35	05:45(+1)	CA972	1.3.567
London	16:30	10:25(+1)	BA0039	1234.6.
Los Angeles	00:40	05:30	CA984	1234567
Madrid	11:25	06:10(+1)	CA908	123.56.
New York	15:50	18:20(+1)	CA982	1234567
Osaka	09:45	12:20	JL885	1234567
Paris	18:55	11:45(+1)	AF126	1234567
San Francisco	13:50	18:05(+1)	CA986	1234567
Seoul*	09:15 11:40 19:00	10:25 12:50 20:10	KE851 KE855 KE853	1234567 1.3.5.7 1234567
Singapore	08:45	14:50	SQ802	1234567
Sydney	21:00	05:50(+1)	CA174	1234567
Tel Aviv	21:40	13:30(+1)	LY095	1.3..6.
Tokyo	10:30	13:35	JL023	1234567
Ulaanbaatar	15:30	17:35	CA902	.234567
Vancouver	12:50	16:30(+1)	CA992	1234567

From Tianjin

DEST	DEP	ARR	Flight No	Days
Hong Kong	08:35	12:00	KA1103	1234567
Seoul*	13:10	15:55	KE806	1234567
Nagoya	13:05	16:50	JL840	1234567
Kuala Lumpur	15:50	22:15	D7 2613	1.3.567

To Tianjin

ORIGIN	DEP	ARR	Flight No	Days
Hong Kong	13:00	16:10	KA1104	1234567
Seoul*	10:35	11:30	KE805	1234567
Nagoya	09:40	11:50	JL841	1234567
Kuala Lumpur	08:30	14:35	D7 2612	1.3.567



* Flights from Beijing/Tianjin to Seoul, from Seoul to Beijing/Tianjin provided by Korean Air.
Please be noted that summer schedules will be effective from March 27th.
Schedules are subject to government approval and may be changed without prior notice.

Airline Code

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

Transportation

TRAINS

BJ-TJ-TEDA (¥14)

Train	Departs	Arrives
4493	13:10	16:08

TEDA-TJ-BJ (¥14)

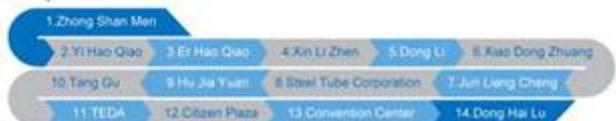
Train	Departs	Arrives
4494	08:05	11:21

LIGHT RAIL

TJ - BINHAI (¥6)

Train	Monday - Friday		Saturday - Sunday	
	Time	Freq (min)	Time	Freq (min)
Zhong Shan Men (TJ - Binhai) ¥6 First: 06:30 Last: 21:00	06:00 - 06:45	15	06:00 - 07:00	15
	06:45 - 07:54	5 - 8	07:00 - 08:00	12
	07:54 - 11:00	10 - 12	08:00 - 10:55	8 - 10
	11:00 - 15:58	15	10:55 - 15:17	12 - 15
	15:58 - 18:15	10 - 13	15:17 - 17:25	8 - 10
Dong Hai Lu (Binhai - TJ) ¥6 First: 06:30 Last: 21:00	06:00 - 07:00	15	06:00 - 07:00	15
	07:00 - 08:17	8 - 10	07:00 - 10:50	10 - 12
	08:17 - 10:05	11 - 13	10:50 - 12:20	15
	10:05 - 15:05	15	12:20 - 14:32	12
	15:05 - 17:02	10 - 12	14:32 - 17:40	8 - 10
	17:02 - 17:58	5 - 8	17:40 - 18:30	12 - 13
	17:58 - 18:30	10 - 12	18:30 - 21:00	15
	18:30 - 21:00	15	—	—

Stops:



TIANJIN-BEIJING AIRPORT Shuttle Bus

¥70 one way

Tianjin - Beijing Airport Terminals 2/3

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

Beijing Airport Terminals 2/3 - Tianjin

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

TEDA-BEIJING AIRPORT SHUTTLE BUS

¥80 one way

TEDA - Beijing Airport Terminals 2/3

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

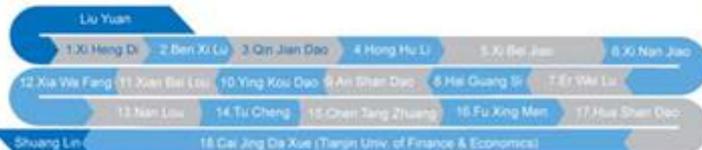
Beijing Airport Terminals 2/3 - TEDA

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

No. 1 Metro Stops: METRO Tianjin

Metro line 1

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



BULLET (C) TRAIN

TJ ~ BJ (¥58 - ¥69)

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

TG ~ BJ (¥70-¥118)

Train	Tanggu	Beijing
C2272	08:29	09:25
C2292	09:29	10:25
C2274	12:14	13:10
C2276	13:44	14:40
C2286	15:45	16:43
C2294	16:34	17:30
C2296	17:09	18:05
C2278	18:14	19:10
C2298	19:24	20:20
C2280	19:59	20:55
C2282	21:39	22:35

BJ ~ TJ (¥58 - ¥69)

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

BJ ~ TG (¥70-¥118)

Train	Beijing	Tanggu
C2271	07:20	08:14
C2291	08:05	08:59
C2273	10:45	11:39
C2275	12:35	13:29
C2285	14:30	15:25
C2293	15:20	16:14
C2295	15:55	16:49
C2277	16:55	17:49
C2297	17:55	18:49
C2279	18:50	19:44
C2281	20:25	21:19

Wuqing ~ BJ

Train	Wuqing	Beijing
C2202	06:52	07:15
C2232	08:12	08:35
C2204	08:32	08:55
C2206	09:32	09:55
C2208	10:47	11:10
C2210	11:42	12:05
C2212	13:22	13:45
C2214	14:32	14:55
C2234	15:37	16:00
C2216	15:47	16:10
C2218	16:27	16:50
C2224	17:42	18:05
C2220	17:52	18:15
C2222	20:07	20:30

BJ ~ Wuqing

Train	Beijing	Wuqing
C2201	06:45	07:05
C2203	08:15	08:35
C2205	08:40	09:00
C2207	09:10	09:30
C2209	09:50	10:10
C2211	11:25	11:45
C2213	13:40	14:00
C2223	13:45	14:05
C2231	14:50	15:10
C2215	16:15	16:35
C2217	17:20	17:40
C2219	18:25	18:45
C2221	19:45	20:05
C2233	20:15	20:35



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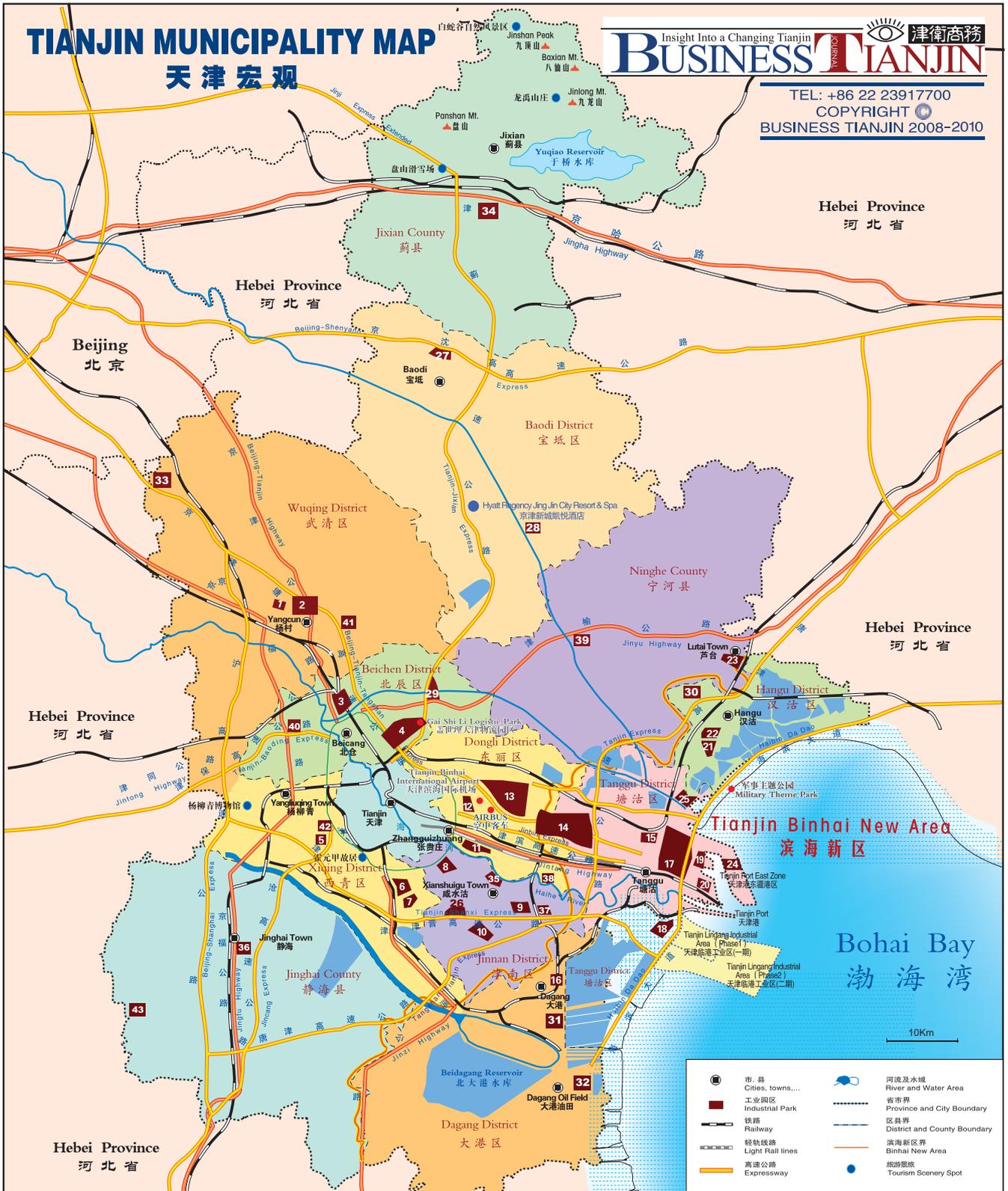
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Tianjin Industrial Parks & Economic Development Areas



Insight Into a Changing Tianjin

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津衛商務

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List of Tianjin Industrial Parks & Economic Development Areas

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

TIANJIN

Chinese

China Station

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

中国站

河东区新开路66号天津天诚丽笙世嘉酒店2层

Ding Tai Fung

No. 18, the junction of
Zi Jin Shan Lu and Binshui Dao
Hexi District

Tel: +86 22 2813 8138

鼎泰丰

河西区滨水道与紫金山路交口18号

Fortune Restaurant

2F, Crowne Plaza Tianjin Binhai
No. 55, Zhongxin Da Dao
Airport Industrial Park

Tel: +86 22 5867 8888 ext. 2355

富淳中餐厅

空港物流加工区中心大道55号
天津滨海圣光皇冠假日酒店2层

Fountain Lounge

Hyatt Regency Jing Jin City
Resort & Spa

No. 8, Zhujiang Da Dao
Zhouliang Zhuang, Baodi District
Tel: +86 22 5921 1234

碧泉茶园

宝坻区周良庄珠江大道8号
京津新城凯悦酒店

Shui An

1F, The Astor Hotel Tianjin
No. 33, Tai'er Zhuang Lu
Heping District

Tel: +86 22 2331 1688 ext. 8920

水岸中餐厅

和平区台儿庄路33号天津利顺德大饭店豪华精选酒店1层

Tao Li Chinese Restaurant

6F, Hotel Nikko Tianjin
No. 189, Nanjing Lu, Heping District
Tel: +86 22 8319 8888 ext. 3561

桃李中餐厅

和平区南京路189号
天津日航酒店6层

Zen5es

4F, The Westin Tianjin
No. 101, Nanjing Lu
Heping District

Tel: +86 22 2389 0088

中国元素中餐厅

和平区南京路101号
天津君隆威斯汀酒店4层



ZEN5ES

Indian

Alibaba Indian Restaurant & Bar

2F, Sports Hotel
No. 90, Weijin Nan Lu, Nankai District
Tel: +86 22 2391 6368

阿里巴巴印度餐厅酒吧

南开区卫津南路90号
体育宾馆2楼

Bawarchi Indian Restaurant

No. 69, bldg. B, Shang Gu
Tianta Lu, Nankai District
Tel: +86 22 2341 2786

芭瓦琪印度餐厅

南开区天塔路上谷商业街B座69号

Japanese

Kasumi

1F, Crowne Plaza Tianjin Binhai
No. 55, Zhongxin Da Dao
Airport Industrial Park

Tel: +86 22 5867 8888 ext. 2322

霞日式料理

空港物流加工区中心大道55号
天津滨海圣光皇冠假日酒店1层

Kushi Grill

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

串烧

河东区新开路66号天津天诚丽笙世嘉酒店2层

Seitaro

Sheraton Hotel Tianjin
Zi Jin Shan Lu, Hexi District
Tel: +86 22 2731 0909

清太郎日本料理

河西区紫金山路喜来登大酒店

Thai

YY Beer House

(Behind International Building)
No. 3, Aomen Lu, Heping District
Tel: +86 22 2339 9634

粤园泰餐厅

和平区澳门路3号
(国际大厦后侧)

Western

1863 the Dining Room

1F, The Astor Hotel Tianjin
No. 33, Tai'er Zhuang Lu
Heping District

Tel: +86 22 2331 1688 ext. 8918

1863 至尊西餐厅

和平区台儿庄路33号天津利顺德大饭店豪华精选酒店1层

Café@66

1F, Radisson Plaza Hotel Tianjin
No. 66, Xinkai Lu, Hedong District
Tel: +86 22 2457 8888

咖啡66

河东区新开路66号天津天诚丽笙世嘉酒店1层

Café Majestic

1F, The Astor Hotel Tianjin
No. 33, Tai'er Zhuang Lu
Heping District
Tel: +86 22 2331 1688 ext. 8910

凯旋咖啡厅

和平区台儿庄路33号天津利顺德大饭店豪华精选酒店1层

Chateau35 Wine Bar & Bistro

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Heping District

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和平区常德道79号对面

www.chateau35.com

Glass House

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Resort & Spa

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Zhouliang Zhuang, Baodi District
Tel: +86 22 5921 1234

水晶厨房

宝坻区周良庄珠江大道8号

京津新城凯悦酒店

La Seine

No. 50, Tianjin Italian Style Town
Ziyou Dao, Hebei District
Tel: +86 22 2446 0388

赛纳河法国餐厅

河北区自由道意大利风情街50号

Paelleta Spain

No. 50-52, Kaifeng Dao
Xiao Bai Lou (1902 Street)
Hexi District

Tel: +86 22 2311 0081

百意达海鲜饭

河西区小白楼欧式风情街50-52号

Pan Shan Grill & Wine

2F, Main Building
Sheraton Hotel Tianjin
Zi Jin Shan Lu, Hexi District

Tel: +86 22 2731 3388 ext. 1820

盘山葡萄酒扒房

河西区紫金山路天津喜来登大酒店主楼2层

Prego

3F, The Westin Tianjin
No. 101, Nanjing Lu
Heping District

Tel: +86 22 2389 0088

意大利餐厅

和平区南京路101号天津君隆威斯汀酒店3层



Seasonal Tastes

1F, The Westin
Tianjin, no. 101
Nanjing Lu
Heping District

Tel: +86 22 2389 0088

“知味”全日餐厅

和平区南京路101号

天津君隆威斯汀酒店1层

Spectrum All-Day Dining

7F, Hotel Nikko Tianjin
No. 189, Nanjing Lu, Heping District
Tel: +86 22 8319 8888 ext. 3570

彩西餐厅

南京路189号天津日航酒店7层

Terrace Cafe

1F, Sheraton Hotel Tianjin
Zi Jin Shan Lu, Hexi District
Tel: +86 22 2731 3388

燕园咖啡厅

紫金山路天津喜来登大酒店1层

Venezia Club

No. 48, Tianjin Italian Style Town
Ziyou Dao, Hebei District
Tel: +86 22 8761 3413

威尼斯酒吧

河北区意大利风情街48号

Wyndsong Restaurant

1F, Crowne Plaza Tianjin Binhai
No. 55, Zhongxin Da Dao
Airport Industrial Park

Tel: +86 22 5867 8888 ext. 2333

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Tel: +86 22 2731 3388 ext. 1845
JV'S 酒吧
河西区紫金山路天津喜来登大酒店
主楼1层

O'Hara's

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

Qba Bar

2F, The Westin Tianjin
No. 101, Nanjing Lu
Heping District
Tel: +86 22 2389 0088
Q吧
和平区南京路101号
天津君隆威斯汀酒店2层



Accounting

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No. 23, Dongzhimenwai Dajie
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E-mail: beijing@lehmanbrown.com
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东外外交办公大楼602

Shanghai Office:

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

Associations

ICCO (International Committee for Chinese Orphans)

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

Tianjin Toastmasters Club

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

TICC (Tianjin International Community Center)

Association and meeting place for foreign passport holders and their families in Tianjin. Organise monthly coffee mornings, luncheons and social/fundraising events, supporting local charities.
ticc_09@hotmail.com
tianjin.weebly.com

Agricultural Development Bank Tianjin Branch

FF, bldg. B, no. 139, Nanjing Lu
Heping District
Tel: +86 22 2711 5744
中国农业银行天津分行
和平区南京路139号B座F层

Bank of China, Tianjin Branch

No. 80, Jiefang Bei Lu, Hexi District
Heping District
Tel: +86 22 2710 2001
中国银行天津分行
和平区解放北路80号

Bank of East Asia (BEA)

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

China Bohai Bank

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

Citibank

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

HSBC, Tianjin Branch

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

Woori Bank

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

Car Dealers

Porsche Center Tianjin

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

Chambers

European Chamber, Tianjin Chapter

Room15A17, Suite 17, Magnetic Plaza
Binshui Xi Dao, Nankai District
Tel: +86 22 5838 7993
中国欧盟商会天津分会
南开区滨水西道奥城商业广场17座
15A17室

German Business Circle Tianjin Deutscher Unternehmerkreis Tianjin, DUT

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

German Chamber of Commerce, Tianjin Office

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

The American Chamber of Commerce, Tianjin Chapter

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

Tianjin Japanese Association

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

Tianjin Korean Chamber of Commerce & Industry

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

Education

International Schools

International School of Tianjin

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

Tianjin International School

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

**Tianjin Rego International School**

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

Wellington College International Tianjin

No. 1, Yide Dao, Hongqiao District
Tel: +86 22 8758 7199 ext. 8001
www.wellingtoncollegeintl.cn
天津瑞灵顿国际学校
红桥区义德道1号

Kindergartens

Hopeland International Kindergarten & Day Care Center

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

Language Schools

Alliance Française de Tianjin

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

Care International Language Training

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

Goethe German Language Centre Tianjin Foreign Studies University

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

Universities

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

Raffles Design Institute, Tianjin

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

Tianjin University

No. 92, Weijin Lu, Nankai District
Tel: +86 22 2740 7575
天津大学
南开区卫津路92号

Event Planning



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

Exhibition Centre

Tianjin International Exhibition Centre

No. 32, Youyi Lu, Hexi District
Tel: +86 22 2801 2988
天津国际会展中心
河西区友谊路32号

Hotels & Apartments

★★★★★ Hotels

Crowne Plaza Tianjin Binhai

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

Golden Crown Hotel

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

Golden Ocean Hotel

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

Holiday Inn Tianjin Riverside

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

Hotel Nikko Tianjin

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

Hyatt Regency Jing Jin City Resort & Spa

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

Radisson Plaza Hotel Tianjin

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

Raffles Tianjin

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

Renaissance Tianjin Hotel

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

Renaissance Tianjin Lakeview Hotel

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

Sheraton Hotel Tianjin

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

TEDA International Club Tianjin

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

The Astor Hotel Tianjin

A Luxury Collection Hotel
No. 33, Tai'er Zhuang Lu, Heping District
Tel: +86 22 2331 1688

天津利顺德大饭店豪华精选酒店
和平区台儿庄路33号

The Westin Tianjin

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

Tian Bao International Hotel

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

Tianjin Saixiang Hotel

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

★★★★★ Hotels

Best Western Byronn Hotel Tianjin

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

Dickson Hotel

No. 18, Binshui Dao, Hexi District
Tel: +86 22 2836 4888
帝城大酒店
河西区宾水道18号

Jinbin International Hotel

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

Apartments

Astor Apartment

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

Crystal Palace Hotel Apartment

No. 28, Youyi Lu, Hexi District
Tel: +86 22 2835 6666
水晶宫饭店公寓
河西区友谊路28号

Modena Residence Heping Tianjin

No. 37 Xining Dao, Heping District
Tel: +86 22 2781 2288
和平区西宁道37号

Sheraton Apartment

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



Somerset Olympic Tower Tianjin

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

Somerset Youyi Tianjin

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

Somerset International Building Tianjin

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

TEDA International Club Tianjin

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

The Lakeview, Tianjin-Marriott Executive Apartments

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

Tianjin Centre Residences

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

Logistics

LOGISTICSTIANJIN can provide a full range of LOGISTICS SERVICES:

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

Services

Health

SPORTS

Printing Material

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

Promotional Products

PROMOTIANJIN is a traditional promotional products agency serving major corporations and non-profit agencies since 1998. Based in Tianjin, it has been actively serving accounts in financial services, health care, media, non-profit, advertising, cultural affairs and home and industrial furnishings fields. Main clients are organizations of all sizes throughout China and abroad. For further details, please send e-mail to gm@promotianjin.com

Real Estate

CB Richard Ellis Tianjin

9th Floor, Unit 903, Tower 1
The Exchange, No. 189
Nanjing Road, Heping District
Tel: +86 22 8319 2178
www.cbre.com.cn
世邦魏理仕天津分公司
和平区南京路189号津汇广场写字楼1号楼9层903单元

DTZ Tianjin

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

Jones Lang LaSalle, Tianjin

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

Savills Tianjin

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

Rentals



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

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

Serviced Office

The Executive Centre

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

Travel Agencies



THE STARS TRAVEL Tianjin's travel agency specializing in tourism for foreigners
Tel: +86 159 2200 0555
E-mail: info@thestarstravel.com

Tianjin China International Travel Service

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

Tianjin China Travel Service

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

Spas

Dikara Spa

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

Heavenly Spa by Westin

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

Oasis SPA at Sheraton

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

Dental Clinics

Aichi International Dental Centre

4F, Huaju Department Store

No. 72-74, Xikang Lu, Heping District
Tel: +86 22 8568 5606
爱齿口腔医疗中心
和平区西康路72-74号华拒百货4层

Tianjin Dental Hospital

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

Hospitals

Binhu Hospital of Chinese Traditional Medicine

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

Tianjin Children's Hospital

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

Tianjin First Central Hospital

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

Tianjin International SOS Clinic

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

Golf Clubs

Aroma (Tianjin) Golf Club

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

Regal Rivera Golf Club

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

Tianjin International Hot Spring Golf Club

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

Tianjin Pearl Beach

International Golf Country Club
Yingcheng Hu, Hangu District

Tel: +86 22 6720 1818
天津龙海国际高尔夫乡村俱乐部
汉沽区营城湖

Yang Liu Qing Golf Club

(Overpass the northern bridge)
Yijing Lu, Yang Liu Qing Zhen
Xiqing District
Tel: +86 22 2792 2792
杨柳青高尔夫俱乐部
西青区杨柳青镇一经路(立交桥北)

Golf Studios

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

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

Gyms

Powerhouse Gym

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

Sheraton Hotel Fitness Center

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

Westin Workout



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

Swimming Pools

Swimming Pool by Westin

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

BEIJING

Clinic

Vista Clinic

B29, Beijing Kerry Centre
No. 1, Guanghua Lu
Chaoyang District, Beijing
Tel: +86 10 8529 6618
维世达诊所
北京市朝阳区光华路1号北京嘉里中心B29

TEDA & TANGGU

Brazilian

Salsa Churrasco

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

Chinese

Wan Li Chinese Restaurant

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

Yue Chinese Restaurant

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

Japanese

Sake n Sushi Bar

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

Italian Restaurant

Bene Italian Kitchen

2F, Sheraton Tianjin
Binhai Hotel
No. 50, 2nd Avenue,
TEDA
Tel: +86 6528 8888

ext. 6230/6232
班妮意大利餐厅
开发区第二大街50号
天津滨海喜来登酒店2层

Teppanyaki

Baiyi Teppanyaki

No. 2-1-6, King Buyer Shopping Mall
No. 32, 3rd Avenue, TEDA
Tel: +86 22 6629 5488
百一铁板烧
开发区第三大街32号鸿泰仟佰汇商业广场2-1-6号

Yupin Teppanyaki Restaurant
Royal Palace

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

Western

Brasserie Restaurant

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

Feast All Day Dining Restaurant



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

Parrot Restaurant & Bar

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

BARS

Dublin Irish Pub

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



Happy Soho Live Music & Dance Bar

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

Chamber

Tianjin TEDA Chamber of
Commerce/International
Chambers of Commerce

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

Education

International Schools

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

Tianjin TEDA Maple Leaf
International School

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

Kindergartens

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

Exhibition Centre

Tianjin Binhai International
Convention & Exhibition Centre

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

Hotels



Dosen Residences

TEDA Fashion Plaza
Aoyun Lu, TEDA
Tel: +86 22 6628 5656
德圣公馆
开发区奥运路泰达时尚广场

Holiday Inn Binhai Tianjin

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

Holiday Inn Express Tianjin
Binhai

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

Renaissance Tianjin TEDA
Hotel & Convention Centre

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

Sheraton Tianjin Binhai Hotel

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

TEDA International Hotel & Club

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

Spas

Touch Spa

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

Yue Spa

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

Dental Clinics

Aichi International Dental
Centre

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

Hospitals

TEDA Hospitals

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

Western Hospital

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

Golf Clubs

Tianjin Warner International
Golf Club

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

Gyms

Champs Elysees

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

Holiday Inn Binhai Hotel
Fitness Center

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





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BBQ Dinner Buffet

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预订或问询请拨打 6628 3388 转 2702 / 2761

Citizen Plaza, 86 First Avenue, TEDA, Tianjin 300457
天津经济技术开发区第一大街86号市民广场 300457



假日酒店
Holiday Inn

天津滨海
TIANJIN BINHAI

Selling Big to China: Negotiating Principles for the World's Largest Market

by Morry Morgan

Review by Joei Villarama

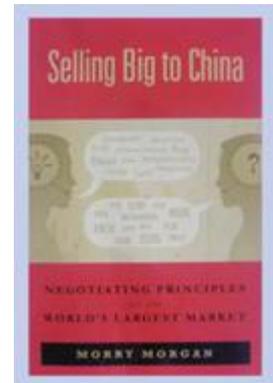
Most of the marketing, selling and bargaining principles contained in this book apply to all places, not just the world's largest bazaar. The book covers the basics plus a whole lot of common but oft-forgotten sense invaluable to anyone in this field. For China watchers and movers, there are insights into the psyche of the Chinese from four main generations. Morry Morgan weaves these into his expositions along with lessons from more than 10 years of running a training company with customers from different cities and provinces in China.

The "Balinghou" are children from the '80s born when the one-child policy was established and who grew up in relatively wealthy households. The "Children of the Revolution" (1965-1978) were born in or just after the disastrous Cultural Revolution and brought up by parents with positive Communist ideals. The "Old Red Guards" (1950-1964) today manage many of the country's state-run organisations and private businesses and were raised in a culture based intensely on relationships, not meritocracy. "True Reds" (1950 and earlier) may be of retirement age but if they happen to be your clients, dealing with them carries extra challenges as they tend to be less open and more cautious.

Divided into four main sections apart from the conclusion, the book takes the reader step by step from the knowledge to the sales call to negotiation and keeping the client satisfied. It starts with a Target Acquisition Equation and works up to a formula for rating your leverage. It details the dynamics of sales from needs analysis to troubleshooting problems with clients, from the moment you step into the building until you triumphantly get the contract, and the crucial follow-up work after delivering the goods or service, including handling complaints.

A lot of the examples and stories come from Morgan's experiences in ClarkMorgan Corporate Training, the company he co-founded in Shanghai with Andy Clark. Six years after their humble beginnings, the company was declared Training Firm of the Year. Through this publication, Morgan has generously shared both the high points and low points from the firm's history, including a trainer who got drunk and injured himself on an intercity train on the way to a team-building event. This was related to illustrate a point about apathy as a cause of conflict avoidance, which characterises one of the five negotiation personality types.

Tom Stader, Executive Director and Founder of The Library Project Charity, which donates books and libraries to underfinanced schools and orphanages in the developing world, eagerly marked his copy of the book with a pen and highlighter. He said, "We totally changed the way we are structuring events because of the insights Morry had about engaging individuals in China." This is one of the testimonials printed on the back of the book, which after reading, all the more resonates.



Language: English
Hardcover: 224 pages
Price: 350 CNY + Shipping

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QUOTATIONS OF THE MONTH

Life is like riding a bicycle. To keep your balance you must keep moving. — Albert Einstein

Success is not final, failure is not fatal, it is the courage to continue that counts. — Winston Churchill

A successful individual typically sets his next goal somewhat but not too much above his last achievement. In this way he steadily raises his level of aspiration. — Kurt Lewin

The important thing in life is to have a great aim, and the determination to attain it. — Goethe

Confessions of a non - Chinese speaker

By Mike Cormack

I have an embarrassing confession to make – lean in close and I'll tell you. I've been in China for more than three years, *and my Chinese is still terrible*. I still can't remember elementary things like the words for onion, dog or uncle; I can't ask questions more demanding than

“Zai na r?” or “Zenme zou?” I know my own Chinese name, but not all the characters for it. In fact, just about the only characters I do recognize are 北大工和人.

Generally I can get by fine enough. I work, inevitably, in an

environment where the Chinese staff have good English. My wife is Chinese, and she helps me deal with officialdom and bureaucracy. I frequent restaurants with picture menus and can generally point out what I need in other commercial transactions. I know my numbers (all the way up to a thousand!), and can haggle with sellers if need be – necessity is a great tool for memory. I read news about China, in English, with great interest. Yet at the same time I'm aware that I'm missing out on, if not actually evading, a deeper knowledge of and response to my time in the Middle Kingdom. One of the things that make the expat experience worthwhile and enjoyable, for me at least, is the sense of learning something new every single day. Surely, if that





were the case, wouldn't learning at least conversational Chinese be a great help?

I can't blame a lack of aptitude for languages. My schoolboy French remains deeply embedded enough that I managed to chat away fairly easily on the two occasions I've been to that wonderful country, and even to some Parisians I met in Sanlitun some fifteen years after my last French lessons. I'm fascinated by words, by their connotations, roots, and poetic weight and resonance. Yet Chinese leaves me cold. Why?



The dissimilarity of the languages might be a large part of it. The two languages embody such different linguistic philosophies (English being stress-based and Chinese tone-based) that it's hard to translate one into the other, as one can easily do with European languages. Chinese words also have no English correlations which would provide an easy hook. It's easy to remember, for example, the French verb to sell, *vendre*, because from it English gets *vendor* and *vending machine*. There's no such easy basis for memory in Chinese, so even after being told a word, I forget it, again and again. And tones! I've never even begun to master them; they never cease to feel absurd. As footballer Ian Rush famously said Italy "was like a foreign country", Chinese is like a foreign language to me.

I also sometimes flippantly say, when asked why I don't study Chinese, that I haven't finished studying English. And there is some truth in that, too. I'm just much more interested in the English language than the Chinese. It goes with being a writer, okay? So lists of Chinese words like colours, vegetables and parts of the body fail again and again to register

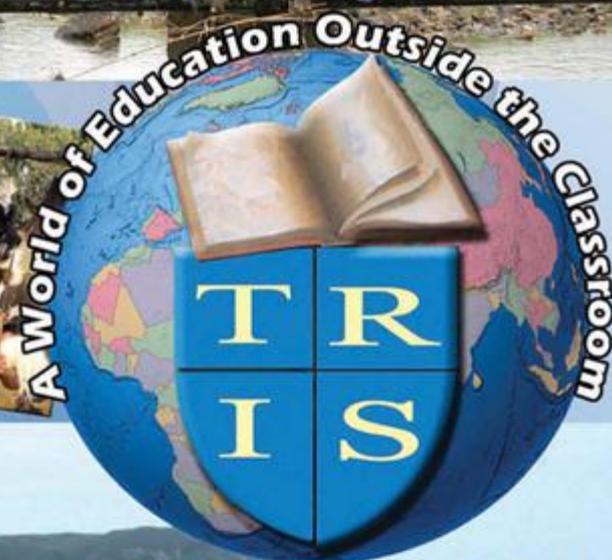
in my mind; while encountering English words new to me, like *consanguineous* and *manumission*, send me scurrying to my dictionary in delight. (They mean related by blood and freeing from slavery, respectively – if you didn't know that and felt a certain joy at learning them, this is how I feel, too).

Immersion in a Chinese-speaking environment doesn't help much, either, to be honest. In a situation where everyone knows much more than I do, rather than using this as a motivation to learn, it's easier to let those who can speak Chinese deal with it. It's faster and more convenient, leading to less muddles and stress. What is frustrating and perplexing is when I do need to speak some Chinese, and the person I'm talking to refuses to understand! Asking for *liang jin zhurou* at the supermarket one time, I was baffled when the woman stepped back, shaking her head and refusing to listen. This does not make for much encouragement! Such occurrences are not everyday, but they do happen more than one would like.

Of course, maybe I'm just lazy. I should apply myself to something that would be extremely useful. I *should* practice more. I should study the characters. But I don't. In China, you can get away with it; there are enough English speakers and English signs to make daily life possible. Which is great. So, for those who are fluent – well done; you have my sincere admiration. I know how difficult Chinese is. I just hope you can help me out sometime! 📧

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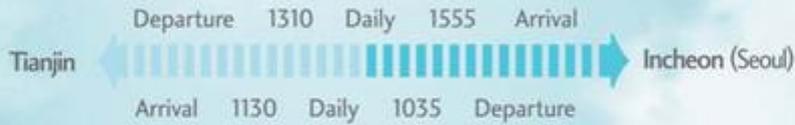
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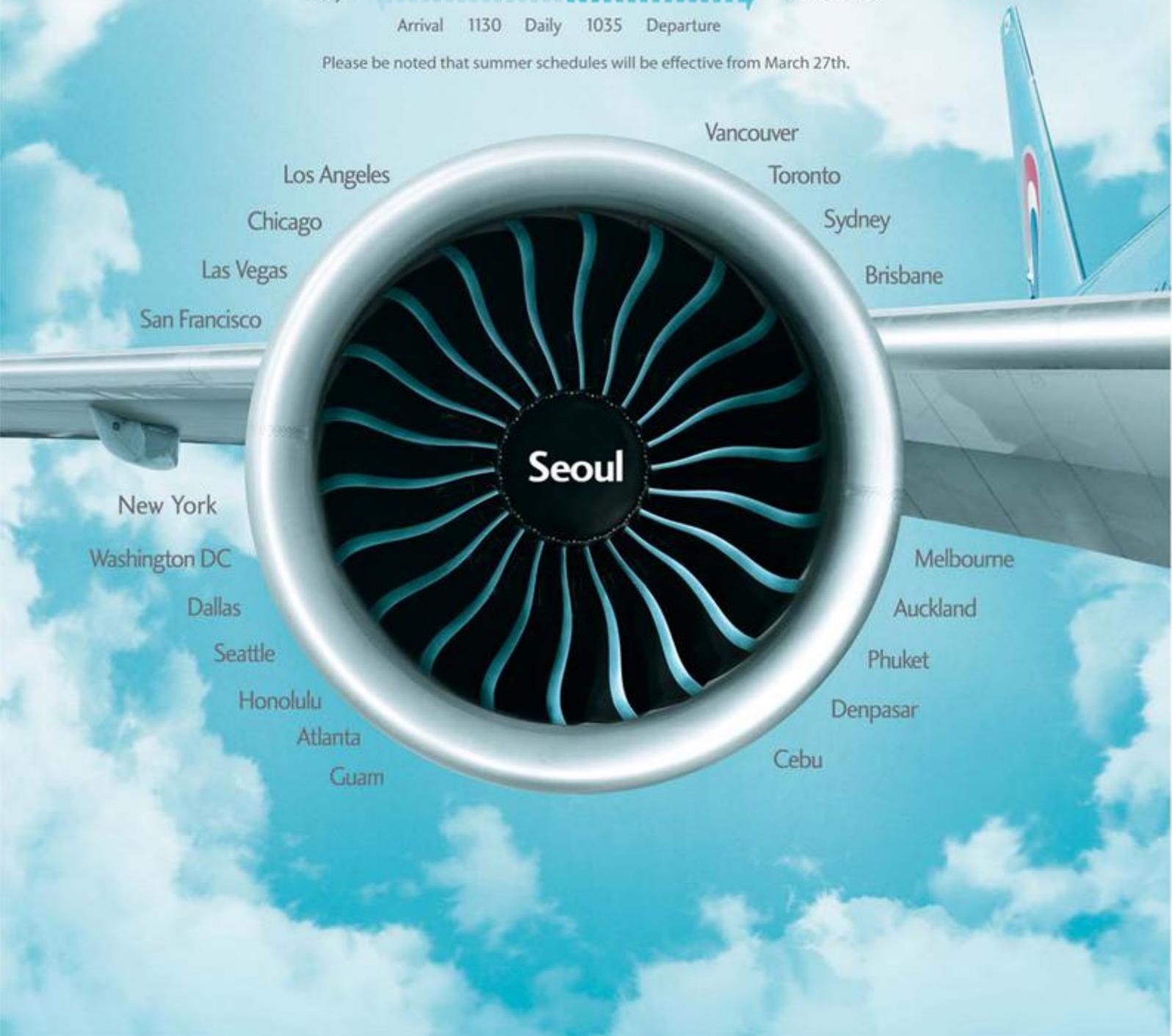
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